Preface

The COVID-19 pandemic had an impressive impact on the new economy development and implicated societal change at all levels and all around the world. The Covid-19 pandemic has brought new opportunities and threats to our economy and society which require immediate attention. In the foreseeable future, there is a need to identify new economic and social trends, to design new solutions and new paradigms, and to discover new successful business practices and consumption behavior enriched by a strong transformative impact on the economy worldwide.

The present book aims to provide an updated view of the newest trends, novel practices, and latest tendencies concerning the manner of shaping the new economy and accelerating societal change, in an attempt to demonstrate the crucial importance of rethinking the world’s models, priorities, and strategies, while seeking a more responsible path for humanity in the context generated by the important changes caused by the Covid-19 pandemic shock. The main objective of this reference book is to provide valuable insight into today’s important changes caused by the Covid-19 pandemic shock in terms of shaping the new economy and accelerating societal change. It is ideal for academics, scientists, researchers, students, Ph.D. scholars, and postdoctoral students.

In essence, it should be emphasized that the major objective of this reference book is to provide valuable insight of today’s important changes caused by the Covid-19 pandemic shock in terms of shaping the new economy and accelerating societal change. These days, globalization and technological advances have the immense power to create the general context of a new economy, capable to address in a better way sustainability concerns and to facilitate benefic societal changes. In addition, the COVID-19 pandemic has clearly led to notable modifications while referring to the world economy and society, since rapid adaptation represents the key to all problems: the way of life required adjustments, the production methods imposed diversification, and the business models needed transition, while the ways of working and consumption called for variation. In continuation, the COVID-19 pandemic has managed not only to change the rhythm of new knowledge dissemination, but has succeeded to accelerate the manner of creating new knowledge and putting the valuable information generated to good use. Also, the COVID-19 pandemic has brought both to our economy and to our society new opportunities and new threats, which will require immediate attention, thus showing that the foreseeable future will bring the need to identify new economic and new social trends, to design new solutions and new paradigms, to discover new successful business practices and consumption behavior enriched by strong transformative impact on the economy worldwide. It should also be emphasized that another main objective of this reference book is to provide valuable insight of today’s important changes caused by the COVID-19 pandemic shock, by offering answers to some of the key questions that follow: (1) In what way can individuals understand and analyze the business models that drive change, while shaping the new economy and accelerating
societal change? (2) How can businesses accelerate the process of creating competitive advantages and how can they transmit these competitive advantages to management, leadership, and other key shareholders and stakeholders? (3) In which way collective efforts matter and how can businesses become major players in addressing and transforming global issues, such as sustainable development, climate change and income inequality? (4) Which role do the government, investors, and customers get to play in terms of environmental, political, and social landscape in the context generated by the COVID-19 pandemic?

This book aims at providing an updated view of the newest trends, novel practices and latest tendencies concerning the manner of shaping the new economy and accelerating societal change, in the attempt to demonstrate the crucial importance of rethinking the world’s models, priorities, and strategies, while seeking a more responsible path for humanity in the context generated by the important changes caused by the COVID-19 pandemic shock.

The target audience is extremely diverse and is represented by academics, scientists, researchers, students, PhD scholars and Post-doctoral students. Also, this reference book will present important features concerning sustainable development goals, challenges, and practices, while emphasizing the key determinants in achieving performance and excellence, which will prove to be extremely valuable for specialists, practitioners, governmental institutions, and policy makers’ worldwide. Nevertheless, this scientific book will represent a well-documented and well-developed work for (potential) business leaders, entrepreneurs, and managers, as well as highly prominent individuals involved in decision making processes.

