

THE ANTHROPIC ECOSYSTEM OF LEADING

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Abstract. *In order to analyze the perspectives of management today, we need to answer the questions: what are the challenges in our society (as they admit)? How to manifest the consequences of their economic, social and psychological?*

Current economic and social complexity requires the leading of an integrated approach, holistic. Psycho-socio-economic perspective of contemporary leading is updated by the need to take into account the cultural and anthropological trends, ecological and ethical. It takes a psycho-socio-economic approach to generate complex social changes with positive impact; changes which can be achieved by increasing the entrepreneurial initiatives.

Integrating ecological perspective on the psycho-socio-economic and cultural perspective, ecosystem of leading appears formed of the entire individual variables (psychological), social, economic and cultural, and of all their interactions in an environment which is in a continuous and accelerated changing.

The universe of the leading ecosystem requires to the leaders to supervise the processes of management, leadership and entrepreneurship in a sustainable and an ethical perspective. The roles of manager, leader and entrepreneur acquire new meanings corresponding to the processes of eomanagement, ecoleadership and ecoentrepreneurship.

These three ecosystems manifests in closely related dependence, interacts and integrates in a complex ecosystem, which seeks to respond to both current needs and future development of the individual, business and society: ecosystem of leading.

Keywords: *Sustainability, management, leader, entrepreneur, eco-manager, entrepreneurial, thinking.*

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1. Introduction

Current economic and social complexity requires the leadership an integrated, holistic approach. The psycho-socio-economic perspective of contemporary leadership is updated by the need to take into account

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the cultural and anthropological trends, ecological and ethical. It takes a psycho-socio-economic approach to generate complex social changes with positive impact changes that can be achieved by increasing entrepreneurial initiatives.

Today it takes more and more entrepreneurial, to complete and to bring added value for roles of manager and leader. The manager maximizes results. The leader is centred on man and team and is focused on motivation and satisfaction to the people, their development, and emotional alignment. Entrepreneurs seek innovation, they takes risks and is heavily oriented towards change.

For this reason, we believe that today is very important to resume and update the great role of the entrepreneur in progress both economically and socially.

Currently, management has to find solutions to new challenges arising from natural resource depletion, global warming, population growth and aging and associated social changes. Also, the current leadership will have to find solutions to create significant competitive advantages. Thus, one of the main concerns of future leadership is developing the man-business-community ecosystem, which involves business development in a sustainable and ethical perspective, predictable on long-term.

Generating social changes with a positive impact in the community and society through massive innovation and creating added value and the harmonious development, integrated employee-team-organization is the fundamental aims of the new leadership.

Thus, the classical dimensions of leading: management, leadership and entrepreneurship are now completed by an environmental and an ethical perspective, causing significant changes and updates in leadership thinking and behaviour.

The new leadership, as a complex process, conducted in an environment oriented towards sustainable development must take into account the present needs in view of obtaining eco-results allowing future generations to ensure their own needs. The question is to what extent the three forms of leading – scientific management, leadership and entrepreneurship – are the response for the challenge? We dare to give a hypothetical answer, which integrates environmental and ethical perspective in thinking and behaviour leadership – ecosystem of leadership which consists in eco-subsystems: eco-management, eco-leadership and eco-entrepreneurship. These three subsystems define new roles, hypostases of leadership: eco-manager, eco-leader and eco-entrepreneur.

2. Ecology and ethics in the new philosophy of leading¹

In order to analyze the perspectives leadership today, you need to answer the questions: what are the challenges in our society (how we recognize it)? How are manifesting and which are the consequences on the economic, social and psychological plan?

Trying to prioritize the current concerns, we believe that the main challenges in the economic and environmental impact in the field refers to at least two aspects: **1.** The perspective of natural resource depletion, damage to cultural resources, population growth and scarcity and food price increases; **2.** Protection of natural environment affected by pollution, global warming due to the process of accelerating industrialization and economic growth based on polluting energy resources.

