

Abstract of the 4th edition of the International Scientific Conference

European Integration – New Challenges for the Romanian Economy 4th Edition

May 30 – 31, 2008
Oradea, România

Scientific editors:
Prof. dr. Nicolae POP
Prof. dr. Anca DODESCU

Edition prepared by:
Lect. dr. Ioana POP COHUȚ
Ec. Cătălin ZMOLE

Under the Patronage of the European Commission, Socrates-Erasmus Programme, “Jean Monnet” Action – Europe:
“*European Economic Integration*” and “*International Trade and European Trade Policy*”

Organised by The Faculty Of Economic Sciences, University of Oradea

in collaboration with

AFER (N.T. The Association of Faculties of Economics, Romania) and
AGER (N.T. General Association of Romanian Economists)–Bihor branch
CCCDD (N.T. Research Center for Competitiveness and Durable Development)

ISSN

**Abstract of the 4th edition of the international
scientific conference**

**European Integration – New
Challenges for the Romanian Economy
4th Edition**

May 30 – 31, 2008
Oradea, România

**This volume comprises the abstracts of the scientific papers accepted by the Scientific Committee of the 4th Edition of the International Scientific Conference
“European Integration – New Challenges for the Romanian Economy”,
May 30 – 31 2008, Oradea, Romania**

The Scientific Papers of the Conference will be published in the volume “*The Annals of the University of Oradea*”, Section *Economic Sciences – TOM XVII*, 2008, ISSN-1582-5450 (category B+ CNCIS) and they will be available on the on the site of the journal <http://steconomice.uoradea.ro/analae/>

The papers published in this volume are exclusively engaging authors.

Conference Chairman

Prof. Anca Dodescu, PhD

Honorary Committee

Dr. H.C. Franco Antiga - President of Banca di Banca Italo Romana

Prof. Dr. H.C. José Cifuentes – Honrubia, PhD – University of Alicante, Spain

Prof. Dr. H.C. Kormos Janos, PhD – University of Debrecen, Hungary

Prof. Piero Mella, PhD – University of Pavia, Italy;

Prof. Dr. H.C. Aurel Negucioiu, PhD – Independent University Dimitrie Cantemir, Cluj Napoca

Prof. Giuseppe Paolone, PhD – Università degli Studi „G. D’Annunzio” di Chieti e Pescara

Dr. H.C. Aldo Poli – President of Fondazione Banca del Monte di Lombardia, Italy

Prof. Constantin Rosca, PhD – AFER Managing Director

H.E. Dr.H.C. Jonathan Scheele – European Commission

Prof. Gheorghe Olah, PhD - University of Oradea, Romania

Scientific Committee

Prof. Emilian M. Dobrescu, PhD

Prof. Dinu Marin, PhD

Prof. Tatiana Mosteanu, PhD

Prof. Nicolae Pop, PhD

Prof. Ioan Popa, PhD

Prof. Ioan Mihuț, PhD

Prof. Petru Prunea, PhD

Prof. Ovidiu Rujan, Ph.D.

Prof. Alina Bădulescu, PhD

Prof. Mihai Berinde, PhD

Prof. Adriana Tomescu, PhD

Prof. Gheorghe Țară, PhD

Programme Committee

Section: International Business and European Integration:

Person in charge – Senior lecturer Nicoleta Bugnar, PhD

Subsection: International Business

Person in charge - Senior lecturer Liana Mester, PhD

Secretary - Lecturer Leonard Abrudan, PhD

Subsection: European Integration

Person in charge - Lecturer Adriana Giurgiu, PhD

Secretary - Lecturer Ciprian Benea, PhD

Subsection: The Impact of Foreign Language Knowledge on the Economic Environment Development

Person in charge - Lecturer Monica Sim, PhD

Secretary: Lecturer Felicia Constantin, PhDs

Section: Economy and Business Administration

Person in charge – Senior lecturer Olimpia Ban, PhD

Subsection: Economy

Person in charge - Lecturer Adrian Florea, PhD

Secretary - Anca Pup

Subsection: Business Administration

Person in charge – Senior lecturer Olimpia Ban, PhD

Secretary - Dorin Băc, PhDs

Subsection: Economic Statistics

Person in charge – Senior lecturer Ioana Mester, PhD

Secretary - Marieta Vancea, PhDs -

Section: Finances, Banks and Accountancy

Person in charge – Senior lecturer Daniela Zăpodeanu, PhD

Subsection: Finances

Person in charge - Prof. Dan Morar, PhD

Secretary - Assistant lecturer Diana Popa, PhDs

Subsection: Banks

Person in charge - Senior lecturer Marcel Bolos, PhD

Secretary - Tutor Sorina Coroiu, PhDs

Subsection: Accountancy

Person in charge – Senior lecturer Victoria Bogdan, PhD

Secretary - Lecturer Mariana Farcas, PhDs

Section: Management and Marketing

Person in charge – Senior lecturer Maria Madela Abrudan, PhD

Subsection: Management

Person in charge - Senior lecturer Mirela Bucurean

Secretary - Assistant lecturer Remus Rosca, PhDs

Subsection; Marketing

Person in charge - Lecturer Dorin Coita, PhD

Secretary - Lecturer Dinu Sasu, PhD

Subsection: Economic Informatics

Person in charge – Senior lecturer Naiana Țarcă, PhD

Secretary - Tutor. Mihai Anton

Organizing Committee

Chairman: Prof. Elena Botezat, PhD

Scientific secretary - Senior lecturer Dorina Lezeu, PhD

Persons in charge with The Annals of The University of Oradea – Economic Sciences Section

Lecturer Ioana Pop Cohuț, PhD

Persons in charge with the foreign participants

Lecturer - Adriana Giurgiu, PhD

Persons in charge with the economic department

Assistant lecturer Cosmina Pop, PhD

Persons in charge with the Web-page and on-line registration

Lecturer Horia Demian, PhDs

IT consultant - Cătălin Zmole

Persons in charge with the administration

Assistant lecturer Adrian Nicula, PhDs

Persons in charge with the sponsorship

Senior lecturer Emil Chirilă, PhD

Members:

Lecturer Ioana Horea, PhD

Lecturer Simona Silaghi, PhDs

Lecturer Andra Catarig, PhDs

Assistant lecturer Mirabela Pop, PhDs

Assistant lecturer Diana Balaciu, PhDs

Assistant lecturer Alexandrina Fodor, PhDs

TABLE OF CONTENTS

SECTION: INTERNATIONAL BUSINESS AND EUROPEAN INTEGRATION /	
SUBSECTION: INTERNATIONAL BUSINESS.....	61
LA CRISE ACTUELLE DES MARCHÉS FINANCIERS : L'IMPACT AU NIVEAU	
EUROPÉEN.....	61
Albulescu Claudiu Tiberiu	61
CONSIDERATIONS ON COMMERCIAL GLOBALIZATION (I – THE DYNAMICS	
OF THE COMMERCIAL FLOWS: EVOLUTIONS AND STRUCTURAL	
MODIFICATIONS).....	61
Bădulescu Daniel	61
CONSIDERATIONS ON COMMERCIAL GLOBALIZATION (II – SPECIALIZATION	
AND COMPETITION – DEFINING FEATURES OF THE RECENT EVOLUTIONS).	61
Bădulescu Daniel	61
ARE THE ROAD AND AIR MODES OF TRANSPORT THE PERFECT ONES AT	
EUROPEAN LEVEL?	62
Benea Ciprian - Beniamin, Baciuc Adrian.....	62
AGENTS AND FOR THE HIGH SPEED TRAINS MULTIMPLICATION	62
Benea Ciprian - Beniamin, Baciuc Adrian.....	62
INTERNATIONAL SERVICES TRADE PATTERNS AND SPECIALIZATION	
POTENTIAL: A COMPARATIVE ASSESSMENT	62
Bobirca Ana, Miclaus Paul-Gabriel, Lupu Radu, Ungureanu Stefan.....	62
ANALYSE DES ORIENTATIONS GÉOGRAPHIQUES DU COMMERCE	62
Brancu Laura	62
THE ROLE OF THE PUBLIC SERVICE BROADCASTING IN THE EUROPEAN	
COUNTRIES	63
Budacia Elisabeta Andreea.....	63
LOHN PRODUCTION – AN ECONOMIC OR SOCIAL MEASURE?	63
Bugnar Nicoleta Georgeta, Mester Liana	63
OPPORTUNITIES AND CHALLENGES OF THE EUROPEAN BUSINESSES IN	
CHINA	63
Butiseaca Alexandru, Sterian Gabriela.....	63
SINGLE WINDOWS IN THE NEW MODERNIZED EU CUSTOMS ENVIRONMENT	
.....	64
Caraiani Gheorghe	64
THE LOGISTICS OF PRODUCTION MANAGEMENT AND THE	
TRANSFORMATIONS IN THE BUSINESS ENVIRONMENT	64
Caraiani Gheorghe	64
COMPETITIVE ADVANTAGE – EVOLUTION AND CHALLENGES	64
Ciobanu George, Dragomir Laurentiu, Barbu Catalin	64
CONSIDERATIONS REGARDING COUNTRIES PARTICIPATION TO	
INTERNATIONAL TRADE.....	65
Claudia Dobre, Margareta Udrescu.....	65
THE CONSEQUENCES OF GLOBAL VOLATILITY REFLECTED IN THE	
EVOLUTION OF INTERNATIONAL MONETARY SYSTEM	65

Daea Alexandra Renate.....	65
ASPECTS REGARDING THE THEORY OF EFFICIENT MARKETS.....	65
Despa Radu, Coculescu Cristina, Folcut Ovidiu.....	65
THE MULTINATIONAL COMPANIES AND THE EMERGING MARKETS	65
Diaconu Laura.....	65
OPENNESS TO IMPORTS AND THE DYNAMIC BENEFITS.....	66
Dobre I. Claudia, Anghel Gabriela	66
THE IMPACT OF ROMANIA S ADHESION TO THE EUROPEAN UNION ON THE LOHN SYSTEM OPERATIONS.....	66
Dugan Silvia, Mindreci Georgiana	66
FINANCIAL GLOBALIZATION: MULTI-CAUSE PROCESS, WITH A COMPLEX DYNAMIC.....	66
Hetes Roxana, Miru Oana, Lobont Oana, Nicolescu Cristina.....	66
ISSUES WITH THE EXPORT PRICE CALCULATION IN RELATION TO THE NORMAL VALUE DETERMINATION IN ANTIDUMPING INVESTIGATIONS	67
Ilies Darie.....	67
EVOLUTION AND PERSPECTIVES OF FOREIGN DIRECT INVESTMENT IN ROMANIA	67
Kardos Mihaela.....	67
METHODS BY WHICH THE STATE CAN EXERCISE ITS PREROGATIVES AND FUNCTIONS.....	67
Abrudan Leonard	67
THE PUBLIC CHOICE IN THE FIELD OF PUBLIC POLICY ACHIEVEMENT.....	67
Abrudan Leonard	67
FROM INTENATIONAL ECONOMY TO GLOBAL ECONOMY: MULTINATIONAL CORPORATIONS AND DIRECT FOREIGN INVESTMENTS	68
Lupan Mariana.....	68
STRATEGIES FOR ASSUMING A BUSINESS UNDER THE CONDITIONS OF THE EUROPEAN INTEGRATION AND OF THE GLOBALIZATION.....	68
Marangoci Carmen Raluca, Brânză Aurel	68
STRATEGIES TO INCREASE THE EFFICIENCY OF MANAGEMENT	68
Marangoci Carmen Raluca	68
IDE SOUS L’INFLUENCE DU DEGRE DE L’INTEGRATION A L’UE – EXPERIENCES ET PERSPECTIVES.....	68
Masca Serbu Simona-Gabriela, Moga Marilena-Nicoleta	68
METHODOLOGY FOR SUBSTANTIATING THE PROCUREMENT DECISION IN LEASING	69
Mustea-Serban Razvan, Ciocirlan Doinita, Folcut Ovidiu.....	69
HYBRID NETWORKS - THE LOGISTIC FUTURE IN EU	69
Neagoe Cristina.....	69
CONSIDERATIONS REGARDING TAX OPTIMIZATION IN IMPLANTED MULTINATIONAL ENTERPRISES THROUGH EXTERNAL GROWTH FOR THE AUTOMOBILE INDUSTRY IN CENTRAL-EASTERN EUROPE	69
Nițu - Antonie Renata, Feder Emőke - Szidónia.....	69
GENERAL VIEW REGARDING THE RECENT CONTRIBUTION OF THE WORLD BANK IN EUROPE AND CENTRAL ASIA	70
Popescu Ramona Florina	70

GLOBALIZATION AND THE NEW ENERGY CHALLENGES	70
Preda (Andreescu) Mihaela	70
BRIEF PRESENTATION OF THE WORLD FOSSIL ENERGY MARKET	70
Preda (Andreescu) Mihaela	70
AN ANALYSIS OF THE FOREIGN INVESTMENT OPTIONS BETWEEN FOREIGN DIRECT INVESTMENT AND PORTFOLIO INVESTMENT	71
Prelipcean Gabriela	71
EXPLORATIVE AND EXPLICATIVE RESEARCH REGARDING THE INTERNATIONALIZATION OF ECONOMIC AFFAIRS THROUGH FRANCHISING	71
Scărlătescu Iuliana, Fugaru Denisa	71
EVOLUTION OF THE FOREIGN DIRECT INVESTMENT IN ROMANIAN ECONOMY	71
Stanescu Cristina, Nedelescu Dumitru Mihai	71
SECTION: INTERNATIONAL BUSINESS AND EUROPEAN INTEGRATION:/ SUBSECTION: THE IMPACT OF FOREIGN LANGUAGE KNOWLEDGE ON THE ECONOMIC ENVIRONMENT DEVELOPMENT.....	72
MOTIVATION: THE SATISFACTION OF NEEDS - OR CHARGING AND RECHARGING THE EMPLOYEES' BATTERIES.....	72
Abrudan Maria Madela, Judeu Viorina Maria, Văleanu Emma Margareta.....	72
MOTIVATION IN LANGUAGE LEARNING	72
Abrudan Caciora Simona Veronica.....	72
IDENTITY AND THE EUROPEAN UNION.....	72
Abrudan Cristina	72
THE NATION IN THE ERA OF GLOBALISATION	72
Abrudan Cristina	72
LE DISCOURS AUTOBIOGRAPHIQUE ET LA PUBLICITÉ	73
Bogdan Rodica	73
THE ENGLISH FOR BUSINESS SYLLABUS AND ITS EFFECT UPON THE BUSINESS ENVIRONMENT	73
Botez Nicoleta.....	73
NÉOLOGISMES ÉCONOMIQUES DANS LA PRESSE ITALIENNE D'INFORMATION GÉNÉRALE.....	73
Catargiu Andra Teodora.....	73
L'INTERCOMPREHENSION LINGUISTIQUE DANS LE CONTEXTE D'UNE EUROPE MULTICULTURELLE	73
Constantin Felicia.....	73
ASPECTS MOTIVATIONNELS DANS L'APPRENTISSAGE DES LANGUES ÉTRANGÈRES – LE CAS DU FRANÇAIS DANS UNE FACULTÉ DE SCIENCES ÉCONOMIQUES.....	74
Constantin Felicia.....	74
THE ROMANIAN MODERN / POSTMODERN ADVERTISING IN MAGAZINES	74
Cristea Sanda.....	74
DIE ENGLISCHE SPRACHE IM KONTEXT DER GLOBALISIERTEN WELT	74
Cuc Sunhilde	74
LA MONDIALISATION DE L'ENSEIGNEMENT SUPERIEUR	74

Dumitrascu Elena.....	74
ENGLISH LANGUAGE CERTIFICATES - MEETING REQUIREMENTS OR SIMPLE FASHION	75
Horea Ioana.....	75
OPPORTUNITIES AND DISAPPOINTMENTS WITH STUDENTS HAVING ACQUIRED AN INTERNATIONAL CERTIFICATE OF LINGUISTIC COMPETENCE.....	75
Horea Ioana.....	75
INTERNATIONAL PATHWAYS ON APPROACHING THE DILEMMA: LOCAL OR GLOBAL WHEN COMPETING TO BECOME TRANS-NATIONAL	75
Judeu Viorina Maria, Abrudan Maria Madela	75
MULTILINGUALISM IN A UNITED EUROPE.....	75
Matiu Ovidiu.....	75
THE STYLE IN THE LANGUAGE OF PROMOTIONAL LITERATURE.....	76
Pop Anamaria Mirabela	76
THE USE OF WORDPLAY AND IDIOMS IN BRANDS	76
Pop Anamaria Mirabela	76
PRINZIPIEN DER FASSUNG WISSENSCHAFTLICHER ARBEITEN	76
Sacara - Onita Adina	76
TEACHING ENGLISH IN SEVERAL CENTRAL AND EASTERN EUROPEAN COUNTRIES.....	76
Sim Monica Ariana.....	76
PROJECTS – NEW METHODOLOGICAL APPROACHES IN THE NEW MILLENIUM.....	77
Sim Monica Ariana	77
UNE PERSPECTIVE FRANCOPHONE DES AFFAIRES EN ROUMANIE	77
Stefanica Mihaela, Iacob Simona.....	77
INTERCULTURAL DIALOGUE & INTERCULTURAL COMPETENCE. AN EXAMPLE OF GOOD PRACTICE: BUCHAREST UNIVERSITY OF ECONOMICS. THE FACULTY OF BUSINESS ADMINISTRATION (IN FOREIGN LANGUAGES). ..	77
Suciu Marta-christina.....	77
THE USE OF METAPHORS IN TEACHING STUDENTS OF ECONOMICS.....	77
Vasiloaia Mihaela, Drugus Liviu	77
EFFECTIVE BUSINESS TERMINOLOGY	78
Vintean Adrian.....	78
SECTION: INTERNATIONAL BUSINESS AND EUROPEAN INTEGRATION / SUBSECTION: EUROPEAN INTEGRATION.....	79
ROMANIAN APPROACH TO GENETICALLY MODIFIED ORGANISMS.....	79
Anghel Gabriela, Popovici Veronica	79
THE PITEȘTI MUNICIPALITY COMMUNITY DEVELOPMENT IN THE POST-ADERATION STRATEGY	79
Asandei Mihaela, Voicu Ioana-iulica, Gangone Andreea-daniela	79
LIFELONG LEARNING IN THE CONTEXT OF NEW LISBON STRATEGY	79
Barna Cristina, Lenghel Emilia.....	79
QUELQUES REFLEXIONS SUR LA STRATEGIE DE LISBONNE – LE CAS DE LA ROUMANIE.....	80