It should be also noted that the main target of this reference book is to provide a platform for sharing researchers’ and professionals’ most recent ideas, findings and works concerning the transformative impact of new business practices and consumption behaviors specific both to today’s economy and society. In this context, researchers and professionals are kindly invited to submit their contributions in form of original research papers, case studies or essays, in particular on the following topics (but not limited to the following topics) highlighted below. It should also be stated that interdisciplinary and cross section contributions are welcomed as long as they fall in the area specific to shaping the new economy and accelerating societal change, with reference to important changes caused by the Covid-19 pandemic shock. As mentioned in the lines above, the COVID-19 pandemic had an impressive impact on the new economy development and implicated societal change at all levels and all around the world, thus challenges appeared in all areas as follows:

- Agricultural innovation
- Artificial intelligence and the power to influence the future
- Business excellence and innovation
- Climate chance
- Circular economies
- Competency-based education
- Constructing modern knowledge
- Ecosystems management and water and land preservation
- Energy transitioning to sustainability
- Entrepreneurship and greening economy
- Entrepreneurship measuring indicators
- Entrepreneurial finance
- Environmental sustainability and justice
• Food security
• Future energy scenarios, with focus on smart energy markets
• Health education and awareness
• Health disparities
• Health management and trust in health systems
• Intellectual capital, sustainability, and resilience
• International entrepreneurship
• New and sustainable agribusiness management models
• Smart cities
• Sustainable agriculture and organic farming
• Sustainable conservation management
• Sustainable development in business reporting
• Sustainable entrepreneurship
• Sustainable entrepreneurship skills and competences
• Sustainable human resource development
• Sustainable rural community development
• Global entrepreneurship
• Social entrepreneurship
• Women entrepreneurship
• Corporate social responsibility
• Creativity
• Creating an inclusive and competitive entrepreneurship
• Information technology
• Innovation
• Innovative business models
• Innovation for sustainable agriculture and food chains
• Intellectual capital
• Leadership
• Knowledge management
• Organizational performance
• Public policies and influences on entrepreneurship
• Responsible innovation, performance, and excellence for a sustainable future
• Responsible consumption and production
• Social responsibility
• Sustainable entrepreneurial ecosystems
• Sustainable energy, with responsible consumption and production
• Sustainability practices
• Sustainable society, with responsible consumption and production
• Technologies and policies for a sustainable society
• Technological and social innovation for sustainable business
• Travel resilience and sustainability challenges
• Tourism resilience and sustainability challenges
ORGANIZATION OF THE BOOK

The book is organized into 16 chapters. A brief description of each of the chapters may be found below, as it results based on the authors’ own statements:

Chapter 1 targets the case of change management, organizational adaptation and labor market restructuration, bringing into discussion several notes for the Post-COVID-19 Era. The authors of this chapter were particularly interested in the most recent transformations caused by the COVID-19 pandemic crisis, making continuous references to the world economy accelerated mutations as well as to the current developments that were capable to affect the various socioeconomic organizations and systems and how they can adapt to this new emerging reality. The authors made in their chapter numerous relevant forecasts on the current pandemic crisis, especially in the context in which this crisis caused the acceleration of the Fourth Industrial Revolution, functioning as a catalyst of the structural changes also observed in the working environment. What is more, the authors have suggested in their chapter that all socioeconomic organizations are facing readjustment and restructuration, with the aid of innovation as the new way of perceiving organizational resilience and adaptability for the Post-COVID-19 Era. The chapter emphasizes the need to better understand the following key concepts: Post-COVID-19 era, fourth industrial revolution, labor market transformation, organizational adaptation, change management, innovation, economic development, and globalization dynamics.

Chapter 2 tackles the necessity of changing the dynamics of the market of fertilizers in México, presenting and analyzing a comprehensive sustainable entrepreneurship model for organic fertilizers business during the pandemic. This chapter aims to analyze the market of fertilizers in México during the pandemic crisis, in the attempt to shed a new light on the fact that the consumption of fertilizers has undergone a change in the structure in favor of consumers with the highest concentration and diversification. What is more, the author of this chapter uses in this book chapter both the analytical-descriptive method and the critical reflexive method based on the quantitative data obtained from secondary sources. In continuation, the author analyzed the functioning of an integral model of entrepreneurship in Green Innovation Business (GIB) that is currently emerging and in the process of internationalization. Furthermore, the target of this book chapter was to analyze a particular company, which specializes in ecological bio mineral organic fertilizer, where no chemical product is used to produce the composition, everything that is marketed is made up of a base of organic minerals and other organic compounds. The main concepts brought into analysis were as follows: fertilizers, market, pandemic crisis, integral model, eco efficiency, and internationalization.