At *the social level*, the main challenges relate to the needs of a growing global population (especially in poorly developed economically and socially zone). Also, see today's restrictive effects in the functioning of the welfare state. These new problems involve finding sustainable solutions for: raising the retirement age and hence the length of productive life of man; reducing state support and creating alternative sources of income by participating in private pension insurance schemes , life, health, etc.. Perhaps in the near future we will see gradually to replace the welfare state to a state that provides for the optimal use of human potential for life (and allowing intergenerational exchanges), integration of environmental and ethical thinking at all levels of society.

At *the individual level* we can note the following two major trends. Earlier this century we see an exacerbation of the self-centred man on its interests and on present, in an environment increasingly polluted both physical (biological) and psychological and social (characterized by lack of integrity, fairness, lack of principles and values). We see boost intra-personal conflicts, stress intensification factors due to economic and social pressures.

In these circumstances, the problem of responsibility to future, to the future generations is acute and requires a change in the pattern of thought and behaviour which brought us into this situation.

¹ Our option is to use the notion leading rather than management, since we want to differentiate its main roles of manager, leader and entrepreneur. Manager uses the principles and methods of management and economic that theory offers; leader uses psycho-sociological and anthropological skills and techniques arising from science leadership and management theories by the growth, and entrepreneur use skills to differentiate from classical manager by: innovation and creativity, risk taking etc.

Birnbacher D. (1988) considers that “responsibility for future generations ... is, to the increased dimensions of human development possibilities in the future life of mankind and beings endowed with consciousness, an unavoidable duty. It’s not necessary a new ethic to its foundation, but an update of general moral principles that are already recognized in most of today”².

Starting from Birnbacher's statements, we can say that the government's role over time was and is, by expressing our metaphorically, to fight evil and win. In this way, current debt leadership is to identify and manage actual evil. Current leadership must find solutions for the environment which is in a constantly changing, to meet the socio-economic and environmental challenges (climate) worldwide.

Gunter Pauli gives us many examples of how ecosystems can teach us to work better to fight the current social evil: poverty, lack of jobs and income etc... According to the author, “evolution involves a consistent trend towards greater efficiency and greater diversity. This could apply economy, shaped by entrepreneurs at all levels in business, science, culture and education”³.

Pauli's solution for a *blue economy* is entrepreneurship development at all levels (economic, cultural, social, environmental etc...), Generating massive innovation and introduction of products on the market.

Change our attitude towards the environment and to the future, building on its sustainable development is fundamental priority of current leadership.

Adopting Pauli's solution, we can imagine the future by developing ecosystem: man-business-community. And leading through the three phases – manager, leader and entrepreneur – is challenged to rethink the principles, to update their behaviour, to effectively manage the ecosystem.

3. Integration of environmental trends in leadership behaviour and ethical

The current environmental trends shaping the leadership of organizations (the roles of manager, leader and entrepreneur) start from the classical role of manager, namely insufficient resources to manage and control waste and losses. So, with this approach we notice three levels:

² Maria Furst and Jurgen Trinks, *Philosophy Manual*, Humanitas Publishing, Bucharest, 1997, p. 266

³ Gunter Pauli, *Blue Economy*, Paideia Publishing, Bucharest, 2010, p. 78

insufficient resources, waste and loss. Without proposing a utopian ideal, we believe that we need a new innovation in leadership thinking, based on renewable resources, human development along the (employee), business and community.

Analyzing theories of leadership (management, leadership and entrepreneurship) of the last century, we can point out some signals, especially after 80 years, indicating modern leadership paradigm shift (maximum efficiency, short-term thinking, rather imitated perspective on people and the world).

The evolution of management, identify at least four critical milestones that marked the last decades of the 20th century and early 21st century:

1. Development of culture focused on performance and behaviour performance, including results and with other dimensions such as innovation, organizational citizenship behaviour (mutual aid), loyalty etc.;
2. Integration of objectives and personal values in the organizational and development together people and organizations;
3. Integration of emotional part tendency, intuitive in scientific, rigorous management;
4. Strongly felt the need to innovate deep structural managerial thinking.