Belascu Lucian, Baltador Lia	80
ECONOMIC CONCENTRATION IN THE CONTEXT OF THE WORLD ECONOMY GLOBALIZATION	80
Berinde Mihai.....	80
PERFECTING THE SYSTEM OF EXTERNAL FINANCING OF SPECIALIZED SERVICES OF CHILD AND ADULT PROTECTION	80
Boghicevici (Pantea) Claudia, Miklo (Buda) Catalina Petruta, Herbei Marius	80
ALIMENTARY SAFETY: DIFFERENCIES BETWEEN DEVELOPED AND DEVELOPING COUNTRIES.....	81
Brata Anca - Monica	81
RESEARCH IN BIHOR DISTRICT REGARDING MAIN FACTORS INFLUENCING AGROALIMENTARY PRODUCTS ACQUISITION	81
Brata Anca - Monica	81
THE ECONOMIC INTERSTATE INTEGRATION WITHIN THE POST-WAR AGE (EEC AND CMEA).....	81
Buican Mariana	81
SUSTAINABLE DEVELOPMENT STRATEGIES.....	82
Ceașescu Aurelian Ionuț.....	82
EUROPEAN INSTITUTIONS’ REFORM ACCORDING TO LISBON TREATY.....	82
Cebuc Maria - Iuliana, Petria Licuta	82
THE ROLE OF ECONOMIC AND FISCAL INSTRUMENTS IN SOLVING THE ECONOMIC – ECOLOGICAL CONFLICT.....	82
Cobzaru Angelica	82
MULTILEVEL GOVERNANCE AS A POLITICAL MODEL AND ITS INFLUENCE AT THE LEVEL OF EUROPEAN UNION	83
Crisan Lia Ioana, Crisan Gheorghe	83
SLOVENIA ON ITS WAY TO THE FINAL STAGE OF ECONOMIC AND MONETARY UNION.....	83
Croitoru Elena Lucia, Sterian Maria Gabriela	83
PROSPECTS FOR THE AGRICULTURAL INCOME IN ROMANIA	83
Dachin Anca.....	83
THE EFFECTS OF ECONOMIC RELATIONS BETWEEN TURKEY AND EUROPEAN UNION ON TURKEY’S CANDIDATE PROCESS AND MACRO ECONOMIC PERFORMANCE.....	83
Demir Sezgin, Ates Ismet.....	83
THE HUMAN RESOURCE ROLE IN THE EUROPEAN COMPETITIVENESS MODELS	84
Dimian Gina Cristina, Dimian Mihai, Profiroiu Alina	84
THE CREATIVE CLASS – RESEARCH AND DEVELOPMENT POTENTIAL OF THE CITIES- DRIVER OF ECONOMIC GROWTH	84
Dinescu Maria- Cristina, Grigorovici Corina	84
PROMOTION OF CONSUMERS’ AND USERS’ INTERESTS INTO THE SINGLE MARKET.....	84
Dogaru Alexandra, Silasi Grigore	84
THE DIFFERENT IMPACT OF PENSION REFORM ON WOMEN AND MEN	85
Dordea (Utureanu) Simona-luize, Popovici Veronica.....	85

THE CAPACITY OF SMES WITH EXPORT-IMPORT ACTIVITY FROM BIHOR COUNTY TO FACE THE CHALLENGE OF INTEGRATION ON THE EUROPEAN SINGLE MARKET IN EURO-REGIONAL CONTEXT	85
Dodescu Anca, Bugnar Nicoleta	85
LE CHANGEMENT DE LA CULTURE ENTREPRENEURIALE VERS LE DEVELOPPEMENT DURABLE.....	86
Doval Elena, Doval Oriana	86
THE CORRELATION BETWEEN RESEARCH & DEVELOPMENT AND THE ECONOMIC GROWTH IN ROMANIA.....	86
Dragomir Laurentiu, Barbu Mihail Catalin, Ciobanu George.....	86
THE ORGANISMS OF EUROPEAN STANDARDIZING	86
Dumitru Franca	86
EUROPEAN UNION INSTITUTIONS	87
Dumitru Franca	87
INDIVIDUAL AND ASSOCIATIVE PROTECTION OF BANKING SERVICES CONSUMER IN THE RELATIONSHIP WITH NATIONAL AND COMUNITARY BANKING INSTITUTIONS.....	87
Gheorghe Carmen Adriana, Muresan Laura	87
IMPLEMENTING STRUCTURAL INSTRUMENTS IN ROMANIA: COORDINATES AND PRIORITIES	87
Giurescu Daniela, Marcu Nicu	87
THE IMPACT OF THE CONTROVERSIES WITHIN THE CONTEMPORARY WORLD ECONOMY ONTO THE REGIONAL ECONOMIC INTEGRATION AND INTERNATIONAL TRADE	87
Giurgiu Adriana	87
THE RENEWAL OF THE RE-LAUNCHED LISBON AGENDA FOR A MORE COMPETITIVE EUROPE WITHOUT BARRIERS.....	88
Giurgiu Adriana	88
LEGAL ASPECTS REGARDING THE AGENCY CONTRACT'S REFLECTION IN THE ROMANIAN LEGISLATION	88
Gradinaru Nicolae.....	88
THE ASPECTS OF COMMERCIAL POLITIC OF ROMANIA FROM THE PERSPECTIVE OF INTEGRATION IN EUROPEAN UNION	88
Grozea Cristina Mihaela, Spătariu Elena Cerasela, Asalos Nicoleta	88
THE INVESTMENTS, ECONOMIC GROWTH FACTORS OR CONSUMPTION OF DEVELOPMENT POTENTIAL?	89
Huru Dragos, Hrebenciuc Andrei	89
ROMANIAN’S POST- ADHERING WAY FOR INTEGRATION IN THE EUROPEAN UNION	89
Ionescu Romeo	89
EUROPEAN „C” QUEST: COMMUNITY, COMPETITIVENESS, CONVERGENCE, COHESION. WHAT SHOULD THE “EU NEW COMER ROMANIANS” AIM FOR?. 89	
Jora Octavian-Dragomir, Topan Mihai-Vladimir, Musetescu Radu-Cristian	89
MODIFICATIONS RECENTES, APPORTEES PAR LE PARLEMENT EUROPEEN A LA.....	90
Juganaru Ion-Danut, Juganaru Mariana	90

EUROPEAN INSTITUTIONS INITIATIVES REGARDING THE DEVELOPMENT OF SUSTAINABLE TOURISM.....	90
Juganaru Mariana, Juganaru Ion-Danut, Anghel Andreea	90
ASSURING THE EFFICIENCY OF THE ROMANIAN COMPANIES'ACTIVITY IN THE FRAMEWORK OF JOINING THE EUROPEAN UNION THROUGH CHANGE MANAGEMENT.....	90
Marcovici Mugurel - Alin	90
ASSURING THE EFFICIENCY OF THE ROMANIAN COMPANIES' 2.....	91
Marcovici Mugurel - Alin	91
INTEGRATING THE ROMANIAN VITICULTURE AND WINEGROWING SECTOR ON THE UNIQUE EUROPEAN MARKET BY INCREASING COMPETITIVENESS.	91
Neculita Mihaela, Sarpe Daniela.....	91
THE HARMONIZATION OF THE INDIRECT TAXATION IN THE EUROPEAN UNION	91
Miklo (Buda) Catalina Petruta, Boghicevici (Pantea) Claudia	91
ROMANIA'S PERFORMANCE IN THE EMU ACCESSION PROCESS	91
Miru Oana	91
DOES THE OPEN METHOD OF COORDINATION HELP DELIVERING LISBON?	92
Murea Maria Mirona	92
RISKS AND IMPLICATIONS OF GENETICALLY MODIFIED PRODUCTS.....	92
Muresan Laura, Neacsu Andreea, Madar Anca.....	92
THE STRUCTURAL FUND INTERVENTIONS - CASE STUDY THE ROLE OF UNIVERSITY IN SUCEAVA REGIONS DEVELOPMENT.....	92
Nastase Carmen, Popescu Mihai, Scutariu Liviu	92
THE ROMANIAN LEGAL ARMONISATION WITH THE EUROPEAN UNION STIPULATIONS REGARDING THE TIME-SHARE CONTRACT.....	92
Neagu Emilian, Gradinaru Nicolae	92
MOUNTAIN ENVIRONMENTS AND TOURISM - A EUROPEAN MODEL OF SUSTAINABLE DEVELOPMENT.....	93
Nicula Virgil.....	93
ROMANIAN COMMERCIAL COMPANIES IN INTERNATIONAL BUSINESS AND LITIGATION	93
Novac Laurentiu	93
THE TEXTILE INDUSTRY AND THE CHALLENGES OF THE EUROPEAN INTEGRATION	93
Petraru Simina Andreea	93
THE EUROPEAN PARLIAMENT'S ROLE IN THE COMMUNITY INSTITUTIONAL SYSTEM	94
Petria Licuta, Cebuc Maria - Iuliana, Neagu Emilian	94
EUROPEAN NEIGHBORHOOD POLICY: ROMANIA'S CONTRIBUTION TO THE EU'S NEW SHAPE.....	94
Ploae Catalin	94
POLITICS OF COHESION AND STRUCTURAL FUNDS.....	95
Pop Radu	95
EFFORTS AND EFFECTS CAUSED BY ROMANIA'S INTEGRATION IN EU	95
Popa Lucia Ramona	95

DEMOCRATIZATION PROCESS AND TOURISM INDUSTRY AT THE REGION OF WEST BALKANS : TOURISM AS A SOCIOPOLITICAL FORCE	95
Priniotaki Maria, Kapsis Dionisios	95
REGIONAL INTEGRATION AND THE NEW TYPE OF COMMERCIAL WARFARE	95
Rotaru Marius	95
THE PRICE AND EXCHANGE RATE STABILITY IN ROMANIA, AN ESSENTIAL CONDITION TO JOIN THE EURO ZONE.....	96
Rujan Ovidiu.....	96
SELF-EMPLOYMENT PROBLEM IN SOME EUROPEAN COUNTRIES –REALITIES AND PERSPECTIVES.....	96
Sarpe Daniela, Neculita Mihaela	96
THE STRUCTURAL EUROPEAN FUNDS AND ROMANIA – CONTROVERSIES AND CHALLENGES ALONG THE ACCESS-ABSORBTION ROUTE.....	96
Susanu Monica.....	96
IMPROVEMENT OF RESEARCH-CONSULTANCY-PRODUCTION RELATION,ONE OF THE WAYSTO INCREASE COMPETITIVENESS OF ROMANIAN AGRICULTURE.....	97
Scurtu Ion, Dugan Silvia.....	97
THE REGIONAL DEVELOPMENT AND THE SUSTAINABLE TOURISM IN ROMANIA	97
Scutariu Adrian Liviu, Nedelea Alexandru.....	97
OPPORTUNITIES AND RISKS FOR THE RURAL DEVELOPMENT OF ROMANIA	97
Sorlescu Mariana	97
CONSIDERATION REGARDING ROMANIA - MEMBER OF EUROPEAN UNION AND KNOWLEDGE BASED ECONOMY	98
Stanescu Aurelia	98
THE EFFECTS OF LABOUR FORCE MIGRATION IN ROMANIA TO THE COMUNITY COUNTRIES -REALITIES AND PERSPECTIVES-	98
Szarka Arpad	98
ENHANCING ECONOMIC COMPETITIVENESS IN ROMANIA THROUGH COHESION POLICY AND THE STRUCTURAL FUNDS.....	98
Tarta Monica.....	98
EU REGIONAL POLICY AND THE STRUCTURAL FUNDS	99
Tarta Monica.....	99
THE ADAPTATION OF ROMANIAN COMMERCIAL LEGISLATION TO THE EXIGENCY IMPOSED BY THE EUROPEAN UNION	99
Țuțuianu Ion.....	99
THE EU’S HEALTH POLICY NEW STRATEGY - A LINK BETWEEN HEALTH AND ECONOMIC PROSPERITY	99
Unita Lucian	99
THE EU’S COSTS OF SOCIOECONOMIC “HEALTH GAPS”	100
Unita Lucian	100
MIXED INSTRUMENTS IN PROMOTING RENEWABLE ENERGY SOURCES: LESSONS FROM THE EUROPEAN EXPERIENCE.....	100
Zamfir Andreea-Ileana, Ioan Ildiko, Constantin Florentina.....	100

SECTION: ECONOMY AND BUSINESS ADMINISTRATION / SUBSECTION:	
BUSINESS ADMINISTRATION	101
CONCEPTUAL ASPECTS AND INFLUENCE FACTORS OF TOURISTIC ENTERPRISE PROFITABLENESS.....	101
Asalos Nicoleta, Spatariu Elena Cerasela, Grozea Cristina Mihaela	101
CORPORATE GOVERNANCE IN ROMANIA (I – STRUCTURAL DEVELOPMENTS IN THE COMPANIES AND FINANCIAL SECTOR IN ROMANIA).....	101
Bădulescu Alina	101
CORPORATE GOVERNANCE IN ROMANIA (II – CONSIDERATIONS ON ROMANIA’S COMPLIANCE ON OECD PRINCIPLES ON CORPORATE GOVERNANCE).....	101
Bădulescu Alina	101
A HISTORY OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT: LITERATURE REVIEW	102
Bac Dorin Paul	102
SUSTAINABLE DEVELOPMENT – A THEORETICAL APPROACH.....	102
Bac Dorin Paul	102
E-BUSINESS IN THE CONTEXT OF GLOBAL COMPETITION	102
Rogojanu Angela, Badea Liana.....	102
VARIABLES OF THE IMAGE OF TOURIST DESTINATION.....	102
Ban Olimpia	102
L’ACCROISSEMENT DE L’ATTRACTIVIT É DE L’OFFRE TOURISTIQUE BALNEAIRE ROUMAINE.....	103
Ban Olimpia, Ardelean Sidona.....	103
COSTS INFORMATION SYSTEM AND DECISION PROCESS	103
Bucsa Radu Cristian	103
SUSTAINABLE DEVELOPMENT STRATEGIC DIRECTIONS FOR AGRICULTURAL HOLDINGS.....	103
Burja Vasile.....	103
THE CONSUMERS’ PROTECTION IN ROMANIA – AUTHORITIES’ PERMANENT PREOCCUPATION.....	103
Condrea Elena, Popovici Veronica, Bucur Crina Raluca, Mirea Marioara	103
RELATION PARTICULARITIES: FOODS QUALITY – RAW MATERIALS MANAGEMENT.....	104
Condrea Elena, Constandache Mihaela, Stanciu Anca Cristina	104
PRODUCTS TRACEABILITY-NECESSITY OF THE MANAGEMENT OF THE DISTRIBUTION CHAIN	104
Constandache Mihaela	104
SYSTEM OF INDICATORS OF THE PROFITABILITY FOR COMPANIES OPERATING IN FOREIGN TRADE.....	104
Caruntu Constantin, Lapadusi Mihaela Loredana	104
SOME LOCAL OPINIONS AND BUSINESS PHILOSOPHY OF SMES.....	105
Crăciuneanu Viorel, Săvoiu Gheorghe.....	105
OPEN SOURCE ERP SYSTEMS FOR ROMANIAN SMALL AND MEDIUM ENTERPRISES.....	105
Deac Marius, Deac Teodora.....	105

THE ANTITRUST EFFECTS OF THE FIXED CONVERSION RATE. THE CASE OF GERMAN BANKS	105
Dima Alina Mihaela, Pantea Carmen	105
THE IMPACT OF CRUISING INDUSTRY ON LOCAL DESTINATION	105
Dridea Catrinel Raluca, Gheorghe Camelia Monica.....	105
THEME PARK-THE MAIN CONCEPT OF TOURISM INDUSTRY DEVELOPMENT	106
Dridea Catrinel Raluca, Strutzen Gina.....	106
FINANCIAL MANAGEMENT IN CRISIS SITUATION, PILOT STUDY REGARDING ROMANIAN PRACTICE	106
Dumitrescu Dalina, Rasca Lavinia, Firica Oana	106
FIRMS’ FINANCING POSSIBILITIES WITHIN THE EUROPEAN BUSSINES ENVIRONMENT.....	106
Epure Dan	106
THE VIRTUAL FIRM AND THE ELECTRONIC BUSINESS’ PERSPECTIVES	107
Epure Dan	107
REGIONAL HEALTH MANAGEMENT – ESTABLISHING THE HEALTH REGION OF THE FUTURE	107
Fastenmeier Heribert, Leuca Mirela-florina	107
“TOURING NATURE: THE PAN-EUROPEAN ROUTES TO RURAL ECOTURISM – A GLOBAL METAPLAN AND IT’S LOCAL INFLUENCE”	107
David Gabriela.....	107
A GENERAL FRAMEWORK OF CORPORATE SOCIAL RESPONSIBILITY	107
Grigore Georgeta	107
SOCIAL RESPONSIBILITY – STRATEGIES IN THE EUROPEAN STYLE	108
Grigore Georgeta	108
ENTREPRENEURSHIP AND PERFORMANCE	108
Gust Marius, Panoiu Laura, Dobre Andreea.....	108
COMPETITIVENESS IN THE CONTEXT OF LASTING DEVELOPMENT IN THE EUROPEAN UNION.....	108
Iancu Anica, Popescu Luminita	108
EUROPEAN POLICY FOR QUALITY AGRICULTURAL PRODUCTS	108
Pop Cohut Ioana, Pup Anca	108
KEY DEVELOPMENT STRATEGIES FOR SMALL AND MEDIUM ENTERPRISES IN THE CONTEXT OF EUROPEAN INTEGRATION	109
Purcarea Irina	109
EUROPEAN POLICY FOR QUALITY AGRICULTURAL PRODUCTS APPLIED IN ROMANIA FOR DAIRY PRODUCTS	109
Pup Anca.....	109
CORPORATE SOCIAL RESPONSIBILITY IN THE ROMANIAN BANKING SECTOR	109
Joldes Cosmin, Belu Mihaela, Iamandi Irina Eugenia	109
COMPARATIVE ANALYSIS.....	110
Kiralý Krisztina Paula.....	110
ETHIQUE, COMMUNICATION ET TOURISME	110
Kiyindou Alain, Tigu Gabriela	110

