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**Article**

## New Trends in Sustainable Business and Consumption

Amfiteatru Economic Journal

**Provided in Cooperation with:**

The Bucharest University of Economic Studies

*Suggested Citation:* Tăchiciu, Laurențiu (2015) : New Trends in Sustainable Business and Consumption, Amfiteatru Economic Journal, ISSN 2247-9104, The Bucharest University of Economic Studies, Bucharest, Vol. 17, Iss. Special No. 9, pp. 1127-1128

This Version is available at:

<https://hdl.handle.net/10419/168969>

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## **New Trends in Sustainable Business and Consumption**

Globalization and technological advances are shaping a new economy, accelerating societal changes and raising sustainability concerns. The twenty first century has begun under the aegis of transformations and tensions which affect business and consumption patterns alike. These transformations come with new opportunities, but also with new threats, challenging the society capacity to foresee mutations, to make responsible choices for the future, to creatively conciliate aspirations with possibilities and resources. All these call for scholars' contribution to identifying new trends, assessing implications, providing new paradigms and practical solutions, informing policy makers and business leaders, as well as to accelerating new knowledge dissemination.

The present issue of *Amfiteatru Economic Journal* regroups a number of articles selected among contributions presented at BASIQ 2015 Conference in Bucharest.

Articles display a variety of concerns about the trends that currently exist and are likely to demand a responsible response by policy makers, business and consumers.

Demographic changes and their implications are of central importance among these concerns. Firstly, increased life expectancy and increasing proportion of elderly in the population create problems both in terms of coverage of labor demand and in terms of sustainability of the pension system. Moreover, the welfare of older people depend on their ability to be active and useful to society. Encouraging initiatives that contribute to active involvement of the elderly present therefore a natural interest. Secondly, developments have been identified which justify concerns about young people. It is examined the influence that social networks, a phenomenon that now involves youth in particular, exercise on the processes of job search, recruitment and selection of staff. From a different perspective, concerns related to youth nutrition style are highlighted.

The attention given to better use of resources is to be noted. Researchers cover aspects of natural resources exploitation in the energy sector, agriculture and meat processing, fair trade, and financial aspects of human resources valorization. Given that the financial system weaknesses continue to endanger the balance of the economy, analyzing the relationship between external audit quality and financial performance of credit institutions is, in its turn, a topical issue.

Achieving sustainable development requires enhancement of innovation and promotion of entrepreneurship. We find in this issue, analysis of entrepreneur skills in relation to the business environment characteristics, methods for stimulating innovation, or innovation measuring tools.

Finally, the capacity to face the new challenges of contemporary economic environment depends on the ability to use new methods and concepts in the management of companies. Authors bring into discussion the potential of such management techniques as "six sigma", the assessment of the correlation between business lines, project portfolio management.

In this wide range of topics, I am sure that readers of Amfiteatru Economic Journal will find developments in line with their interests, ideas to inspire them in their research and their practical actions.

**Laurențiu Tăchiciu,**  
**Associate Editor**