

# BUSINESS DEVELOPMENT IN A HOSTILE ENVIRONMENT

*Liana-Iulia PAUL\**

## **Abstract**

*Mankind always faced difficult situations with a huge impact upon the environment. The surroundings or conditions in which one lives or operates are extremely important. A harsh environment can also dramatically impact business development. Among the topics highlighted in this paper we can encounter the presentation of modern business technology, tools and platforms used nowadays which are essential in this area. Last, but not least the legal framework is crucial in order to provide a normal business evolution.*

**Keywords:** *business, environment, modern technology, risks*

**JEL Classification:** [K10]

## **1. Introduction**

Mankind always faced difficult situations with a huge impact upon the environment.

The surroundings or conditions in which one lives or operates are extremely important.

A harsh environment can also dramatically impact business development.

“Fundamentally, the world is uncertain” (Harnish, 2013, p. 13). Having the right people with you is the most important thing in order to prepare for that uncertainty.

Some businesses are increasing a lot in hostile situations such as wars, drought, floods, pandemic, if the needs born within that situations match the businesses' profile. Others appear in that context with a huge adaptability to the new circumstances. Unfortunately, the majority of the companies face bankruptcy unless economic measures are taken.

Considering the airline industry and thinking to all the events and factors outside managerial control that have hit it since 1972: fuel shocks, interest rate spikes, deregulation, wars and 9/11, this industry was the number one trade company in 2002 (Harnish, 2013, p. 19).

After twenty years we face a similar situation generated this time by the pandemic (COVID-19) and the Ukrainian crisis generated by war and we can already see the impact on business evolution.

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\* M.A. "Dimitrie Cantemir" Christian University.

During pandemic, business was seriously impacted. “Businesses have had to pivot their strategies, policies, and offerings to stay in business. Managers have had to adapt their approaches to lead teams remotely” (Wharton Online, 2020).

Except the military sustainability for example, during wars, business is affected.

War often causes rapid changes: “institutional, technical, and economic” (Lakomaa, 2017).

During the 1900’s, war also affected “the role and scope of the state and its policies in a manner not necessarily beneficial to companies – sometimes, when companies were nationalized, they proved directly disastrous” (Lakomaa, 2017).

If we think about fluctuation, speed is the most important aspect we can encounter. For example, the world’s most important stock exchange from 1611, of the world’s first important stock exchange and the degree too which it persists today confirms this characteristic (Brooks, 2014, p. 3).

“Knowing how a typical business evolution unfolds allows leaders to understand and manage the business evolution process in productive ways” (Imke, 2021).

## **2. Modern Business Technology**

During time, several definitions for technology were presented.

According to the *Collins English Dictionary & Thesaurus*, technology represents the application of practical, mechanical sciences or technical skills, knowledge (Collins Dictionaries, 2009, p. 559).

Another opinion about technology consists of various methods, techniques, skills, and processes used together to make a work or task easy. This means to reduce manual work and make it fast (Hasin, 2020).

The following types of technologies are used by businesses and are gaining a lot of traction in the business world (Hasin 2020):

- Network - Network technology lets you share data between different information systems. You can send videos, audios, and text files because of network technology;

- Information – Information technology is a type of technology that deals with computing. It includes software, hardware, telecommunication, basically, all those things which are required for the transmission of information and make communication possible;

- Internet of Things – The concept behind “Internet of Things” is to make connectivity possible between all existing physical devices. So that every physical device can connect to the internet and can identify themselves to other connected devices;

- Sensors – A sensor is a type of device that can detect and react to any type of input from the physical environment. The sensor reacts to inputs like heat, light, moisture, motion, or pressure etc.;

- Energy – This type of technology deals with all types of techno-renewable and non-renewable energy technologies like water energy, nuclear energy, bioenergy, wind power, hydropower, solar energy, fuel energy, thermal and chemical energy;
- Transportation – This type of technology implies to machine and tools used to solve the problem of carriage of human and goods;
- Architectural – The architectural technology deals with the applications of designing buildings and science behind the construction and various technical issues related to it. Architecture technology consists of various industries like material manufacturing, building engineering, construction, residential contract, and real estate;
- Agriculture – With the passage of time, their methods also evolved and nowadays, agricultural operations work differently because of the introduction of technologies like sensors, machines, devices, and information technologies. These technologies let businesses become more profitable, safer, efficient, and environment-friendly;
- Entertainment and Media – Entertainment and media technology deal with manufacturing or creating something to enhance the entertainment experience;
- Industrial – Industrial technology is a branch of technology that deals with the use of industrial and manufacturing techniques to make the work of production faster, simpler, efficient and profitable;
- Medical Technology – Medical technology is a wide field where technology plays an important role in sustaining health;
- Clothing Technology – Clothing technology consists of manufacturing, designing and creating material to produce clothes. Industrialization has revolutionized the way clothes are designed and produced. A lot of the hand-made crafted goods are replaced by goods produced using machinery;
- Science – Science is the mother of all other technologies. All machinery and technology work on the principles of science. Science has changed the way human lives. The field of science is based on research and continuous research assures a bright future for humans because of science. Science has let the emergence in health care, commercial products, and environmental protection;
- Assistive Technology – This field of technology works for people with disabilities. This technology helps people who face trouble with speaking, writing, remembering, seeing, hearing, pointing, walking, learning etc.;
- Robotics – The field of technology deals with designing, building, and maintaining robots or other similar machines. Robots work on artificial intelligence technology. They are smart highly developed intelligent machines perform various tasks that they are designed for and reduce human work;
- Space – Space technology is sub-part of space science or aerospace industry. It is used in space flight, space exploration, and satellites. This highly

sophisticated technology consists of space stations, space crafts, satellites, equipment, procedures, and support infrastructure. It is an integral part of human life and is used in areas like remote sensing, weather forecasting, satellite telecast, and GPS systems;

- Artificial Intelligence – The principle behind this field is to make computers, machines, or software to think in the same way a human being thinks. Artificial intelligence uses the ways a human brain thinks, acts, learn, and make a decision and the outcome of this study is used to develop artificial intelligence of machines. Various fields of education and science such as psychology, biology, physics, computer science, linguistics, engineering, and mathematics, contribute to this field of technology.

