

The President of SSMAR, **Professor Constantin ROȘCA**, PhD (who is also Executive Director of the Association of Faculties of Economics in Romania - AFER, and Member of the Editorial Board of the “Holistic Marketing Management” Journal) , allowed us to present the Laudatio made by him, and read by Professor Viorel LEFTER, Member of the Executive Board of SSMAR (Professor Viorel LEFTER is one of those who had the great honour of being received to discuss personally with the “Father of Management”, Peter F. DRUCKER), on January 12, 2012, on the occasion of the Diploma Award ceremony held at the Academy of Economic Studies in Bucharest.

Professor Levent ALTINAY (who is also one of the distinguished Editorial Board Members of „Holistic Marketing Management” Journal), received the Diploma of Honorary Member of SSMAR from Professor Professor Gheorghe ZAMAN, President of the Scientific Council of SSMAR (Professor Gheorghe ZAMAN is an Associate Member of the Romanian Academy, Vice President of the Economic, Law, and Sociological Sciences Section of the Romanian Academy, President of the General Association of Economists from Romania - AGER, Chairman of the Group of Experts of the Romanian Distribution Committee, and the Director of the Institute for National Economy - IEN, the oldest public settlement of economic research in Romania).

LAUDATIO

To **Professor Levent Altinay, PhD**
on the occasion of the *Honorary Member Award Ceremony*
Thursday, January 12, 2012
The Academy of Economic Studies in Bucharest, Virgil Madgearu Hall

Dear Professor Altinay,
Dear Colleagues,
Distinguished guests,

It is a privilege for me to read the *Laudatio* for a distinguished personality in today's challenging debate of finding the right balance at system level for higher education systems to both produce high level research and meet social and educational objectives at a reasonable social price, knowing that academic research is understood as research and development undertaken in the higher education sector. As we all know, Oxford Brookes University is a premier learning and teaching institution with an outstanding research record, and is the only UK modern university to have achieved 24 subjects rated as excellent for teaching, having a longstanding reputation for employability, and being host to two national centres of excellence in teaching and learning.

The Senate of Romanian Scientific Society of Management (SSMAR) decided unanimously to award the title of **Honorary Member** to **Professor Levent Altinay, PhD** for his acknowledged sustained contributions to the field of strategic hospitality management, entrepreneurship, strategic alliances and international business within

the context of hospitality and service related industries, for his research that offers value and relevance to both practitioners and policymakers, and for his struggling to continuously refine the curriculum development that benefits students in higher-educational institutions, and, thus the forward advancement of the industry.

Levent Altinay (PhD, MSc and BSc) is a Professor of Strategy and Entrepreneurship, at Oxford Brookes University Business School. Using primarily qualitative methods as well as mixed methods, he is particularly interested in how entrepreneurs start up and develop their businesses and also how firms establish partnerships internationally.

Professor Levent Altinay Levent has strong record of attracting blue chip external funding, having secured funding from the ESRC (£100k) and the British Academy (£7.5k) as well as funding from Hong Kong Polytechnic University (£20k) and Macau Institute of Tourism (£10k) for an international collaborative project. His ESRC funded project aimed to investigate how entrepreneurs' socio-cultural backgrounds influence the entrepreneurial orientation of firms and how this in turn influences firm growth. This study was conducted with particular reference to Turkish and Chinese small firms in London, operating in a variety of sectors including manufacturing, retailing, and catering. Different stakeholder groups, including the Association of Community Based Advisors have taken the findings of the project on board and started to develop more effective training programmes for ethnic small businesses.

Professor Levent Altinay has authored and co-authored very challenging books (which have been named on Elsevier's Hospitality & Tourism 2010 Best Seller list), released by prestigious Publishers: Strategic Management for Hospitality and Tourism, Butterworth-Heinemann, July 2010, (Levent Altinay, Fevzi Okumus, Prakash Chathoth), Strategic Management for Hospitality and Tourism: Content and Process, Elsevier Science & Technology, 07 January 2010 (Fevzi Okumus, Levent Altinay), Planning Research in Hospitality & Tourism, Elsevier Science, USA, 2008 (Levent Altinay), Planning Research in Hospitality & Tourism, Butterworth-Heinemann, 1 edition, 30 Nov 2007 (Levent Altinay, Alexandros Paraskevas).

The Book „Strategic Management for Hospitality and Tourism: Content and Process”, for example, targets all those studying cutting edge theories and views on strategic management. The book's unique selling proposition is that it approaches the latest in strategic thinking and theories at the same time providing critical and analytical discussion on whether these models and theories can be applied to the industry and how, within specific contexts such as culture, profit and non-profit organisations. It includes supporting up-to-date case studies related to the strategy content, context and process, from international industries such as Radisson, McDonalds, Carnival Cruiselines and Disney. It also features online support material for both tutors and students, along with guidelines for instructors on how to use the textbook, and case studies with additional exercises and web links for students.

Professor Levent Altinay has chaired numerous international conferences, and co-edited special editions of journals as well as serving as an editorial board member for numerous journals, and the guest editor for the *International Journal of Service Industry Journal*. The faculty of Economics, Department of Business Studies and Environment, University of Piemonte Orientale, Italy, and Koc University, Turkey recently appointed him as a Visiting Professor. His work has been published or accepted for publication in

International Small Business Journal, Small Business Management Journal, Journal of Services Marketing, The Service Industries Journal, International Journal of Service Industry Management, Annals of Tourism Research and Tourism Management. He is also a distinguished Member of the Editorial Board of the *Romanian Distribution Committee Magazine*, and of the *Holistic Marketing Management Journal* of the Management-Marketing School of the Romanian-American University.

Let me conclude on a personal note. I agree that while „*research is creating new knowledge*” (Neil Armstrong), „*there is no substitute for face-to-face reporting and research*” (Thomas Friedman). I also agree that „*the important thing in science is not so much to obtain new facts as to discover new ways of thinking about them*” (William Lawrence Bragg), and „*the most remarkable discovery made by scientists is science itself*” (Gerard Piel). And paraphrasing Antoine de Saint-Exupery, „***as for the future, our task is not to foresee it, but to enable it.***” If I’m wrong, that means I’m an expert, because as Niels Bohr said: „An expert is a man who has made all the mistakes which can be made, in a narrow field”. But I’m convinced that I’m not wrong when I consider the utility of such comprehensive approach to knowledge– sharing within the actual specific advances in the hospitality industry enabling an **increased quality of services, while trying to stimulate both**, the capitalization of all customer touchpoints, and **the partnership for a responsible and a sustainable hospitality industry development.**

Allow me, Dear Colleagues and Distinguished guests, to hand in the specific signs of appreciation the Diploma of **Honorary Member of SSMAR.**

Professor Constantin Roșca, PhD
President of SSMAR