

**SESSION 1: INNOVATIVE APPROACHES AND NEW  
TRENDS IN THE FIELD „BUSINESS AND  
ADMINISTRATION”**

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**THE NEW PARADIGM IN THE GOVERNING ACT**

**NOUA PARADIGMĂ ÎN ACTUL DE GUVERNARE**

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**Abstract:** *As the new millennium evolves, the world economy and the natural world are in precarious situations, both generating on the horizon the fear of global instability. In the current phase of globalization, the role of government is to ensure that its economy does not become a slave, with the need to emphasize the competitiveness of national companies, external markets and internal markets. The insecurity of financial markets and the close link between these markets globally is another challenge for the artisans of globalization. The governing act must take into account both the issue of global environmental degradation issues and the massive deforestation of forests. Water pollution, the spread of epidemics, high political and social dangers, unforeseen movements of people around the world affect the entire planet.*

**Keywords:** *negentropy, globalization, New Paradigm*

**JEL CLASSIFICATION:** A11, A 12

### **1. Introduction**

The capacity of society, of the economic mechanisms that it manages to influence the environment and the systems in which they are organized has increased substantially in recent years. Modern society must highlight the contributions of the professional elite and it is necessary that through its structure, intellectual potential, talent development, development of innovative spirit, vocation, support from the family to establish an unknown approach to information. In Economics of Value (2002), Professor Dr. Paul Bran states: "Hundreds of thousands of people have enriched the potential of knowledge and the means to capitalize on experience, collective wisdom." The lessons of the pandemic crisis have raised even more problems starting from the behaviour of each individual, public institutions, the activity of health institutions (public and private), educational institutions (general, high school, university) and the activity of companies around the world. Therefore, this crisis has highlighted many weaknesses both in the governmental act in many countries at national level and in the governmental act at regional and local level. The Covid-19 pandemic has had devastating consequences for the global economy. The International Monetary Fund (IMF) estimates the cumulative damage caused by the economic crisis, due to the

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pandemic that will reach 28 trillion dollars by 2025. The current situation with the global pandemic and preliminary statistics for the first months of 2021 show that the world can face a new financial crisis. According to the Institute of International Finance, global debt has risen by more than \$ 15 trillion since 2019 and reached a record \$ 277 trillion (365 percent of global GDP) at the end of 2020. The latest IMF report predicts that global government debt could rise to 99.5% of GDP in 2021. The total debt of G20 countries could rise to 109% in 2021, while the debt of developed countries will increase to almost 125% of GDP. According to IMF forecasts, the global financial deficit in 2021 will amount to 8.5%, the financial deficit of the G20 and advanced economies - 9.4% and 8.8%, respectively. The IMF's concern about rising public debt has called on policymakers to continue to support the world's economies until the pandemic is brought under control, with a particular focus on investment in the areas most affected by the pandemic. A recent analysis of the impact of COVID-19 on the labour market by the International Labour Organization (ILO) shows that the pandemic has led to huge losses in working time and income. Without policies to improve the current people-centered situation, the economic recovery in 2021 will be slow, uneven and uncertain. The Republic of Moldova is no exception in all this global evolution. The new government in Chisinau comes with an ambitious program of activity of the Government of the Republic of Moldova "Moldova of good times", August 3, 2021. At a crucial moment of evolution - 30 years of independence marked in 2021, the new government finds a deep disappointment with on how the state was governed and the behaviour of the elites. Low confidence in the prospect of a good life in the Republic of Moldova, due to the poor quality of the government during its evolution. Poverty and despair have covered large parts of society. State institutions have been enslaved to the interests of criminal groups. The new Government Program "Moldova of good times" which aims to create the conditions for each person to reach their own potential. In this article we aim to review the interdisciplinary approach in building new paradigms that will revolutionize both the economic sciences and the management of public administration and governance. It is about the interdisciplinary approach through the prism of social neg-entropy, starting from entropy, building the concept of good governance and the influence of social neg-entropy.

## **2. The study of literature**

Authors Michael Jacobs, Laurie Laybourn-Langton seek to understand the processes of paradigm shift in economic ideas and policies. They began with an explanation of the concept of "politico-economic paradigm", referring to the theory and history of the two paradigm shifts that took place in the twentieth century, and examined how the transition to "neoliberalism" took place. They assessed the extent to which post-financial economic and political conditions provide opportunities for paradigm shift away from neoliberalism. The authors conclude: "The parallels between current economic conditions and those of the two periods of the twentieth century, when major paradigm shifts have taken place, are striking. History does not repeat itself, as Mark Twain would have said, but it often rhymes. The author's state with certainty that in the following they have: "there are no guarantees to see a paradigm shift in economic thinking and policy." A major reform is needed, there are dynamics in the academic economy, in the economic institutions and in the civil society that tend in this direction. The present offers us an opportunity for change for those who understand and accept it.

