

BABEȘ-BOLYAI UNIVERSITY
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DOCTORAL THESIS

ETHICS AND MODERN LEADERSHIP IN BUSINESS DIPLOMACY

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ABSTRACT

În contextul unei economii globale din ce în ce mai interconectate și complexe, lucrarea de față investighează legătura critică dintre etică, leadership și diplomația de afaceri, cu un accent deosebit pe întreprinderile mici și mijlocii (IMM-uri). Leadershipul etic este analizat nu doar ca o imperativă morală, ci și ca un atu strategic ce promovează încrederea, cooperarea și avantajul competitiv durabil în diverse medii culturale și de reglementare. Cercetarea subliniază rolul liderilor etici ca ghizi adaptabili, care navighează prin provocări complexe, inclusiv schimbări geopolitice, cerințe de reglementare și progrese tehnologice, punând totodată în evidență importanța strategică a diplomației de afaceri în gestionarea relațiilor și negocierilor transfrontaliere.

Concentrându-se pe internaționalizarea microîntreprinderilor, întreprinderilor mici și mijlocii (IMM-uri), în special a întreprinderilor din Asia de Sud și România care operează în Japonia, acest studiu explorează modul în care dinamica culturală influențează leadershipul antreprenorial și conduita etică. Sunt subliniate importanța practicilor etice — transparența, responsabilitatea și sensibilitatea culturală — în consolidarea credibilității și rezilienței IMM-urilor pe piețele globale. Lucrarea integrează, de asemenea, perspective teoretice din relațiile internaționale, precum realismul, liberalismul, constructivismul și conceptul de putere moale, alături de principiile responsabilității sociale corporative (CSR), pentru a încadra dimensiunile etice și diplomatice ale leadershipului în afaceri globale.

Lucrarea de față își propune să contribuie atât practic, cât și teoretic, oferind perspective aplicabile pentru factorii de decizie politică, liderii de afaceri, cadrele didactice și consultanți. Se urmărește susținerea dezvoltării unor strategii de leadership și diplomație de afaceri mai responsabile, conștiente cultural și durabile. În cele din urmă, cercetarea aspiră să promoveze înțelegerea interculturală, să consolideze cadrul etic organizațional și să valorifice diversitatea ca motor al inovării, sporind astfel succesul și sustenabilitatea pe termen lung a IMM-urilor în economia globală.

Cuvinte cheie: leadership etic, diplomație de afaceri, întreprinderi mici și mijlocii (IMM-uri), dinamici culturale, relații internaționale, sustenabilitate

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