

Editorial: *If the Founder gave us the “text” (1991-2008), now it’s time to*

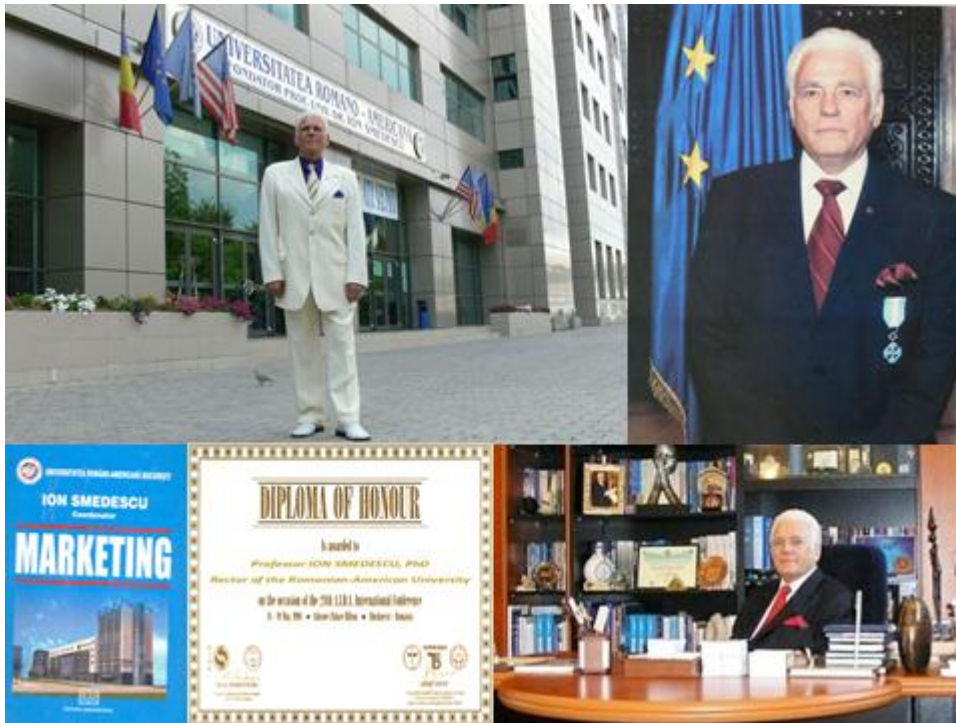
supply the “commentary” on it with friends and the academic family

It’s an absolute honor to mark this historic moment of our beloved ROMANIAN-AMERICAN UNIVERSITY (RAU) starting from the strategic intuition of the distinguished Founder, Professor Ion SMEDESCU, in what concerns building a new road while walking on this road. Paraphrasing Schopenhauer, I can say that if the Founder gave us the “text” (1991-2008), now it’s time to supply the commentary on it with friends and the academic family. In today’s terms we can say that Professor Ion SMEDESCU did think in multiple time frames, anticipating and reacting to discontinuities, and enhancing capabilities while looking ahead, constantly challenging priorities and inspiring the entire academic family, empathizing with students, identifying and developing talent, learning to adapt and effectively address changes in the relevant market demand or competition, actively seeking to understand broader trends outside RAU, reflecting RAU values and principles in the key managerial processes, stimulating innovation and preventing generational barriers by engaging younger generations in formulating RAU policy and organizational development, managing to create RAU value and enduring through time with patience, and moving on.

As we all know, at the heart of our basic human experience there is our brain’s ability to preserve or alter our memories, which are transformed each time we revisit them. Allow us to consider the 25th Anniversary of the ROMANIAN-AMERICAN UNIVERSITY as an opportunity to strengthen the memory, by recalling some older memories, making them feel vivid and putting them in relation with the present challenging time. That is why I am honored to recall the words of the RAU Founder, Professor Ion SMEDESCU, which are still very much relevant nowadays: << *Times are changing, absolute values – truth, good, beauty – remain, always giving their owners the quality of being united and responsible in the promotion of education and culture, in gathering wisdom, knowledge and willpower. One of the Fathers of the American nation, Thomas JEFFERSON, answered a question regarding the University of Virginia (which he founded) as follows: “Here we follow the truth wherever it may lead”. Jean MONET, one of the Fathers of the European Union, said in turn that: “Education and culture are the key to European integration.* >> This great anniversary also reminds us the fact that Professor Ion SMEDESCU often quoted James MADISON, always insisting on the need to accelerate the advancement and diffusion of knowledge (*“the only guardian of the liberty”* according to James Madison), and also recommending the same *“best medicine in the world”, namely: “a long journey, at a mild season, through a pleasant country, in easy stages”.*

Let us also remember that when Professor Ion SMEDESCU underlined that *“marketing strategy means drift refusal”*, there was a clear understanding of today’s so-called “customer decision journey” (popularized by McKinsey in 2009) – compared to the traditional “marketing funnel” (“sales funnel”, “conversion funnel”) – seen as a new mental map to navigate the continuously changing competitive landscape. Professor Ion SMEDESCU often spoke

passionately about the world of human creativity and shared subjective experience, by constantly pledging for both, on one hand, a better understanding of customers' and prospects' needs and expectations from our University, and on the other hand, having the right message and delivering it in the right time and right place, while responsibly and accountably teaching students to adequately apply what they have learned.



