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EDITORIAL

Challenges of Education 4.0

Education systems are changing and gradually evolve from education 1.0 (an explanatory learning in which assessment is mainly based on written/verbal evaluations in the classroom), to education 2.0 (a learning based on projects developed with opensource technology in the classroom), reach to education 3.0 (a learning based on social networks where students can learn and be assessed outside the classroom) and advance to education 4.0 (a custom learning tailored to each learner profile based on tools as IoT [internet of things], VR [virtual reality], AR [augmented reality] and AI [artificial intelligence]).

Today, the need for school management (education institution management) is commonly acknowledged within the scope of education 4.0 and developing and unifying the larger field of educational management can be a promising approach.

Educational management is a complex concept and is related with educational administration and educational leadership, but with essential definitional differences. Although some scholars view administration and management as synonyms, there is a distinction and the use of two terms is a confirmation of the difference. This distinction is about the nature of responsibility, the upper levels in a hierarchy being viewed as management positions, while the lower ones have been correlated with administration positions.

Briefly, the goal of educational management is to manage responsibly an educational institution (school, college, university), making sure that planning and guiding the institution is respon-sive to rapid change which may occur in all areas. From changes in digital technologies to different provocative display of different cultures, from changes in the social structures to different economic structures at local, national, and global level, all must be considered and taken into consideration.

Educational leadership is briefly about influencing others to achieve desired goals, but it does not entail the responsibility for the functioning of the institution in which the influence is exerted. Leadership styles, values, models, and theories have been applied to educational contexts. The practise of leadership in educational environments was portrayed in many ways: servant, strategic, ethical, sustainable, transformational, constructivist, transactional, to name a few. Yet, leadership does not entail the responsibility for the proper functioning of the educational institution. That is why educational leadership is considered most of the time concurrently with educational administration (educational leadership and administration –

ELA). This distinction between management and leadership allows the acknowledgment of educational management. It could be the time to unify the concepts of educational leadership administration, management under the theoretical “umbrella” of educational management which I consider offering the broadest coverage of ideas valuable for education 4.0.

The perennial leadership qualities are the same: vision, passion, courage, ability to resolve conflicts, ability to nurture the motivation of others. However, new ones must be added in the context of education 4.0: collective management instead of individual leadership, competence on entrepreneurship, continuous learning, and digital literacy. The leadership must be recognised as a collective capacity, and one should not be locked into the charismatic authoritative figure of natural born leader or hero-leader. Because this leads to few individuals which exercise the power and spread the influence, leading to a minimization of individual potential. Moreover, education 4.0 requires effective education communities in which participation in decision making in educational institutions is essential.

The transformation of the school and of the school management based on the respect for sustainable development must be the next step in adapting to the transformation of our planet. The educational institution must be a place for exploration, communication, and non-hierarchical relationships with shared responsibility.

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ABSTRACTS

Education and Bookselling

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ABSTRACT: In this article, the authors set out to study the behaviour of book consumers in Bucharest. The decision problem is represented by the major changes in the book market, which have led to a decrease in demand for books in physical format, largely influenced by digitalization and the economic crisis. The quantitative-descriptive research was conducted online, on a sample of 224 respondents. The instrument used was a questionnaire consisting of closed, open, dichotomous and multichotomous questions. The results of the study show that although Romanians are book lovers, book purchase is ranked last on the list of consumer priorities.

KEYWORDS: consumer behaviour, book, Bucharest

Analysis of Higher Education in Europe

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ABSTRACT: Starting from the current realities manifested at the European level regarding the implementation of post-pandemic resilience programs, the start of a new programming period for structural funds, the increase in the expectations and needs of the citizens of the EU states and the expectation that universities become agents of change for the transformation of society, though in this article we wanted to observe the degree of research through scientific articles on the development of higher education. The research methodology involved the elaboration of bibliometric analysis, a quantitative research method, in the form of an inventory of the publishing activity in the field of the development of higher education, being elaborated using the query of the database from the Web of Science platform. The research results confirm the moderate scientific interest in this field, showing that the data contained in WOS have a Hirsch index of 12.

KEYWORDS: higher education, VOSviewer, Web of Science

Sustainability of the International Supply Chains: The Taiwanese Example of Semiconductor Production

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ABSTRACT: The sustainability of the semiconductor supply chain is vital for the global economy, and Taiwan plays a key role in the production of semiconductors. This paper deals with the creation and application of semi-conductors exemplified in the world's largest semiconductor exporter Taiwan. Semiconductors are used in almost every electric component, from laptops to cars and technology involving artificial intelligence. The current semiconductor shortage showed the vulnerability of this global supply chain, and semiconduc-tors are essential for future technologies such as artificial intelligence and autonomous driving. With its hardware production and microchip manufacturing, Taiwan has two crucial resources. Government funding and investments into artificial intelligence and 5G make Taiwan an attractive location for multi-nationals like Google, Nvidia, or IBM. An excellent educational level and research programs between the educational institutes and the

KEYWORDS: semiconductors, artificial intelligence, autonomous sustainability

Corporate Rebranding Outcomes

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ABSTRACT: Rebranding is perceived by scholars as a practice which communicates that something has changed, whether it is about leadership, product, or market segmentation. Few researchers have taken into consideration all aspects of a rebranding process when it comes to its outcomes. Thus, this paper aims to examine the outcomes of a rebranding process from different perspectives, including financial, press reviews, customer reaction, or stock impact, using as a case study the rebranding process of Dunkin. The results indicate that there is no fixed formula to calculate or evaluate a rebranding process, and different indicators can show opposite results.

KEYWORDS: branding, rebranding, brand equity

Applicability of Waterfall and Agile Methodologies

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ABSTRACT: *The emergence of Industry 4.0 and 5.0 has significantly transformed project management and product development. This can be attributed to the increasing integration of robots and automation technologies into production lines, facilitating improved productivity and efficiency. Consequently, several research studies have investigated whether conventional management techniques are still applicable or whether new approaches are needed to enable organizations to respond quickly to changing customer demands and maintain a competitive edge over their rivals. This study employs a comprehensive methodology, including a literature review and expert consultations. A survey involving 30 engineers from the power tools industry was conducted to compare the Waterfall and Agile project management methodologies. The aim is to identify the most suitable approach for this industry amidst the transformative impact of the last two industrial revolutions.*

KEYWORDS: agile, waterfall, project management, product development

Digital Transformation in the Romanian Public Sector

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ABSTRACT: Digital transformation has become a crucial undertaking for governments worldwide, aiming to enhance public services and governance. In Romania, the public sector's digitalization journey faces both realities and challenges. This article explores the current state of digital transformation in the Romanian public sector, highlighting the successes and obstacles encountered. The paper investigates the implementation of e-government initiatives and digital services for citizens. Additionally, the study identifies the challenges faced by public institutions in adopting digital technologies, the importance of digital literacy among public sector employees, and the impact on public service delivery. Data security, citizen engagement, and ensuring alignment with sustainable development objectives also emerge as significant concerns. By understanding these realities and challenges, policymakers can strategize effective solutions and foster a comprehensive digital transformation in the Romanian public sector, propelling the nation towards a digitally empowered future.

KEYWORDS: digital transformation, public services, e-government, citizen engagement