

MANAGEMENT RESEARCH CENTER FOR ORGANIZATIONAL SUSTAINABILITY

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Acronym	MARCOS (CEMASO)
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Areas of expertise

Business and Management
New Marketing and Entrepreneurial Development Managerial Methods for Organizational Competitiveness

Team

Prof. Eng. Ec. Laura Bacali, Prof. Dr. Eng. Ec. Ioan Abrudan, Prof. Dr. Eng. Dan Candea, Prof. Dr. Eng. Ec. Doru Farcas, Assoc. Prof. Dr. Eng. Florin Lungu, Assoc. Prof. Dr. Ec. Voicu Sucala, Assoc. Prof. Dr. Eng. Sorin Suteu, Assoc. Prof. Dr. MsC Ec. Camelia Ucenic, Assoc. Prof. Dr. Eng. Radu Vlad, Assist. Prof. Dr. Roxana Cordos

Representative projects

"Proiectarea optimală cu algoritmi evolutivi a sistemelor productive", PNII-Idei, <http://www.mim.utcluj.ro/ro/pages/proiecte-in-derulare/idei-id-159/> (2008-2011)
CompRail, "îmbunătățirea eficienței energetice a trenurilor de marfă, creșterea capacității rețelei de cale ferată și întărirea rolului acesteia în transportul intermodal cu ajutorul sistemelor GPS", PNII-Idei, <http://www.mim.utcluj.ro/ro/pages/proiecte-in-derulare/comprail/> (2008-2011)
"Aplicarea teoriei matematice a jocurilor în studiul culturii organizaționale", PNII-Idei, <http://www.mim.utcluj.ro/ro/pages/proiecte-in-derulare/idei-id-158/>
"Dezvoltarea prin modelări neuro-fuzzy de soluții personalizate pentru sisteme de indicatori de măsurare a performanței dedicate competitivității durabile a firmei industriale antreprenoriale", PNII-Idei, (2009-2011)
"Parteneriat pentru cercetare de excelență în dezvoltarea aptitudinilor antreprenoriale și a capitalului uman competitiv în economia și societatea bazate pe cunoaștere și inovare", parteneriate în domenii prioritare, direcția de cercetare 9, (2007-2010)

Significant results

The most representative publications of the past 5 years:

1. Moldovan, E.S. Lakatos, L. Bacali, O.B. Bercea, L. Ripa, Analysis regarding the size and dynamics of Corporate Social Responsibility concept, MANAGEMENT BETWEEN PROFIT AND SOCIAL RESPONSIBILITY Book Series: Review of Management and Economic Engineering International Management Conference, 2014, pag. 270-276.
2. Barkoczi, Nadia; Bacali, Laura; Lobontiu, Mircea, Current status of the interferences between technology diffusion and marketing management, MANAGEMENT BETWEEN PROFIT AND SOCIAL RESPONSIBILITY Book Series: Review of Management and Economic Engineering International Management Conference Pages: 324-331 Published: 2014
3. R. Lungu, F. Lungu, "Quality management systems grounded on Islamic values", in *Actual Problems of Economics*, vol. 125, no. 11, 2011, pp. 404-414
4. R. C. Cordoș, B. L. Blaga, "Study regarding environmental protection in the small and medium enterprises within the Cluj district", in *Transylvanian Review of Administrative Sciences*, no. 29E, 2010, pp.51-61

5. Laura Bacali, Martine M. Spence, Theophile Dzaka-Kikouta, Roxana C. Cordos, "Les défis des PME du Sud et du Nord. Vers leur développement durable", *Les Presses de L'Université d'Ottawa*, ISBN 978-2-7603-0751-3, 2011, 182 pag.

The offer addressed to the economic environment

Research & development	<ul style="list-style-type: none"> Development of cooperation with other research groups Strategies for sustainability The elaboration and implementation of managerial systems which drive to performance on the three sustainability poles: long run economic performance, social and environmental performance Organizational development toward the learning organization
Consulting	<ul style="list-style-type: none"> Collaboration with the economic environment and other sectors of the social life for relevant topics regarding sustainability The transfer of the research results toward the end users Support for start-ups and innovative spinoffs Market research Business plan Feasibility studies Cost benefit analysis
Training	<ul style="list-style-type: none"> Training and research opportunities for PhD students Training and research opportunities for young researchers Training for economic environment Course :Integration of Management Systems Change and Learning Organization Communication Strategies Cleaner Productionm Corporative governance Business simulation games