The last two trends indicate a paradigm shift of modern management. Although often criticized, intuitive management perspective can highlight emotional, intuitive, and so necessary in building long-term future, in the form of vision and strategic objectives across organizational boundaries.

If we consider the theory of leadership, we can say the development of charismatic approach to focus on principles and not least, transformational theory that considers unique human being and its development in a holistic emotional and intellectual and cultural.

Entrepreneurial thinking (based on risk-taking, initiative and innovation) can be compressed into three episodes: **1.** strong focus on inventions and innovations (new products, new markets), but also organizational change for purposes of strategic differentiation and gain a competitive advantage, **2.** the tendency to associate in the entrepreneurial behaviour, in classic role of manager in a company – intra-preneurial and **3.** integration trend of social change in the structure of the core of entrepreneurial thinking, coupling economic objectives (profit) with the social (involvement in community development) and ecological (environmental care).

In Table 1 we present an overview of development theories on horizontal management: leadership, business manager and vertically, the gradual integration of environmental and ethical perspective in thinking and behaviour of the new leader who assumes future construction.

Table 1.

The evolution of leadership: Specific synthesis of thought development manager, leader and entrepreneur

Time	Economic/Psychological Management (Getting results)	Psychological/Social Leadership (Leading people)	Social/Economic Entrepreneurship (Innovation and Development)
Early 20 th century 	<ul style="list-style-type: none"> Getting results based on labour division and differentiation of roles (Herry Fayol, 1916) Participatory management (Douglas McGregor, 1960) Replacing the concept of productivity with the performance (efficiency and effectiveness, Peter Drucker) 	<ul style="list-style-type: none"> Classical leadership (charismatic leader of the old theory) is based on psychological characteristics, personal leader – Max Weber, 1892 (The big men theory, a social, elitist philosophy – Machiavelli) Tendency to believe “charisma” as an innate leadership ability 	<ul style="list-style-type: none"> Classic entrepreneurship (Joseph Schumpeter) – based mainly on innovation – the quantity, quality and speed innovation The evolution of entrepreneurial thinking: changing the emphasis from natural resources, technology and, later, on people
1980 	<ul style="list-style-type: none"> Extending the concept of performance: performance management Development of participatory management (management by objective, independent teams – 1970) Multiplicative management (Andy Grove, 1984) and turbo-management (Denis and Moulin, 1992) 	<ul style="list-style-type: none"> Leadership type A, J and Z (Ouchi, Jager 1980) which are based on general characteristics of cultural context (leadership in the U.S., Japanese etc.) Leadership based on principles (Stephen Covey, between 1980-1990) – considering people as spiritual being 	<ul style="list-style-type: none"> Entrepreneurship development based on knowledge, continuous improvement of things Strong competitive spirit development of entrepreneurs Strong focusing solely on profit (and present)
2000 	<ul style="list-style-type: none"> The new participatory management, French version, (Goguelin Pierre, 1994) based on the integration of authors roles (managers) and actors (performers) Integration of individual goals to organizational goals The development of people and organizations together Management of values – integration of personal values with organizational (Blanchard, O'Connor, 1997) Intuitive management – Meryem Le Saget, 1992 	<ul style="list-style-type: none"> Charismatic leadership (charisma is no longer seen as an attribute, but as a social relation, the award – Jay Conger and Rabindra Kanungo 1988) The charismatic leadership – Johns, 1998 Transactional leadership (Hollander, 1978) Transformational leadership – Bass, 1985, the new leader: Bennis and Nanus, 2000) 	<ul style="list-style-type: none"> The emergence of social entrepreneurship in the ‘90s and its development especially after the 2000s The association of classic entrepreneurship (based on financial gain) with social entrepreneurship The association of change profit with positive impact

