

## The strategic management of the organizational behavior change for private enterprises

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### Candidate's background

Razvan Radulescu has graduated in 2009 from Bucharest Polytechnic University, in 2009 he has been selected to participate in an MBA Programme at Telfer Business School, Ottawa, Canada in a joint partnership with ASE Bucharest. He has been working since 2010 as part of a group that developed feasibility studies in the cleantech industry and from the beginning of 2013 he has been appointed Advisor to the Secretary of State in newly formed Romanian Department of Energy. Also in 2013 he has graduated the basic course in "National Security" and taken the subsequent degree from the National College of Defense – Romanian Military Academy.

### Brief presentation of the research project

I've developed a circular model of developing strategic systems that takes in account the entropy of the process. At the moment I am testing the model with a batch of data collected from 2 IT&C companies. The introduction of randomness (entropy) in any system development model represents a novelty.

This project is aiming to create a more controllable environment for developing projects in accordance with the overall business strategy, it has the goal to prevent the "dead on arrival" projects and control the usage of capital, energy and time in certain projects. This topic is regarded as one of the most important by the academics that focus their research on the IT sector.

**Keywords:** *circular model; entropy stages in a internal system; internal business system; information-capital-time triad; non-linear model*

### Research methods

The essential elements on which this paper is basing it's scientific method are iterations, recursions, interleaving, or orderings of the following:

- A. Characterizations
- B. Hypotheses
- C. Predictions
- D. Experiments (tests of all of the above)

The research based on gathering of datasets is done mainly between B. Hypothesis and D. Experiments and is better defined by a linear, pragmatic scheme<sup>1</sup> of the four points above, in the correlation with the search of a new perspective and offered as a guideline for the further proceeding<sup>2</sup>:

- a) Defining the questions;
- b) Gathering of information and resources;

<sup>1</sup> "To raise new questions, new possibilities, to regard old problems from a new angle, requires creative imagination and marks real advance in science."- Einstein & Infeld 1938, p. 92. The "modus operandi" and structure of this research will be based on the guidelines given in this paper.

<sup>2</sup> Crawford S., Stucki L. (1990), "Peer review and the changing research record", "Info Science", vol. 41, pp 223-228.

- c) Form an explanatory hypothesis;
- d) Test the hypothesis by performing an experiment and collecting data in a reproducible manner;
- e) Analyze the data;
- f) Interpret the data and draw conclusions that serve as a starting point for new hypothesis;
- g) Publish results;
- h) Retest (frequently done by third parties).

Having this path in mind and for the support of the ideas stated in this paper we will employ a dual statistical research, on one hand we will use quantitative research based on the questionnaire no.1 and applied estimated population of at least ten Romanian companies from the IT Sector, and a qualitative research based on fewer questions but formulated so they can be answered more freely and in a broader spectrum of the subject.

Also when the selection of the targeted firms will start we will have in mind the limitations of the industries in which they operate as well as their time of operation in that respective industry (so we can better pinpoint their stage in development and make adjustments regarding their supposed economical maturity).

### **Research outputs and their implementation**

Testing the circular model with the batch of data I have collected will give a clear view if the assumptions are valid or if they need to be retested using an integration in a ERP (enterprise Resource Planning) software suite. The data collection and handling are in accordance with the research norms currently in usage worldwide. The basic paper regarding this model has been presented at IMC 2013, and will be followed by two other papers that will presented at national conferences by the end of first trimester of 2014.

### **Auxiliary elements that may support the research**

I have participated and submitted papers to the following conferences:

- 1) 7th Edition of the International Management Conference – IMC 2013, 7-8 November 2013, Bucharest, Romania;
- 2) The International Conference Towards the Good Society European Perspectives (24-16.10.2013), Romanian Academy, held in Bucharest, Romania;
- 3) At the moment I am holding the seminar course in Operations Management, course held by Gabriela Tigu PhD at Bucharest Economics University (ASE Bucharest) – Business Administration & Tourism University.

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