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## EDITORIAL

### **ChatGPT – A New System for Management**

ChatGPT, representing the spearhead of generative artificial intelligence, has quickly entered everyday vocabulary. Originally designed for text generation, its management potential is beginning to be enthusiastically explored. Although still in its early stages, ChatGPT offers strong hints of what the future of management might look like.

One of the most promising aspects of ChatGPT is its ability to process and synthesize information at an unprecedented rate. Managers are often overwhelmed by massive volumes of data. ChatGPT can be used to extract relevant information from financial reports, market analysis and trend studies. By generating concise summaries and identifying patterns, this tool can transform the decision-making process, allowing managers to focus on strategic issues.

In addition, ChatGPT can revolutionize organizational communication. From writing emails and reports to creating presentations, this tool can assist managers in producing effective and persuasive content. However, it is crucial to emphasize that ChatGPT does not replace human communication skills, but complements them, allowing managers to allocate their time for strategic and relational interactions.

Another potential application of ChatGPT is in HR. From recruiting and screening to professional development, ChatGPT can be used to automate specific tasks, such as screening resumes or answering frequently asked employee questions. This can free up time for HR professionals, allowing them to focus on higher value-added activities such as coaching and organizational development.

However, it is essential to also address the limitations of ChatGPT. The system doesn't really understand the context or complex nuances of business situations. It can also generate incorrect or false information if not fed with quality data. Therefore, it is crucial that managers use ChatGPT as a support tool, not as an infallible source of information.



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In conclusion, ChatGPT represents a significant opportunity to redefine management. By improving efficiency, facilitating communication and providing support in various areas, ChatGPT can become a valuable ally for managers. However, it is essential that we use this technology responsibly and continue to rely on human intelligence and experience to make strategic and ethical decisions.

Olivia Negoită  
Senior Editor

## ABSTRACTS

### **The Impact of Artificial Intelligence on Cyber Security**

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*ABSTRACT: This article aims to present a broad analysis of the impact that artificial intelligence has on cyber security and the advantages and disadvantages that its implementation can bring regarding national security and data protection. The paper aims to describe the current usages of artificial intelligence in civilian and state applications as well as to identify potential future uses for technology. It will focus on how important its employment can help security overall. We will also analyse current levels of cyber security from a legal, technical and administrative point of view and the focus will be on how important artificial intelligence is towards handling specific tasks regarding security in the European Union, United States of America and the People's Republic of China. Furthermore, we will present advantages and disadvantages concerning artificial intelligence in different key domains such as cyberspace and intelligence surveillance and reconnaissance (ISR), mostly on how these are impacted by unmanned devices.*

**KEYWORDS:** artificial intelligence, cyber security, public law, automation, threats

## Risk Management in Research Projects

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*ABSTRACT: This paper presents the risk management process undertaken by two research organizations in Bucharest, Romania: The National Institute of Research and Development in Mechatronics and Measurement Technique, and The National Institute for Research and Development in Electrical Engineering. Following a comprehensive analysis, ten main risks were identified within the research departments related to project management. To assess the identified risks, the risk index method was employed. Experienced researchers with a background in research project management from the Biomedical Mechatronics and Robotics and Metallic, Composite, and Polymeric Materials departments evaluated their probability and impact. The assessed risks were then represented on the risk matrix to determine generic mitigation strategies. The findings indicate that the majority of risks faced by the organizations have both low probability and low impact, making them tolerable. However, some risks require urgent and effective mitigation methods. In addition to generic risk mitigation strategies, the article introduces specific mitigation solutions for each evaluated risk.*

**KEYWORDS:** risk management, risk assessment, risk index, risk matrix, risk strategy.

## Sustainable Business and Eco-Innovation

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*ABSTRACT: The global economy and its current state require major changes. The accelerated pace of economic growth and global industrialization has led to the fact that today just the national economy which encourages long-term innovations can be competitive. Innovations, in turn, are the basis of sustainable businesses. An opportunity for modern and sustainable business is eco-innovation. Eco-innovation is a circular economy promoter, it is a relatively new term, but with major importance and impact. The eco-innovation process improves the country's knowledge and skills, at the same time enhancing the productive capacity and competitiveness of the economy. It reduces costs, helps attract new growth opportunities, and strengthens the company's image with customers. The circular economy aims to create sustainable businesses and develop strong and sustainable economies. This paper aims to analyse the theoretical concepts and the legislative norms, but also the concrete actions to establish premises for sustainable business development. Furthermore, the study aims to identify the operating conditions of the circular economy and eco-innovation for the efficient development of sustainable industries based on innovations. When carrying out the research, several methods were used to make a comparative analysis of the normative acts regarding the policies developed and implemented by the states, related to the stimulation and implementation of innovations. Through observation and statistical data analysis, the indicators used to measure the efficiency of achieving some sustainable development objectives were analysed. The results of this study can serve as a theoretical and practical basis for larger studies developed at the national and international levels. It should be noted that eco-innovation is any innovation that leads to significant progress towards the objective of sustainable development, by reducing the impact of production methods on the environment, increasing nature's resistance to environmental pressures, or achieving more efficient and responsible use of natural resources.*