Table 1 continued			
2020 	<ul style="list-style-type: none"> - Changing the paradigm of modern management: designing individual performance results and long-term and very long (at least 25-50 years); - A new paradigm: maximum results with results ecological change, sustainable - Emphasis on responsibility for future generations; - Development of ecosystem management: human-process-results. 	<ul style="list-style-type: none"> - Development and expansion of transformational leadership; - Focus on individual consideration as a single entity and development of integrated psychological, emotional, intellectual and cultural life; - Development ecosystem: man-team-organization. 	<ul style="list-style-type: none"> - Developing a sustainable culture of social entrepreneurship, cultural, scientific; - Development of entrepreneurial attitudes and social at all organizational levels; - Express profit in terms of valuesocial and human; - Development ecosystem: human-business-community.
Future Tendencies	Eco-Management	Eco-Leadership	Eco-Entrepreneurship

In this development of one hundred years of leadership thought we tend to emphasize the *ecological and ethical* tendencies ever-present lately: the transition from man exploitation to obtain maximum efficiency, to integration, putting together the goals and personal values with those of company, to jointly develop the ecosystem: man-business-community.

For behavioural ecologists, “the best solution is one that provides the body the best chance of survival and reproduction”. By analogy, we can say that for contemporary management organizations best solution is to integrate ecological and ethical principles in building our sustainable future.

In this new perspective, as we advance the hypothesis several directions that could shape the new model of leadership. The approach we expect a tightening labour influence division of labour and increase in complexity of individual roles. Tend to be general and specialist (complementary roles), due to increased complexity and flexibility of labour and strong need to bring significant added value to human activity. Another direction of change in managerial thinking can be a paradigm shift maximum results with ecological results, sustainable and predictable, the transition from a strong management focus on the present to future development.

The new role of leader (complementary to the manager) is marked by ecological and ethical trends, taking into account the whole man: stomach, heart, mind and spirit. Expansion of transformational leadership in the

beginning of this century, with emphasis on human consideration as a single entity and integrated development of psychologically emotionally, intellectually and culturally into this direction. We expect to see design in the next long-term development of human potential in an organizational framework for the development, with emphasis on cultural integration (sharing agreement and implementation of individual values, with the organizational and community).

And, referring to entrepreneurship, we can prefigure the coming years some ecological and ethical trends. Development of social entrepreneurship and mainstreaming environmental and ethical entrepreneurial thinking, generating innovations in this regard can cause massive social changes with positive impact, so long awaited. Ecosystem development: man-business-community is not a utopian ideal.

In the current economic and social issues, we can set new coordinates of ecological and ethical leadership in managing resources. Thus, efficiency and effectiveness of new leadership should be measured at the following levels:

- Economic (results, productivity);
- Sociology (social and cultural impact);
- Psychological (individual impact).

In each of these levels of impact we can integrate environmental and ethical criteria:

- Ecological (environmental impact of natural, long-term projects);
- Ethical and equitable to benefit a large number of people, reduce inequalities etc...).

4. Ecosystem leadership: eco-management, eco-leadership and eco-entrepreneurship

To reflect ecological and ethical trends in the new model of leadership, we propose the clarification of environmental results (results cross) and Clean Development (Sustainable Development).

Thru environmental results (*eco results*) we can think long-term health outcomes and which can generate positive impact changes in psychological and socio-cultural environment of the individual. Economic results, in terms of socio-economic and psychological perspective, concern

the results of long-term health, the consumption of natural resources and psychological resources of employees in a predictable future of their regeneration.

The concept of *ecological development* (sustainable development, durable) is introduced at the 1972 Stockholm Conference in discussion about the models of economic development and social and economic consequences of their short and long term. Since the 1980s, the term organic development was replaced by the Durable Development (*Sustainable Development*), which was defined by the World Commission on Environment and Development (WCED) published in Brundland report (*Our Common Future*).

In 1987, United Nations defines sustainable development “as development that meets present needs without compromising the ability of future generations to meet their own needs”⁴.

The concept of sustainable development is characterized by Pearce *et alli* (1992) by the following three fundamental premises: Environmental valuable time broadening and equity⁵.

Making an analogy with the Enterprise, I could easily find corresponding to these three premises on which the new leadership is called upon to manage:

1. *Valuable organizational environment or eco organization* characterized by solidarity, trust, organizational citizenship behaviour, commitment, motivation and satisfaction, hygiene inter-relational);
2. *Increasing the time horizon* (long-term planning strategies and short term and reporting management decisions and their impact on long and short term);
3. *Equity* (organizational culture: reducing inequalities and stress factors).