LOGISTIC ACTIVITIES AND GLOBAL ECONOMIC ENVIRONMENT OF BUSINESS OF THE COMPANU, ORGANIZATIONS AND INSTITUTIONS	110
Lapadusi Mihaela Loredana	110
ASPECTS OF THE IMPACT OF POPULATION AGEING ON HOSPITALS	110
Leuca Mirela - Florina, Fastenmeier Heribert	110
CORPORATE GOVERNANCE IN CENTRAL AND EASTERN EUROPE: CONVERGENCE TO EUROPEAN CORPORATE GOVERNANCE?	111
Lupu Iulia	111
EXCELLENCY OR CHAOTIC GLOBALIZATION IN TOURISM?	111
Mazilu Mirela, Marinescu Roxana Cristina	111
OBSERVATIONS REGARDING THE DISCLOSURE OF THE ECONOMIC SECRET	111
Miheş Cristian Dumitru, Ardeleanu – Popa Carmen	111
CERTAIN CONSIDERATIONS REGARDING THE METHODOLOGY OF INVESTIGATION THE TAX EVASION CRIMINAL OFFENCES	111
Mihuş Elena - Ana	111
THE YOUTH TRAVEL OFFER AND THE FACILITIES GIVEN TO THE YOUTH WHEN PRACTICING TOURISM ON THE ROMANIAN MARKET	112
Moisa Claudia Olimpia	112
THE BUDGET MANAGEMENT AND THE BOARD MANAGEMENT AGENDA	112
Oceanu Lucian, Paraschivescu Dumitru Marius	112
CORPORATE REPUTATION IN ROMANIAN SOCIO-ECONOMIC CONTEXT	112
Pantelică (Şerbanică) Cristina	112
LA QUALITÉ DU SERVICE – LES MODÈLES CONCEPTUELS	112
Paraschivescu Andrei Octavian, Caprioara Florin Mihai	112
THE EXPANSION OF THE SERVICES FOR ENTERPRISES IN ROMANIA	113
Rabontu Cecilia Irina	113
INNOVATION – SOURCE TO OBTAIN THE COMPETITIVE ADVANTAGE IN THE GLOBAL ECONOMY	113
Sipos Gabriela Lucia	113
COMPANIES IN TAX HAVENS	113
Teaca Mihaela Ioana, Mihaila Oana Carmen	113
LA DÉCISION STRATÉGIQUE ET SES IMPLICATIONS DANS LE DÉVELOPPEMENT D’UNE AFFAIRE: OPPORTUNITÉS, DANGERS, PROVOCATIONS ET RISQUES	114
Tureac Cornelia Elena, Turtureanu Anca Gabriela	114
LES DIMENSIONS DU MARCHÉ DES FUSIONS ET DES ACQUISITIONS EN ROUMANIE	114
Vancea Mariana	114
LES FUSIONS ET LES ACQUISITIONS- FORMES DE DÉVELOPPEMENT DES ENTREPRISES	114
Vancea Mariana	114
PLANNING AND IMPLEMENTING MARKET-SEGMENTATION STRATEGY IN TOURISM BUSINESS	114
Viulet Nicoleta - Cristina	114
ARE YOUR SATISFIED CUSTOMERS LOYAL ?	115
Viulet Nicoleta - Cristina	115

SECTION: ECONOMY AND BUSINESS ADMINISTRATION / SUBSECTION: ECONOMY.....	116
THE EDUCATION ROLE FOR THE YOUNG PEOPLE INSERTION IN THE ACTUAL LABOR MARKET.....	116
Aceleanu Mirela Ionela	116
THE IMPLICATION OF EXTERNAL DEMAND IN PROCESS OF ECONOMICAL GROWTH IN ROMANIA	116
Adamovici Silvana Biliiana, Părean Mihai Olimpiu	116
THE INFORMATIONAL VALENCES OF THE FINANCIAL SIGNALS SYSTEM USED IN THE EVALUATION OF COMPANIES GLOBAL PERFORMANCE	116
Anghel Flavia, Bucur Cristiana, Radu Elena	116
THE DEVELOPMENT IN TRANSITION ECONOMIES IN EUROPEAN UNION PARTICIPATION PROCESS.....	117
Ates Ismet, Ozdemir Abdullah	117
THE EMPLOYMENT AND UNEMPLOYMENT IN ROMANIA- DECISIVE FACTORS	117
Baldan Cristina, Neacșu Mădălina	117
FISCAL POLICY REFORM IN ROMANIA	117
Bercea Ioan	117
ASPECTS REGARDING THE EVOLUTION OF INTERNATIONAL FINANCIAL FLOWS.....	117
Boghean Carmen, Boghean Florin	117
THEORETICAL-METHODOLOGICAL CONSIDERATIONS REGARDING THE ROMANIAN ENTERPRISE’S RESULTS AND PERFORMANCES	118
Boncea Amelia Georgiana, Rabontu Cecilia	118
THE REACTIONS OF TERTIARY EDUCATION TO THE GLOBAL CHANGES....	118
Bratu Anca, Cornescu Viorel, Druica Elena	118
POLICENTRICITY IN DEVELOPMENT POLICIES: A VERSATILE CONCEPT ...	118
Bunda Nicoleta Ramona, Popovici Veronica.....	118
EDUCATION AND THE LONG-RUN ECONOMIC AND SOCIAL WELLBEING OF INDIVIDUALS.....	119
Bunda Nicoleta Ramona	119
FACTS ABOUT DETERMINANTS OF ECONOMIC GROWTH.....	119
Catanet Dan Nicolae, Catanet Alina	119
CRITÈRES DE CHOIX DE L’ INVESTISSEMENT	119
Ceaușescu Aurelian Ionut	119
THE INTERNET AND THE BUSINESS ENVIRONMENT	119
Cioban Gabriela-liliana	119
L EUROPE SAINT SIMONIENNE	120
Cosma Sorinel.....	120
IMMANUEL WALLERSTEIN S WORLD SYSTEM THEORY.....	120
Cosma Sorinel.....	120
ON SCIENTIFIC IMPOSSIBILITY OF OPTIMAL TAXATION.....	120
Cosmin Marinescu	120
THE IMPACT OF FOREIGN INVESTMENTS ON ROMANIA’S ECONOMIC PERFORMANCE.....	121

Costea Simona Cristina, Buzilă Nicoleta	121
PROACTIVE VS. REACTIVE AND THE SOLUTION OF SELF-GOVERNMENT	121
Costea Carmen, Popescu Constantin, Tasnadi Alexandru, Stanciu Miltiade	121
INTEGRATED QUALITY MANAGEMENT IN NATIONAL PARKS AS TOURISM PRODUCT	121
Costencu Mirela	121
CULTURAL TOURISM PRODUCT	121
Costencu Mirela, Cristescu Ilie	121
YOUNGSTERS INSERTION ON THE LABOUR MARKET. A COMPARATIVE ANALYSIS ROMANIA - EUROPEAN UNION	122
Dobre Mihaela Hrisanta	122
DISCRIMINATION BY THE GENDER IN ROMANIA	122
Dobre Mihaela Hrisanta, Trasca Daniela Livia	122
THE SITUATION OF THE LONG TERM UNEMPLOYMENT IN BIHOR COUNTY. FROM ILLUSION TO REALITY	122
Dodescu Anca, Pop Cohut Ioana	122
THE INTERNET, THREAT OR TOOL FOR TRAVEL AGENCIES?	123
Dodu Silvia Patricia, Firoiu Daniela, Murgoci Cristiana Stefania	123
THE BOUNDARIES OF THE FIRM. THE CASE OF OIL INDUSTRY IN ROMANIA	123
Dudian Monica, Trasca Daniela, Mitrache Andreea, Georgescu Adriana	123
THE FACULTIES OF ECONOMIC STUDIES – SUPPLIERS OF SERVICES FOR STUDENTS.....	123
Dumitriu Ramona, Stefanescu Razvan, Nistor Costel	123
THE IMPACT OF CREDIT AND THE DYNAMIC OF INFLATION RATE BEFORE AND AFTER BEING A MEMBER STATE OF EUROPEAN UNION	124
Enache Mihaela, Cristian Raluca	124
USING MACROECONOMIC INDICATORS FOR MANIPULATING	124
Florea Adrian	124
MACROECONOMIC IMPLICATIONS OF BRAIN MIGRATION	124
Florea Adrian, Maghear Diana Claudia	124
DIRECT FOREIGN INVESTMENTS AND THEIR IMPACT ON ECONOMIC DEVELOPMENT.....	124
Fodor Alexandrina	124
THE ROMANIAN BUREAUCRATIC SYSTEM OF THE PUBLIC ADMINISTRATIONS	125
Francu Laurentiu Gabriel, Paicu Claudia Elena	125
ASPECTS OF IT RISK MANAGEMENT FOR A COMPANY	125
Fratila Laurentiu, Tantau Adrian	125
ROMANIAN CAPITAL MARKET – PEST AND SWOT ANALYSES.....	125
Georgescu Adriana, Dudian Monica	125
THE ELASTICITY-PRODUCTIVITY RATIO	126
Gherasim Adrian	126
NATIONAL CURRENCY INSTABILITY.....	126
Gherman Anca Maria, Huru Dragos	126
MONETARY STABILITY VERSUS FINANCIAL STABILITY.....	126

Glavan Bogdan, Anghel Flavia, Bucur Cristiana	126
REGIONAL DISPARITIES OF ECONOMIC GROWTH IN THE ENLARGED EUROPEAN UNION	126
Goschin Zizi, Danciu Aniela Raluca, Gruiescu Mihaela	126
THE CONNECTION BETWEEN LABOUR PRODUCTIVITY AND WAGE IN ROMANIA. TERRITORIAL AND SECTORAL APPROACHES	127
Goschin Zizi, Danciu Aniela Raluca, Gruiescu Mihaela	127
EVALUATING THE COMPETITIVENESS OF THE TOURISM IN ROMANIA	127
Grigorovici Corina	127
CONSTRAINTS CONCERNING INVESTMENT AND PARTICIPATION IN PROFESSIONAL TRAINING IN THE COMPANIES FROM THE ROMANIAN MANUFACTURING INDUSTRY	127
Gut Carmen Maria	127
OECD'S INTERLINK MODEL OF EXTERNAL TRADE EVALUATION	127
Hagiu Alina	127
THE MONETARY POLICY AND THE CONTROL OF INFLATION	128
Hagiu Alina	128
YESTERDAY'S ACTIVISTS, TODAY'S ACTIVISTS? ORGANIZATIONAL CAREER AND COMMUNITY INVOLVEMENT IN PRESENT DAY ORADEA.....	128
Hatos Adrian	128
EUROPEAN ECONOMIC INTEGRATION: AN ANALYSIS OF SMES	128
Herman Radu	128
SOME COMPARATIVE ASPECTS REGARDING CHILD LABOR AND STREET CHILD	128
Hordau Anne-Marie Andreea, Pop Sitar Corina	128
EUROPEAN GOVERNANCE – THE STABILITY AND GROWTH PACT	129
Hrebenciuc Andrei, Zugravu Paul Ion	129
COMUNICATION AND SUSTAINABLE DEVELOPMENT IN THE MODERN SOCIETY	129
Hristache Diana Andreia, Popescu Constanta, Popescu Silvia Elena	129
THE ORIGIN OF FREE MARKET. AN INSTITUTIONAL PERSPECTIVE FROM A NON-INSTITUTIONAL POINT OF VIEW	129
Iacobuta Andreea-oana, Pohoata Ion	129
ADAPTING THE THEORY TO REALITY. THE TRIAD GLOBALIZATION-PROTECTIONISM-ECONOMIC PATRIOTISM	129
Iliescu Elena-Mihaela, Voiculescu Serban	129
THE FACTORS OF COMPETITIVENESS IN THE HOSPITALITY INDUSTRY AND THE COMPETITIVE STRATEGY OF FIRMS	130
Ioncica Maria, Tala Madalina, Brindusoiu Catalina, Ioncica Diana	130
THE ANALYSIS OF THE TOURISTIC ACTIVITY IN VALCEA COUNTY	130
Iordache Maria Carmen, Iordache Emilia, Stroe Andreea	130
TOURISTIC DESTINATIONS LONG-TERM MANAGEMENT AND THE INCREASE OF THEIR COMPETITIVENESS	130
Iordache Maria Carmen, Chitu Ramona, Grigorescu Sorin	130
ASPECTS OF THE EUROPEAN ECONOMIC CHALLENGE FOR THE ROMANIAN HUMAN CAPITAL. THE CASE OF HIGH EDUCATION SERVICES.....	131
Jivan Alexandru	131

SOME DETERMINANTS OF ECONOMIC GROWTH IN ROMANIA: FOREIGN TRADE AND FOREIGN DIRECT INVESTMENTS	131
Jude Cristina, Pop Silaghi Monica Ioana	131
THE NEW EDUCATION IN THE NEW ECONOMY – NEW CHALLENGES FOR THE ROMANIAN ECONOMY.....	131
Platis Magdalena, Popescu Cristina Raluca	131
THE NECESSITY OF THE APPROACHING THE SERVICES' PROBLEMS IN THE CONTEXT OF THE INVISIBLE TRADE'S LIBERALIZATION	132
Maniu Cristina, Gogonea Manuela, Marin- Pantelescu Andreea	132
CAUSES OF PRODUCTIVITY SLOWDOWN IN THE EUROPEAN UNION	132
Marinas Marius-Corneliu, Socol Cristian, Socol Aura-Gabriela.....	132
EU KNOWLEDGE ECONOMICS: A SELF-ORGANIZING MAP ARTIFICIAL NEURAL NETWORK ANALYSIS.....	132
Mattoscio Nicola, Colantonio Emiliano, Carlei Vittorio.....	132
SYSTEMS THINKING AND SYSTEM DYNAMICS.....	133
Mella Pierro.....	133
TENDANCES DANS LE DEVELOPPEMENT DES TRANSPORTS DURABLES	133
Micu Cristina.....	133
SOCIAL RESPONSIBILITY IN PUBLIC ENVIRONMENT.....	133
Mihai Roxana-Lucia, Hristache Diana Andreia, Virjan Daniela.....	133
INTRODUCTION A LA METHODOLOGIE ECONOMETRIQUE CLASSIQUE.....	134
Minica Mirela, Frant Florin.....	134
LES MOTEURS DE LA CROISSANCE	134
Minica Mirela, Frant Florin.....	134
ABOUT TRUSTS, CARTELS AND MONOPOLIES	134
Mitoaica Ana Maria	134
ELEMENTS OF THE CONCEPT OF VIRGIL N. MADGEARU.....	134
Mitoaica Ana Maria	134
CLUSTERS IN THE ROMANIAN ECONOMY	134
Nagy Csaba	134
KEY EMPLOYMENT INDICATORS IN EU AND ROMANIA	135
Neacsu Madalina Nicoleta, Baldan Cristina Florentina	135
SOCIO-ECONOMICS POLICIES AND THE EFFECTS ON THE NATURAL CAPITAL.....	135
Negrei Costel, Trica Carmen Lenuta.....	135
THE EVALUATION OF THE PRODUCTION FUNCTION OF PLANNING THE INFERIOR WATERSIDE OF DANUBE, ROMANIAN FIELD (LDI / SR).....	135
Negrei Costel.....	135
MARKET, MARKET ECONOMY, CAPITALISM AND POST-CAPITALISM.....	135
Negucioiu Aurel.....	135
EDUCABILITATEA. FACTORII DEVENIRII FIINTEI UMANE	136
Niculcea Silviu Petrisor.....	136
SUBVENTIONS WITHIN THE MINING SECTOR AND REGIONAL ECONOMIC DEVELOPMENT.....	136
Niță Dorina, Driga Imola	136

THINKING AT THE INTERDISCIPLINARY FRONTIER. AN INSTITUTIONAL ANALYSIS	137
Olah Serban	137
THE WAGES OF ROMANIAN STATE EMPLOYEES	137
Olah Gheorghe	137
THE IMPLICATIONS OF INTERNAL DEMAND OVER ECONOMIC GROWTH IN ROMANIA	137
Părean Mihai Olimpiu, Adamovici Silvana Biliana	137
THE IMPORTANCE OF CERTIFICATION SCHEMES IN SUSTAINABLE DEVELOPMENT OF TOURISM.....	137
Petan Ioana Cristiana	137
THE TOURISM INDUSTRY AND THE USE OF INTERNET	138
Petan Ioana Cristiana	138
CENTRAL BANKS AND LIQUIDITY CRISIS.....	138
Pirosca Grigore Ioan, Mohanu Florina, Curea Stefania Cristina	138
ROMANIA, BETWEEN ETHOS AND DEVELOPMENT	138
Plopeanu Aurelian Petruş.....	138
AN INSTITUTIONALIST OUTLOOK ON THE ORIGINS OF PROPERTY FROM THE PERSPECTIVE OF TRANSACTION COSTS	138
Pohoata Ion, Iacobuta Andreea-oana	138
THE TAXONOMY OF THE SUBTERRANEAN ECONOMY	139
Pop Georgeta	139
PARADIGMS OF THE ECONOMIC GROWTH AND THE ECONOMETRIC MODELLING	139
Popa Suzana	139
INVESTMENT IN HUMAN CAPITAL FOR ROMANIA IN CONTEXT OF EUROPEAN UNION INTEGRATION	139
Popa Raluca Andreea	139
SUSTAINABLE DEVELOPMENT OF TRANSPORT SERVICES AS AN IMPORTANT PART OF THE TOURISM SERVICES	139
Popescu Delia, State Olimpia, Marin Pantelescu Andreea	139
ROMANIA FACING THE MONDIAL GOVERNANCE ERA	140
Popescu Silvia - Elena, Adam Alexandra, Mihai Roxana, Popescu Constanta	140
ARE REMITTANCES IMPORTANT FOR THE ROMANIAN ECONOMY?	140
Popescu Cristian, Juverdeanu Lacramioara	140
THE DETERMINANTS OF HUMAN CAPITAL IN ROMANIA	140
Popescu Cristian, Diaconu Laura	140
SENSE OR COUNTER-SENSE CHANGE IN THE CONTEXT CREATED BY THE NEW ECONOMY.....	141
Popescu Gheorghe, Popescu Veronica, Popescu Cristina	141
THE UNFAIR COMPETITION AND THE VIOLATION OF THE LAW REGARDING THE QUALITY OF THE MERCHANDISE INTRODUCED INTO THE ECONOMIC CIRCUIT	141
Popoviciu Laura Roxana	141
SIMILAR ASPECTS REGARDING THE INFRACTIONS WITHIN THE REGIME THAT IS ESTABLISHED FOR CERTAIN ECONOMIC ACTIVITIES	141
Popoviciu Laura Roxana	141