**KEYWORDS:** business, circular economy, eco-innovation, sustainable development

## The Digitization of Public Administration

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**ABSTRACT:** *The digitalization process must give particular attention to and clearly state the needs of consumers. The facts indicate that lately, customers have raised the standard for public administration and demand easy, quick, and transparent services. The digital revolution of government unveils opportunities for more transparency, reliability, efficiency, and collecting revenue. The digitalization process should pay particular attention to and completely convey the demands of citizens. Successful digitization involves an integrated process which provides an optimal setting for assessing and optimizing administrative activities. In this context, we carried out research in Călărași County, Romania, at the level of representatives of territorial administrative units (mayors, vice mayors, president and vice-president of the county council, civil servants with management and execution functions) to capture the perception regarding the transformation and the transition from traditional public services to digitalization.*

**KEYWORDS:** digitalization, cloud resources, public administration

## An Intelligent Training System for Business

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**ABSTRACT:** The Can today's latest AI/ML algorithms improve the efficiency of Intelligent Tutoring Systems (ITS) in upskilling business professionals? The answer to this question lies at the intersection of several fields like cognitive sciences, andragogy, computer science & AI/ML, instructional design and competency-based development. The use of Artificial Intelligence in education has concerned the scientific community for more than 50 years. The first ITS was proposed by J Carbonel in 1970 and a reference architecture for Intelligent Tutoring Systems was defined by John Self in 1990 and is generally agreed upon, to include a Domain Model, a Student Model, a Pedagogical Model and a User Interfacing Module. Yet significant room for improvement exists in developing e-learning tools that can accelerate the learning curve of business professionals through personalization according to their specific roles and knowledge levels. We thus propose a few ways to leverage the most recent AI/ML models in developing an ITS dedicated to helping business professionals acquire new capabilities.

**KEYWORDS:** Intelligent Tutoring Systems (ITS), ChatGPT, Business Management Upskilling, Professional Development



## Active Turnaround Diagnosis Using the Raisa Digital Platform

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**ABSTRACT:** The imperative of the Active Turnaround, as a preventive management approach, is to ensure the company's health through business continuity, growth, and a good resilience capacity. Disruptive events are omnipresent, having unpredictable impacts on the organization's stability. These events can critically impact the companies' strategy, necessitating dramatic change. Under these imperatives, a successful Active Turnaround process is based on an exhaustive and accurate diagnosis process, which is the key prerequisite for understanding the company's health condition. An Active Turnaround process is similar to a medical act, addressed not to human beings, but to companies. Financial measures and other key performance indicators represent the effects, the symptoms, of the company's distress. Following this analogy, the main purpose of the turnaround process is to keep the body (in our case, the company) alive and well, and even more, to provide a sustainable good health condition. To achieve this in our technological era, developing and implementing digital tools is a must. The paper details the turnaround diagnosis process applied to a Romanian transportation company, using an innovative customized software tool entitled RAISA (Remote Automated Interactive Self-Assessment) Digital Platform, which provides a structured image (Diagnosis snapshot-like) regarding the Company's health condition.

**KEYWORDS:** active turnaround, diagnosis, RAISA, air transport

## Development of Geospatial Technologies by Using Artificial Intelligence

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**ABSTRACT:** *The fusion of artificial intelligence and geospatial technologies marks a pivotal evolution in modern technology, transforming various industries and addressing global challenges. This article explores the advancements, applications, and implications of integrating artificial intelligence with geospatial technologies, highlighting the impact on sectors such as urban planning, transportation, environmental monitoring, and disaster management. Geospatial data, encompassing spatial dimensions like GPS coordinates and satellite imagery, underpins informed decision-making across sectors including urban planning, transportation, public health, and environmental management. However, the complexity of managing diverse data sources, spatial autocorrelation, and large datasets necessitates advanced solutions like artificial intelligence. This study adopts a situational composition methodology tailored for geospatial projects characterized by diverse technologies and extensive data. The methodology comprises three phases: problem identification, method selection, and implementation. Key factors influencing this methodology include problem complexity, data quality, resource constraints, and ethical considerations. Through three case studies – tourism accommodation and transportation hubs, air quality monitoring, and satellite image classification – this article demonstrates the enhanced precision, efficiency, and decision-making capabilities offered by AI-geospatial integration. The findings underscore the transformative potential of AI-driven geospatial analysis in tackling pressing global issues and driving innovation across various sectors, paving the way for future research focused on ethical considerations, data privacy, and continuous algorithm improvement.*

**KEYWORDS:** Geospatial Technologies, Environmental Monitoring, Urban Planning

## The Impact of Artificial Intelligence on Sustainable IT Asset Lifecycle Management

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**ABSTRACT:** *This study explores the transformative impact of Artificial Intelligence (AI) on sustainable IT asset lifecycle management (ITALM). The research examines AI-driven approaches compared to traditional methods, focusing on key areas such as predictive maintenance, asset utilization optimization, and e-waste reduction. The findings indicate significant improvements in operational efficiency, cost reduction, and sustainability. The study provides valuable insights for organizations aiming to integrate AI into their ITALM strategies to achieve sustainability objectives.*

**KEYWORDS:** *IT Asset Management, Predictive Maintenance, E-Waste Reduction*