In 2005, the United Nations established the three pillars of sustainable development: economic development, social development and environmental protection⁶.

⁴ United Nations, *Our Common Future*, Oxford University Press, Oxford 1987 *apud* Alexandru T. Bogdan and Dana Comşa, *Eco-Bio-Diplomacy*, Romanian Scientists Academy Publishing, Bucharest, 2011, p. 20.

⁵ Pearce, D., Markandya A. & Barbier E. *Blueprint for a Green Economy*, London, The Earthscan Publications, 6th printing 1992 (format 1994).

⁶ World Summit Outcome Document, World Health Organization, www.who.int

In 2001, *UNESCO* established the fourth component of sustainable development as cultural diversity, which “is necessary as humanity, as is needed for such biodiversity”⁷.

The theory of H. Vancock⁸, sustainability is a process that involves developing all aspects of human life, while making economic prosperity, environmental quality and social equity.

In the minds of Nicholas Georgescu-Roegen, “joy of living is the true purpose of economic activity”. According to Georgescu-Roegen author, “the main objective of economic activity is self-preservation of the human species”⁹.

In 2001, Lester Brown launched the Eco-Economic theory, which highlights the importance of ecology and environmental protection to sustainable development of mankind¹⁰. According to Lester Brown, “a sustainable society is one that shapes their economic and social system so that natural resources and life support systems are maintained”¹¹.

Starting with theories of Georgescu-Roegen Vancock and emphasize the idea that sustainable development is reflected in individual prosperity, the joy of living experienced individually. Thus, individual personal development (intrapersonal and interpersonal) is an important dimension that needs to be included in the model of sustainable development – see Figure 1.

Along with the social durability, economic, environmental, cultural diversity and sustainability manifests individual personal development. In fact, durability is an expression of individual social and economic sustainability, cultural and ecological. Self-esteem, dignity, freedom, responsibility of future etc. represents the manifest characteristics of personal development which are in the same time values which guide social and economic sustainable development.

⁷ Alexandru T. Bogdan and Dana Comşa, *quoted work*, p. 20.

⁸ A. M. Hasna, *Dimensions of sustainability*, Journal of Engineering for Sustainable Development: Energy, Environment and Health 2(1), 2007, pp. 47-57 *apud* Alexandru T. Bogdan and Dana Comşa, *Eco-Bio-Diplomacy*, Romanian Scientists Academy Publishing, Bucharest, 2011, p. 21.

⁹ Nicholas Georgescu-Roegen, *The entropy law and the economic process*, Expert Publishing, Bucharest, 1996, p. 270.

¹⁰ Lester Brown, *Eco-Economy: Building an Economy for the Earth*, Editura Earth Policy Institute, Washington, 2001.

¹¹ Lester Brown, *The new Geopolitics of Food*, Foreign Policy, May-June 2011.

