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EDITORIAL

Business based on modern technologies

The human spirit
must prevail over
technology.
(Albert Einstein)

The present issue of FAIMA BUSINESS AND MANAGEMENT JOURNAL is dedicated to how the business can be developed based on modern technologies.
Commercial businesses are relations between two parties whereby both trying to have a gain. Entrepreneurship can occur whenever there is a feasible idea and forces to turn the idea into a business.
For business it is necessary to have an idea, a set of concepts that enable success.
Plato said that ideas are the essence of things; they cannot be seen, but they turn into the real world. The business idea should relate to the product envisaged to be realized, to customers who will buy the product, and to the product field. On this basis the business concept needs to be clarified; it can be determined by identifying three dimensions: the market, the needs satisfied, and the technologies used in the field.
If the concept is a viable one, a structure called strategic business unit can be designed.
Businesses are based on technology, which is a set of available knowledge and skills required to transform a structure. Technology materializes in equipment, procedures, documentation and know-how, utilized to realize a product in favorable economic conditions. Technologies are business accelerators and not business creators.
The technological potential of a firm is given by the value of technology resources existing within it.
Technologies have a certain life cycle and there are embryonic technologies, emerging,evolving, mature, declining and outdated technologies. Most entrepreneurs use craft technology, although large companies showed that they developed with high-level

scientific technologies. The use of these technologies is not more difficult than the craft technologies.

A technology loses its novelty in 8-12 years. Dissemination of technology follows a similar cycle, with an incubation phase, test, spread, maturity, saturation phases. At a given time, companies posses a portfolio of technologies in different stages of the life cycle. Making a product requires different technologies seniority. Business can do with disruptive technologies, technology simplified (less sophisticated), arising from the advanced one.

Performance technology increases slowly, and then linearly at the end is capped. For this reason, technical progress should be sought in new solutions and emerging technologies.

At the same time, technologies are goods for sale and they have a price. It is believed that the technology can be bought, but good technology is not for sale. Buying licenses does not lead to mastery of technology.

Technology influences the production process by several aspects. For example the cost of manufacture depends on how technological development is achieved. It affects labor costs, losses due to working capital asset, cost of equipment and the tools. As time passes, due to technical progress, duration of efficient fabrication of a product decreases. The smaller the time for technological development, the longer the life of a product. Technologies influence the company's structure. Some technologies are suitable for small companies; others imply the existence of large enterprises. Also, technologies influence resource use. Upgrading technology has economic influences, reflected in the quantity of goods produced and the resources used.

The evolution of technology occurs in leaps, discontinuities. A metaphor about technology is a tree which shows that the enabling technologies give enterprise capability, which transforms into processes, which allow the manufacturing of products.

Technologies are business accelerators, they are not business creators.

Examples comprised in this issue of the FAIMA Journal show that a variety of modern technologies have been applied to develop new business.

Prof. Sorin Ionescu
Editor-in-Chief

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ABSTRACTS

TECHNOPRENEURSHIP – MERGING CONCEPT

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Technology, innovation, and entrepreneurship are all subjects of current interest – for both theorists (as academia, researchers' community) and practitioners (business people as well as strategists and decision makers at all levels) – each subject having its own quite well-defined study area. This paper introduces the concept of Technopreneurship as a merging point and interdisciplinary area of interest of entrepreneurship, technology, and innovation. The concept emerges naturally, as recent development trend of all the above. However, the author takes the entrepreneurship side (actually technology-based entrepreneurship). The three focal merging areas of interest are presented on the background of recent literature summarized survey on several topics related to entrepreneurial studies: entrepreneurial profile; gender, age and ethnicity; entrepreneurship studies by industries and/or regions; legal and fiscal entrepreneurship environment; entrepreneurship education and entrepreneurial university. Some newer areas of entrepreneurial studies are also mentioned: intellectual entrepreneurship; social entrepreneurship; entrepreneurship infrastructure; entrepreneurial networks. The aim of the paper is to launch a provocative discussion on the newly coined term Technopreneurship, and even newer concepts as Technowledge (technology knowledge) and, therefore, Technowledgepreneurship (technology knowledge entrepreneurship). Mostly conceptual, based on significant literature survey, the paper explores the entrepreneurship bordering areas, and the discussion stimulated by this paper may be important for scholars and entrepreneurs alike.