Another classification of business technologies is presented as it follows:

- Computers – Computers are used across multiple businesses. They're equipped with software that enables them to perform all sorts of tasks such as analyzing financial information, sending and receiving emails and designing sales presentations. Computers are vital because they allow businesses to manage their daily activities in a more productive and efficient way;

- Software – Computers use different kinds of programs and operating information, known as software, to do specific tasks. Businesses use certain software that is suitable to their needs;

- Networking – Networking is used to interact with groups of people to share information and documents, to store information and to communicate using email. Networking is essential to businesses because it provides a means to build relationships with others within their related fields in order to find new customers and partnerships, and to grow;

- Telephone Communication – Communication is the key to establishing business relationships. For this reason, businesses use a form of telephone system to communicate with customers and organizations. This provides a fast, efficient and one-on-one personal connection with others. Having great customer service with clients and effective communication with your staff will ultimately help your business build a successful reputation and grow. There are now business telephone systems that come with a variety of features to fulfill the needs of a company. VOIP, Voice Over Internet Protocol, has become extremely popular that allows users to make phone calls using the Internet instead of the traditional analog phone system;

- Accounting System – Accounting systems are software that enables businesses to manage their expenses and revenue. Quick books is most often used in small businesses. This is easy to set up and maintain. On the other hand, bigger companies use SAP Business One or Sage Accpac, which allow more customization and integration with other systems. Choosing the right accounting system depends on the size and needs of your business;

- Inventory Control System – An inventory control system is used to handle all inventory of a business. It precisely keeps track of items including how much is in stock, updating the system when new inventory arrives as well as when it is sold and to keep accurate records;
- Customer Relationship Management Systems (CRM) - Similar to having a useful telephone system for effective communication purposes, a customer relationship management system (CRM) is equally important that can help a business move forward. It keeps track of customer interactions by collecting and storing information about them. In addition, it allows a business to make calls, send emails, create reports, add notes and much more. By gathering crucial information, businesses can build long-lasting relationships with their clients. HubSpot and Salesforce are two popular CRM software packages.

From another perspective, modern businesses tools are: Cloud Storage, Communication Platforms, Project Management Software, Social Media Marketing Systems, Customer Relationship Management Software, Accounting Applications, Analytics Systems, Workflow Automation Software and Underwriting Tools (Embedds, no date).

Cloud-based tools allows everyone to trace its progress from inception to completion such as: project management, Communication and collaboration, Website builder, Website performance monitoring, Customer relationship management, Email marketing, Social media management, File storage and access, Video conferencing software, HR management software, Accounting software, Keyword research tools (woods, 2021).

We can actually affirm that technology has become an integral and indispensable part of our lives, concerning everything.

### **3. The Legal Framework**

As we have already mentioned, new technologies provide an environmental protection, according to science and in agriculture, for example, technologies let businesses become more profitable, safer, efficient, and environment-friendly.

Among the most important legal norms the Directive 2014/52/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 16 April 2014 amending Directive 2011/92/EU on the assessment of the effects of certain public and private projects on the environment, Order no. 269/2020 on the approval of the general guide applicable to the stages of the environmental impact assessment procedure, the guide for environmental impact assessment in a transboundary context and other specific guidelines for different areas and categories of projects and Law no. 292/2018 on the assessment of the impact of certain public and private projects on the environment, are a few of the legal framework in this field (ANPM, no date).

According to the first article of the Directive 2014/52/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 16 April 2014 amending Directive 2011/92/EU on the assessment of the effects of certain public and private projects on the environment". Member States shall take all necessary measures to ensure that, before granting approval of the development means projects likely to have significant effects on the environment by virtue, inter alia, of nature, of their size and location, are subject to an application for development consent and an assessment of their effects on the environment. Those projects are defined in Article 4" (ANPM, no date).

The characteristics of projects must be examined, in particular as regards:

- (a) the size and design of the whole project;
- (b) cumulation with other existing and/or approved projects;
- (c) the use of natural resources, in particular soil, land, water and biodiversity;
- (d) the production of waste;
- (e) pollution and other harmful effects;
- (f) the risks of major accidents and/or disasters relevant to the project concerned, including those caused by climate change, according to scientific knowledge;
- (g) risks to human health (e.g., due to water contamination or air pollution) (ANPM< no date).

### **Conclusions**

In our opinion, companies who face bankruptcy should be sustained more by governments adapting the legal framework for this aim.

Technology has become an integral and indispensable part of our lives, concerning everything.

As we have already mentioned, new technologies provide an environmental protection – according to science and in agriculture, for example, technologies let businesses become more profitable, safer, efficient, and environment-friendly.

The field of social entrepreneurship has the potential to galvanize major changes across society (Bornstein, 2007).

Many social entrepreneurs focus initially on creating new legal frameworks that align economic interests with environmentally responsible behavior (Bornstein, 2007).

Concerning fluctuation, people may be more careful for a year or two, and then we may see another speculative buildup followed by another crash, and so on until God makes people less greedy (Brooks, 2014, p. 29).

In conclusion, technology has revolutionized the business world. With so many different tools and software at our disposal, businesses can run more efficiently and effectively.

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