

EDITORIAL

The contemporary society finds itself under the auspices of many labels - risk, information, knowledge or technology – generating continuous and radical new challenges, both from a contemplative state and a scholarly position. In the attempt of coping with all these transformations, we notice the tendency to become very specialized in one particular field of study, thus often neglecting how a specific area of expertise relates to other domains.

The Romanian Review of Social Sciences (RRSS) has a double sided goal: to overcome this knowledge production fragmentation process through a more flexible and collaborative approach and to provide a platform where theory and research are not only presented, but openly discussed. Thus, the journal aims at capturing the never-ending state of becoming of the social world by bringing together articles from a social, political, economical, but also textual, cultural and philosophical background.

Our first issue was born as a collective effort of the members of Faculty of Social and Administrative Sciences, along with some close external collaborators. The assemblage of selected papers has the property of being highly heterogeneous, with the declared focus that each of the items is exponential for some distinct area or line of research. On the other hand, almost all of them are expressing open topics, easily positioned at the crossroad of more than one discipline.

The conceptual paper of Professor A. Parlagi launches a first interdisciplinary debate around the complex notion of jusnomia, revealing some multidimensional aspects generated by the relation between politics and law. Social justice is the center of all questions, being analyzed through some very colorful lens: ideonomic, socionomic, anthroponomic and politonomic ones.

Enhancing the diversity spectrum declared from the beginning, the second article belongs to the area of economics and management, discussing an emerging topic in the contemporary business environment – corporate social responsibility (CSR). It can be easily noticed that in general the orientation remains on the social implications of the marketing strategies employed by organizations. In this sense, A.Imran authors a punctual research paper that examines the

influence of CSR actions on development of corporate reputation and measures the impact of corporate reputation on customer purchase intentions.

The third contribution reaches another front page global subject - international terrorism and the numerous confrontation forms between civilizations. Extracting notions from the theories of international relations, diplomacy and history, I. Firicel designs a comprehensive overview on the new ideological conditions that may generate conflicts, along with some solutions for managing these extreme risk situations, while preserving human values and identities.

In the last part of the journal, space is allocated for two interesting book reviews. The Darwin Economy was a puzzling title which, in the opinion of D.Secară, misquotes the principles of evolutionism and pleads for a restrained competition and a state regulated market. Nonetheless, the book has many appealing insights, both in terms of behavioral economics, as well as in regard to state policies.

The other book is a Romanian one and describes some of the taboos floating around probably the most powerful experience in a woman's life –birth and maternity. V.Nicolescu appreciates the work as seminal for an accurate understanding of feminism in general and also characterizes it as an introduction in the social history of the last 60 years in Romania, from the early communist period to the years 2000.

From an editorial point of view, it was overwhelming just thinking to attain coherence in dealing with such wide and narrow topics in the same time. However, the beauty of interdisciplinarity was great enough to open new understanding perspectives on differences, similarities and the synergetic connections between them. The journal is engaged to a long-run process of learning and I am confident that with the help of the authors, current and prospective one, the reviewers and the members of our advisory and editorial boards, RRSS will progressively grow into a valuable resource for anyone interested in discovering more about the social world we live in.

Rodica Ianole

Editor of the Romanian Review of Social Sciences