THE MANAGEMENT OF THE COMPANY THROUGH DIVIDEND AND THE ETHICAL DIMENSION OF THE DECISIONS TAKEN IN THIS FIELD	142
Prunea Petru	142
L'ATTUALITA' DEL PENSIERO ECONOMICO DI CARLO MARIA CIPOLLA	142
Rangone Edgido	142
THE SPREAD OF ECONOMIC IDEAS AMONG ROMANIAN PEOPLE. CASE STUDY: BOGDAN PETRICEICU HAȘDEU	142
Rogojanu Angela, Serban-Oprescu George-Laurentiu, Piroasca Grigore Ioan	142
EUROPEAN INTEGRATION BY MEANS OF ENERGETIC INTEGRATION	143
Rotaru Marius-petre	143
SUSTAINABLE DEVELOPMENT AND COMMUNITY PARTICIPATION IN ORADEA	143
Săveanu Tomina	143
THE GLOBAL ASPECT OF THE UNDERGROUND ECONOMY	143
Șchiop Cristian	143
ANALYSIS OF SOCIAL ECONOMIC EFFICIENCY OF HYDRO TOURISM ON THE ROMANIAN BLACK SEA SIDE	144
Secară Mirela	144
THE NEW LABOUR CONTENT AND THE SUSTAINABLE DEVELOPMENT	144
Șerban Andreea Claudia	144
THE KEYNESIAN THEORY OF PRICES	144
Șerban-Oprescu George-Laurentiu, Șerban-Oprescu Anca-Teodora	144
STUDY REGARDING AGRICULTURE AND RURAL DEVELOPMENT	145
Sirbulescu Claudia, Pirvulescu Luminita	145
DECISIONS ET COMPETITIVITE SUR LE MARCHE UNIQUE EUROPEEN	145
Șirghi Nicoleta, Cismaș Laura	145
THE ANALYSIS OF EQUITY-EFFICIENCY TRADE-OFF IN THE EUROPEAN UNION ECONOMY	145
Socol Cristian, Socol Aura Gabriela, Marină Marius-Corneliu	145
EMPIRICAL ANALYSIS OF ROMANIAN PLANT'S DECISION REGARDING POLLUTION ABATEMENT EXPENDITURE	145
Sova Robert, Sova Anamaria, Ciubotaru Nitica, Cîmpoeru Violeta	145
IMPACT OF SPECIALIZATION INDEX ON TRADE FLOWS: A GRAVITY APPROACH	146
Sova Robert, Sova Anamaria, Frătila Laurentiu, Cîmpoeru Violeta	146
WHAT IS WRONG WITH OUR SCHOOLS? A GUIDE TO EDUCATION REFORM	146
Staicu Gabriel, Marinescu Cosmin, Pana Marius	146
LA CRISE GLOBALISÉE DE L'ENVIRONNEMENT NATUREL	146
Stanciu Marieta	146
LE DÉVELOPPEMENT DURABLE – UN NOUVEAU TYPE DE DEVELOPPEMENT ECONOMIQUE	147
Stanciu Marieta, Mangra Madalina Giorgiana	147
LABOR MARKET AND THE EDUCATIONAL SYSTEM IN REGION WEST, ROMANIA	147
Șoim Horațiu, Maniov Vichentie, Usvat Dan, Imbrescu Ion	147

MANAGEMENT SYSTEM ORGANIZATION OF THE REGIONAL AND LOCAL DEVELOPMENT ACCORDING TO EU STANDARDS.....	147
Stefan Maria - Cristina, Stefan Corneliu.....	147
ASPECTS OF THE SUSTAINABLE DEVELOPMENT IN ROMANIA	148
Stefanescu Florica.....	148
THE ECONOMIC UNIVERSITY EDUCATION – AN OPTION FOR THE HIGH SCHOOLS GRADUATES FROM ROMANIA	148
Stefanescu Razvan, Nistor Costel, Dumitriu Ramona	148
EVALUATION OF NATIONAL BANK OF ROMANIA MONETARY POLICY CREDIBILITY.....	148
Toader Valentin, Rus Veronica.....	148
GLOBALIZATION, A COMPLEX AND CONTRADICTIONARY PROCESS WITH MULTIPLE MEANINGS	148
Toboşaru Irina.....	148
COMPETITIVENESS IN THE AGE OF GLOBALIZATION. THE CASE OF ROMANIA	149
Toma Sorin - George, Marinescu Paul, Ianole Rodica	149
THE EVALUATION OF THE INFORMATIVE FUNCTION OF THE COMPLEX OF BALILE MICI OF BRAILA	149
Trica Carmen Lenuţa	149
ANALYSIS OF THE PENSION EXPENDITURES IN ROMANIA AND OTHER COUNTRIES.....	149
Tuta Loredana	149
THE SOCIAL PROTECTION COSTS. SPHERE OF CONTENTS. COMPONENTS .	149
Tuta Loredana, Micu Cristina	149
FORMS OF INSURING THE EXPORT CREDITS IN INTERNATIONAL TERMS... 	150
Vaduva Maria	150
NATIONAL GOVERNMENTS AND GLOBALIZATION.....	150
Vaduva Sebastian, Fotea Ioan.....	150
FINANCIAL AND TECHNICAL RESULTS OF INSURANCES COMPANIES.....	150
Vaduva Maria	150
DURABLE DEVELOPMENT AND COMPETITION IN EUROPEAN UNION	150
Vaduva Cecilia Elena.....	150
SOME ASPECTS OF THE EVOLUTION IN PERSPECTIVE OF SOME	151
Vaduva Cecilia Elena.....	151
THE GROWTH OF ECONOMIC COMPETITION AND THE DEVELOPMENT OF ECONOMY BASED ON KNOWLEDGE	151
Vechiu Camelia, Enache Elena, Morozan Cristian	151
COMPETITIVENESS THROUGH QUALITY	151
Zaheu Ioana, Gheorghe Camelia Monica	151
CREDIT SCREENING AND THE LIMITS OF TRANSPARENCY AND COMMUNICATION IN ROMANIAN BANKING SYSTEM	152
Zamfir Ana-Maria, Hornoiu Remus Ion	152
CORRUPTION IN SERVICE PROVIDING COMPANIES, IN THE CONTEXT OF ROMANIA'S INTEGRATION IN THE EUROPEAN UNION	152
Zdorovetchi Cristina	152
GREEN CERTIFICATES MARKET.....	152

Zugravu Paul, Gherman Anca-maria.....	152
SECTION: ECONOMY AND BUSINESS ADMINISTRATION / SUBSECTION: ECONOMIC STATISTICS.....	153
PRACTICAL AND THEORETICAL APPROCHES TO PORT PERFORMANCE	153
Aivaz Kamer -Ainur, Mirea Marioara.....	153
OPTIONS FOR DATA COLECTION FROM THE MAIN STAKEHOLDERS INVOLVED IN THE PUBLIC HEALTH SYSTEM REFORM.....	153
Andrei Tudorel, Calin Catalina, Tusa Erika, Iacob Andreera Iluzia	153
CARACTERIZING THE PUBLIC HEALTH SYSTEM REFORM USING THE STATISTICAL SURVEY APPROACH	153
Andrei Tudorel, Calin Catalina, Tusa Erika, Stancu Stelian	153
THE ASSURANCE OF THE MACROECONOMIC EQUILIBRIUM – PRIORITY OBJECTIVE OF THE ECONOMICAL POLICY	154
Balacescu Aniela, Tomescu Dumitrescu Cornelia	154
THE ANALYSIS OF THE UNEMPLOYMENT SEASONALITY IN ROMANIA.....	154
Balan Christiana Brigitte, Gagea Mariana.....	154
MIGRATION OF THE ROMANIAN WORKFORCE IN THE PERIOD 1989-2006	154
Begu Liviu - Stelian	154
ANALYTICAL METHODS FOR SEASONAL TRENDS OF ROMANIAN FOREIGN TRADE.....	154
Boboila Cristea.....	154
MÈTHODES D'ANALYSE MULTIFACTORIELLE POUR L'INDICATEURS DE COMMERCE EXTÉRIEUR.....	155
Boboila Cristea.....	155
ABOUT RISK PROCESS ESTIMATION TECHNIQUES EMPLOYED BY A VIRTUAL ORGANIZATION WHICH IS DIRECTED TOWARDS THE INSURANCE BUSINESS	155
Covrig Mihaela, Serban Radu	155
PROGNOSIS OF MONTHLY UNEMPLOYMENT RATE IN THE EUROPEAN UNION THROUGH METHODS BASED ON ECONOMETRIC MODELS	155
Gagea Mariana, Balan Christiana Brigitte.....	155
ANALYSIS STATISTICAL OF MERCHANDISES AND SERVICES DEMAND IN ROMANIA AT TERRITORIAL LEVEL.....	156
Ghiță Simona, Mitrut Constantin, Todose Daniela	156
THE IMPLICATIONS OF COMPUTERIZATION IN THE CHANGES OCCURRING IN THE ROMANIAN HIGHER EDUCATION VARIATION AND STRUCTURE	156
Hapenciuc Cristian Valentin, Zaharia Marian, Zaheu Ioana	156
CHANGES IN ROMANIA'S POPULATION DISTRIBUTION ON LOCALITIES IN 1990-2007 PERIOD	156
Harja Eugenia.....	156
INCREASE OF CONSUMER PRICES IN ROMANIA IN THE FIRST YEAR AS A MEMBER STATE OF THE EUROPEAN UNION	157
Harja Eugenia.....	157
THE INFLUENCE OF FINAL CONSUMPTION ON EMPLOYMENT IN ROMANIA	157
Herman Emilia	157

THE INVESTMENTS IMPACT ON THE EMPLOYMENT IN ROMANIA	157
Herman Emilia.....	157
POVERTY ASSESSMENT AT HOUSEHOLD LEVEL USING A POVERTY COMPOSITE INDICATOR.....	157
Ionescu Alina Mariuca.....	157
THE VOLATILITY OF THE FINANCIAL MARKET – A TEORETICAL APPROACH	158
Meşter Ioana	158
THE VOLATILITY OF THE FINANCIAL MARKET – A QUANTITATIVE APPROACH.....	158
Meşter Ioana	158
MACROECONOMIC MODELS OF ECONOMIC GROWTH BASED ON INVESTMENTS	158
Popa Suzana.....	158
ECONOMIC FREEDOM, GLOBALIZATION, CORRUPTION AND MACROECONOMIC RESULTS.....	158
Săvoiu Gheorghe, Cruceru Gheorghe Gheorghe	158
THE INFLUENCE OF THE INTEGRATION PROCESS IN EU ON THE ROMANIAN INFLATION DYNAMICS.....	159
Savulea Dorel.....	159
A STATISTIC ANALYSIS ON ROMANIAN SEASIDE HYDRO TOURISM AND ITS IMPORTANCE WITHIN ROMANIAN HYDRO TOURISM.....	159
Secara Mirela	159
AUTOREGRESSIVE MODELS FOR ANALYSIS OF FOREIGN INVESTMENT IN ROMANIA	159
Şipoş Ciprian, Boleanţu Mihai.....	159
THE IMPACT OF CULTURAL-CREATIVE INDUSTRIES ON THE ECONOMIC GROWTH – A QUANTITATIVE APPROACH	160
Titan Emilia, Voineagu Vergil, Todose Monica	160
ECONOMETRIC MODEL WITH CROSS-SECTIONAL, TIME SERIES, AND PANEL DATA	160
Tomescu Dumitrescu Cornelia	160
THE OPTIMUM DIMENSION OF COMPANY FOR MAXIMIZATION OF PROFIT USING THE REGRESSION METHOD	160
Tomescu Dumitrescu Cornelia, Bălăcescu Aniela	160
EMPIRICAL ASPECTS OF EUROPEAN EQUITY MARKETS: A COMPARATIVE ANALYSIS OF DEVELOPING CEE VS. MATURE WE STOCK EXCHANGES.....	160
Tudor Cristiana, Jora Octavian	160
THE EXTERNAL PAYMENTS’ BALANCE AND THE ROMANIAN ECONOMIC GROWTH BETWEEN 1996 AND 2006	161
Turturean Ciprian-Ionel, Jemna Danut-Vasile.....	161
PERSPECTIVES OF THE YOUNG GRADUATES ON THE LABOUR MARKET.....	161
Virjan Daniela, Cretu Raluca Florentina, Militaru Marina	161
CHAOS MODELS IN ECONOMICS.....	161
Vlad Sorin.....	161
STATISTICAL STUDY CONCERNING THE URBAN TOBACCO’S CONSUM, PREMISES OF THE CONSUMERS’ BEHAVIOUR CHANGES	161

Zaharia Marian, Cristache Silvia - Elena, Serban Daniela, Begu Liviu	161
SECTION: FINANCES, BANKS AND ACCOUNTANCY / SUBSECTION: BANKS	163
THE ANALYSIS OF THE CREDIT RISKS IN THE BANKING ACTIVITY	163
Apetri Anisoara Niculina	163
THE DIRECTIVE NR. 2006-43-CE STIPULATIONS' IMPACT ON THE ROMANIAN BANK ENVIRONMENT.....	163
Avram Veronel, Avram Marioara, Avram Daniel-Costin	163
BASEL II CREDIT RISK MANAGEMENT AGREEMENT	163
Bâce Grigore	163
PROVISIONS SYSTEM – METHOD FOR PREVENTING CREDIT RISK IN BANKS	163
Bâce Grigore	163
FINANCIAL INTEGRATION OF NEW EU MEMBER STATES AND FOREIGN BANKS.....	164
Baicu Claudia	164
INSTITUTIONAL HETEROGENEITY, IMPEDIMENT OF THE EUROPEAN MORTGAGE MARKET INTEGRATION ?	164
Barbu Teodora, Boitan Iustina Alina	164
THE NECESSITY OF OPERATIONAL RISK MANAGEMENT AND QUANTIFICATION	164
Barbu Teodora Cristina, Olteanu (Puiu) Ana Cornelia, Radu Alina Nicoleta	164
STABILITY OF THE EXCHANGE MARKET IN ROMANIA, IN THE PERSPECTIVE OF JOINING THE ERM II	165
Barglazan Diana	165
THE IMPACT OF EUROPEAN INTEGRATION ON THE PAYMENT SYSTEM	165
Beju Daniela Georgeta, Filip Angela Maria	165
LABOUR FORCE AN IMPORTANT FACTOR IN A BANK SYSTEM.....	165
Breje Cristina	165
CHALLENGES FOR FINANCIAL STABILITY IN THE EUROPEAN UNION	165
Capraru Bogdan, Stoica Ovidiu.....	165
THE ANALYSIS OF THE RISKS AND OF THEIR EFFECTS UPON THE BANKING ACTIVITY	166
Chirita Irina, Cibotariu Irina.....	166
THE HIGHER CREDIT RHYTHM REPRESENTS: FINANCIAL DEVELOPMENT OR ANXIETY REASONS ?.....	166
Ciobanu (Sireteanu) Elena	166
PARTICULARITIES OF THE ROMANIAN BANKING SYSTEM IN THE EUROPEAN BANKING SYSTEM	166
Ciurlău Loredana.....	166
REFORM OF NATIONAL BANK OF ROMANIA AFTER ACCESSION TO EU: CHALLENGES AND PERSPECTIVES	167
Cocris Vasile, Capraru Bogdan	167
JOB SATISFACTION	167
Corneanu Bogdan Ionut	167

THE NEW TECHNOLOGIES EXTENSION IN BANKING: THE CASE OF E BANKING IN THE ROMANIAN PRACTICE	167
Danciu Victor.....	167
INSURANCE BROKERAGE IN ROMANIA.....	167
Danuletiu Dan - Constantin, Danuletiu Adina - Elena.....	167
A NEW CRISIS OF HUMAN RESOURCES MANAGEMENT IN THE ROMANIAN BANKING SYSTEM.....	168
Dinculescu Elena - Silvia, Micuda Dan, Ducu Corina.....	168
THE EFFICIENCY OF THE INTERBANK PAYMENTS SYSTEM IN ROMANIA WITHIN THE FRAMEWORK OF THE EUROSISTEM.....	168
Domnisoru Sorin, Cristea Mirela, Dracea Raluca.....	168
THE RELATIONSHIP BETWEEN ELECTRONIC MONEY AND FREE BANKING	168
Dumiter Florin - Cornel, Boglea Vanina - Adoriana	168
PARTICULARITIES OF THE FRENCH BANKING SYSTEM’S EVOLUTION.....	168
Făt Codruța Maria, Zoicas Ienciu Adrian	168
INTERNAL RATING MODELS FOR CREDIT RISK EVALUATION AND SUPPORT INSTRUMENTS	169
Ganea Tudor Alexandru, Ciobanasu Marilena.....	169
WEB PORTAL SPECIALIZED IN EDUCATION AND FINANCIAL ASSISTANCE FOR BANKING PRODUCT AND SERVICE CONSUMERS.....	169
Ganea Tudor Alexandru, Voiculescu Madalina Irena.....	169
THE COMPETITION IN ROMANIAN BANKS	169
Harangus Daniela.....	169
THE NEW DIMENSION OF BANKING KNOWLEDGE IN THE GLOBAL ECONOMY	170
Harangus Daniela.....	170
TARGET 2 - THE NEW EU INOVATION AND TRANSFORMATION RTGS SYSTEM	170
Herbei Marius, Dumiter Florin - Cornel	170
BANK GUARANTEES IN THE DEVELOPMENT OF COMMERCIAL RELATIONSHIP BETWEEN ROMANIA AND EUROPEAN UNION	170
Ilie Dragos, Militaru Petrisor, Cocosila Gabriela Mihaela.....	170
THE DURABLE CREDITING AND THE MANAGEMENT OF CAPITALIZATION	171
Ilie Dragos, Popescu Mihaela, Bica Elena.....	171
STOCK RETURNS AND THEIR PROBABILISTIC DISTRIBUTION (THE BUCHAREST STOCK EXCHANGE CASE).....	171
Trenca Ioan, Zoicas - Ienciu Adrian	171
THE RELATIONSHIP BETWEEN THE BANKING LEGAL ENVIRONMENT CHARACTERISTICS AND BANKING RISK MANAGEMENT ACTIVITIES	171
Iuga Iulia.....	171
SPECIAL LETTER OF CREDIT ARRANGEMENTS.....	171
Ivan Mihail Vincentiu.....	171
LA PROTECTION ET LA SECURITE DES TRANSACTIONS DANS UNE RESEAU INFORMATIQUE INTERBANCAIRE	172
Mihalcescu Cezar.....	172
THE DEVELOPMENT OF FACTORING SERVICES IN ROMANIA. ANALYSES, EVOLUTIONS, POSITION IN EUROPE	172

