

This book merges a number of research topics developed by several researchers during their doctoral studies in Management. The convergence point for all the studies here is represented by the role of various intangible organisational resources in achieving competitive advantage and growth in a context of global uncertainty, fed by economic, social, political, cultural and environmental changes, that has been further affected by the Covid-19 pandemic. The texts are primarily concerned with the importance of intellectual capital management for enabling technological innovation, a prerequisite for performance and success in the digital economy. Despite the many socioeconomic effects associated with the pandemic, one of its unintended developments was accelerating the digital transformation of companies and public services, which offers the canvas for future growth and development.



Elena Dinu , Andreea Mitan
Mădălina-Elena Stratone
Valentin Stoica

MANAGING INTELLECTUAL CAPITAL DURING THE COVID-19 PANDEMIC

NORMATIVE APPROACHES, TECHNOLOGICAL
EVOLUTIONS AND COMPETITIVE ADVANTAGES

All authors teach at the Faculty of Management of The National University for Political Studies and Public Administration in Bucharest. They are associated with the Center for Research in Management, and their main research interests concern intellectual capital management, technology and innovation.



Andreea Mitan, Stratone, Stoica

