



**“Gheorghe Asachi” Technical University of Iasi, Romania**



---

## **A NEW CONCEPTUAL FRAMEWORK FOR ENVIRONMENTAL DECISION BASED ON FRACTAL PHILOSOPHY**

**Ionuț Viorel Herghiligi<sup>1\*</sup>, Mihaela Luminița Lupu<sup>1</sup>, Christian Robledo<sup>2</sup>  
Abdessamad Kobi<sup>2</sup>**

<sup>1</sup>*“Gheorghe Asachi” Technical University of Iasi, Department: Management and Production Engineering, 29 Mangeron Blvd.,  
700050 Iasi, Romania*

<sup>2</sup>*University of Angers, ISTIA, LASQUO, 62 Avenue Notre-Dame du Lac, 49000 Angers, France*

---

### **Abstract**

The expression „environmental decision” cannot be explained or summarized by a simple formula containing all the ideas focused on it.

This paper aims to develop a conceptual framework for environmental decision (at organizations level) using fractal paradigm philosophy in its construction, with the purpose to bring order and simplicity for this type of decision. The study is based on the analysis of several environmental documentations (existing at the level of large organizations located in the North Easter Region of Romania), discussions with specialists in the field, and literature review.

The new conceptual framework for environmental decision brings a real and substantial contribution materialized in ordering the levels of different environmental “problems”, at organizational level, and implicitly the related environmental decisions. The need for this new theoretical framework results from the analysis of existing inconsistencies at organizations level regarding the environmental decisions. The inconsistencies are generated by an incorrect delimitation or even the absence of environmental responsibilities absolutely necessary for effective environmental decision making process, and not only.

This conceptual framework developed as a support tool for environmental decision making is founded on multidisciplinary principles (fractal philosophy) as the first attempt of this kind retrieved so far in the literature of general environmental management.

*Key words:* conceptual framework, environmental decision, fractal philosophy

*Received: Noiembrie 2012; Revised final: April, 2013; Accepted: May 2013*

---

---

\* Author to whom all correspondence should be addressed: E-mail: [herghiligiionut@gmail.com](mailto:herghiligiionut@gmail.com)