

Editorial: Artificial Intelligence, Institutional-Spiritual Reconstruction and Lessons Learned from Progressive Brands

A recent Discussion Paper launched by McKinsey Global Institute approached a simulation of the impact of AI (considering five broad categories of AI: computer vision, natural language, virtual assistants, robotic process automation, and advanced machine learning) on the world economy, following its new research trying to shed light on how to adopt and absorb artificial intelligence (AI) technologies, to allow firms, employees, and countries the capture of AI benefits and to have a more global view on the dynamics of AI for a wide range of countries. Research findings revealed that AI-driven productivity growth is affected by significant factors (such as labor automation, innovation, and new competition), the size of the impact being determined not only by macro factors (such as the global connectedness or labor-market structure of a country) but also by micro factors (such as the pace of adoption of AI). With regard to the impact of AI on net employment, for instance, McKinsey's representatives (Bughin et al., 2018) argued that its adoption and absorption taken as a whole might not be as significant as many fear. Of course, skilling and reskilling people to work with AI will not be a simple task for companies' leadership.

We see here some links such as: with the holistic approach of the organizational knowledge dynamics which was put forward for discussion in August this year by Professor Constantin Bratianu (Bucharest Academy of Economic Studies), who paid particular attention to “the organizational knowledge spectrum and on the entropic transformations of rational, emotional, and spiritual knowledge in the motivation and decision-making processes;” (Bratianu, 2018) with what was pointed out in July this year by The European Business Review – during an interview of Dr. Mayra Beers (Director of Strategy and John S. and James L. Knight Research Fellow for the Center of Leadership at Florida International University) and Dr. Nathan Hiller (an Academic Director of the Center for Leadership and an Associate Professor of Management and International Business at the same University) – that as the world advances we see changes in leadership style, but it is important to always pay attention to that vision capturing purpose and commitment from the followers; (Beers and Hiller, 2018) with the opinion expressed in August 2018 by other McKinsey's representatives (Caramitru and Weddle, 2018) according to which working adequately on organization's health while facing digitalization, automation or agile it is essential today (in order to transform successfully and drive performance).

But another special link which we consider as being imperative to be brought into this discussion is the recommendation made also in August this year by Philip Kotler and Christian Sarkar to learn a lesson from progressive brands (as opposed to regressive brands which actively pursue policies hurting the Common Good) such as the Tata Group, whose set of straightforward guidelines are ensuring in its pursuit of growth and profits to not lose its core beliefs about sustainability. (Kotler and Sarkar, 2018) And this recommendation comes within the context of the so-called “A Manifesto for Just Capitalism”. (FIXCapitalism, 2017, 2018)

It is well-known that as the Romanian Distribution Committee's (CRD) status clearly points out the importance of seeking to promote sustainable development, CRD organized in the year 2000 together with the "International Foundation Health – Environment – Sustainable development" and in partnership with "Ion Rațiu" Romanian Parliamentarians Club, the Symposium "The Economy of Ideas and Sustainable development", first reported by the Magazine "Tribuna Economica", no. 18/3 May 2000. The discussions which took place at the Parliament House, on the occasion of the works of this Symposium, on May 16, 2000, were based on a study ("Sustainable development: principles and action", **Beniamin Cotigaru**, Theodor Purcărea, coordinators, Millenium Publishing House, May 2000), interdisciplinary research representing a turning point in developing a national strategy for sustainable development. In this study the focus, from the very beginning, was centered on the need for enterprise reconstruction on the basis of negotiated competency, in the context of spiritualization of economies. The opportunity to exploit the model of Product Development Research/CDP in meeting sustainable development was also discussed, within this context, CDP representing product trajectory as a specific methodological instrument. In Annex 1 a Research-Development Program (with 4 subprograms) "Sustainable Development" was presented.



Six years after the above mentioned Symposium, on May 24, 2006, **Professor Beniamin Cotigaru**, received the "RESPAD Trophy" Diploma awarded by CRD on the occasion of the Symposium "*Institutional-spiritual reconstruction of enterprises, requirement for sustainable development in the knowledge society*", organized in Călărași County Council Hall by the Romanian Distribution Committee in collaboration with the Bucharest University of Economic Studies (ASE Bucharest) and UGIR 1903 (on the basis of the volume which appeared in April

2006 at ASE Publishing House and in which, at page 488, reference is made to „RESPAD Trophy” offered by CRD, among other things emphasizing the correlation between real success and the vision of the training team. The Association of Faculties of Economics in Romania - AFER’s Volume “Pages from the Romanian Economic Higher Education History, 1843-2013”, launched on the occasion of the celebration of 170 Years of Economic Higher Education in Romania and the 100th Anniversary of the initiation of the First Congress of Romanian Economists (this celebration took place Friday, November 22, 2013, being hosted by the historical Aula Magna of the Bucharest University of Economic Studies) made reference at page 225 to the volume launched in Călărași County Council Hall.

On April 3, 2013, on the special occasion of the celebration of the centennial of the Bucharest University of Economic Studies (ASE Bucharest), the Romanian Ministry of National Education awarded the Diploma of Honor to **venerable Professor Beniamin Cotigaru** for his significant contribution to the development of education and scientific research in the field of Commodity Science, in honor of his outstanding performance. **We need to remind ourselves that the venerable Professor Beniamin Cotigaru passed away four years ago, on October 2, 2014. It was a tremendous loss for all those who knew him, but also for the academic world. May his memory be for a blessing.**

Theodor Valentin Purcărea

Editor-in-Chief

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