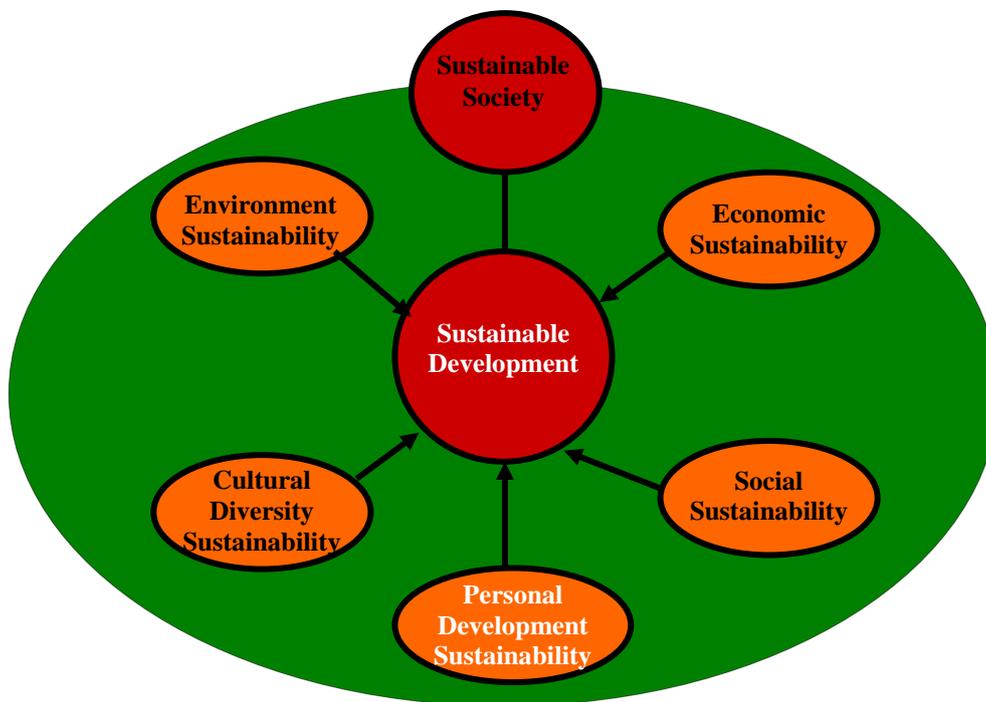


Figure 1. Sustainable Development Scheme.

Source: adapted from model developed by Alexandru Bogdan and Dana Comsa.

A summary of indicators of sustainable development made by the UN¹² and Eurostat¹³ shows the following (see Table 2):

Table 2.
Sustainable Development Indicators

SUSTAINABLE DEVELOPMENT INDICATORS	
CATEGORIE	Subjects adapted to the organizational environment
I. PSIHO-SOCIAL	<ul style="list-style-type: none"> – Equity – health and life style – education (continuous education) – working conditions – Safety and security – Employee description – employee quality – Self fulfilment (capitalisation on human potential) – Long term perspectives

¹² <http://antreprenoriat.upm.ro/assets/cursuri/2/anexe/2.1-anexa-1.pdf>

¹³ http://strategia.ncsd.ro/docs/indicatori_eurostat.pdf

II. ENVIRONMENT (physic and cultural)	<ul style="list-style-type: none"> – Working conditions (physic conditions) – Quality of organisational culture – Cultural diversity
III. ECONOMIC	<ul style="list-style-type: none"> – Economic structure <ul style="list-style-type: none"> • Economic performance • Financial status – Consumption pattern
IV. INSTITUTIONAL/ ORGANIZATIONAL	<ul style="list-style-type: none"> – The institutional framework, organizational – organizational / strategic consistency.

Source: adapted from model developed by the ONU and EUROSTAT.

The new leadership will need to update, develop and integrate the new skills they thought and behaviour, all relevant indicators of sustainable development.

Integrating ecological perspective on the psycho-socio-economic and cultural development, ecosystem leadership is formed of the entire individual variables (psychological), social, economic and cultural, and of all their interactions in an environment out in a continuous and accelerated changing.

The Universe of ecosystem leadership requires management driver management processes, leadership and entrepreneurship in sustainable and ethical perspective. The roles of manager, leader and entrepreneur acquire new meanings as the corresponding processes eco-management, eco-leadership and eco-entrepreneurship – see Figure 2.

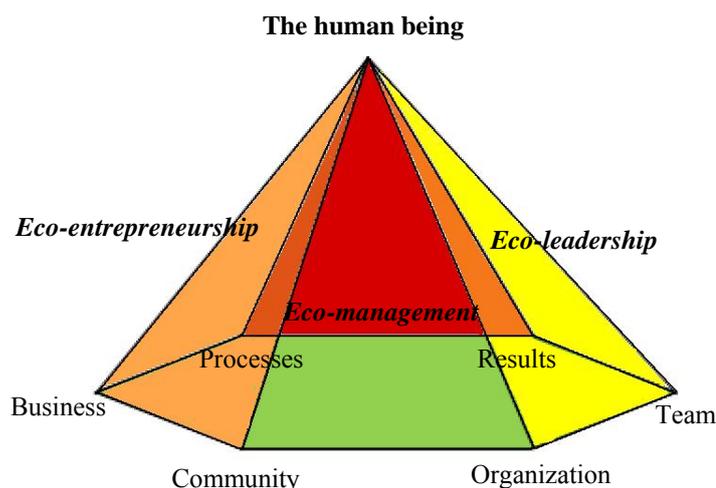


Figure 2. The antropic ecosystem of leading.