Keywords: Entrepreneurship, Technology, Innovation, Technopreneurship, Technowledge, Technowledgepreneurship

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MOBILE PAYMENT – RISKS OF A NEW TECHNOLOGY

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Technology companies only maintain a leading role, if their innovations are adopted by the majority of consumers and if their launches are distinctive from the competition. Due to an increasing mobility of today's society and progress in technological infrastructure, the mobile phone technology has been quickly adopted worldwide. The technology advances in the contactless communications and the development of sophisticated mobile applications have enabled mobile phones to become means of payment. Mobile payment services (MPS) have been launched in several countries and continents with divergent success. The purpose of this article is to present results of cross-cultural adoption research on MPS, leading to an identification of the drivers and barriers of adoption and to the conclusion of opportunities and risks of Mobile Payment Services.

Keywords: Mobile Payment Services (MPS), mobile phone technology, digital payment process, technology adoption research, cross-cultural study, convenience

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GEOMARKETING FOR SALES NETWORKS

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Lately, the expansion of Geomarketing, especially in the car distribution networks has brought major changes with regards to the Geomarketing tradition perspective. Such a complex approach foresees decision making problems and provides solutions, so that managers can make more informed location based decisions. More exactly, we examine how geographical marketing analysis of territories is made through geographical informative systems and spatial data, that is, through Geomarketing instruments. In this article we propose and analyse a new vision of Geomarketing as an instrument for evaluation of sales territory efficiency with the major target of finding the optimal place of a Skoda car dealership network in the Iaºi area. The results of the research prove that managers need rethinking the location of Skoda dealership network in Iaºi, which, although close to Peugeot, is in the opposite part of the city compared to the other car dealership networks. As the article will prove, the deliveries of competing brands are much higher, due to their location. Also, Peugeot is substituting customers from Skoda. Therefore, the solution proposed for Skoda is either relocating in territory (in the area where are concentrated the deliveries of competing brands) or opening a new delivery outlet in the same area of strategic interest of its competitors, currently uncovered by Skoda.

Keywords: Geomarketing, car network, place marketing, spatial decision-making

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TRANSITION TO STABLE AND MATURE PROCESSES

Danut, Iorga
SC. Agri Terenuri S.A.

The current paper presents a tool designed to transform an unstructured activity into a stable and mature process able to generate predictable results. For this purpose, the authors created a method, The Matrix of the Business Dynamic Indicators (MBDI). The effect of the MBDI tool is powered and multiplied by the Transfer Function Matrix, which helps the people to adapt their actions in order to maintain a high correlation level among the key factors of the business. The originality of the research consists in creating, for the first time in service sector, an instrument that links three business areas such as customers, strategic objectives and continuous improvement for a process-oriented organization. Despite the fact that the research was limited to a specific business, Land Book Registration, due to the potential of the tools involved and the integrating character of the matrix, the method could be used with a significant effect also in other areas where the repeatability of results is high and can be measured.

Keywords: Business Process Management, Transfer Function Matrix, Balanced Scorecard, Lean Six Sigma, Correlation

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IT SMEs IN FRANCE AND ROMANIA

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This paper presents the results of a comparative research regarding the development of IT SMEs in France and Romania. The dynamic of the information technology industry challenges the SMEs to constantly perform and grow, while avoiding growth crises and other organizational issues. The present research explores the differences and similarities of development of the IT SMEs in the two countries, by applying original matrix and statistical models on SMEs samples, by taking into consideration three indexes: age of the SMEs, number of employees and turnover. The results of the research suggest the maturity of the French IT market, while the much younger Romanian IT market provides growth opportunities.

Keywords: SMEs, growth, information technology industry, growth crisis

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FORECAST OF ENERGY CONSUMPTION

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The forecast can be defined like approximately of the unknown events from the future; this is necessary because of the existence of some unknown events, but these events play an important role in taking decisions. It is obvious that the uncertainty's elimination is not possible, so the forecast is a tool who attempts to minimize the uncertainties. The forecast importance in the electrical energy management is very high. The forecast of the energy's request presumes the estimation of this request's characteristics: size, time evolution, the request's structure, and others. The forecast of the electrical charge is a tool of a modern energy management system (EMS).

Keywords: Forecast, electrical energy, mathematical model, consumption.