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EDITORIAL

Pioneering a New Future

In recent years, the term "green entrepreneurship" has gained significant traction in both academic and business circles. As environmental challenges mount, entrepreneurs who adopt sustainable business practices are changing the marketplace and setting a foundation for a more resilient economy and society. Green entrepreneurship refers to business ventures that are not only profit-driven but are also deeply committed to addressing environmental concerns. Green entrepreneurs are at the forefront of a shift toward more sustainable business models by innovating within sectors such as renewable energy, waste management, sustainable agriculture, and eco-friendly products. This editorial explores the essence of green entrepreneurship, its key advantages, and the role it plays in fostering a sustainable future.

Green entrepreneurship is a business approach that seeks to create value while minimizing negative impacts on the environment. At its core, it involves creating and developing products or services that promote environmental sustainability. Green entrepreneurs often adopt principles of the circular economy, focusing on methods that emphasize renewability, recyclability, and resource efficiency. Adopting a circular approach, green businesses minimize waste and extend the lifecycle of materials. This shift away from the linear "take-make-dispose" model reduces environmental impact, promoting a closed-loop system that maximizes resource use and value retention.

Also, these businesses not only reduce waste but also advocate for ethical sourcing and fair labor practices. By addressing environmental concerns head-on, green entrepreneurs are reshaping the traditional business landscape with a commitment to a sustainable model. The advantages of green entrepreneurship extend well beyond the businesses themselves; they also encompass economic, environmental, and societal benefits. As the public grows more concerned with sustainability, businesses that reflect these values build trust and loyalty. Companies that prioritize green practices tend to have more transparent and responsible operations, making them more appealing to a customer base that values



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accountability. Green entrepreneurship requires a business model that integrates sustainable practices at every level of the organization. Sustainable business practices start with ethical sourcing and production, ensuring that materials are renewable, responsibly harvested, or recycled whenever possible.

Georgiana Moiceanu

Senior Editor

ABSTRACTS

Photovoltaic Conversion for a Sustainable Economy

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ABSTRACT: The article deals with the analysis of the technical and economic parameters of photovoltaic (PV) systems, as it results from the statistical data presented worldwide, in the current context of the circular economy. The analyses and the methodology are subordinated to the degree of novelty that aims to demonstrate the contribution of PV technology to the requirements and criteria of a sustainable economy. Both the indisputable advantages of PV power plants and parks are emphasized as well as those efficiency parameters for which these systems are still deficient. The methodology includes comparative analysis concerning other types of renewable energies (hydro, wind, geothermal) and all types of power plants. The article can guide all entities interested in implementing PV systems (parks and roofs of industrial buildings) in the context of the increasingly acute requirements that the principles of the circular economy demand.

KEYWORDS: Circular economy, PV system, efficient energy

Influence of Personal Values on Product Aesthetics

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ABSTRACT: *The marketer and the product manager are always looking for means to make the product they are developing more suitable to the consumer's needs, wishes and expectations. Some of these means can be personal values or personal goals. The study presented in this paper focused on three research directions: a) investigation of the correlation between personal values esteemed by the experiment participants and the appraisal of industrial design, respectively the purchase intention, of the product that materializes those values; b) investigation of the correlation between personal goals pursued by the experiment participants and the appraisal of industrial design, respectively the purchase intention, of the product that materializes those goals; c) investigation of the correlation between appraisal of industrial design and purchase intention in a vignette situation (using characters that pursue the personal goals at the highest level). The system of personal values used in experiment was the Kahle's List of Values (LOV). The system of personal goals applied in the experiment was Young & Rubicam's 4C. The conclusions obtained after processing the experimental data were: a) Correlation between personal values and industrial design was moderate. b) Correlation between personal values and purchase intention was also moderate. c) The correlation between personal goals and industrial design was strong. d) Correlation between personal goals and purchase intention was moderate to strong. e) Correlation (for personal goals) in a vignette situation was stronger than in the previous situation.*

KEYWORDS: industrial design, product aesthetics, purchase intention, personal values, personal goals

Current Tendencies on Software as a Service Technologies

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ABSTRACT: The field of Software as a Service (SaaS) currently faces several challenges, with increasing the efficiency of the software development process and expanding the integration possibilities of platforms being among the most notable. The existing body of SaaS-related literature is characterized by knowledge gaps concerning the software development process and the technical aspects of SaaS business models. This research systematically reviews current literature on how software designed for SaaS systems can be developed and integrated with other external software systems by incorporating both technical and logistical dimensions. Through detailed analysis and interpretation of the findings, this article offers an overview of the current state of knowledge in the field and provides insights into the key elements to consider when improving the development or integration of a SaaS system. This article contributes to the SaaS integration and development body of knowledge by highlighting trends in the current literature regarding the most prolific topics, countries of origin, and publications.

