

**BUCHAREST UNIVERSITY OF ECONOMIC STUDIES  
DOCTORAL SCHOOL OF MANAGEMENT**

**HABILITATION THESIS**

**SUSTAINABLE INNOVATION IN  
MANAGEMENT: IMPLICATIONS FOR  
BUSINESS AND SOCIETY**

**Candidate:**

**Lector Univ. Dr. DIMA Adriana**

**Bucharest, 2024**

## ABSTRACT

The habilitation thesis, entitled "*Sustainable innovation in management: implications for business and society*", explores the academic career path after obtaining the PhD degree in Management, highlighting the main contributions in the field of research and indicating the future directions of development, from a teaching, research and professional perspective of the author, Lecturer Adriana DIMA.

The doctoral studies, completed in June 2015, focused on optimising managerial performance in manufacturing companies. Since 2019, with the participation in the postdoctoral programme and the InovAnt project, the research focus has shifted to a greater extent to the areas of innovation and sustainability. The main topic of the postdoctoral studies focused on "*Sustainable development in the textile and clothing industry and sustainability of textile and clothing businesses in the context of globalisation and innovation*". The work carried out in the postdoctoral research created a stimulating environment, fostering the author's academic progress. As a result, between 2022-2024, 8 papers have been published in Web of Science indexed journals with impact factor and AIS, and several other papers are currently in the review process, mainly aimed at exploring the same fundamental direction: innovation, sustainability and business development. The publication of these papers in prestigious journals reinforces the author's academic reputation and the relevance of the impact of her research on the scientific community.

The structure of the habilitation thesis comprises **three distinct sections**. In the **first part** of this work, **the development of the author's academic career** is presented, starting with a concise overview of the training period. This section covers doctoral and postdoctoral studies, as well as the author's involvement in institutional projects and participation in international research internships over the last ten years.

In the **second part** of the thesis, the **main scientific achievements** obtained after completing her doctoral studies are outlined in an integrated manner. Analysing the fundamental research results presented in this work, a constant and sustained interest in innovation and sustainability in business is highlighted.

Thus, the second chapter, dedicated to the research undertaken in the field of innovation and business sustainability, summarizes the scientific achievements that support the theme of this thesis, each sub-chapter being based on one of the **eight WoS articles** that form the foundation of this work. The cohesion and unity between the articles included in this habilitation thesis is revealed through the detailed analysis of key aspects of innovation and sustainability in varied contexts. All these articles explore key elements such as adaptation to change, innovation and technology, and sustainability. Fundamental to this connection is the need for organisations to adapt to significant changes in their specific environment. These changes can be exemplified by the rapid growth of e-commerce in the wake of the pandemic, price fluctuations in the economic and precious metals context, or the implementation of modern quality management systems in the food industry. At the same time, the emphasis on the importance of innovation and technology is evident in the adoption of new technologies in e-commerce, the use of advanced models for price forecasting and the implementation of modern quality management systems. Sustainability is another central issue, reflected in the impact on sustainability and social responsibility, be it the contribution of e-commerce to sustainable development, the relationship between precious metal prices and the environment, or ensuring food safety in a sustainable way. By using bibliometric analyses in four of the articles, it highlights the scientific approach and research perspectives in areas such as e-learning and frugal innovation. By integrating these topics, the habilitation thesis can provide a holistic perspective on managing innovation and sustainability in varied contexts, thus providing significant implications for business and society as a whole.

The **third section** of the thesis outlines the **career development and progression plan** from a threefold perspective: *scientific*, *academic* and *professional*. For each of these plans, a series of specific objectives are proposed, accompanied by concrete measures to facilitate their achievement.