Chapter 3 concentrates on the aspects specific to constant communication for community engagement through responsible leadership to manage pandemic. The authors centered their research on the study of the manner in which community engagement uses constant communication in order to manage pandemic though responsible leadership. In this matter, the authors chose the case of India and India’s experience of community engagement and responsible leadership demonstrated by national leaders especially Prime Minister (PM) Mr. Narendra Modi using his constant communication as one of the strategies. What is more, as mentioned by the authors, data of Indian citizens through various online communities has been analyzed through qualitative analysis called “Netnography” – representing, as pointed out by the authors, the extension of ethnography. Furthermore, the thematic analysis has been carried out by the authors, which revealed that constant communication as one of the themes helps responsible leader in managing pandemic level crisis. Also, the authors have developed a conceptual model as a research outcome, in order to better facilitate communication at a more specific level, in terms of communication among
communities through a leader, thus showing the importance held by responsible leadership through constant communication processes. There are several keywords that may characterize this particular book chapter, as follows: community engagement, communication, leader, responsible leadership, pandemic, Covid-19, netnography, India.

Chapter 4 displays the challenges faced by criminal policy, security and justice in the time of Covid-19. The author of this book chapter mentions the fact that the emergence of the Covid-19 virus in 2020 may be considered one of the most important dangers of human life, which imposed terrible conditions and effects on human society. What is more, as the author pointed out in the book chapter, the international environment was the one that encouraged in diversity and change in various cultural, political, and religious, etc., fields. Furthermore, the author finds himself in the situation in which he faces the challenges of explaining the necessary elements in controlling and reducing harmful and incompatible social phenomena with the nature of existence to design correct and challenging social and scientific models using comprehensive approaches to criminal policy and chaos theory hypothesis. There are several dominant words that may successfully characterize this research, as follows: Covid-19, chaos theory, preventive criminal policy, transcendental criminal policy, social hazards, criminal law and criminology, public criminal law, and international criminal law.

Chapter 5 focuses on the energy market in the Post-Covid-19 world, and a structural analysis of critical factors for China is part of this particular work. The objective of this book chapter is to emphasize a structural model specific to the energy market. The method used by the author was based on interpretive structural modeling, and the matrix of crossed impacts multiplication was applied for classification purposes. Thus, based on the author own notes, a model of twelve factors structured hierarchically in six levels was proposed, in which consumption preferences, regulatory and normative modifications, political restrictions, and planning strategies have the greatest influence on the energy market from the perspective of China. As a result of this, it is suggested to move towards greater participation of public and private actors in renewable energy vectors. The major concepts encountered in this analysis are as follows: energy market, COVID-19, interpretive structural modeling, cross-impact matrix, market analysis, multi-criteria analysis, and sustainable economics.

Chapter 6 illustrates the importance of environmental, social, and corporate governance by avoiding management bias and tax minimization, while reaching a general consensus regarding a minimum global tax rate. The chapter brings a novel approach in terms of the importance of environmental, social, and corporate governance, thus highlighting the necessity of avoiding management bias and tax minimization, while reaching a general consensus regarding a minimum global tax rate. The author notes the fact that the Covid-19 pandemic shock determined nations worldwide to seek support in different forms of international cooperation, realizing that strength is derived from countries’ capacity to unite their forces and act together in times of crisis. Also, the author mentions that, faced with the perspective of Covid-19 crisis consequences, states have to adapt, focusing on implementation of robust managerial strategies and concentrating attention on ensuring strong financial systems. What is more, under this given context, on the one hand, in the attempt to provide a healthy life and sustainable development, a balance needs to be established in terms of environmental, social and corporate governance and, on the other hand, in the quest to guarantee fair and transparent tax systems, a minimum global tax rate should be implemented. Nevertheless, the author comes to the valuable conclusion that, in the new economy, the knowledge-based economy, the digitalized economy, business organizations should act in the spirit of sustainability, while centering their efforts on efficiency, productivity, profitability, and performance, and benefiting from the impressive advantages provided by intangible assets. In terms of keywords, the
Preface

following valuable notions represent the basis of this book chapter: business, management, Covid-19 pandemic, base erosion and profit shifting, minimum corporate rate, corporate social responsibility, international tax reform, intangible asset, and intellectual capital.