Eco-management refers to the science and process to achieve environmental results, predictable long-term, paying attention to resource depletion and their regeneration. Eco-management corresponds to ecosystem man-process-results.

Eco-leadership, because it is a process essentially psychosocial refers to the creation of consensus by transforming together, integrated people, teams and organizations. Eco-leadership corresponds to ecosystem man-team-organization.

Eco-entrepreneurship expresses the creation of surplus value, which generates positive social change, green, long-term predictable. Eco-entrepreneurship corresponds to ecosystem man-business-community (society).

These three closely related ecosystems occurs, interact and integrate in a complex ecosystem, which seeks to address both current needs and future development of the individual, business and society: ecosystem management.

Eco-management. An important aspect in the development of management theory after 80 years is changing the paradigm of modern management. Thus, the premise of modern management – the pursuit of maximum results – though theories are central to management after 80 years, could experience significant changes. In this sense, natural resource depletion, increasing life expectancy of the population and harmonize the interests and organizational and personal objectives are new problems that modern management is required to solve. We are now witnessing of rethinking assumptions and issues that takes into account modern management.

Maximum results are gradually replaced by environmental results (sustainable) which can be obtained without affecting long-term significant reduction of natural and human resources. In this regard, we advance the eco-management concept, which shows the change management perspective on delivering maximum results with results ecological perspective, which can be predicted indefinitely.

Accordingly with eco-management, eco-manager expressed thinking and behavioural skills aimed at achieving environmental results, predictable long-term care for the natural and human resources.

Increasing the retirement age opens up rethinking how individual consumption and conservation of physical and psychological. Development together individual and organizational objectives place the foundations of true sustainable development in future management. Head of

contemporary organizations (in the role of manager, leader and entrepreneur) is required to manage these changes.

G. Hamel's vision, innovation in management, indicates the urgent need to develop an entrepreneurial role and extending the traditional role of manager. Only the entrepreneur is one who can make massive innovations restructure the design thinking to business and organization in future long-term and very long.

Eco-leadership. Growing need for companies to increase their adaptability and competitiveness to cope with frequent changes and rising demands calls for new paradigm of transformational leadership. This new paradigm emphasizes leadership development organizations and people together, creating a valuable enabling individual psychological and intellectual development. The enhancement of human potential, the organization can fulfil its employees has access to a performance that exceeds normal expectations and standards.

Trying to achieve a synthesis of theories about leadership, we can advance some trends in the development of thought leadership: **1.** classical approaches centring on the leader's personality leadership to achieve effective coordination of people; **2.** development in the last 20-30 years of leadership as a method of cultural and intercultural intervention to change national or regional culture, not only at the organizational level and; **3.** the gradual transition on the leader's personality on the relationship between leadership and employees and employees' needs and feelings. In this respect, talk about transformational leadership, which focuses on the employee's personality, the psychological and intellectual development of subordinates.

At the end of the twentieth century several management theories have sought complementarities in the leadership (new participatory management of Pierre Goguelin and intuitive management developed by Mery Le Saget). We can also notice the increasing tendency of leadership theories to include the management (by delivering pragmatic). Thus, transformational leadership seeks by this new approach to the leader and people, to obtain results that could not be obtained by classical methods. Stimulating creativity and innovation of employees is one of the techniques most frequently dialled by the transformational leader. In other words, the pragmatic purpose of transformational leadership is to achieve exceptional performance can be sustained long term.

In this regard, advance eco-leadership concept, which aims to make long-term with people and organizations that is focused on developing ecosystem: man-team-organization.