Authors David F. Shaffer and David J. Wright argue: "The time has come for countries (states) to think about a new paradigm of economic development. For the most part, the old paradigm is based on the traditional mix of business attraction and retention incentives. Research, technology transfer, employee training, are often appreciated as secondary activities, or are ignored by companies, entrepreneurs, and some public institutions. Our growing understanding that innovation is the foundation of future economic competitiveness and progress, a new approach

is welcome. We now have that need and opportunity to overturn the old model - the adoption of a new paradigm of "knowledge", in which university education systems will take over. The model in which knowledge is the essential stimulus that it affirms, offers the businesses that they want to attract or grow. The traditional packaging of infrastructure, utilities, tax exemptions will play an important role. In building the economy of the future, businesses that will have the power to maintain, the potential for growth will be dependent on knowledge - research, new ideas and technologies, new processes, improved skills for their workers.

In *The Uses of the University*, Clark Kerr, the legendary architect of the California university system, wrote: even social classes or regions and even nations”. He wrote this in 1963. It seems even more true in 2010.

Is an effective solution possible to address all the challenges facing humanity today in the areas of economy, ecology, human security, global governance and peace? The World Academy examines the root causes of these multiple challenges in order to formulate an integrated perspective, a comprehensive strategy and a detailed policy framework, tailored to the emerging realities, needs and opportunities of the 21st century. The subprime mortgage crisis erupted in late 2008, wreaking havoc on financial markets around the world. It was quickly followed by a sharp and substantial slowdown in economic growth in OECD countries, rising unemployment, most recently, and the excessive public debt crisis. Progress on all fronts seems to be almost at a standstill or at least far too slow to respond to pressing human concerns. There are no guarantees that we will see a paradigm shift in economic thinking and policy in government work in the coming years. The proof that a major reform is needed is strong and there are clearly dynamics in the academic economy, in the economic institutions and in the civil society that tend in this direction. For people who understand and accept change, at the moment both the opportunity and the challenges are offered.

Piero Dominici, 2020 The anthropological transformation experienced today shows the urgency of rethinking teaching and training people, emphasizing the substantial inadequacy of our schools and universities in dealing with hyper complexity, with the global expansion of all political, social and cultural aspects of processes, their indeterminacy, interdependence and interconnection. The idea that educational processes are only questions of a purely technical and / or technological nature, a matter of skills and know-how, is a "big mistake" of the hyper-technological society,

Authors Ali Carr-Chellman, Sydney Freeman JR., Allen Kitchel argue: “Non-entropic behaviors are those that bring reintegration, renewal and possible positive states in the institution. Online learning, which has been an important element in most strategic college and university plans, has the potential to have a significant non-tropic impact on higher education in individual institutions. Non-tropical principles are a theoretical basis that can inform decision makers in online education for companies and can lead to improved organizational efficiency.” The author Paul A. La Violette (2013) in a paper developed in 1976 and published only in 2013 presents a new perspective on the nature of entropy, non-entropy and morphogenesis of the system. La Violette shows that the concepts of process and form provide a better context for understanding the genesis of order than the concepts borrowed by convention in the field of thermodynamics. One term that is a bit overused by general systems cosmologists is the term "entropy." Of particular interest: "presents the disturbing paradox, given the entropy of the closed physical system, it is seen that it increases over time, while in open physical systems and living systems seems to decrease over time." The term "entropy" is borrowed from the field of physics. The question of entropy (ie positive entropy), the systems theorist provides general examples such as: 1) the experiment in which a sugar cube dissolves in coffee, 2) Degradation of living matter, ie catabolism, 3) Lowering a wrapped watch.

However, by revealing a variety of qualitative examples, it is no longer the same thing to restrict the definition of entropy only to thermodynamics and information theory.

