

HISTORICAL LANDMARKS OF THE MANAGEMENT OF MAJOR URBAN LOGISTICS PROJECTS IN IMPERIAL TIMISOARA

Andreea-Eva Somkereki¹, Ioan Petrișor²

¹Department of Management, West University of Timișoara, Timișoara, România

²Department of Management, West University of Timișoara, Timișoara, România

somkereki.andreea@yahoo.com

ioan.petrisor@e-uvt.ro

Abstract

This article follows a holistic approach to the management of the major urban logistics projects of Imperial Timisoara. The research conducted so far has been based on unilateral treatments: either exclusively historical or engineering. Research of such projects requires multi-scientific and multidisciplinary treatment angles.

Our investigative optics is a managerial-holistic one, which integrates, besides the historical, technical / technological aspects, the architectural aspects, along with the multicultural, socio-human, ethnic, anthropological, urban, structural, processual and functional aspects. In this sense, the strategic references of urban essence are related to the potential of Timisoara city to have been able to carry out such projects, in the contexts specific to the different periods of its logistic development.

The multitude of researched data sources, information and documents enables us to innovate the approach of major urban logistics projects, using the logic of public management, in a holistic, integrative vision. We are convinced that such research, in such a way, will contribute substantially to a deeper understanding of Timisoara's contribution to his own Europeanization and the region he was part of, the Imperial Historical Banat.

Key words: Urban Logistics, Urban Public Management, Holistic Approach, Projects.