Munteanu Irena, Popovici Norina	172
SYNDICATED CREDIT	172
Ocean Monica	172
POSSIBLE MODEL FOR THE PORTOFOLIO RISK EVALUATION	173
Piciu Gabriela - Cornelia	173
LIQUID ASSETS ADMINISTRATION – AN ESSENTIAL ELEMENT OF BALANCE SHEET EQUILIBRIUM	173
Rascolean Ilie, Slusariuc Gabriela Corina	173
CHANGES IN BANKING ACTIVITY IN THE CONTEXT OF THE DEVELOPMENT OF FINANCIAL DERIVATIVES MARKETS	173
Roman Angela, Anton Sorin Gabriel	173
THE CHALANGES OF RURAL LENDING. RISKS AND COSTS	174
Savescu Roxana Florenta, Ploetz Georg	174
BANKING RISK MANAGEMENT	174
Simon Adrian	174
SETTLEMENT/PAYMENTS RISK	174
Simon Adrian	174
COUNTRY RISK FROM ROMANIA AND BULGARIA AFTER UE INTEGRATION	174
Slusariuc Gabriela Corina, Rascolean Ilie	174
RECENT MODIFICATIONS TO THE DEBIT PAYMENT INSTRUMENT IN ROMANIA: A COMPARATIVE SYNOPTIC APPROACH	175
Socol Adela, Turta Irina Mihaela	175
THE BEYOND BOUNDARIES BANKING INTEGRATION. FOREIGN BANKS’ PART IN THE CONSOLIDATION OF THE BANKING SYSTEMS	175
Spulbar Cristi Marcel, Gruescu Ramona	175
COMMERCIAL INFORMATION AND CREDIT ANALYSIS PRESENTED IN A LOAN MEMORANDUM	175
Truica Luiza-Denisa	175
FUNDAMENTALS OF PROJECT FINANCING	175
Truica Luiza-Denisa, Trandafir Raluca Andreea	175
RISK MANAGEMENT OF E-BANKING ACTIVITIES	176
Virlanuta Florina, Moga Liliana, Ioan Viorica	176
AUDIT PROCEDURES REGARDING THE INFORMATION THAT MUST BE CONTAINED IN THE FINANCIAL SITUATION OF CREDIT INSTITUTIONS	176
Vlad Mariana, Vasilache Vasile	176
THE IMPLEMENT ROLE OF TARGET SYSTEM FOR HIGH VALUES	176
Voica Irina - Elena	176
ROMANIA: FROM THE QUANTITATIVE MONETARY AGGREGATES TO INFLATION TARGETING	176
Voicu Vasilica, Zirra Daniela, Voicu Andreea Raluca	176
DISCREPANCIES BETWEEN THE CREDIT CONTRACT AND THE GENERAL BUSINESS CONDITIONS. MORAL AND LEGAL IMPLICATIONS	177
Voiculescu Madalina Irena, Stefanica Mihaela	177
FINANCIAL SUPERVISION IN EUROPE	177
Zapodeanu Daniela, Coroiu Sorina	177

THE FINANCIAL INTERMEDIARIES, A REAL DANGER FOR BANKS?	177
Zapodeanu Daniela, Popa Diana	177
SECTION: FINANCES, BANKS AND ACCOUNTANCY / SUBSECTION:	
ACCOUNTANCY	178
AUDITING - HISTORY, RISKS AND PERSPECTIVES	178
Achim Sorin Adrian, Achim Monica Violeta, Streza Raluca	178
CHALLENGES OF A DYNAMIC AND COMPLEX ENVIRONMENT ON	
MANAGEMENT ACCOUNTING.....	178
Almășan Alina Carmen.....	178
THE COMPETENCES AND THE IMPACT OF EVALUATION CATEGORIES ON	
THE FIDELITY OF ACCOUNTING INFORMATION	178
Antonescu Ligia.....	178
THE PERSPECTIVES AND THE OPORTUNITY OF EVALUATION FROM THE	
ANGLE OF THE RELATION EVALUATION-ACCOUNTING-REPORTING	179
Antonescu Ligia, Antonescu Mihail	179
IS CREATIVE ACCOUNTING A FORM OF MANIPULATION?.....	179
Balaciu Diana Elisabeta, Pop Cosmina Mădălina	179
UNFINISHED PRODUCTION EVALUATION AND BOOKKEEPING IN THE	
ENTITIES IN THE FURNITURE INDUSTRY	179
Banuta Mariana.....	179
INVENTORY EVALUATION AT STOCKTAKING.....	179
Banuta Mariana.....	179
LEGAL AND ACCOUNTING ASPECTS REGARDING SUBSIDIES RECEIVED FOR	
HIRING STUDENTS AND GRADUATES OF EDUCATIONAL INSTITUTIONS	180
Bengescu Marcela.....	180
ELIMINATION OF PARTIALLY AMORTIZED FIXED ASSETS	180
Bengescu Marcela.....	180
PARTICULAR ASPECTS REGARDING THE USE OF CONSOLIDATED	
STATEMENTS AGAINST THE BACKGROUND OF THE EUROPEAN ACCESSION	
.....	180
Berheci Maria	180
INTERNATIONAL PUBLIC SECTOR ACCOUNTING STANDARDS AND PUBLIC	
ACCOUNTING REFORM IN EUROPE	181
Blidisel Rodica Gabriela, Farcane Nicoleta, Moraru Maria.....	181
PARTICULARITIES OF ACCOUNTING REGULATORY PROCESS IN SEVERAL	
EASTERN EUROPEAN AND FORMER SOVIET UNION COUNTRIES	181
Bogdan Victoria, Cristea Stefana-maria	181
ONLINE FINANCIAL REPORTING DISCLOSURE REQUIREMENTS ACROSS	
CENTRAL AND EASTERN EUROPEAN COUNTRIES.....	181
Bogdan Victoria, Popa Dorina Nicoleta	181
THE INFORMATIONAL SYSTEM AND THE MANAGEMENT OF ENTITY	181
Boghean Florin, Boghean Carmen.....	181
APPLICABLE ACCOUNTANCY THEORIES ON THE CAPITAL MARKET	182
Bologa Gabriela	182
THE FINANCIAL AUDIT – THE GUARANTOR OF THE TRUE AND FAIR VIEW	
SUPPLIED BY THE FINANCIAL STATEMENTS	182

Bota-Avram Florin, Matis Dumitru.....	182
CONSIDERATIONS REGARDING THE INTERNAL AUDIT IN ROMANIA	182
Bota-Avram Cristina	182
COMMENT PEUT-ON R��DUIRE LES D��CALAGES EXISTANTS	183
Botez Daniel.....	183
CONTINUING PROFESSIONAL DEVELOPMENT – A CONCEPT AND REQUIERMENT FOR PROFESSIONAL ACCOUNTANTS	183
Botez Daniel.....	183
ACCOUNTANCY BETWEEN TRADITIONALISM AND MODERNISM	183
Brabete Valeriu, Dragan Cristian	183
THE JUST EVALUATION OF NON-CURRENT INTANGIBLE ASSETS FOR FINANCIAL REPORTING	183
Breban Ludovica, Bochis Leonica, Sucala Lucia, Dumbrava Partenie	183
ASPECTS REGARDING THE APPLICATION OF DIRECT-COSTING IN TAKING THE MANAGERIAL DECISIONS	184
Briciu Sorin, Sas Florentina	184
EU – THE REGULATING LEGISLATIVE ENGINE OF ROMANIA IN TERMS OF VAT AFTER THE ACCESSION TO EU	184
Budacia Lucian Constantin Gabriel	184
EXPORT BY AGENT – A CHALLENGE FOR THE TRADING COMPANIES IN SUCH FIELD, AS PER THE NEW REGULATIONS AFTER THE ACCESSION OF ROMANIA TO EU.....	184
Budacia Lucian Constantin Gabriel	184
ANALYSE DES PRATIQUES DE COMMUNICATION FINANCI��RE UTILIS��ES PAR LES ENTREPRISES ROUMAINES COT�� A BVB (LES RAPPORTS ANNUELS PUBLI�� SUR SITE INTERNET).....	185
Bunea Stefan	185
ACCOUNTING TREATMENT OF DEFERRED INCOME TAXES ACCORDING TO THE REQUIREMENTS OF THE ROMANIAN ACCOUNTING REGULATIONS	185
Bunget Ovidiu Constantin, Dumitrescu Alin Constantin	185
THE SYSTEM OF COSTS BOOK-KEEPING AND CALCULATION ON PRODUCTION COMMANDS	185
Busan Gabriela, Ecobici Nicolae.....	185
THE EFFECTS OF THE EU ACCESSION ON THE REGULATION OF THE ROMANIA CAPITAL MARKET	186
Caciuc Leonora, Farcane Nicoleta, Megan Ovidiu	186
DIRECTIONS DANS LA NORMALISATION COMPTABLE EN ROUMANIE	186
Calu Daniela Artemisa, Avram Viorel, Gorgan Catalina	186
THE INFLUENCE OF ENTERPRISE ARCHITECTURE ON THE INTERNAL AUDIT	186
Cardos Vasile Daniel, Volkan Ildiko Reka	186
THE REFLECTION OF THE DUALITY IN THE PUBLIC ACCOUNTING OF THE BUDGETARY INCOMES AND EXPENSES	187
Cenar Iuliana	187
THE SYSTEM OF INTEGRATED ENVIRONMENTAL AND ECONOMIC ACCOUNTING (SEEA).....	187
Cernu��ca Lucian.....	187

ACCOUNTING PRACTICES FOR ADJUSTING THE ENTITY'S RESULTS	187
Cernușca Lucian	187
CONSEQUENCES OF THE INFLATION OVER THE CONTINUITY OF ENTERPRISES' ACTIVITY.....	187
Cozma Ighian Diana	187
LEASES IN THE FINANCIAL STATEMENTS OF LESSORS	188
Crisan Cornel, Breban Ludovica, Mates Dorel, Rosu Alexandra	188
METHODS USED FOR TREATING THE UNDERGROUND ECONOMY IN ROMANIA	188
Criveanu Maria, Mihaï Magdalena	188
JURIDICAL TREATMENT AND ACCOUNTING REGARDING THE DAMAGES CAUSED BY AN EMPLOYEE TO HIS EMPLOYER.....	188
Crumpana Elena-Diana, Suiu Ion	188
ACCOUNTING INFORMATION IN THE POLICY AND GENERAL STRATEGY FOR THE ADMINISTRATION OF LENDING CREDIT RISKS	189
Danciu Florina Răduța, Cotleț Dumitru	189
ACCOUNTING APPROACHES REGARDING THE FACTORING BUSINESS.....	189
David Delia	189
UTILIZING THE OPERATION OF FORFEITING AS A TECHNIQUE OF FINANCING AND UNDERLINING THE IMPACT WHICH THIS OPERATION HAS ON THE ACCOUNTING OF THE EXPORTER	189
David Delia	189
VALUATION OF INVENTORIES CONSIDERING THE FAIR VALUE OPTIONS ..	190
Deaconu Adela, Bonaci Carmen	190
MANAGEMENT ACCOUNTING ORGANIZATION IN WHOLE SALE TRADE - CHARACTERISTICS.....	190
Deju Mihai	190
SYSTEM OF ACCOUNTS SPECIFIC TO THE MANAGEMENT ACCOUNTING IN WHOLESALE TRADE.....	190
Deju Mihai	190
THE QUALITY OF THE BOOK-KEEPING INFORMATION – ESSENTIAL CONDITION IN ORDER TO MAKE EFFICIENT DECISIONS.....	190
Diaconu Elena.....	190
THE PARTICULARITIES OF TOURISM AND PUBLIC FEEDING PROCESSES AND THEIR INFLUENCE UPON THE ACCOUNTING MANAGEMENT	191
Diaconu Elena.....	191
THE INFORMATIONAL VALENCES OF THE FRENCH FINANCIAL STATEMENTS' SCHEDULE.....	191
Doinea Ovidia	191
COMPARATIVE STUDY ROMANIA-ITALY CONCERNING THE IMPLEMENTATION OF IAS/IFRS	191
Dorel Mates, Grosu Veronica	191
THE IMPACT OF THE ENTITIES' BANKRUPTCY UPON THE ACCOUNTANCY FOR THE OWN CAPITAL.....	192
Dragan Cristian, Brabete Valeriu, Mehedintu-Ionescu Florea	192
NEEDS OF ADAPTING THE COMMITMENTS' ACCOUNTING SYSTEM OF PUBLIC INSTITUTIONS.....	192

Dragu Gabi Georgiana	192
SUSTAINABLE DEVELOPMENT INDICATORS: HUMAN CAPITAL AND ACCOUNTING	192
Dumitrana Mihaela, Jianu Iulia, Dumitru Madalina, Jinga Gabriel	192
ACCOUNTING, CONTROLLING AND AUDITING	192
Dumitrescu Adelina.....	192
FINANCIAL IMPLICATIONS OF THE IAS/IFRS ADOPTION ON THE CIRCULATING ELEMENTS OF THE LIQUID ASSETS TYPE	193
Dumitru Mihaela	193
APPRECIATIONS REGARDING THE FINANCIAL IMPLICATIONS OF THE IAS/IFRS ADOPTION ON THE ELEMENTS OF THE PROVISIONS TYPE	193
Dumitru Mihaela	193
DEVELOPMENTS REGARDING THE MANAGEMENT ACCOUNTING- WHERE ARE WE AND WHERE ARE WE HEADING TO IN THE CALCULATION OF THE COSTS?.....	193
Dumitru Graziella Corina, Ristea Mihai, Curpan Alina Mihaela, Samara Taulea Silvia	193
A MANAGEMENT CONTROL MODEL DESIGNED FOR A DISTRIBUTION COMPANY.....	194
Dumitru Madalina, Dumitrana Mihaela Adriana, Glavan Elena Mariana, Radu Gabriel.....	194
TAX AND ACCOUNTING TREATMENT CONCERNING THE VAT RELATED TO COMPENSATIONS RECEIVED FOR DETERIORATED OR PARTIALLY DAMAGED GOODS	194
Ecobici Nicolae, Busan Gabriela.....	194
CONCEPTUAL DIFFCULTIES AND THE FEASIBILITY OF POLICIES	194
Feleaga Liliana, Feleaga Niculae, Vasile Cristina Mioara	194
THE RECOGNITION OF THE DIFFERENCES IN THE EXCHANGE RATE GENERATED BY THE IMPORT-EXPORT OPERATIONS CARRIED OUT BY THE ECONOMIC ENTITIES FROM ROMANIA IN THE FINANCIAL STATEMENTS ...	194
Filip Crina Ioana, Nistor Cristina Silvia.....	194
EXPOSURE OF PUBLIC ENTITIES.....	195
Florea - Ianc Maria Mirabela.....	195
THE IMPLEMENTATION OF THE “STANDARD-COST” METHOD IN THE FURNITURE INDUSTRY: A WAY OF IMPROVING THE MANAGERIAL ACCOUNTING	195
Gabroveau Emilia, Stan Elena Roxana, Andrei Ruxandra	195
CONTRIBUTIONS OF THE ABC METHOD IN THE FIRM MANAGEMENT	195
Goagara Daniel, Ionescu Ion	195
GLOBALIZATION IMPACT ON THE DEVELOPMENT OF NEW DIRECTIONS AS RELATED TO ACCOUNTING	196
Gorgan Catalina, Gorgan Vasile, Diaconu Paul, Coman Nicoleta	196
COST CALCULATION CONSIDERED FROM BOTH THE POINT OF VIEW OF THE PROVISIONS OF ACCOUNTING REGULATIONS AND OF THE NEED FOR INFORMATION OF THE COMPANIES.....	196
Grosanu Adrian, Rachisan Paula Ramona.....	196
CONSIDERATIONS REGARDING IFRS 3 - BUSINESS COMBINATION.....	196
Grosu Veronica, Horga Petrica	196

OPINIONS REGARDING THE VALUE ADJUSTMENT AND THE PROVISIONS RULES IN ROMANIA AT THE CREDIT INSTITUTIONS CONFORMING TO THE EUROPEAN DIRECTIVES	197
Hategan Camelia, Imbrescu Carmen, Mili Constantin	197
IFRS 4 AND INSURANCE MARKETS	197
Hlaciuc Elena, Mihalciuc Camelia.....	197
ASPECTS REGARDING THE HOMOGENEITY OF ACCOUNTS AT GROUP COMPANIES.....	197
Huminiuc Cristian.....	197
ORIENTATION AND PLANNING THE FINANCIAL AUDIT	198
Huminiuc Cristian.....	198
FROM THE CONTINUOUS ACIVITY PRINCIPLE TO THE DISCONTINUITY PRINCIPLE	198
Imbrescu Carmen Mihaela, Hațegan Camelia, Bobițan Nicolae.....	198
ABC METHOD – EVOLUTION OR REVOLUTION IN THE CALCULATION OF COSTS	198
Ionescu Ion, Goagara Daniel.....	198
THE IMPROVEMENT OF THE INFORMATION ACCOUNTING SYSTEM FOR THE PROCESS OF TAKING INVESTMENT DECISIONS.....	199
Marcu Niculina, Ioneci Mihaela, Mihalache Anita, Popescu Aurora	199
THE PROPER ACTIONS BETWEEN CAPITAL AND FINANCIAL INSTITUTIONS, APPLICABLE ACCOUNTING TREATMENT.....	199
Farcaș Mariana.....	199
THE IMPLICATIONS OF THE FINANCIAL AUDITORS’S™ TO DETECT THE FRAUDS	199
Avram Marioara, Avram Veronel, Avram Alexandru	199
STUDY REGARDING THE QUALITY OF THE TRUE AND FAIR VIEW SUPPLIED BY THE FINANCIAL STATEMENTS FROM FINANCIAL AUDITOR’S POINT OF VIEW	199
Matis Dumitru, Bota Avram Florin.....	199
EVOLUTIONS ON THE ROMANIAN CAPITAL MARKET, FROM THE VIEW OF THE ACCESSION TO THE EUROPEAN UNION	200
Megan Ovidiu, Caciuc Leonora, Farcane Nicoleta	200
PARTICULARITIES OF THE ACCOUNTANCY FOR THE OWN CAPITALS CONCERNING THE DISSOLUTION AND THE LIQUIDATION	200
Mihai Magdalena, Criveanu Maria	200
THE CHARACTERISTICS OF THE FINANCIAL INSTRUMENTS.....	200
Mihalciuc Camelia, Hlaciuc Elena.....	200
THE IMPLICATIONS OF THE PUBLIC ACCOUNTING REFORM IN ROMANIA.	201
Mirea Mariana, Aivaz Kamer Ainur, Serban Comanescu Anca Verona	201
L'ANALYSE DE L'INFLUENCE DE LA MARGE COMMERCIALE SUR L'EQUILIBRE ECONOMIQUE-FINANCIER DE L'ENTREPRISE EN COMMERCE	201
Muntean Mircea	201
ORGANISATION DES AUDIT COMMITTEES IN DEUTSCHEN UNTERNEHMEN	201
Muresan Mariana, Fülöp Melinda Timea, Cîrstea Andreea	201

