

STILUL DE VIAȚĂ AL ROMÂNILOR ÎN ECONOMIA BAZATĂ PE CUNOȘTINȚE

ROMANIANS LIFESTYLE IN KNOWLEDGE BASED ECONOMY

Asist.drd. Ileana HAUER

Prof.dr. Gheorghe Gh. IONESCU
Universitatea de Vest din Timișoara

Abstract: The modern business world is characterized by dynamic, changing markets and continuous technological advance. Knowledge is increasingly being recognized as a vital organizational resource that provides competitive advantage. Lifestyle is a concept used in organizational and consumer behavior and it offers a wider perspective that includes the personality and comprehension values, a point of view that corresponds more to knowledge-based society. In this paper we tried first to identify visible changes on the society based on their knowledge and, in the second part of our work, we presented the results of an empirical research based on an inquiry using a questionnaire that will foreshadowed the impact from the perspective of university graduates (licensed) of economics (business).

Keywords: knowledge based economy, lifestyle, economic, dimension.