Chapter 7 highlights the impact of Covid-19 on Indian migrant workers and the informal sector, emphasizing several policy imperatives. The author mentioned the fact that the Indian and the international media were the ones that presented the Indian migrant workforce’s troubles during the Covid-19 crisis, leading to an analysis of the most vital aspects concerning the welfare and wellness of the migrant workers of the informal sector. What is more, the author notes that the literature was sourced from the workforce migration literature of India, newspapers, government and private agency reports, population census of 2011, and research papers published during the period. In continuation, the exploratory research performed by the author has the following objectives: to explore the informal sector’s background and the migrant workers of India before the pandemic to understand the immediate short-term implications and the long-term impact of the pandemic across all sections of the informal workers. Furthermore, the research concludes with a discussion on the policy imperatives deemed to have a beneficial effect on the migrant workers in the future years, once the COVID-19 crisis is over. The major concepts brought to light in this book chapter are as follows: migrant, workers, informal, COVID-19, lockdown, policy, labor survey, and India.

Chapter 8 is dedicated to presenting the implications and asymmetries of the knowledge society; in this matter, an analysis of 82 constructs being performed by the authors. The authors mentioned the fact that the term, knowledge society, brings together many of the transformations that are taking place in today’s society, and its definition serves as an indicator of these changes. What is more, the authors noted that the related concentrations or asymmetries that arise from the phenomenon are also the subject of analysis and dispute. In this matter, the authors highlighted the fact that its development and scope have been uneven, constantly incorporating new meanings to the existing terminology, which prompted the need to analyze 82 concepts of the knowledge society through a frequency count in Google Scholar, with a subsequent categorization saturating in six dimensions, in order to analyze their framing. The methodology used by the authors was represented by a higher-order association, establishing the most significant combinations and weightings. From these results, the concept of the knowledge society is defined by the dual economic-social category, according to its frequency of use in Google. The authors have shown in their book chapter the economic influences as a determining factor in the knowledge society, engendering processes far from the common good or the general interest. The keywords encountered in this book chapter were as follows: knowledge society, globalization, dimensions, communication, technology, normative asymmetries, and expulsions.

Chapter 9 shows the importance of innovative adaptation in strategic organizational resilience. The purpose of this book chapter was to analyze the implications of the innovative adaptation in strategic organizational resilience, based on the assumption that organizational resilience has a strategic role designed and implemented to promote organizational community resilience to survive adaptive innovation and achieve success after a disaster. The method employed by the author is represented by the reflective and analytical review of the theoretical and empirical literature to clarify the relevant issues of innovative innovation in strategic organizational resilience. The author concluded that innovative adaptation and engineering resilience strategies achieve organizational resilience as the capability to self-renew through innovation. In terms of key notions part of this book chapter, the following concepts appeared to be vital to the author’s work: adaptive innovation strategies, engineering resilience, innovative adaptation, organizational resilience adaptability, and strategic organizational resilience.

