

**PhD Thesis Review:**  
**Business Management in Digital Economy**  
**by Marinela MIRCEA**

The thesis *Business management in the digital economy* is the result of some theoretical researches, but also that of practical experience within several domains such as economical, information and communication technology, management, public acquisitions. It offers theoretical fundamentals, methods, patterns, solutions and strategies in order to support the management activity in the context of digital economy. The paper approaches the complex issues connected with the business management within the context of digital economy, from the perspective of managers, as well as from that of the developers of intelligent information solutions. It is structured in such a way so as to create a whole, problems being approached in a clear and logical order. The thesis is structured on six chapters, each of them emphasizing complex aspects, but also representing a premise for the development of the following ones. At the end of each chapter is presented the conclusions and personal contributions brought to the development of the previously mentioned domains.

The first chapter entitled *Digital economy* approaches the issue of digital economy from the changes point of view that is generally generated in the business environment and especially upon the organization. Chapter two entitled *Business in digital economy* is dedicated to the analysis of business and business patterns specific to digital economy. Thus, by using a unitary approach ❶ are analyzed the existing types of business in digital economy, with the emphasis on mobile business, ❷ are identified and analyzed the development phases of electronic business in organizations and ❸ are defined and described the main patterns of electronic business from the specialized literature.

The third chapter called *Integration strategies of electronic business within organizations* answers the question: what kind of methodology the organization must adopt in order to create and implement an electronic business strategy that converts the advantages offered by the electronic environment in added value for the clients? The finality consists of a development approach of the strategy, of evaluation and control that assists managers into formulating, optimizing and implementing the strategies of electronic business. With respect to the development of electronic business solutions and taking into account their characteristics and existing technologies, the central elements of collaborative electronic business platforms are identified, emphasizing the architecture based on standards and service-oriented. The chapter ends with the description of a development platform for the electronic business solutions.

In the fourth chapter entitled *Particularity of business management within the context of digital economy* is gradually approached the issue of business management in the context of digital economy and the connection between management and service-oriented technology. An important space is allocated to the creation of a management pattern for a virtual organization and the creation of a measurement pattern of clients' satisfaction. The fifth chapter, *Business Intelligence solutions for business management*, represents an exhaustive approach of Business Intelligence solutions for business management and proposes a method of integrating such a solution in order to obtain a competitive advantage.

Chapter number six named *Solutions for the management of acquisitions within public institutions of Romania* represents an example of putting into practice the research made in the field of business management. Taking into account the current stage of public acquisitions in Romania, the experience of the author in this field, the necessity of introducing an intelligent solution, the implementation of a BI solution for acquisitions is proposed.

The paper also supports the idea of solving the complex problems which the managerial activity and the developers of informational systems are confronted with in the business environment specific to digital economy.

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