THE IMPROVEMENT PROCESS OF THE ROMANIAN EDUCATIONAL ACCOUNTING SYSTEM TOWARD A GLOBAL ECONOMIC ENVIRONMENT	201
Mutiu Aexandra Ileana, Tiron Tudor Adriana, Ienciu Alin Ionel	201
ROMANIAN ACCOUNTING REFORM BETWEEN ILLUSIONS, DISILLUSIONS, TRENDS AND REALITIES	202
Neag Ramona	202
ISSUES REGARDING VALUATION IN ACCOUNTING. FROM HISTORICAL COST TOWARDS FAIR VALUE.....	202
Nichita Elena Mirela	202
MONISM OR DUALISM IN ACCOUNTING?.....	202
Nicolaescu Cristina, Pantea Mioara Florina	202
ETHICS IN ACCOUNTING.....	203
Nicolaescu Cristina, Pantea Mioara Florina	203
THE STIMULATION OF SMALL AND MEDIUM-SIZED ENTERPRISES – BETWEEN THEORY AND PRACTICE	203
Nistor Cristina Silvia, Filip Crina Ioana, Sucala Lucia	203
THE ACCOUNTING – TAXATION REPORT IN THE CURRENT REGULATIONS	203
Nita (Petre) Mihaela Cosmina	203
ANALYSIS OF A COMPANY'S LIQUIDITY BASED ON ITS FINANCIAL STATEMENTS	204
Pacurari Doina, Muntean Mircea	204
THE BOOK-KEEPING OF INSIDE-COMMUNITY TRANSACTIONS.....	204
Paliu-Popa Lucia	204
THE ELABORATION OF THE FIRM'S STRATEGY BY VALORIZING THE DATA OF THE MANAGERIAL ACCOUNTING.....	204
Paraschivescu Marius Dumitru, Fotache Gabriela	204
BALANCE SHEET THEORIES AND THEIR COGNITIVE DYNAMISM	204
Paraschivescu Marius Dumitru, Pacurari Doina.....	204
THE OUTSOURCING OF INTERNAL AUDIT – IT IS A SOLUTION IN INCREASING THE QUALITY OF INTERNAL AUDIT?.....	205
Pop Atanasiu, Bota-Avram Cristina	205
STRATEGY COMMITTEES IN CORPORATE GOVERNANCE.....	205
Pop Atanasiu, Cîrstea Andreea, Fülöp Melinda Timea	205
TRANSFER PRICES: MECHANISMS, METHODS AND INTERNATIONAL APPROACHES	205
Pop Cosmina Madalina, Pop Valer, Balaciu Diana	205
ASPECTS REGARDING CORPORATE MANDATORY AND VOLUNTARY DISCLOSURE.....	205
Popa Adina, Peres Ion	205
THE ANALYSIS OF THE RESULT PER SHARE“ MEASUREMENT INDICATOR FOR THE PERFORMANCES OF THE ENTERPRISE	206
Popa Dorina Nicoleta, Scorte Carmen Mihaela.....	206
VAT AFFERENT TO INTRA-COMMUNITARIAN ACQUISITION, A NEW COMPONENT OF VAT SYSTEM FROM ROMANIA	206
Pravat Ionela-Cristina, Raileanu Adriana-Sofia	206
LES ASPECTS COMPTABLES DES OPERATIONS DE RESTRUCTURATION PAR ACQUISITIONS ET FUSIONS.....	206

Rachisan Paula Ramona, Grosanu Adrian, Berinde Sorin Romulus.....	206
ACCOUNTING INFORMATION - POWER INSTRUMENT FOR ADVANCED MANAGEMENT IN KNOWLEDGE BASED ORGANIZATIONS.....	207
Radneantu Nicoleta, Potecea Olga, Gabroveau Emilia.....	207
POSITIVE THEORY OF ACCOUNTING CHOICE – USING ACCOUNTING CHOICE AS SIGNALING VARIABLE	207
Raileanu Adriana - Sofia, Pravat Ionela - Cristina.....	207
A COMPARTIVE STUDY ON ACCOUNTING HEREDITY: THE CASE OF EX SOVIET COUNTRIES VERSUS OTHER EASTERN EUROPEAN COUNTRIES	207
Ristea Mihai, Calu Daniela Artemisa, Olimid Lavinia, Guse Gina Raluca	207
THE ANALYSIS OF THE DEFICIENCIES IN THE WARES FINANCIAL MANAGEMENT DISCHARGE	208
Roman Adrian.....	208
STANDARDISATION AND PROFESSIONAL JUDGMENT IN THE ACCOUNTING PRACTICE.....	208
Rotila Aristita, Patrut Vasile	208
CONSIDERATIONS REGARDING THE FISCALITY OF THE EXPENDITURES WITH THE WORKS AND SERVICES EXECUTED BY THIRDS	208
Sandu Maria, Badita Rodica	208
LE TRAITEMENT COMPTABLE DES ELEMENTS INCORPORELS	208
Sgardea Florinel Marian	208
PERFORMANCE ASSESSMENT OF RESPONSABILITY CENTERS BASED ON INTERNAL TRANSFER COSTS.....	209
Sgardea Florinel Marian	209
ACCOUNTANCY VIEWPOINTS REFERRING TO COMPANIES’ PERFORMANCE	209
Socoliuc Marian, Tulvinschi Mihaela	209
WESENTLICHE AUSWIRKUNGEN AUF DAS DEUTSCHE HANDELSRECHT DURCH DAS GEPLANTE BILANZRECHTSMODERNISIERUNGSGESETZ(BILMOG)-ANLEHGUNG AN INTERNATIONALE RECHNUNGSLEGUNGSSTANDARDS.....	209
Stahl Martin, Sahlian Daniela-nicoleta, Tutu Anca	209
EXIGENCIES AND RISKS CONCERNING THE MISSION OF FINANCIAL AUDIT	210
Staicu Constantin, Mehedintu-Ionescu Florea	210
TRIDIMENSIONAL APPROACHES OF THE INTERNAL AUDIT, PRIVATE, PUBLIC AND BANKING SYSTEM	210
Stefanescu Aurelia, Turlea Eugeniu, Duca Ioana, Dumitru Viorel.....	210
FINANCIAL ACCOUNTING AND MANAGEMENT ACCOUNTING SUPPLIERS OF INFORMATION ABOUT COSTS IN COMPANY’S MANAGEMENT FROM ROMANIA	210
Suiu Ion.....	210
BETWEEN THE EXTERNAL CONTROL AND THE INTERN CONTROL	211
Teiusan Sorin-Ciprian, Briciu Sorin	211
ACCOUNTANCY OPTIONS FOR TANGIBLE ASSETS.....	211
Tulvinschi Mihaela, Socoliuc Marian	211

ROMANIAN PUBLIC SECTOR ENTITIES BETWEEN PERFORMANCE AND AUDIT OF PERFORMANCE	211
Turlea Eugeniu, Stefanescu Aurelia, Dumitru Viorel	211
CONTRIBUTION OF FINANCIAL-ACCOUNTING INFORMATION TO ESTABLISHMENT OF THE ECONOMIC DECISION MAKING	211
Țință Alice Emilia Alice Emilia	211
DER WERTHALTIGKEITSTEST	212
Ungureanu Camelia, Muresan Mariana	212
THE BUDGET OF THE EUROPEAN UNION	212
Vaduva Liliana Marinela	212
THE BALANCED SCORECARD IN THE SOCIAL DOMAIN	212
Varzaru Anca	212
GREEN ACCOUNTING – A CHALLENGE FOR THE ACCOUNTANT SPECIALIST	213
Vasile Patrut, Cristina Ciuraru - Andrica, Mihaela Luca	213
THE MULTI-ANNUAL PLANNING, A CONNECTION BETWEEN THE STRATEGIC PLANNING AND THE OPERATIVE PLANNING	213
Victoria Firescu, Popescu Jenica	213
QUALITY COSTS, AN IMPORTANT DIMENSION OF BUSINESS	213
Victoria Firescu	213
THE PERFORMANCE AUDIT. THE EXPERIENCE OF OTHER SUPREME AUDIT INSTITUTIONS	213
Voiculescu Serban, Tataru Violeta	213
COST AND MANAGEMENT SYSTEMS BETWEEN COST CALCULATION AND PERFORMANCE MEASUREMENT	214
Volkan Ildiko Reka, Pete Stefan, Cardos Vasile Daniel	214
THE IMPORTANCE OF THE INFORMATION FOR BANKING MANAGEMENT ..	214
Zărnescu Odi Mihaela	214
SECTION: FINANCES, BANKS AND ACCOUNTANCY / SUBSECTION: FINANCES	215
FINANCIAL ANALYSIS OF COMPANIES ON THE CAPITAL MARKET	215
Achim Monica Violeta, Achim Sorin Adrian, Borlea Nicolae Sorin, Pinte Mirela	215
THE INFLUENCE OF THE TAXATION POLICY ON THE ECONOMIC AGENTS ON THE EUROPEAN VIEW. THE DIRECT TAX - VALUE ADDED TAX	215
Antohi Valentin Marian	215
PENSIONS INSURANCE SYSTEM IN ROMANIA AND IN EUROPEAN UNION'S STATE MEMBERS	215
Antohi Valentin Marian	215
FISCAL AND ACCOUNTING ASPECTS REGARDING THE RELIGIOUS UNITS IN ROMANIA	216
Antonescu Mihail, Buziernescu Radu	216
CONSIDERATIONS REGARDING TO THE REGULATION OF BUILDING TAXATION COMPARATIVE STUDY ROMANIA- HUNGARY	216
Ardeleanu - Popa Carmen Teodora, Cirmaciu Diana	216
MODELS OF COMPANY'S SOLVENCY ANALYSIS	216
Bătrâncea Maria, Popa Anamaria, Ardelean Victor, Moscviciov Andrei	216

DECISIONS REGARDING THE FINANCIAL STRUCTURE OF THE COMPANY..	216
Bătrâncea Ioan, Bătrâncea Larissa-Margareta, Moscviciov Andrei, Ardelean Victor	216
THE FINANCIAL STRUCTURE AND ITS ROLE IN THE FINANCING OF THE ENTITY	216
Bătrâncea Maria, Popa Anamaria, Ardelean Victor, Moscviciov Andrei	216
CASH - FLOW ANALYSIS MODEL.....	217
Bătrâncea Ioan, Moscviciov Andrei, Ardelean Victor, Borlea Sorin	217
BENEFITS OF BANCASSURANCE.....	217
BeŃe Corneliu, Ghilimei Elena	217
THE INTERNET AND THE CREDIT INSURANCE	217
BeŃe Corneliu	217
FINANCING LOCAL INFRASTRUCTURE INVESTMENTS IN ROMANIA AND OTHER NEW EU MEMBER STATES	217
Bilan Irina, Rusu Elena	217
LABOR MARKET DEVELOPMENTS IN THE EU.....	217
Boglea Vanina - Adoriana	217
ROAD INFRASTRUCTURE AND ITS ISSUES.....	218
Botezat Anca Ramona, Scheider Emilia Suzana.....	218
QUELLES SONT LES DEFIES DE LA PRESSION FISCALE EN ROUMANIE? APPROCHE QUANTITATIVE DANS LA PERSPECTIVE DE LA MODELISATION ECONOMETRIQUE DES VARIABLES FONDAMENTALES DU SYSTEME FISCALE	218
Brezeanu Petre, Triandafil Cristina Maria	218
CHANGES IN FISCAL REGULATIONS REGARDING THE DIRECT TAXES, APPLICABLE IN 2008	218
Brote Ioana.....	218
ANALYSIS MODEL OF COMPANY TREASURY IN THE EUROPEAN THEORY AND PRACTICE	219
Bucataru Dumitru	219
THE EFFICIENCY OF CAPITAL INVESTMENTS INSIDE COMPANIES	219
Burja Camelia	219
ORIGINES ET IMPACT DE LA CRISE DES SUBPRIMES	219
Butaci Casian, Bodea Marius.....	219
ANALYSE OF THE LIQUIDITY TIDE (CASH-FLOW), A MODERN FINANCIAL CONCEPT.....	219
Căruntu Genu Alexandru	219
METHODS TO DETERMINE THE ENTERPRISE'S RESULT MEASURE/SIZE	220
Căruntu Genu Alexandru	220
ANALYZING THE RELATIONSHIP BETWEEN PUBLIC AND EXTERNAL DEBT SUSTAINABILITY: CASE STUDY ROMANIA	220
Campeanu Emilia Mioara, Miricescu Emilian.....	220
INVESTIGATING THE GAP OF PUBLIC DEBT SUSTAINABILITY IN EMU MEMBER STATES.....	220
Campeanu Emilia Mioara, Miricescu Emilian.....	220
IS TAXATION A DETERMINANT OF CAPITAL STRUCTURE? AN ANALYSIS OF THE IMPACT OF INTEREST SYSTEMS ON TAX LAWS.....	220
Catarama Delia Florina, Dragota Mihaela	220

THE STATE OF FAILURE AND ESTABLISHING THE FINANCIAL DECISION IN CASE OF BANKRUPTCY.....	221
Cibotariu Irina, Chirita Irina.....	221
THE HEALTH SECTOR IN EASTERN EUROPE AND PROPOSALS FOR REFORM	221
Ciumas Cristina, Vaidean Viorela Ligia	221
THE EVOLUTION OF INSURANCE MARKET IN 2006.....	221
Clipici Emilia	221
FROM CATASTROPHE RISK TO CAPITAL MARKETS. CONSIDERING THE CAT BONDS AS A SOLUTION FOR MANAGING FLOOD RISK IN ROMANIA.....	221
Constantin Laura Gabriela, Cernat-Gruici Bogdan	221
THE ECONOMIC AND FINANCIAL ELEMENTS USED IN ASSESSING THE COMPANY ACTIVITY	222
Cucosel Constantin.....	222
A COMPARATIVE STUDY ON THE INCOME TAX FOR PHYSICAL PERSONS AND LEGAL ENTITIES	222
Cucosel Constantin.....	222
THE PREREQUISITES OF PUBLIC SECTOR PERFORMANCE: GOVERNANCE AND EFFECTIVENESS	222
Donath Liliana, Milos Marius	222
THE FINANCING OF THE FIRM BY BONDS.....	222
Berceanu Dorel.....	222
ARE ABLE THE MEMBER STATES TO PROMOTE THE EUROPEAN FISCAL CO-ORDINATION WITHIN THE EUROPEAN UNION? THE BACKGROUND OF THE TAX STRUCTURES.....	223
Dracea Raluca, Domnisoru Sorin, Cristea Mirela	223
IMF AND INTERNATIONAL FINANCIAL ARCHITECTURE REFORM PROPOSALS.....	223
Duca Ioana, Gherghina Rodica	223
STRUCTURAL ADJUSTMENT ON THE ROMANIAN STOCK MARKET PURSUING EUROPEAN INTEGRATION.....	223
Duhnea Cristina.....	223
THE STRENGTHENING OF ROMANIAN LOCAL FINANCIAL AUTONOMY’S LEVEL IN THE EU CONTEXT	224
Rusu Elena	224
"THE CLUSTER", THE WAY OF INCRESING THE COMPETITIVITY AND FINANCIAL CAPACITY OF THE ROMANIAN COMPANIES	224
Chirila Emil.....	224
THE ROLE OF INVESTMENTS IN THE METROPOLITAN DEVELOPMENT OF PITESTI MUNICIPALITY.....	224
Ene Sebastian, Ioneci Mihaela	224
INDICATORS OF ROMANIAN MUTUAL FUNDS PERFORMANCE.....	224
Filip Angela Maria, Beju Daniela Georgeta.....	224
THE PROBLEMATIC OF REAL VALUE ESTABLISHMENT FOR PROPERTY INSURANCE	225
Gavriletea Marius, Baiescu Alin	225
BUCHAREST STOCK EXCHANGE –EVOLUTION AND PERSPECTIVE.....	225

Grecu Eugenia.....	225
THE INTEREST FOR THE MUNICIPAL BONDS	225
Grecu Eugenia.....	225
FISCAL EQUALISATION SYSTEM IN ROMANIA	225
Grigore Gheorghe	225
LOCAL BUDGETS’ OWN REVENUES IN ROMANIA	226
Gyorgy Attila	226
THE IMPACT OF STATE AID ON PUBLIC DEFICIT.....	226
Gyorgy Attila, Gyorgy Adina Cristina.....	226
ON DETERMINING THE FINANCIAL STRUCTURE OF A TRADING COMPANY BASED ON ITS YEARLY FINANCIAL STATEMENTS	226
Hada Teodor	226
FINANCIAL ANALYSIS OF POLLUTION PREVENTION ACTIVITY	226
Horhota Luminita.....	226
A CLUSTER ANALYSIS OF FINANCIAL PERFORMANCE IN CENTRAL AND EASTERN EUROPE	227
Horobet Alexandra, Joldes Cosmin, Dumitrescu Dan Gabriel	227
TENDENCIES OF DIRECT TAXING OF EUROPEAN UNION CORPORATION	227
Ispas Roxana	227
FOREIGN DIRECT INVESTMENTS AND THE KNOWLEDGE SOCIETY IN THE CEE COUNTRIES	227
Ivan Mihail Vincentiu, Iacovoiu Viorela	227
SMALL AND MEDIUM BUSINESSES FACING FISCAL COMPETITION	228
Lazar Paula, Vuta Mariana, Filipescu Maria Oana	228
VEHICLES TAXATION IN ROMANIA: A COMPARATIVE APPROACH	228
Lazar Sebastian	228
FINANCING, INNOVATION AND KNOWLEDGE MANAGEMENT DEFINING ELEMENTS FOR BUSINESS INCUBATORS	228
Lupasc Ioana, Nicolai Maria.....	228
STRUCTURAL MUTATIONS INTERVENED IN THE SOCIAL INSURANCE SYSTEMS.....	229
Major Dan-Eugen	229
THE MAIN COORDINATES OF THE FISCAL AND BUDGETARY ROMANIAN POLICIES: PRESENT CHALLENGES	229
Marcu Nicu	229
PRESENT DIRECTIONS IN FINANCING PUBLIC EXPENSES.CASE STUDY PITESTI MUNICIPALITY	229
Marcu Niculina, Burtescu Claudia.....	229
EXPECTED DEFAULT FREQUENCIES FOR THE COMPANIES LISTED AT THE BUCHAREST STOCK EXCHANGE.....	230
Miclaus Paul-Gabriel, Bobirca Ana, Lupu Radu, Ungureanu Stefan	230
CANTITATIV DETERMINATIONS OF THE STOCK CAPITAL EVALUATION	230
Micu Angela-Eliza, Coita Mirela.....	230
STOCK PURCHASE VERSUS DIRECT ASSET INVESTMENT	230
Micu Angela-Eliza, Coita Mirela.....	230
AN ANALYSIS OF EQUITY IN INSURANCE.	230

