

Editorial: *Knowing and trusting each other's know-how in spending time in an intelligent manner, becoming more innovative in managing change*

As we said in our message at the end of the last year, the soul of the three years old “*Holistic Marketing Management*” journey was the liberty of thinking and writing and moving forward because it is the journey that matters in the end. And paraphrasing *James Madison* we added that such a long journey, during a mild season, through a pleasant field, in easy stages, was the best medicine in the academic world, also remembering some words of wisdom belonging to *Marcel Proust*: “*We don't receive wisdom; we must discover it for ourselves after a journey.*” For this reason, we invited you to participate in our holistic marketing management planning process to build new academic bridges while benefiting from your holistic expertise in ensuring long-term brand performance by contributing at delivering the emotional connection needed to build brand equity. We argued that organizing special issues of our “*Holistic Marketing Management*” journal on such a challenging theme such as “*project management*” is a version of an innovative project management as a proper way of managing change by improving understanding of how the young “knowledge workers” interpret project management environment expectations for value created for the customers, understand the pathways to value and choose to act with hope and conviction in studying situations in a holistic way, preparing to apply the new understanding to novel situations while engaging with managers, and becoming more innovative, knowing and trusting each other's know-how in the interaction in which the academic knowledge takes place.

At the end of the last year we also remembered that Professor *Ovidiu FOLCUȚ*, the young Rector of the Romanian-American University, was awarded the “*Diploma of Excellence*” 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 on Friday, November 22, 2013, being hosted by the historical Aula Magna of the Bucharest University of Economic Studies (ASE). The “Diploma of Excellence” was handed over to Rector *Ovidiu FOLCUȚ* by Professor *Gheorghe ZAMAN*, Vice President of the Economic, Law, and Sociological Sciences Section of the Romanian Academy, Director of the Institute of National Economy, Romanian Academy, President of the General Association of

Economists from Romania (AGER), President of the Scientific Council of Romanian Scientific Society of Management (SSMAR), Member of the Board and Chairman of the Group of Experts of the Romanian Distribution Committee (CRD). Professor *Ovidiu FOLCUȚ*, Rector of the Romanian-American University, internationally recognized for “the diligent dedications that he always brings forth for Romanian-American University”, is one of the coordinators of the Anniversary Volume launched within the context of the celebration that took place on November 22, 2013.

Two years ago we underlined¹ that Universities are also best placed (as responsible “project managers”) to support character formation, and to develop these universal human values, while awakening the social consciousness beyond the confusion between the real values of life, and the material values elevated to the status of absolute values, reconciling individuality and solidarity, re-emerging community and re-imagining its future. Which implies making decisions based on informed judgments within this pressing priority, considering the systems’ and managements’ inability to deal with and the need for education to further improve our techniques and understanding of how to take much more active responsibility with respect to properly managing in addressing the complexity and in creating a communications climate that drives motivation through openness. And considering the interaction between the result of the education of creating and reception of values (culture, and its challenging adjusting with public and politics), on one hand, and the result of the practical organization of transforming the cultural values (civilization), on the other hand, we also have to remember one of the most significant messages that Nicholas Georgescu-Roegen² had given us: “*We must get to realize that an important prerequisite for a better life represents a substantial amount of leisure time spent in an intelligent manner*”.

Theodor Valentin PURCĂREA

Editor-in-Chief

¹ <http://crd-aida.ro/RePEc/rdc/v3i1/1.pdf>

² <http://crd-aida.ro/RePEc/rdc/v2i3/5.pdf>