

ECONOMIC PRINCIPLES AND MORAL VALUES OF THE COMMUNICATION PROCESS IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

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Abstract

In the last decade of the XXth century, freedom of thought and expression has led to the development of communication activities and their perception from a new perspective. The beginning of the XXI century accentuated this trend, so that communication has become, in a relatively short time, one of the engines of the economy, but also an integral part of what we want to call today, the psycho-sociology of modern human communities. In this context, a new approach to the problems facing both modern society and the economic sphere is required, as information and communication technology is, at present, a genuine factor in sustainable development. The article proposes a study of how communication process is understood now, knowing that there is a close interdependence between economic communication and the development of human culture, of the organizational (institutional) culture, as a basic factor for performing management, and the sustainable development overall.

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