Mircea Iulian, Tanasescu Paul.....	230
L'EQUILIBRE FINANCIER ET DES DEVISES ET LA DETTE EXTERNE	231
Mitea Neluta.....	231
MARKET NICHE IN AGRICULTURAL INSURANCES	231
Mitu Narcis Eduard	231
THE FISCAL MECHANISM. INFLUENCES.....	231
Morar Ioan Dan, Bota - Moisin Anton Florin, Popescu Virgil Luigi	231
CORPORATE INCOME TAXES. EVOLUTIONS.....	231
Morar Ioan Dan, Popescu Virgil Luigi, Bota - Moisin Anton Florin	231
KEYWORDS: TAX, EVOLUTION, CONCILIATION OF THE RESULT.....	232
THE NEED OF USING INDICATORS IN SIZING THE EFFICIENCY OF EXPENDITURE FOR EDUCATION	232
Mosteanu Tatiana, Gherghina Rodica	232
THE LOCAL DECENTRALISATION AND THE ISSUES OF MUNICIPAL BONDS IN ROMANIA.....	232
Mosteanu Tatiana, Lacatus Carmen Maria.....	232
CONSIDERATIONS REGARDING GROWING FINANCING CAPACITY OF SME'S	232
Nanu Roxana Maria, Spulbar Cristi Marcel, Buziernescu Radu	232
VOLATILITY ESTIMATION BASED ON HETEROSKEDASTIC MODELS VS. HISTORICAL MODELS	233
Negrea Bogdan Cristian, Tatu Lucian, Stoian Andreea, Tatu Delia.....	233
PENSIONS SYSTEM AND REFORM IN ROMANIA	233
Nicodim Liliana, Nitu Oana	233
ARE ALL FINANCIAL CRISES THE SAME ? PREMISE FOR FURTHER RESEARCH.....	233
Nistor Ioan Alin.....	233
ACTUAL TENDENCIES FOR FINANCIAL CORPORATIVE MANAGEMENT.....	233
Nistor Ioan, Vaidean Viorela Ligia	233
ROMANIAN FISCAL SYSTEM PROGRESSIVE QUOTATION VS. UNIQUE QUOTATION.....	234
Nitu Oana, Nicodim Liliana	234
SUPERVISION ON THE SINGLE EUROPEAN INSURANCE MARKET - INTERACTION BETWEEN REGULATION AND COMPETITION	234
Novac Laura Elly, Badea Dumitru	234
INTERGOVERNMENTAL FISCAL RELATIONS AND LOCAL FINANCIAL AUTONOMY IN ROMANIA	234
Oprea Florin, Lazar Sebastian	234
OPPORTUNITIES TO FINANCE ENTERPRISES BY CAPITAL MARKET	234
Panoiu Laura, Gust Marius, Grigorescu Remus	234
THE RESULT ACCOUNT - DATABASE USED IN FINANCIAL ASSESSEMENT	235
Pelecaci Crina Maria	235
A TRUE AND FAIR VIEW OF IMPLEMENTATION OF THE IAS REGULATION IN THE EUROPEAN UNION.....	235
Pietraru Alina	235

OPPORTUNITIES OFFERED BY THE CAPITAL MARKET FOR FINANCING PUBLIC ADMINISTRATION	235
Pirtea Marilen, Iovu Laura Raisa	235
BUDGET DEFICIT PERSPECTIVES IN ROMANIA.....	236
Pirvu Daniela, Clipici Emilia	236
THE INFLUENCE OF THE LIBERAL CONCEPT “BY OURSELVES” ON THE PUBLIC FINANCE IN ROMANIA	236
Pirvu Daniela, Popescu Ramona	236
SOME ASPECTS REGARDING MULTINATIONAL ENTERPRISE	236
Popa Daniela	236
THE FUTURE OF THE EUROPEAN UNION’S PROPER RESOURCES	236
Popa Diana Claudia, Coroiu Sorina Ioana	236
THE THEORY OF FISCAL OPTIMIZATION. AN ANALYSIS OF FISCALITY IN EUROPEAN UNION MEMBER STATES	237
Popa Ionela, Codreanu Diana, Marin Camelia	237
STRUCTURAL FUNDS - STRATEGIES, OBJECTVES AND FINANCING	237
Postole Mirela - Anca, Vaduva Florin	237
THE INFLUENCE OF THE FINANCIAL FACTORS ON CASH FLOW, AS DETERMINING FACTOR OF FIRM’S INVESTMENT DECISIONS	237
Predescu Iuliana, Predescu Antoniu	237
FUNDING THE STATE BUDGET WITH TAXES AND PUBLIC DEBT FROM THE PERSPECTIVE OF ECONOMIC GROWTH MODELING –THE DIAMOND MODEL CASE.....	237
Predescu Antoniu, Predescu Iuliana	237
FOREIGN DIRECT INVESTMENT FLOWS AND ECONOMIC GROWTH	238
Radulescu Magdalena, Dascalu Maria Nicoleta	238
CONVERGENCE PROGRAMS OF THE CEE COUNTRIES	238
Radulescu Magdalena	238
TRANSFER PRICING APLLIED IN EUROPEAN COUNTRIES.....	238
Ristea Luminita, Trandafir Adina	238
TRANSFER PRICES. ROMANIA VS. NORTH AMERICA STATES	238
Ristea Luminita, Ceausescu Andreea	238
APPRECIATIONS CONCERNING ECONOMIC POLICIES COORDINATION IN EMU.....	239
Roman Angela, Bilan Irina	239
THE INFLUENTIAL FACTORS ON THE EXCHANGE RATE IN ROMANIA.....	239
Sandu Carmen.....	239
A COMPARATIVE ANALYSIS OF THE ROMANIAN AND POLISH P&L INSURANCE MARKETS.....	239
Serbanescu Iuliu Cosmin, Dragota Mihaela.....	239
ACCUMULATION AND DECCUMULATION OF UNIVERSAL PENSION FUNDS. THE CASE OF ROMANIA.....	240
Seulean Victoria, Donath Liliana	240
TURNAROUND MANAGEMENT AND BUSINESS ADVISORY SERVICES PROGRAMMES.....	240
Simen Antoneta.....	240

THE USE OF CHARTS FOR THE TECHNICAL ANALYSIS OF THE SHARES QUOTED ON THE STOCK EXCHANGE	240
Siminică Marian, Cîrciumaru Daniel	240
FISCAL POLICY AND WELFARE STATE IN THE ENLARGED EUROPEAN UNION	240
Slavin Mariana	240
TAX COMPETITION AND CAPITAL MOBILITY BETWEEN OLD AND NEW EU MEMBERS STATES.....	241
Slavin Mariana	241
EVALUATING DISCRETIONARISM OF ROMANIAN FISCAL POLICIES BASED ON STRUCTURAL BALANCE	241
Stoian Andreea	241
KEY ELEMENTS TO DEFINE A SUCCESFUL PENSION FUNDS MARKET.	241
Stoicescu Alina, Serbanescu Iuliu Cosmin.....	241
THE COMPUTATION OF SOME PRIVATE PENSIONS.....	241
Tanasescu Paul, Iulian Mircea.....	241
THE INTERNAL AUDIT AS A COMPONENT OF THE PUBLIC ENTITIES' INTERNAL CONTROL SYSTEM	242
Tara Ioan-gheorghe	242
THE COMMON CONSOLIDATED CORPORATE TAX BASE – A NEW APPROACH IN THE CORPORATE TAX FIELD	242
Toma Elena	242
ENLARGEMENT OF THE EUROZONE – CHALLENGES AND PERSPECTIVES ..	242
Toma Ramona	242
WHAT ARE THE CHARACTERISTICS OF THE CORPORATE FINANCE PROCESS MAKING DECISION WITHIN EAST EUROPEAN EMERGING COUNTRIES?	243
Triandafil Cristina Maria, Brezeanu Petre.....	243
GOING PUBLIC IN ROMANIA: A REVIEW OF IPO ACTIVITY, COSTS AND PRICING	243
Ursu Silviu	243
BUCHAREST AND SOFIA ON THE EUROPEAN STOCK MARKET LANDSCAPE	243
Vancea Diane Paula Corina.....	243
THE DETERMINATION OF FINANCIAL COSTS STRUCTURE FOR COMPANIES IN ROMANIAN ECONOMY	243
Vintila Georgeta, Nedelescu Dumitru Mihai, Stanescu Cristina	243
VALUE OF TAX SHIELDS FROM DEBT FINANCING OF INVESTMENT PROJECTS.....	244
Vintila Nicoleta, Filipescu Oana, Lazar Paula	244
CONTROL ON PUBLIC INTERVENTIONS THAT CAN AFFECT THE ECONOMIC COMPETITION.....	244
Voicu - Olteanu Cristina	244
CORPORATE TAX COMPETITION IN UE.....	244
Voicu - Olteanu Cristina	244
REGARDS ABOUT THE STATE INTERVENTION IN IMPROVING THE NEGATIVE EXTERNALITIES OF THE ENVIRONMENT	244
Vuta Mariana, Gheorghe Mirela	244

THE ANALYSIS OF THE RELATION BETWEEN THE EVOLUTION OF THE BET INDEX AND THE MAIN MACROECONOMIC VARIABLES IN ROMANIA	245
Zoicas Ienciu Adrian, Fat Codruta Maria	245
SECTION: MANAGEMENT AND MARKETING / SUBSECTION: ECONOMIC INFORMATICS	246
AUTOMATIC MERGING OF WORD DOCUMENTS	246
Anton Viorel Mihai.....	246
OPTIMIZATION AND LAUNCH OF A GOOGLE ADWORDS CAMPAIGN	246
Bandoi Anca, Danciulescu Daniela	246
STRATEGIC AND FINANCIAL PERFORMANCE USING BUSINESS INTELLIGENCE SOLUTIONS	246
Boldeanu Dana Maria	246
SOLVING THE PRODUCER-CONSUMER PROBLEM USING C#	246
Boriga Radu Eugen.....	246
AUTOCHTHONOUS APPROACHING IN THE MANAGEMENT OF THE SECURITY RISK.....	247
Burtescu Emil	247
KM AND LEARNING ORGANIZATIONS	247
Butuza Antoaneta, Hauer Ileana	247
BUSINESS INTEGRATION	247
Carmen Radut, Codreanu Diana	247
OPERATIONAL GAME AS SIMULATION METHOD	247
Coculescu Cristina, Carutasu George, Despa Radu	247
MENUS (VISUAL BASIC)	248
Cosma Emil	248
DATA SETS (BASIC 2008).....	248
Cosma Emil	248
OPTIMIZATION METHODS FOR PPC CAMPAIGNS.....	248
Danciulescu Daniela, Bandoi Anca	248
THE PROTECTION OF THE ECONOMIC INFORMATION IN COMPUTER NETWORKS.....	249
Dascalescu Ana Cristina	249
HIERARCHICAL ORGANIZATION OF INFORMATION, IN RELATIONAL DATABASES	249
Demian Horia.....	249
ERP IMPLANTATION: KEY FACTORS OF SUCCESS AND IMPACT ON PERFORMANCE.....	249
Dumitru Valentin, Florescu Vasile	249
THE GOVERNANCE ISSUE OF THE INFORMATIONAL SYSTEMS: PERFORMANCE AND CONFORMITY	249
Florescu Vasile, Dumitru Valentin	249
INFORMATIONAL TECHNOLOGIES - SOCIETY KNOWLEDGE ENGINE	250
Fotache Marian-viorel, Mastacan Angela-Mihaela.....	250
INFORMATION SECURITY MANAGEMENT SYSTEM.....	250
Gheorghe Mirela, Boldeanu Dana Maria	250
DATA QUALITY IN BUSINESS INTELLIGENCE APPLICATIONS	250

Gorgan Vasile, Oancea Mirela	250
REAL-TIME MANAGEMENT AND ANALYSIS OF DSS PROJECTS.....	251
Hancu Lucian	251
KM AND DATA MINING	251
Hauer Ileana, Butuza Antoaneta.....	251
PRACTICAL AND THEORETICAL APPROACHES REGARDING IFRS4 – ASSURANCE CONTRACTS EDGING THE ARTIFICIAL INTELLIGENCE.....	251
Iancu Eugenia, Morariu Nicolae, Pascu Paul, Horga Petru	251
THE IT AUDIT – A MAJOR REQUIREMENT FOR THE MANAGEMENT QUALITY AND SUCCESS IN THE EUROPEAN BUSINESS CONTEXT	251
Ion Ivan, Traian Surcel, Cristian Amancei	251
THE PATTERNS DEVELOPMENT PROCESS FOR E-BUSINESS APPLICATIONS.....	252
Lăzărică Marinela.....	252
THE SOFTWARE DEVELOPMENT PROCESS OF ECOMMERCE SYSTEMS	252
Lazarica Marinela, Surcel Traian	252
IMPLEMENTING E-MANAGEMENT IN SMALL AND MEDIUM ENTERPRISES	252
Maiorescu Iulian.....	252
HEALTHY BUSINESS AND INFORMATION TECHNOLOGY.....	253
Mares Valerica, Mares Marius Daniel, Babeanu Delia	253
EXCELLENCE IN BUSINESS THROUGH THE NEW IT	253
Mares Marius Daniel, Mares Valerica.....	253
UNE APPROCHE BASÉE SUR LA MÉMOIRE ORGANISATIONNELLE POUR LES SYSTÈMES INFORMATIQUES.....	253
Marinela Vrincianu	253
LES PROJETS INFORMATIQUES ET LES RISQUES DE LEUR REALISATION ET IMPLEMENTATION.....	253
Melnic Andreia - Simona	253
E-COMMERCE TRENDS, CAUSES AND CONSEQUENCES	254
Mihalcescu Cezar, Firoiu Daniela	254
A FUNCTIONAL SKETCH FOR RESOURCES MANAGEMENT IN COLLABORATIVE SYSTEMS FOR BUSINESS	254
Moca Mircea, Silaghi Gheorghe	254
TIME-SERIES DIAGNOSTICATION AND PREDICTION WITH PATTERN RECOGNITION TECHNIQUES AND NEURAL NETWORKS	254
Morariu Nicolae, Iancu Eugenia, Pascu Paul	254
WEB APPLICATION FOR ON-LINE STATISTICS OVER A SQL SERVER RESPONDENTS TABLE.....	255
Nachila Catalin.....	255
THE SIMULATION OF A PROJECT CONCERNING THE MENU ENGINEERING IN A FOODSERVICE ORGANIZATION.....	255
Negoita Nicolae.....	255
ONLINE DECISIONAL SUPPORT FOR SELECTION OF THE BUSINESS PARTNERS IN THE CASE OF SMALL AND MIDDLE-SIZED ENTERPRISE.....	255
Nicolae Marginean	255
THE LINE UP OF ROMANIA TO THE EUROPEAN GEOSPATIAL INFORMATICS SYSTEM GEO-SPATIAL DATA PROCESS AND ACQUISITION.....	255
Nidelea Marinela.....	255

A DOCUMENT MANAGEMENT SYSTEM MODELING	256
Patrascu Aurelia, Tanasescu Ana.....	256
THE XML TECHNOLOGY . IMPLEMENTED IN MICROSOFT SQL SERVER	256
Pirna Mironela	256
MARKETING DATABASES – THE SHORTEST WAY TO CLIENT’S HEART	256
Popa Adela Laura, Sasu Dinu Vlad	256
THE ROLE IN ENABLING GOVERNMENT TO ORGANIZE AND OPERATE ITSELF IN A MORE EFFICIENT AND COST-EFFECTIVE MANNER BY USING THE INFORMATION TECHNOLOGY	256
Popeanga Vasile, Vatuiu Teodora.....	256
INFORMATIONAL APPLICATION FOR THE SUPPORT OF OPERATIONAL MANAGEMENT	257
Rotaru Simona, Bardas Petru, Ghită Mirela.....	257
SPREADSHEET-BASED DECISION SUPPORT SYSTEMS.....	257
Rus Veronica Rozalia, Toader Valentin	257
THE TRADITIONAL TEACHING-LEARNING METHOD VERSUS MULTIMEDIA TECHNOLOGY. USING THE WILCOXON TEST AND THE GAUSS REPARTITION	257
Serbanescu Luminita.....	257
BUSINESS INTELLIGENT INSTRUMENTS FOR SALES MONITORING	257
Serbanescu Luminita.....	257
DATA WAREHOUSING AND DATA EXPLORING POSSIBILITIES WITHIN THE DECISION SUPPORT SYSTEMS.....	258
Stanciu Cristina Ofelia, Cojocariu Adrian	258
EGOVERNMENT ACTION PLAN IN EU AND REGIONAL COLLABORATION IN SEE COUNTRY.....	258
Stefan Veronica, Fratila Camelia	258
INFORMATIONAL TECHNOLOGIES IN LIFE INSURANCE.....	258
Stofor Ovidiu - Ilie.....	258
SIZE AND FIELD OF ACTIVITY INFLUENCE ON WEB SITES FUNCTIONALITY FOR ROMANIAN COMPANIES.....	258
Tarca Naiana, Tarca Ioan	258
WEB SITE FOR THE INFORMATION MANAGEMENT OF A RESEARCH TEAM	259
Tarca Naiana, Tarca Ioan	259
E-BANKING – IMPACT, RISKS, SECURITY	259
Tittrade Cristina, Ciolacu Beatrice, Pavel Florentina.....	259
ARTIFICIAL INTELLIGENCE.....	259
Tittrade Cristina Maria, Pavel Florentina Ramona, Ciolacu Beatrice	259
THE MANAGEMENT OF DOCUMENTS – AN OPTIMISING COMPONENT FOR A COMPANIES IT SYSTEM	260
Vaduva Florin, Vasilciuc Bogdan, Postole Mirela-anca	260
TECHNOLOGIES SOLUTIONS AND ORACLE INSTRUMENTS USED IN THE ACCOMPLISHMENT OF EXECUTIVE INFORMATICS SYSTEMS.....	260
Vatuiu Teodora	260
SECTION: MANAGEMENT AND MARKETING / SUBSECTION: MANAGEMENT	261

Abaluta Oana Matilda, Burcea Stefan Gabriel	261
INCREASE OF THE COMPETITIVENESS OF THE SMALL AND MEDIUM-SIZE ENTERPRISES BY MEANS OF THE BEST STRATEGIES OF DEVELOPMENT OF ECONOMIC ACTIVITY	261
Adelina Nicoleta Dumitriu	261
INNOVATIVE ELEMENTS IN ORGANIZATIONAL COMMUNICATION	261
Amza Virgil Danut, Bratianu Constantin, Amza Vladia Miruna	261
INNOVATION – A KEY-ELEMENT IN PRODUCT AND SERVICES COMPETITIVENESS	262
Amza Virgil Danut, Bratianu Constantin	262
DIFFICULTIES AND LIMITS IN APPLYING THE PARTICIPATIVE MANAGEMENT.....	262
Andres Solomia	262
NEW MANAGERIAL MODELS CONCERNING THE ORGANIZATION'S GOVERNANCE, USED IN EUROPE	262
Andres Solomia, Andres Ion Ilie	262
THE EU OCCUPATION POLICIES AND THE MAIN TRANSFORMATIONS IN THE ACADEMIC ENVIRONMENT NEEDED TO DEVELOPE THE PROFESSIONAL EURO-CAREERS.....	263
Androniceanu Armenia, Abaluta Oana Matilda	263
CAREER MANAGEMENT WITHIN THE EUROPEAN UNION ORGANIZATIONS.....	263
Antoniou Eliza, Isac Nicoleta.....	263
ANALYSING THE PRINCIPAL ELEMENTS WHICH INFLUENCE THE ETHICS	263
Avram Laurentia Georgeta.....	263
THE DEVELOPMENT PHASES AND CURRENT STATUS OF THE WORK-RELATED STRESS RESEARCHES.....	263
Bălan Leonard Sergiu, Băra Eva	263
THE IMPACT OF MANAGER-EMPLOYEE RELATIONSHIP ON IMPROVING PERFORMANCES IN TOURIST INDUSTRY	264
Babaita Carmen Mihaela, Istodor Daniela, Ionel Marian	264
USING STRATEGIC MANAGEMENT STUDY CASES IN ROMANIA	264
Bacanu Bogdan	264
WAYS TO IMPROVE SALES MANAGEMENT FOR ROMANIAN RETAIL COMPANIES	264
Badea Ruxandra, Voicu Vlad	264
STRATEGIC OBJECTIVES IN HUMAN RESOURCES MANAGEMENT	265
Balan Adriana, Popescu Loredana	265
THE MEDICAL-ECONOMICAL EVALUATION OF THE HEALTH PROGRAMS ACCESSIBILITY OR HOPE IN THE PERFORMANCE OF THE MANAGEMENT IN THE SANITARY INSTITUTIONS?	265
Batca Viorel, Stan Cristian, Dumitru Graziella - Corina, Batca Tiberiu	265
SOCIAL ENTREPRENEURSHIP IN THE CONTEXT OF ROMANIA'S EUROPEAN INTEGRATION	265
Bibu Nicolae Aurelian, Orhei Loredana	265
CONSIDERATIONS ABOUT THE INFLUENCE FACTORS ON THE COMPETITIVENESS OF SME'S FROM WETSTERN REGION OF ROMANIA	266
Bibu Nicolae Aurelian, Sala Diana, Pantea Marius, Bizoi Gabriel	266