Author Gildo Magalhães is of the opinion: “So far there has been an unresolved controversy over the possibility of reducing life to what would be fundamental blocks of nature, such as the basics of modern physics and chemistry. Only recently have we begun to develop a more realistic, causal theory of quantum physics - eurythmy-based hyperphysics - that competes to replace Bohr's paradoxical formulation of the non-causal and probabilistic universe of the universe. "As we gain a much deeper perspective on this theory, it becomes vital that in the history of science a question about life and non-life be unpleasant. We have a comparable situation in everyday economic life, in economic activity, of groups of people, of working groups that through information and knowledge (economics, management, statistics, finance, computer science, mathematics, technology and technology) the authors argue: to an additional, increasing complexity, until the conditions for the appearance of life appear. "

The authors of Quarati et al., Are of the opinion that: “in thermodynamics and statistical mechanics, entropy enters, with a central role, in all laws regarding systems in states of equilibrium and imbalance: in reversible and irreversible transformations and phases. Entropy can be expressed as a total, compact, positive expression that always grows in isolated systems during its evolution towards equilibrium ”. Entropy is composed of several different terms, when the system is not in a chaotic state of equilibrium, at least one of them is a negative contribution to its evaluation. The negative entropy contribution of “neg-entropy” is present for several different reasons, such as “Pauli quantum exclusion” or “boson inclusion principles”, correlations and multibody interactions between the unique elements that make up the system. Quantum exclusion-inclusion effects, as well as correlations and / or interactions produce the order of the system by reducing the total entropy value.

Author Harold W. Woolhouse (1967) on the problem of non-entropy, information and nourishment of organisms, in a recent response to Biichel, argues: “about entropy and information in the universe. Photosynthetic autotrophic organisms are entropy feeders that channel the entropy of sunlight to the thermodynamic and structural non-entropy of their own structures. “The entropy feeding of these organisms can be said to be done in the end by the informational (i.e. structural) agency of neg-entropy represented in the replication and renewal models in their cells. Biichej makes extravagant statements about the relations of this structural neg-entropy: when the thermodynamic entropy of a system increases, at the level of a general principle: "When structural neg-entropy occurs, the thermodynamic entropy must increase by at least the same amount."

### **3. The concept of good governance and the influence of social neg-entropy**

The authors proposed the presentation of the links between the quality of a country's governing process and social non-anthropology, understood as the sum of the information of knowledge accumulated by a people necessary to ensure its existence, development, progress. The information flow of the social system present and continuously generated within the system needs a governance management that capitalizes on the meaning of the nation's society in accordance with the logic that ensures the proper functioning of the system, progress, existing on the evolutionary cycle of a population. The arrow of time named by N Georgescu Roegen on which thousands of human generations have enriched the potential of knowledge and the means of capitalizing on experience, wisdom, collective intelligence. A special approach is occupied by the Art of Government, which in accepting the great Eminescu puts people in direct relationship through its cognitive potential with leading decision makers, leaders in a common goal of continuously adapting to everything that is national range. The authors' objective on the thinking scheme of a Romanian evolution strategy is to insist on the concept that undermines the detailing

of the strategy, the notion of negentropic potential, the quality of the decisional act in case of managing the social negentropy of a national economic system.

### **3.1. The potential of social negentropy**

Statistically, the potential of NS is a composite indicator, found in part in the description of the concept of human development developed by UNDP in 2002 and reproduced by the algorithm of life expectancy of the population, education, average income as part of GDP, etc. Information, knowledge in general, is also found in the essence of the concepts of evolution of human society proposed by the specialist in the twentieth century.

The pivot of the processes of economic, social evolution, etc. has gradually changed from natural resources, capital, knowledge work, intelligence - the unlimited and renewable resource of human resources - considered the "last resort", in adapting its destiny species and marking it on the life cycle curve characterizes the finality of both anthropic processes and phenomena as well as natural (Georgescu-Roegen, 1979).

According to the authors: the concept of entropy has expanded as a field of interpretation from thermodynamics to economics, society, being applied in almost all branches of activity, involving human knowledge, information, etc. Human knowledge, information can be classified as entropy having two meanings: low entropy or information to support human existence, accumulated in historical time, but also newly generated information, closed current by the need to adapt to the present, the chance of social evolution (growth, development etc.).

Human existence capitalizes, transforms part of this informational memory into products, services, species-specific activities, but also removes some information, such as waste category, obsolete (unnecessary) information, lost, morally used, this information is added to the category of high or positive entropy, equivalent to social entropy, low, negative.

The finite nature of natural resources, the belief that there is a life cycle for the material world that life is an irreversible entropic process acted synergistically on humans, causing a certain intelligence to react: to increase the potential for low entropy (saving natural resources, replacing those essential, more efficient transformation processes, new production and consumption models, etc.).

The continuous growth of human knowledge fueled by dynamogenic function, reactive to the processes of degradation of low entropy, has been called negentropy. The multiple characteristics of the elements of a complex system such as the national social system are the following:

- (1) size, volume, which depends on the number of the population in the territory mentioned in the paper.
- (2) the quality of information, the qualitative structure seen in its diversity, in its entropic, moral, useful, social dichotomy.
- (3) the ability to store information.

