

## **BOOK REVIEW**

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**Lucica Matei, Cristina Sandu, Mihaela Violeta Tuca. (2014). Social responsibility and social enterprise. An integrated approach, LAP LAMBERT Academic Publishing, 168 pages, ISBN-10: 3659591254, ISBN-13: 978-3-659-59125-9.**

The book “Social responsibility and social enterprise. An integrated approach” addresses to professors and students, specialists and practitioners in the area of social building the local and regional communities, providing a comparative pillar in view to approach the topic of social responsibility.

Lucica Matei (1956-2014) was Professor and Jean Monnet Chair Holder at the Faculty of Public Administration of the National University of Political Studies and Public Administration, prestigious professor researcher, appreciated in the national and international academia due to her outstanding outcomes. Her expertise was acknowledged in public management and public services, European administration, local development, public and nonprofit marketing. She published as author or editor over 22 books at Romanian or foreign publishing houses. “Social responsibility and social enterprise. An integrated approach” represents her last book. At the same time, she was author or co-author of over 100 articles focused on her areas of expertise. She was member of several editorial teams of prestigious foreign journals, as well as coordinator of thematic series: “Science of Administration and Public Management” (Economica Publishing House, Bucharest), “Jean Monnet Handbooks” (Economica Publishing House, Bucharest), “Administrative Studies and Public Management” (Shaker Verlag, Germany). Her outstanding career of professor and researcher represents an example for the young generation.

The social responsibility of public or private actors becomes increasingly an important topic revealed by the European Union strategic documents. The forms of expression are more diverse in the old or new EU Member States. However, the social enterprise represents the easiest and omnipresent tool of implementing the social responsibility. In this context, the current paper achieves an integrated approach of those two concepts and realities - social responsibility and social enterprise – focusing both on presentations of the theoretical and normative framework and on relevant comparative aspects from various European countries, including the South-Eastern European states. The book valorises the authors’ expertise, acquired in the framework of the Doctoral School of Administrative Sciences in the National University of Political Studies and Public Administration in Bucharest.

The book provides an overview of a diversity of approaches on social responsibility and social enterprise, conceptualizing the specific contributions of public

management and marketing. The book is structured into five chapters, relevant to the topic, namely the Social Economy - A world of social values and sustainable relations, Theoretical debates on Social Responsibility and Social Enterprise, Managerial and marketing approaches, Implementing Social responsibility, Mapping the good practices of Social Enterprise.

The relevant study of literature, the legislative analysis and comparative analysis on forms of organization and functioning of social enterprise in the public systems in UK, France, Italy, Romania, Bulgaria, Croatia, Serbia, aim to highlight patterns and typology of social enterprises as well as public marketing instruments.

The design concept, content and structure of the chapters support a focused research approach, in which the information is integrated into a coherent context, well-organized in accordance with the final purpose and the research program.

In the first chapter the authors, through a vast effort of analysis and synthesis, present the relevant characteristics and descriptions of the social economy and correlation with sustainable development issues.

The second chapter aims at substantiating the relevance of social responsibility for the public administration. According to the authors, the social responsibility redefines and amends the governmental agenda interacting directly with the processes of implementing New Public Management and inducing the specific objectives for the reform strategies of the public administration.

The analysis continues in the third chapter with presenting the managerial and marketing approach specific to public administration in the promotion and implementation on social responsibility and social enterprise.

The fourth chapter focuses and deepens the analysis for only one instrument, namely the ISO 26000 management standard. The authors justify this option through the fact that the mentioned instrument is suitable for the public administration and the existence of a precedent of implementing public administration of the European Union. The chapter demonstrates also the capability to offer good practices examples from the researched field of public administration from Romania.

The research in the fifth chapter presents the social enterprise models and their setting in the cross-sectors model. The authors manage to analyse and conduct the comparative study, which provides a complex research feature, innovative in the approach of the specific topic of economic, social, legal domains, having as support the public sector's theories of public management and public marketing.

The book "Social responsibility and social enterprise. An integrated approach" offers a concise and relevant documentation material for academia and students, specialists and practitioners from public and private spheres facing broader or more specific issues of the sustainable evolution of the public sector, overcoming the financial crisis and involving the public administration as an actor in promoting social responsibility and developing the social enterprise.