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THE COLLABORATIVE ECONOMY.
CHALLENGES AND OPPORTUNITIES FOR ROMANIA

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SUMMARY

The collaborative economy reflects a relatively new socio-economic model in a stage of rapid development that increasingly involves the use of online digital platforms. Today, the collaborative economy is considered to be a priority within most political agendas in the European Union. This is due to the agreement of experts in the field on the potential of this new type of socio-economic model to strongly influence the future of the labor market, labor relations, especially as a result of the increased need to concert efforts towards the acquisition and improvement of digital skills, in the spirit of education carried out throughout life (LifeLong Learning).

The collaborative economy is considered to be, at the same time, a reservoir of innovation and stimulation of the manifestation of creative potential, being able to actively contribute to changing the paradigmatic model in the field of leadership, with an emphasis on creative-innovative leadership oriented towards people. The development of new digital technologies also requires leaders to possess and be open to a permanent improvement of the complex set of skills (both digital and soft skills and high skills) that will allow and facilitate the best, most efficient and effective management of the increasingly complex relationships of interaction between people and technologies within dynamic ecosystems that often have to face the challenges of an increasingly turbulent socio-economic and ecological environment at the international, regional and national levels.

In the doctoral thesis, I placed particular emphasis on the analysis of the collaborative economy at the level of non-governmental organizations in Romania. In this regard, from a methodological point of view, both qualitative and quantitative research were used.

I believe that qualitative research can contribute to facilitating a better understanding of the potential impact of NGOs on the collaborative economy with a focus on identifying how this economy can be developed on the various decision-making levels (micro, macro and mezzoeconomic) ensuring favorable premises for ensuring, in the medium and long term, a strategic convergence.

Also, in my opinion, the research that I carried out within the doctoral training program can facilitate providing a more pertinent image regarding the potential impact of NGOs from the perspective of applying the principles of the collaborative economy and implicitly on the development opportunities in accordance with the principles of competitiveness and convergence (with special reference to strategic convergence).

Quantitative research aims to identify the challenges and opportunities of the creative-innovative leader in NGOs in the collaborative economy. Following the quantitative research,

the results obtained from the interpretation of the information collected through the survey method (online questionnaire), determine a more in-depth knowledge of the collaborative economy at the level of NGOs. The results reveal that NGOs can contribute to the well-being of communities by encouraging the development of their own collaborative platforms. Collaborative practices have proven themselves many times as a socio-economic alternative to the numerous interconnected crises. The collaborative economy is considered by the respondents as a means of restoring social ties and interpersonal relationships. In the case of NGOs, this economic model, which is based on rapid digital transformation, opens up new job opportunities through flexible work models, encouraging entrepreneurship and sustainable development.

Key words: digital technologies, collaborative economy, creative-innovative leadership, NGOs.

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