



EDITORS' NOTE

Ethics in Business and Administration: Insights & Experiences from the East European Post-Communism

**Note of the Editors of the
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Ethics in business and administration has become in the last twenty years an important chapter of the policy studies and social sciences. The evolution of administration policies and strategies, the reform of the European administrative space, the migration policies and the national challenges, the employment relationships in the EU Member States, the analysis of the general regulations in various administration domains, the cross-sectorial monitoring of the advertising framework, the evolution of the stock exchanges, the new developments of the conditions for employment, the media

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coverage of the public administration and the image of the political leaders necessitate an in-depth analysis of the ethical approach conducting business and administration in the East-European post-communist landscape.

Furthermore, Issue 63/ 2019 of the Revista de Științe Politice. Revue des Sciences Politiques launched in September 2019 regards a list of business and administration ethics research topics focusing:

1. The ethical approach in the public administration reform in the post-communist countries researched in the article entitled: *Ethics in the Public Administration of Mitrovica Municipality* (authors: Elvis Feka and Jonuz Abdullai).
The study signed by Elvis Feka and Jonuz Abdullai relates the “moral standards in governance”, “the public administration performance” and the ethical behaviour in public administration.
2. The cleavages of the EU integration and the impact of the implementation of the Community acquis for the public administration sector researched in the article entitled: *Public Administration Reform in Post-Communist Countries as a Requirement for EU Membership: Towards the European Administrative Space* (author: Elena Todorova).
The paper explores the good governance principles and the administrative standards requirements.
3. The relationship between the citizens’ liberties, the national sovereignty and the multilevel governance in the European Union focused in the article entitled: *Europe facing migration. National Strategies versus European policies* (author: Alexandra Porumbescu).
The study formulates a research response to the “particular matter of migration” by pointing the importance of the European Agenda on Migration launched in May 2015.
4. The scrutiny of the passengers transport, the transport contracts, the carrier liability and substitution in the national legislation overviewed in the article entitled: *Critical Analysis of the General Regulation of the Transport of Persons and Baggage* (author: Cristina Stanciu).
The critical analysis of the transport contracts points towards the legal norms, the regulation of the transport contracts and other terminological aspects relating to the rights and obligations of the persons.
5. The challenges of the professional life and the legal framework of the employment contracts in the European Union’s Member States researched in the article entitled: *Establishment of the Employment Relationship: Conditions for Employment in EU Member States* (authors: Roxana Cristina Radu, Marina Loredana Belu).
The study focuses on the ethical approach to the individual employment contract, the duration of the probationary period, the working age, and the protection of young people at work in the EU legislation.
6. The advertising sector for the pharmaceutical products in Romania using the thematic analysis and the impact on individual consumers focused in the article entitled: *Advertising and Health in Romania* (author: Valentina Marinescu).
The research of the “Direct-to-consumer advertising” (DTC advertising) points towards the following topics: the pharmaceutical industry, the consumer behavior, the medical prescription, the therapeutic effect, the media impact, the

marketing strategy, the type of message in advertising, the health system, the relationship between media and society.

7. The challenges of the stock exchange, the competitive capital markets, the objectives and the strategic initiatives focused in the article entitled: *New Developments in the Evolution of Bucharest Stock Exchange* (author: Cristian Valeriu Stanciu).

The paper researches the importance of the capital allocation process and the functionality of the financial market in the post-communist landscape.

8. The media coverage of the visual arts during the Croatian transition period pointed out in the article entitled: *Media coverage of visual arts from 1990 until 1995 – on the example of the city of Zadar in the Republic of Croatia* (author: Vesna Kalajžić).

The paper focuses on the art and cultural activity in the post-war period by monitoring the cultural and administrative policy and programmes of Croatia in the period 1990-1995 namely: music, movies, performing arts etc.

9. The influence and behaviour of the political leader focused in the article entitled: *Władysław Gomułka: One of the most influential of the East European Communist Party Leaders* (author: Tudor Urea).

The article overviews: the resistance struggle, the post-war Polish politics, the quality of leadership and the de-Stanilization process.

The current issue of the *Revista de Științe Politice. Revue des Sciences Politiques* (Issue 63/2019) focuses on the ethical approach to the business and administration sectors in the East European post-communism by providing insights and shared experiences of the citizens, communities, organizations, social groups, regions, nations etc.

Therefore, the contents of the journal are very informative and provide useful insights and screening measures of the East-European countries of the business and administration practices during the transition period.

Wishing you all the best,

The Editors