

NOI PROVOCĂRI PENTRU ANALIZA/INGINERIA VALORII ÎN PERSPECTIVA EVOLUȚIILOR ECONOMICE ACTUALE

NEW CHALLENGES FOR VALUE ANALYSIS/ENGINEERING IN THE LIGHT OF CURRENT ECONOMIC DEVELOPMENTS

Drd.ing. Gheorghe BURZ

Universitatea Tehnică din Cluj-Napoca

Prof.dr.ing. Liviu MARIAN

Universitatea "Petru Maior" din Târgu-Mureș

Abstract: The human brain developed through the superposition of three parts: sensory, emotional and rational. Because of this, decision making is a fast, emotional and unconscious process. It is relevant for business that attracting clients by means of rational messages alone is not as efficient as the communication that focuses on the emotional aspects. However, because emotions cannot be measured, the business world did not put them to the forefront in making decisions. Using the new method of the facial coding, emotions can be measured, which opens up new perspectives in approaching consumer behaviour.

Mankind has known three stages of development: 1) Agriculture and the Extraction of Natural Resources, 2) Industrialisation and the Production of Standardised Goods and 3) Services. Because the lack of personality of standardised goods can no longer ensure client's loyalty, companies are turning to other types of offers such as services, experiences or even transformations, the next stages of development being 4) Experience Economy and 5) Transformation Economy. The factor that converts goods into services, services into experiences and experiences into transformations is mass personalisation. Practically, in order to obtain mass personalisation, goods need to have new functions added to them. The notion of function is the backbone of value analysis/engineering.

Keywords: tripartite brain, facial coding, competition strategies, mass personalisation, value analysis/engineering.