### **3.2. Good governance and social negentropy**

The current challenges are present, creating reagents in the fields of government science and practice, such as: globalization as a phenomenon, decreases the role of the family in children's education and in the structure of education. Labor mobility separates grandparents from children and grandchildren, reduces the number of children per family to less than two - which causes the population to decrease in proportion to the size of the social non-entropic potential. The prolongation of the human life cycle brings to attention the need to manage a period of about ten years of occurrence in activity, loneliness, loss of an important individual non-entropic potential.

Work changes its structure: mechanization, automation, cybernetization, robotization - all this developed on the basis of information, technical intelligence removes from the field of work whole categories of workers who will have to find a source of existence still very unclear.



The form of global governance, determining the interests of large transnational corporations on the governments of some countries, the negative effects of some international institutions on the finances of some countries are stressful factors for national governance, nations becoming permeable to foreign economy, politics, military, etc.

The potential of NS was a process of accumulation that took place in historical time, of several human generations and updated during a single human generation and updated during a single human generation. The thinking of the leaders must aim at the future of the next generations, regardless of the duration of their electoral mandate. The quality of the people who ensure the strategic leadership remains the weak link of any government, so far there is no clear recipe, the logic of endowing the strategic level with those who will lead a people.

The concept of smart society - smart society, smart growth was suggested by N.Georgescu-Roegen and Professor Paul Bran who stated: "In the new society, the strategic resource is information" (Bran, 2000) and last but not least, by Opinion to Plato in the work “The State”, which puts the government of a state under the aegis of philosophers, of a philosophy that can be likened to a “distillate”, an “essence” of social negentropy and that resonates with it.

According to the concept of smart society typical of the 21st century, the following principles can be considered:

- a) The principle of progress, the degree of evolution of society that is found in the predominance of useful nonentropic potential, at levels that reach high entropy) and therefore brought society and the economy to large micro, meso, macro and global economic imbalances. .
- b) The dichotomous or excluded third party principle present in all that represents human activity has its origin in the natural law of free will and, as a result, economic activities, cultural, educational activities, scientific research that generates value and creates value, use and information generation will have qualitative differences specific to individuals.
- c) The principle of professional excellence - the brand of people in government positions and decision makers in various branches of activity and public institutions, educational and research institutions, in institutions that contribute to the development of processes in society (media), healthcare, but also those institutions that manage the natural environment and correlate the economic activity of the environment and society.

Therefore, the processes in the economy, society and the environment must be found in broadly integrated models of economic and social development.

Taking into account the opinions of Stefan Odobleja, it could be explained as follows:

- (1) the most complete resonance between the decision factor and the population, the connection being the communication, intelligence, abilities, the capacity of the decision factor to reduce to a qualitative level above the population average.
- (2) Consonance, on the other hand, requires an increase in personal quality in the register of excellence (professional, moral), behavior, culture, education, intelligence, etc. Therefore: “the intelligence of decision makers is not enough to make society better, more prosperous; intelligence must be assisted by philosophical criteria of strategy that facilitate decision makers, population, individuals to discern good and evil, beautiful and ugly, moral and immoral, stupidity and vigilance, positive and negative entropy, useful nonentropy with perverse effects, etc..” In the opinion of the authors (Bran, Radulescu, Bodislav, 2018) the finality of good governance is found in the provisions of the 40-60 concepts developed by scientists in the last 100 years, of which the authors tend to accept as the most plausible strategies. government that has the following main objectives: (1) happiness; (2) the pleasure of living (Georgescu Roegen, 1979) (3) sustainable development (UN, 1987); (4) (4) survival (Lester Brown, 2008; Bran et al., 2011).

The tools of good governance:

- (1) the process of forming the potential of social negentropy, seen continuously in the perspective of the future human generation.

- (2) artificial intelligence as a medium synergistic with human intelligence and which will be able to replace the workforce with robots with effects on improving the quality of NS
- (3) Reconsideration as a priority in decision-making at any level, moral principles, natural laws without which the selection of information and the generation of new information can lead to negative effects for society.

#### 4. Conclusions

The links between the process of government and social negentropy, which is understood as the amount of information, knowledge accumulated by our people necessary to ensure its existence, development and progress.

Emphasizing the historical traditions, the experience in the art of the leading society that has contributed to the recognition and capitalization through collective wisdom and collective intelligence, but we must select those elements that define the art of governance. Continuous adaptation to the abstract geographical, historical, mystical, economic-mathematical space, artistic space (Candea et. Al., 2006)

The managing authority must demonstrate the development of complex and dynamic strategies in which to achieve the significant and original biotic function, in all its forms and stages of evolution and geographical space.

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