KEYWORDS: Software as a Service, integration, development, optimization

Health Technology Assessment for Infodemic Management

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ABSTRACT: *Infodemic requires a quick and efficient response and Health Technologies Assessment (HTA) can offer relevant information. Even if the members of the infodemic management (IM) team have competencies in dealing with public health emergencies, they may need support in selecting the appropriate interventions. This paper aims to analyse HTA as a framework for selecting infodemic management interventions and integrate it into the decision making process, by illustrating the process of assessment and appraisal. It uses a qualitative approach, by analysing both concepts and illustrating them through graphic representation, with examples for practical application. Joint research on HTA and IM can be found only indirectly, mostly regarding applying HTA in public health interventions, particularly in public health emergencies. It is important to promote the benefits of merging these concepts. It is recommended to integrate HTA and IM, and seek support from HTA structures available in the country or develop one.*

KEYWORDS: infodemic management, Health Technologies Assessment, Framework

Procedure for Supporting Digitization in Public Institutions

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ABSTRACT: *The digitalization process in the General Directorate of Social Assistance and Child Protection Sector 5 (DGASPC 5) started with the introduction of basic digital tools such as e-mail communication and electronic document management. In this context, digitalization refers to adopting digital technologies to streamline processes, improve communication, and provide better access to information. The main aim of the research is to determine the impact digitalization has on the relationship between the public institution and the employee. Thus, the authors will focus specifically on the relationship with the employees of DGASPC 5. Therefore, the authors aim to investigate how digitization and communication technology are used in the interaction between public institutions and employees, to finally determine the degree of satisfaction of the employees with digitization and which aspects should be improved.*

KEYWORDS: digitization, social assistance, public institutions, employee

Research to Define a Competitiveness Index

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ABSTRACT: *Competitiveness is a complex concept, analyzed from various perspectives and disciplines, without reaching a unanimously accepted definition. However, the study of competitiveness remains essential to understanding how it can be stimulated, identifying the sources that support it and how it can contribute to improving the level of society. It determines the ability of organizations to overcome other competitors, access new markets, attract investment and grow. Decision-makers must understand the level of competitiveness of their organization compared to other companies and monitor the evolution of this position over time. Thus, as a result of the research, a Competitiveness Index was proposed to determine the organization's position concerning the competition, the Competitiveness Analysis Index represents an essential barometer, because it contributes to determining the strengths and weaknesses of the organization concerning the competition. Essentially, the Competitiveness Index serves as a diagnostic tool to help organizations understand their economic situation and make informed decisions so that the organization can increase its competitiveness.*

Keywords: Competitiveness Analysis Index, competition, regulations

Topology Optimization in the Automotive Industry

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ABSTRACT: *Topology optimization is an advanced computational technique used in the automotive industry to improve the design of vehicle components by redistributing material for optimal structural efficiency and weight reduction. In a context where the industry faces increasing demands for energy efficiency, performance, and compliance with strict environmental regulations, topology optimization has become a strategic tool for developing lightweight and high-performance components without compromising safety or durability. The integration of this method aims to enhance fuel efficiency, reduce the carbon footprint, minimize material consumption, and align with the principles of green entrepreneurship by reducing material use and minimizing environmental impact in production processes.*

KEYWORDS: automotive efficiency, structural analysis, vehicle performance

Entrepreneurship in the Bucharest-Ilfov Area

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ABSTRACT: *The metropolitan area of Bucharest-Ilfov represents a dynamic epicenter for entrepreneurial activity in Romania, offering a unique landscape for examining the interplay of various factors influencing business development. This study investigates the critical elements affecting entrepreneurship in the region, focusing on infrastructure, access to finance, educational support, public policies and others. Our analysis reveals that robust infrastructure, including transportation and digital connectivity, significantly enhances business operations and market reach. The study identifies key opportunities for development, such as improved policy incentives, targeted financial instruments, and stronger public-private partnerships. By providing a comprehensive assessment of these factors, this research aims to offer actionable insights for policymakers, educators, and investors seeking to foster a more vibrant and sustainable entrepreneurial environment in the rural periphery of the Bucharest-Ilfov metropolitan area.*

KEYWORDS: entrepreneurship, metropolitan areas, regional analysis, business development