The words of Professor Ion SMEDESCU, Founding Rector of the Romanian-American University, are still with us: “For me, the Romanian-American University is everything: my home, my profession and my spare time. This establishment of education and science is a mirror of me and of my work for tens of years, my eternal soul, and my idea for the renewal of the concept of work”. It is worth remembering that within the calendar of events dedicated to the RAU’s 20th Anniversary, on April 12, 2011, an impressive launch of a „Marketing” (English version) book took place, book written by a group of authors under the coordination of Professor Ion SMEDESCU. „Respect”, „communication”, and „accountability” were the key words on this special occasion. Professor ION SMEDESCU did set himself as a standard becoming voluntarily accepted by his colleagues, bringing all of them renewed trust, hope and inspiration, year by year. The Founding Rector of the Romanian-American University and President of the Romanian-American Foundation for the Promotion of Education and Culture did so much for the ROMANIAN-AMERICAN UNIVERSITY and its students, showing an extraordinary intellect, a strong commitment and dedication to providing a quality education, sharing a true love of learning and for the University and bringing a real sense of belonging to all those privileged for participating in the academic life.

As a fact which speaks for itself of RAU proper evolution, allow us to also remind within this special context that:

- the ROMANIAN-AMERICAN UNIVERSITY's Aula Magna hosted a year ago (March 27, 2015) the works of Association of Faculties of Economics in Romania (AFER) General Assembly, on that occasion: being highlighted that the Romanian-American University proved once again to be an excellent choice for the works of AFER productive and participative meeting; *RAU Rector Ovidiu FOLCUȚ*, former student of Professor Ion SMEDESCU and internationally recognized for “the diligent dedications that he always brings forth for Romanian-American University”, was the traditional great master of ceremonies, ensuring the right tone according to the objective of the important academic event;



- six month ago (October 30, 2015), within the framework of the celebration of the 10th Anniversary of AFER (hosted by the historical Aula Magna of the Bucharest University of Economic Studies, ASE), RAU Rector Ovidiu FOLCUȚ has received the distinction of Honorary Membership conferred by AFER upon persons of great distinction who have rendered exceptional service. It is worth remembering that RAU Rector Ovidiu FOLCUȚ was also the coordinator of the Chapters 19-27 of the 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 (November 22, 2013), also hosted by the above mentioned historical Aula Magna - on that occasion Professor Ovidiu FOLCUȚ was awarded the “Diploma of Excellence”, this Diploma being handed over to RAU Rector 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, and Chairman of the Group of Experts of the Romanian Distribution Committee.



Professor Ion SMEDESCU, Founding Rector of the ROMANIAN-AMERICAN UNIVERSITY was constantly pleading for opening the eyes for truth, the good and the beautiful in an effort to shape minds and characters, the education of intelligence being connected to finding the truth and intelligence being strongly related to moral education. He used to state that he learned from his Great Teachers that there is always the need for moderation (as a rational attitude towards pleasure), courage (as a rational attitude towards pain), justice (as respect towards the man) and the feeling of justice, of lawfulness, education meaning first of all respect. Professor Ion SMEDESCU widely opened up the gates of knowledge management and innovation, always doing what he thought best and without experiencing any fear, his intuition giving birth to the ROMANIAN-AMERICAN UNIVERSITY, a great service provided to the future generations. Professor ION SMEDESCU lived with intensity, making a constant and coherent effort to transpose in the academic landscape powerful ideas specific to the „cultural architect” that is his beloved „Marketing”, advocating „intelligent growth”.

Honoring the ROMANIAN-AMERICAN UNIVERSITY’s Jubilee is a great task for our “Holistic Marketing Management” Journal, an issue on the special occasion of celebrating the Romanian-American University’s first quarter being truly challenging. To that honoring purpose our thinking behind was to have in view a twofold approach: by inviting distinguished members of our Journal’s Editorial Board, and very close distinguished collaborators of our beloved RAU

to say some words within this special context; by republishing some of the most significant articles in this jubilee issue.



On this special occasion of celebrating the 25th Anniversary of the ROMANIAN-AMERICAN UNIVERSITY, it is our honor and pleasure to warmly congratulate all of you, RAU Colleagues, RAU Students' Family and RAU Friends. Let us always confirm RAU common values and principles, reconfirming who we are, what we are capable of and what we believe in, while vigorously managing to create RAU value and enduring through time with patience, and moving on!

Theodor Valentin Purcărea

Editor – in – Chief