xxv
Chapter 10 points out to the importance of mindfulness business principles and the capacity of producing outstanding value and encouraging community connections with the aid of mindfulness instruments, methods and strategies. The author of this book chapter declares a high interest in these days unprecedented pressure that both individuals and businesses endure, especially when considering changes and challenges brought by Covid-19 pandemic and Covid-19 crisis, especially due to the novelties brought to people’s lives and people’s way of thinking and of coping with certain situation. In this matter, the author mentions the fact that mindfulness seems to become an integrated part of people’s lives, in the attempt to be more concentrated on their daily tasks, more focused on living in the present moment, more determined to eliminate anxiety and stress. What is more, the author mentions the fact that, nowadays, mindfulness in business seems to become a key solution to stronger entrepreneurship and highly successful work-place relationships. Thus, the new economy, the knowledge-based economy, centers its attention on the powerful links and opportunities that may be encountered between well-being, mental health and mindfulness, seeking a way to create valuable mindfulness business principles, capable of producing outstanding results, empowering people, facilitating cooperation, allowing good governance, inducing corporate social responsibility, fostering community connections, enabling competitiveness, supporting sustainability, development and environmental balance. The keywords for this book chapter are, as follows: business, management, economics, accounting, Covid-19 pandemic, creativity, innovation, sustainability, competition, entrepreneurship, leadership, values, communication, work, mindfulness, and well-being.

Chapter 11 addresses the importance of organizational resilience capability and capacity building. The objective of this chapter is to analyze the implications of organizational resilience capability and capacity building and development processes and the posed challenges to its design and implementation. The author based his analysis on the conceptual and theoretical assumptions underpinning the capabilities of resilience that can be learned and designed by organizations to be implemented and applied to adverse conditions. What is more, the author highlights the fact that these underlying assumptions affect the organizational resilience capabilities building. The author researches the conclusion that by building and development organizational resilience capabilities processes the research agenda on the theoretical and conceptual literature and the notions, factors, elements, and challenges may reached increased capacities. The keywords that this chapter targets are as follows: capability building, capacity building, organizational resilience.

Chapter 12 discusses the aspects surrounding the valuable topic of resilience of the hotel industry in Covid-19, shedding a new light on the case of India and the Indian context. The authors mentioned the fact that the Covid-19 had resulted into restrictions on travelling and public get-togethers, thus the pandemic seriously affected the hotel industry. What is more, the authors stressed their belief according to which, in the Post- Covid-19 period, the industry is struggling for its subsistence due to mounting debts, change in behavior and perception of consumers and lack of cash flows, which, in turn, resulted into the loss of employment and has, also, negatively impacted allied industries. Nevertheless, the authors mentioned that the hotel entrepreneurs have shown resilience amid the crisis and have begun to explore novel opportunities, and the hotels have adopted innovative technological and digital ways to satisfy needs of the consumers for a contact-less experience. Based on the authors’ notes, it should be mentioned that the objective of this chapter is to explore the responses of the Indian hotel industry to the pandemic and risks associated with it. Also, the authors analyze in their book chapter the new paradigm and challenges for the industry and explains the resultant new trends in the hotel industry, their emphasis being on exploration of long-term recovery and resilience of hotel industry in India along with
Preface

the policy measures and implications for the hotel industry. The pivotal notions for this book chapter revolve around the following dominant words: pandemic, Covid-19, hotel industry, India, resilience, recovery, policy, and technology.

Chapter 13 brings to light the case of salesmanship skills in Covid-19 times, and concentrates on finding an answer to the major question: “Is there any impact on sales strategy implementation and performance?” The authors noted that the activities that depend on direct interaction with the customers were the most affected by Covid-19’s restrictions, which include the activities developed by salespeople, aiming to analyze, in this regard, the impact of salesmanship skills on sales strategy implementation and salesperson performance during the Covid-19 crisis. In order to achieve the proposed research objective, the authors collected a set of data through a survey (n=517) to test a proposed conceptual model based on the literature, and their findings: (a) demonstrate that the salesmanship skills are an important resource in highly disruptive environments and impacts sales strategy implementation and salesperson performance; (b) reveal the important role of digital skills and intrinsic motivation during Covid19 times. The authors mentioned, also, the fact that the results attained can be used as a guide to design an effective strategy for sales activities in adverse times. The key concepts are, as follows: Covid-19, sales, salesmanship skills, sales strategy implementation, salespersons’ performance, real estate, digital skills, and intrinsic motivation.

