

**LUCIAN BLAGA UNIVERSITY SIBIU**  
**FACULTY OF ECONOMICS**  
**DOMAIN:FINANCE**

**ANALYSIS OF BUSINESS PERFORMANCES  
FROM A GLOBAL AND STRATEGIC  
PERSPECTIVE**

**ABSTRACT OF HABILITATION THESIS**

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## ABSTRACT

The first part of the habilitation thesis is dedicated to *Section I “Scientific, professional and academic achievements, on disciplinary or interdisciplinary thematic directions”*, a section developed in 4 chapters.

In the *Chapter 1 “Scientific, professional and academic background”*, a short personal biography is presented.

My debut in academic career coincided with my enrollment as PhD at the Faculty of Economics and Business Administration from the University of Babeş-Bolyai in Cluj-Napoca, Department of Finance, as an associate lecturer, on 2005. On October 2008 I publicly presented the doctorate thesis entitled *“The Economic and Financial Analysis Role in Auditing the Romanian Credit Institutions”*, within the *Finance* of specialization at The Faculty of Economics and Business Administration, Babeş-Bolyai University, Cluj-Napoca.

In about eight years after I achieved the PhD., my research concerns have been expressed in various areas of finance and accounting, such as: analysis and financial diagnosis, assessing the business performances enhancing the role of financial and non-financial performances, corporate governance and its role on business performances, corporate social responsibility and the its connection with corporate governance and business performances, the role of macroenvironment on the business performances, financial crisis, corruption, shadow economy etc.

During this period I have published the following: 15 books / chapters; 82 articles, of which 7 ISI articles, 8 ISI proceeding, 43 indexed B+ articles, 22 articles in volumes of national and international conferences and 2 articles quoted as CNCSIS B. The scientific impact of the published papers consist in 62 citations which I have identified so far.

Also I permanently maintain the contact with the business environment as accountant expert, financial auditor or as fiscal consultant by coordinating a number of over 50 financial and accounting cases provided by Ministry of Justice of Romania

In the *Chapter 2 “Analysis and diagnosis of business performance”*, I presented the main contributions to this research area.

The *Chapter 2.1. “Theoretical approaches on evolving concept of business performances”* presents the concepts regards the performance and also the evolution of performances towards the concept of “global performances” of the company in the context of sustainable development of

economy. I revealed that the modern governance of the companies is dominated by the following concepts: governance, performance, value, stakeholders.

The **Chapter 2.2. “Financial performance- the main dimension of performance in business”** presents my contribution in the field of financial analysis and diagnosis, considering the fact that I teach this discipline for about 11 years. My concerns has resulted in various studies on financial analysis and diagnosis in which various facets of financial and diagnosis analysis’ activity are treated, such as: failure risk, tools of financial analysis, relation between profitability, return and growth, equilibrium, cash-flow, effects of financial crisis on business performances; performances in various sector of activity (manufacturing, construction, metallurgy, banks, energy etc.).

In the **Chapter 2.3.”Non-financial performances- the new dimension of performances in business”** I defined and measured the main components of the non-financial performances under the environmental and social performances and also the corporate governance. A main contribution were materialized in evaluation of the corporate governance system at the level of the companies which activate on the stock market in Romania, including a score of corporate governance. Also I built some models of assessing some ESG sores by using the GRI indicators. The ESG scores are further used in various studies in order to asses the non-financial performances in various sector of Romanian economy.

Further in **Chapter 3 “ Analysis the role of some internal factors in improving the business performances”** I theoretically and empirically referred to the my major concerns regarding the analysis of the role of corporate governance and corporate social responsibility for increasing the business performances.

In the following **Chapter 4 “Analysis the role of external environment in improving the businesses performances”** I designed how micro and macro environment may act as important forces for the business. The “Porter’ forces” and also the PEST (political, economical, socio-cultural and technological) factors are described as factors upon which the strategic analysis could acknowledge. Some case studies in the area of assessing a fast diagnostic model of microenvironment or revealing the role of political, cultural and psycho-social factors on business performances are also conducted.

**The second part** of the habilitation thesis refers to **Section II ”Career Development Plan”** that includes directions for teaching and research development.

In what *teaching* is concerned, I would like to introduce a new course for the master level with titled “Analysis and diagnosis of business performances- a global and strategic perspective” in order to reflect better the role of external environment on business performances. This course may be addressed to the master students for West “Vasile Goldis” University.

With reference to *research*, my immediately future research directions will focus towards determining the impact factor of the external environment on the business performances of the companies, as long as these concerns also consist in a funding application under the project number PN-III-P3-3.1-PM-RO-MD-2016-0106 (UEFISCDI) in the subprogram projects for Romania and Moldova mobilities 2016. I intend to develop a general model of analysis of the business performances and entrepreneurial activity which would consider the concomitant effects of some macroenvironment variables acting at the level of a country such as political, socio-cultural, economical and technological factors.