

Editorial: *Management, a hard job filled with complexity, doing what your mission is and improving the customer experience*

On June 24, 2015, at the Multidisciplinary Scientific and Technologic Research Institute of Valahia University Targoviste took place the Awarding Ceremony of the title of Honorary Member of the Romanian Scientific Society of Management (SSMAR) to Professor Ion Cucui, President of the Senate of the Valahia University Targoviste, Member of the Academy of Romanian Scientists (AOSR), and Vice President of CEDIMES (Réseau Académique International Francophone).



Professor Ion Cucui received the Diploma of Honorary Member of SSMAR on the occasion of the National Symposium with International Participation on the theme “Management Science” and marking the one hundred year anniversary of Professor Emil MIHULEAC. This Symposium was organized by the Academy of Romanian Scientists (AOSR) and Valahia University of Targoviste.



Professor Ion Cucui understood from the very beginning – thanks to Peter Drucker (Blomberg, 2005) – that management is a profession which is getting the very best out of people (considering talented people as being the essential ingredient of every successful enterprise), a

hard job filled with complexity, doing what your mission is, being focused on opportunities (and not problems) and the wants and needs of the customer, refining the competitive advantages and changing policies that are ineffective. It is also worth remembering that Professor Ion Cucui was recently one of the Members of the Presidium of the Awarding Ceremony of the Prizes of the National Students Studying Economics and Business Competition, Section: Marketing – ONEF 2015, which took place on May 27, at the International Conference Center of Valahia University.



Two month later, on August 13, 2015, (Ernan’s Blog, 2015) we received an e-mail from “Ernan’s Blog” (ernan@erdm-mail.com), the message being entitled: “A Visa Marketing SVP Answers 4 Questions For Marketing Innovators”. This time, *Ernan Roman* (author of both, “Voice of the Customer Marketing”, and well-known Huffington Post published blog “Ernan’s Insights on Marketing Best Practices”; inducted into the Marketing Hall of Fame thanks to the three Customer Experience methodologies he created: Voice of Customer Relationship Research, Integrated Direct Marketing, and Opt-in Marketing), asked the well-known “4 Questions for Marketing Innovators” (*What is one marketing topic that is most important to you as an innovator? Why is this so important? How will concentrating on this help improve the customer experience? How will concentrating on this help improve the overall effectiveness of marketing?*) to *Lara Hood Balazs*, who leads North America marketing for Visa (being responsible for building the VISA brand and business in the U.S. and Canada, launching digital products, such as Visa Checkout and Apple Pay, and leading sponsorships, such as mwith the Olympics, NFL, and NHL; she held marketing leadership roles at Gap and Nike before joining Visa in 2006), played seven years ago an integral role developing the brand’s first global brand positioning ad campaign as the company prepared to go public.

Right now, *Lara Hood Balazs* is focusing on how technology is driving the convergence of the physical and digital worlds, arguing that payments have become an extension of any actual consumer experience, and marketers need to innovate for the sake of helping the consumer interact with the company’s offer. This is important because marketers must consider the impact of the mobile technology on consumers (taking into account the importance of receiving

credibility via social and digital as a first step) and improve the customer experience (the physical and digital convergence presupposing faster, easier, more secure experiences) by transforming real-world experiences with the help of the technology, payment being now a key component (making a safe, seamless payment whether in a store, online, on mobile). Going on this way marketers will improve the effectiveness of their marketing by compelling and relevant messages which will capture in a few seconds their consumers' attention, and by adequately tracking this effectiveness.

And speaking of business performance in the mobile channel (Kapur, 2015) allow us to note that just a month before Ajay Kapur, CEO and founder of Moovweb (a cloud-based platform that delivers optimized mobile experiences), showed how Moovweb – within the context of consumers' turning to mobile (to access financial services, search for real estate, engage healthcare providers and shop; almost half of all U.S. consumers) – assess an existing mobile experience by using a checklist as a starting point for identifying quick opportunities for performance optimization: speed, responsiveness, search ability, content, conversion and usability. Kapur concluded that designing and delivering each page for the highest possible level of performance represents an important part of creating high-converting mobile experiences.

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