Chapter 14 is closely dedicated to addressing the social reactions to pandemic, thus concentrating on individuals’ rising interest in pandemic movies. The author mentions that the Coronavirus disease (Covid-19) has become a global health and economic crisis and has had many impacts on daily life, which led to the necessity to investigate in this current book chapter the effect of the epidemic on movie viewing preferences in Turkey. By using Google Trends data, the author displayed the trends towards epidemic movies with a quantitative analysis method, based on the fact that Google Trends data is a valuable source of information for examining quarantine’s psychological, sociological, and health effects. The author also mentions that, in this way, it can be determined which media preferences the society, which wants to get rid of the epidemic’s concerns, is turning to. In this book chapter, the author performed the search on IMDb with the keyword “contagion” and movies with an IMDb rating above 6.0 among the listed pandemic movies were examined as sampling, and compared the interest in epidemic films determined three months before and after the epidemic’s start. The book chapter suggests an increase in watching pandemic movies, in Turkey, in response to the initial phase of the COVID-19 pandemic. The vital concepts for this book chapter are the following ones: Disease, Pandemic, Covid-19, cinema, pandemic movies, Google Trends, and quarantine.

Chapter 15 centers the attention of the strategic human resource management in the 21st-century organizational landscape, mainly focusing on human and intellectual capital as drivers for performance management. The authors bring a new approach concerning the strategic human resource management in the 21st-century organizational landscape, concentrating on fresh ideas on human and intellectual capital as drivers for performance management. The authors of this book chapter stressed the fact that these days, employability and sustainability on the Romanian marketplace are seriously challenged by the general economic development conditions, the continuously rising living standards, and the unfortunate imbalance and irregularities in the policies of labor markets. What is more, the authors have mentioned that these defining factors mirror in this current research that focuses on describing the importance, implications and specificities of human resource management (HRM) and strategic human resource management in the 21st-century organizational landscape, while seeking to pinpoint the considerable and valuable benefits brought by human and intellectual capital as drivers for performance management.
at the organizational level. Thus, the authors have pointed out the importance of their findings in today’s context, noting that the results of the study themselves possess the explanatory power of showing that human resources are the main assets of the organization, which decisively determines the entities potential for present and future line of action, since human resources have unlimited growth and development potential, even though they are regarded as extremely rare, highly valuable, yet difficult to insure or replace. In essence, the chapter has great relevance and high importance for several domains, such as, for instance, business administration, economics, management, and accounting, shedding a new light on the implications of Covid-19 pandemic and Covid-19 crisis on major fields and from interdisciplinary approaches. The keywords tackled by the authors in this book chapter are, as follows: performance, staff, economic-financial analysis, knowledge, intangible assets, human resource, intellectual capital, intellectual property, environmental protection, sustainability, accounting, and audit.

Chapter 16 sheds a new light on the challenges and perspectives belonging to women entrepreneurship through the Covid-19 pandemic and beyond, and the study itself has both theoretical and practical implications. The chapter investigated the COVID-19 induced challenges faced by women entrepreneurs in Zimbabwe, the strategies used by women entrepreneurs to survive the COVID-19 crisis, and the government support needed by women entrepreneurs to recover from the pandemic. What is more, the author of this chapter used a quantitative research approach by using a structured questionnaire was adopted for gathering data. In continuation, the author noted that the empirical findings illustrate that women entrepreneurship in Zimbabwe face a multiplicity of challenges due to the COVID-19 pandemic, and that the results indicate that women entrepreneurs are cutting down costs, have introduced new delivery channels, and have reviewed their business models to become more resilient. The author mentions the fact that women entrepreneurs also expect the government to offer readily accessible financial, arrange for skills and capacity-building training in response to the new normal as well as crafting economic recovery policies and packages that are tailored to specifically respond to the needs of women entrepreneurs. In terms of keywords, the following important notions were analyzed in this book chapter: covid-19, women entrepreneurship, women entrepreneurs, Zimbabwe, impact, strategies, government support, and challenges.

Cristina Raluca Gh. Popescu
University of Bucharest, Romania & The Bucharest University of Economic Studies, Romania & The National Institute for Research and Development in Environmental Protection (INCDPM), Romania & National Research and Development Institute for Gas Turbines (COMOTI), Romania