Eco-leadership takes some of the classic elements of leadership, emphasizing new approach to transformational leadership and the climate and ethical leadership process. Features of eco-leadership's concerns: the focus on principles and values, individual consideration and intellectual stimulation of subordinates, hiring long-term care for the environment and socio-emotional climate, coupled with a collective individual responsibility, taking into account productivity treatment team and the team activities, holistic concern for people, community, society, nature etc.

Eco-leader means thinking and behaviour eco-leadership appropriate.

Eco-entrepreneurship. G. Hamel asked us to build a sustainable business future through innovation. The proposed method it is innovation in management, overcoming beliefs and principles that dominate modern management. But these innovations are possible is needed more than entrepreneurship.

In 2011, Gifford Pinchot introduced the concept of “ecopreneuring”: “ecopreneuring” is the way to use people's desire to serve the planet and its people to inspire innovation profitable”. Environmental and ethical perspective enriches this new orientation of entrepreneurship – ecopreneuring. Eco-entrepreneur means an expression of a pattern of thought dominated by concepts of ecology and business ethics, positive social change.

Analyzing the evolution of theories on entrepreneurship, we can highlight the following four trends: 1. the constant and persistent innovation in the entrepreneurial dimension (referring to the amount of innovation, innovation and quality innovation speed) and the profit from the exploitation of innovation; 2. inclusion by some authors (after 80) the range size of roles entrepreneurial manager (by delivering results and profit) and leader (by generating change, mission, vision and model behaviour that inspires); 3. Joining profit objective related to social changes generate positive impact, with the development of social entrepreneurship (after 2000) and 4. emergence of the concept of eco-entrepreneurship in 2011 highlight the particularly profitable innovations within ethical or environmental dimension and direct association with them.

Eco-entrepreneurship corresponds to ecosystem man-business-community (society) and is expressed as positive social change, ecological, predictable long-term.

The features of Eco-entrepreneurship refers to: developing a framework and a culture of innovation, initiative and risk taking at all organizational levels, taking into account the production of surplus value as natural resources and human resources development and conservation their gain alignment with social and cultural development etc. Eco-entrepreneur expressed eco-entrepreneurship thinking and behaviour accordingly.

5. Conclusions

The purpose of this theoretical approach was based on theories about management development, leadership and entrepreneurship, to highlight the need for complementarily and the versatility in document management, integration of the three roles, instances of the driver: manager, leader and entrepreneur. Also, current economic and social complexity, responsibility for maintenance of natural resources to human resources development, responsibility for the future, the environment etc. updates the current management approach with ecological and ethical perspectives. The current management requires management driver management processes, leadership and entrepreneurship in sustainable and ethical perspective. Thus, we can talk about current ecosystem management, formed by eco-subsystems: eco-management, eco-leadership and eco-entrepreneur.

Eco-management refers to the science and process to achieve environmental results, predictable long-term, paying attention to resource depletion and their regeneration. Eco-management corresponds to ecosystem man-process-results.

Eco-leadership is a process essentially psychosocial refers to the creation of consensus by transforming together, integrated people, teams and organizations. Eco-leadership corresponds to ecosystem man-team-organization.

Eco-entrepreneurship expresses the creation of surplus value, which generates positive social change, green, long-term predictable. Eco-entrepreneurship corresponds to ecosystem man-business-community (society).

These three closely related eco-subsystems occur, interact and integrate in a complex ecosystem, which seeks to address both current needs and future development of the individual, business and society: ecosystem management.

Each subsystem corresponds to a profile of leadership thinking and behavioural skills relative distinctive.

Thinking and behavioural skills expresses Eco-manager and is targeting human-ecosystem functioning process-results (achieving environmental results predictable and very long term).

Eco-leader aims to make long-term with people, teams and organizations and is focused on developing ecosystem: man-team-organization.

Eco-entrepreneur is an expression of a model of entrepreneurial thinking and ethics influenced by ecological concepts, positive social change. Join profit sustainable development of ecosystem-man-business community.

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