THE IMPACT OF ORGANIZATIONAL CULTURE OVER THE COMPETITIVENESS OF CONTEMPORANEOUS COMPANIES.....	266
Birsan Mihaela, Susu Stefanita, Balan Alina	266
CUSTOMER RELATIONSHIP MANAGEMENT – SOURCE OF EFFICIENCY IN BUSINESS.....	266
Birsan Mihaela, Susu Stefanita, Balan Alina	266
STRATEGY IMPLEMENTATION - CASE OF THE EUROPEAN TELECOMMUNICATION PROVIDERS.....	267
Bocean Claudiu, Meghisan Flaviu, Meghisan Georgeta-Madalina	267
LE MULTISYSTEME DES COMPAGNIES DE THEATRE EN EUROPE.....	267
Boureaux Alexandru, Carstea Gheorghe	267
KAIZEN OR REENGINEERING	267
Bretcu Angela	267
LA LUTTE CONTRE LA DISCRIMINATION EN ROUMANIE DANS LE CONTEXTE EUROPÉEN (RESSOURCES HUMAINES)	267
Brînzea Victoria - Mihaela, Brînză Diana - Elena	267
RATIONALIZING THE STRUCTURAL ORGANIZATION OF THE SALES ACTIVITY	268
Brutu Mădălina	268
THE APPLICATION OF THE TOTAL PERFORMANCE SCORECARD (TPS) PROCESS IN THE SALES MANAGEMENT.....	268
Brutu Mădălina	268
INNOVATION - THE CHARACTERISTIC TOOL OF ENTREPRENEURS.....	268
Bucurean Mirela	268
THE MAIN PERFORMANCE CRITERIONS FOR BUSINESSMEN.....	269
Bucurean Mirela	269
MANAGERIAL DECISION. STUDY REGARDING THE INVESTMENT DECISION FOR REALIZATION OF “SLANIC MOLDOVA SKI PARK”	269
Caprioara Florin Mihai, Paraschivescu Andrei Octavian.....	269
STRATEGIC ANALYSIS OF CARGO TRAFFIC THROUGH CONSTANTA PORT	269
Ceausescu Andreea	269
TO THE EDGE OF MARKETING WARFARE. APPLYING MILITARY STRATEGIES IN A COMPANY FROM THE MOBILE TELECOMMUNICATION SECTOR IN ROMANIA.....	270
Cernat-Gruici Bogdan, Constantin Laura Gabriela, Chiciudean Alina	270
Needs for highly skilled human resources of private businesses in Oradea.....	270
Chipea Floare, Hatos Adrian.....	270
ORGANIZATIONAL LEARNING AND KNOWLEDGE MANAGEMENT	270
Chivu Iulia Mirela, Stanescu Aurelia, Nen Madlena	270
KNOWLEDGE MANAGEMENT IN THE PUBLIC SECTOR	270
Ciobanasu Marilena, Iliescu Elena-Mihaela	270
THE PREPARATION OF REGIONAL EU-FINANCED DEVELOPMENT PROJECTS: A STAKEHOLDER-BASED APPROACH FOR THE ROMANIAN WATER SUPPLY PUBLIC SERVICE.....	271
Cioc Marian Mihai, Ursacescu Minodora, Dogeanu Ion	271
AN EFFICIENT RECRUITMENT USING DIVERSE METHODS	271
Ciurescu Nicoleta, Feraru Andreea	271

RISKS MANAGEMENT. A PROPENSITY SCORE APPLICATION	271
Constancioara Alexandru	271
RISKS MANAGEMENT. DATA ISSUES WITH RISKS ESTIMATIONS IN CONSUMER CREDIT	272
Constancioara Alexandru	272
A STUDY OF HUMAN RESOURCE MANAGEMENT PRACTICES IN ROMANIAN PRIVATE COMPANIES.....	272
Conțiu Lia Codrina.....	272
THE COMPETITIVE ADVANTAGE AND THE BUSINESS STRATEGIES USED BY ROMANIAN COMPANIES.....	272
Cordos Malina, Mihalcea Alina - Daniela.....	272
STRATEGIC CONTROL AND THE PERFORMANCE MEASUREMENT SYSTEMS	272
Craciun Liviu, Girboveanu Sorina, Ogarcu Radu.....	272
MANAGERIAL COMMUNICATION IN THE ROMANIAN PRE-UNIVERSITARY EDUCATION SYSTEM.....	273
Criveanu Ioan, Radut Eugen, Lazarescu Adrian	273
SMART STRATEGIES ARE KEY TO TEXTILE INDUSTRY SURVIVAL	273
Cuc Sunhilde, Tripa Simona	273
BENCHMARKING, A NEW FASHION IN THE STRATEGIC MANAGEMENT?	273
Curpan Alina Mihaela, Nisulescu Ileana, Manea Cristina Lidia	273
LES APPROCHES PSYCHOSOCIOLOGIQUES DES ORGANISATIONS.....	274
Deaconu Alecxandrina, Rasca Lavinia.....	274
THE UNIVERSITY ROLE IN ADAPTING THE STUDENTS PROFESSIONAL EDUCATION TO THE NOWADAYS AND FUTURE ECONOMICAL ENVIRONMENT REQUIRE	274
Diaconu Mihaela, Puiu Ovidiu	274
THE PROFILE OF HUMAN RESOURCES INVOLVED IN MARKETING - OIL COMPANIES APPROACH	274
Dimian Mihai, Dimian Gina Cristina	274
THE DECISION - MAJOR ELEMENT OF PRODUCTION ACHIEVEMENT	275
Dina Ionela Claudia, Ravas Doru Bogdan	275
THE GROWTH OF ORGANIZATIONS COMPETITIVENESS THROUGH THE DEVELOPMENT OF SOCIAL RESPONSIBILITY INVESTMENTS PROJECTS	275
Dobrea Razvan Catalin, Ciocoiu Carmen Nadia	275
THE ORGANIZATIONAL CULTURE AND THE FACTORS OF ITS FORMATION.....	275
Doina Rosca, Mirela Sirbu, Constantin Rosca	275
STRATEGY OF REORGANIZATION AND ADAPTATION OF ROMANIAN VITICULTURE AND VINIFICATION TO CMO STRICTNESS	276
Dorin Popa	276
ORGANIZATION’S COMPETITIVE ADVANTAGES RELATED TO SOCIETAL KNOWLEDGE MANAGEMENT.....	276
Doval Elena.....	276
RÔLE ET LIEU DU PERSONNEL POUR UNE MEILLEURE ORGANISATION DE LA PRODUCTION ET DU TRAVAIL.....	276

Draghici Constantin, Popescu Elena Daniela.....	276
ASPECTS CONCERNING THE PARTICIPATIVE MANAGEMENT.....	276
Feraru Andreea, Ciurescu Nicoleta	276
IT GOVERNANCE – A GLOBAL APPROACH AT COMPANY LEVEL	277
Florin Ionita, Mihai Cioc, Sorin Burlacu	277
ASPECTS CONCERNANT LE MANAGEMENT DE LA QUALITÉ DANS L'ENSEIGNEMENT SUPÉRIEUR. ÉTUDE DE CAS – UNIVERSITÉ „CONSTANTIN BRÂNCOVEANU” DE PITEȘTI.....	277
Gănescu Cristina, Ene Sebastian.....	277
MANAGEMENT IMPROVING METHODS FOR PRE-UNIVERSITY	277
Gheorghina Liliana Bîrlădeanu	277
THE PROGRESS AND STRUCTURE OF THE INTERNAL AND PUBLIC AUDIT IN ROMANIA	278
Ghita Emil, Stanculescu Mircea	278
REMARKS ON THE IMPORTANCE AND NECESSITY FOR PUBLIC ENTITIES TO ASSOCIATE IN ORDER TO PERFORM EFFICIENT ACTIVITIES OF INTERNAL AUDIT	278
Ghita Emil.....	278
CERTAINS ASPECTS REGARDANT L'ÉFFICACITÉ DE L'ACTIVITÉ DANS L'ADMINISTRATION PUBLIQUE.....	278
Giurescu Daniela.....	278
VIRTUAL WORKPLACE AND TELECOMMUTING: CHALLENGES THAT REDEFINE THE CONCEPT OF WORK AND WORKPLACE	279
Gorski Hortensia	279
MANAGERS’ TRAINING AS PROMOTORS AND USERS OF MODERN INFORMATION SYSTEMS	279
Gorski Hortensia	279
LE MANAGEMENT DE TYPE KAIZEN	279
Grădinaru Puiu.....	279
LE STRESS PROFESSIONNEL DANS LES SECTIONS DE PRODUCTION.....	280
Grădinaru Puiu.....	280
LE MANAGEMENT DE LA PROGRAMMATION DE LA PRODUCTION AUX LIGNES TECHNOLOGIQUES POLYVALENTES (MULTIOBJET)	280
Grădinaru Doruleț	280
L'OPTIMISATION ÉCONOMIQUE DU VOLUME DU LOT DE FABRICATION DANS LE MANAGEMENT DE LA PRODUCTION EN SÉRIE.....	280
Grădinaru Doruleț	280
THE ROLE AND IMPORTANCE OF MANAGERIAL GAMES IN IMPROVING THE COMPANY’S MANAGEMENT	281
Grosu Oana	281
CLUSTERS OF COUNTRIES ANALYSIS BY RESPONSIBLE COMPETITIVENESS, NATIONAL COMPETITIVENESS AND CORRUPTION.....	281
Herciu Mihaela	281
THE CONFIGURATION OF THE ROMANIAN CONCEPTS ENTREPRENEUR AND MANAGER IN FRONT OF THE EUROPEANIZATION.....	281
Holban (Oncioiu) Ionica	281

HUMAN CAPITAL, INVESTITION IN FORMATION AND REMUNERATION AT ORGANIZATIONAL LEVEL.....	282
Iacob Doina, Varzaru Mihai, Varzaru Anca.....	282
MARKETING MIX ELEMENTS IN THE MATERIALS’ INDUSTRY	282
Adrian Ioana.....	282
MANAGEMENT ELEMENTS OF THE ENVIRONMENT PROTECTION	282
Adrian Ioana.....	282
SUPPLY CHAIN MANAGEMENT OR ADAPTIVE BUSINESS NETWORK? – COORDINATION VERSUS COLLABORATION	282
Ilies Liviu, Crisan Emil	282
THE LINK BETWEEN ORGANIZATIONAL CULTURE AND CORPORATE PERFORMANCE – AN OVERVIEW	283
Ilies Liviu, Gavrea Corina	283
HUMAN CAPITAL - A STRATEGICAL RESOURCE FOR KNOWLEDGE ORGANIZATIONS	283
Ipate Dragos Mihai, Pârvu Iuliana	283
DISTINCTIVE ASPECTS OF THE SERVICE STRATEGY	283
Isac Florin Lucian	283
METHODS OF ASSESSING THE QUALITY IN SERVICES	284
Isac Florin Lucian	284
EVOLUTION AND PERSPECTIVES OF PERSONNEL EMPLOYMENT WITHIN THE SMALL AND MEDIUM ENTERPRISES IN ROMANIA	284
Isac Nicoleta, Antoniu Eliza.....	284
TO FUNDAMENT FINANCIAL DECISIONS FOR PREVENTIVE MANAGEMENT	284
Lăcătuș Viorel Dorin	284
Modalités pour apprécier les performances économiques et financières d’une entreprise	284
Lăcătuș Viorel Dorin, Buda Andrada.....	284
A STATISTICAL INTERPRETATION OF ANSWERS TO A QUESTIONNAIRE FROM ETHICS’ POINT OF VIEW TAKEN BY STUDENTS FROM ECONOMIC SCIENCE FACULTY FROM “AUREL VLAICU” UNIVERSITY IN ARAD	285
Lile Ramona, Vizental Mihaela	285
A STATISTICAL INTERPRETATION OF ANSWERS TO A QUESTIONNAIRE FROM SOCIAL RESPONSIBILITY’S POINT OF VIEW TAKEN BY STUDENTS FROM ECONOMIC SCIENCE FACULTY FROM “AUREL VLAICU” UNIVERSITY IN ARAD.....	285
Lile Ramona, Vizental Mihaela	285
ASPECTS REGARDING THE APPROACH OF THE PROBLEMS OF THE EMPLOYEES AND OF THE PROBLEM-EMPLOYEES	285
Lukacs Edit.....	285
THE CHARACTERISTICS OF MANAGEMENT WORK MOTIVATION	286
Lupu Otilia - Alina	286
HUMAN DEVELOPMENT ISSUES IN ROMANIA	286
Manolescu Aurel, Marinas Cristian - Virgil, Puia Ramona - Ștefania	286
APPROCHES MANAGERIALES DANS LES RELATIONS DE TRAVAIL.....	286
Manolescu Aurel, Balaneasa Maria Cristina, Ungureanu Ciprian.....	286
THE MAIN PARAMETERS AND LEVELS OF HUMAN RESOURCES AUDIT	286

Marin Costel Irinel	286
LEADERSHIP AND MANAGEMENT – PARTNERS IN SUCCESSFUL BUSINESS .	287
Matei Roxana, Tapliga Pusa	287
ETUDE DES CARACTERISTIQUES QUI DONNENT UN SENS AU TRAVAIL DES JEUNES ENSEIGNANTS.....	287
Mazilescu Crisanta-Alina.....	287
SATISFACTION PROFESSIONELLE ET CARACTERISTIQUES D'EMPLOI DES ENSEIGNANTS.....	287
Mazilescu Crisanta-Alina.....	287
THE IMPORTANCE OF A GOOD COMMUNICATION IN MODERN ENTERPRISES	288
Medinschi Silvia	288
LABOR FORCE MIGRATION IMPACT IN THE EUROPEAN SPACE UPON THE BUSINESS FIRM IN ROMANIA	288
Mihalcea Alina-Daniela, Cordos Malina	288
CULTURE AND CORRUPTION	288
Mihuț Ioan	288
THE PERFORMANCE OF HUMAN RESOURCES DEPARTMENT – THE PREMISE OF ORGANIZATION'S SUCCESS	288
Pandelica Ionut, Pandelica Amalia, Negulescu Cristian	288
THE NECESSITY TO PROMOVION THE MANAGEMENT BASED ON KNOWLEDGE	289
Sirbu Mirela, Rosca Doina, Rosca Constantin.....	289
ESTABLISHING THE REGIONAL OPERATING COMPANY – A CHALLENGE FOR ACCESSING EU FUNDINGS FOR PUBLIC UTILITIES SERVICES	289
Mocanu Carmen Monica, Mocanu Marius Mihail.....	289
A COMPARATIVE STUDY: THE ORGANIZATION AND FUNCTIONING OF THE FINE ARTS INSTITUTIONS.....	289
Mudura Mariana Lioara, Pantea Ioan, Porumb Camelia.....	289
LE NOUVEAU CONTRAT PSYCHOLOGIQUE : UN DÉFI POUR LES PROFESSIONNELS ROUMAINES EN RESSOURCES HUMAINES	289
Muresanu Doina.....	289
CRITICAL ANALYSYS OF THE SCRUM PROJECT MANAGEMENT METHODOLOGY	290
Năftănăilă Ionel.....	290
OBJECTIVES AND OPTIONS WITHIN A STRATEGIC PROCESS	290
Neamțu Liviu	290
HOW TO ESTABLISH OBJECTIVES WITHIN A STRATEGIC SYSTEM.....	291
Neamțu Liviu	291
STUDENT MOBILITY IN EUROPEAN PROGRAMMES. COMPLIANCE WITH THE CRITERIA FROM THE EUROPEAN QUALITY CHARTER FOR MOBILITY 2000-2006	291
Nen Madlena, Popescu Dan, Chivu Iulia	291
INNOVATION MANAGEMENT AND FINANCING APPLIED IN RURAL PUBLIC POLICIES AND SME IN FRANCE	291
Nicolai Maria, Totolici Sofia, Lupasc Ioana, Lupasc Adrian	291

LA VISION MANAGERIALE CONCERNANT LA CONCEPTION DES INDICATEURS SPECIFIQUES AU CONTROLE DE PERFORMANCE DANS LE DOMAINE DES PRODUCTEURS DE CONFECTIONS TEXTILES EN ROUMANIE	292
Olaru Adriana, Capatina Alexandru	292
EDUCATION SERVICES QUALITY – A MUST FOR A COMPETITIVE EDUCATIONAL SYSTEM AT A EUROPEAN LEVEL	292
Olaru Silvia	292
MANAGEMENT OF INTERDISCIPLINARY RESEARCH PROJECTS.....	292
Pantelica (Serbanica) Cristina, Diaconu Mihaela	292
WORK IMPROVMENT IN HIGHER EDUCATION FROM MANAGEMENT PERSPECTIVE ON TEACHING-LEARNING-EVALUATION PROCESS	292
Parvu Iuliana, Ipate Dragos Mihai	292
USE OF ICT IN SMES MANAGEMENT WITHIN THE SECTOR OF SERVICES	293
Plumb Ion, Zamfir Andreea	293
PURCHASING MANAGEMENT OF NPR GOODS AND SERVICES.....	293
Pop Sitar Corina, Hordau Anne Marie	293
A STUDY ON HONEY AUTHENTICATION. A COMMODITY SCIENCE PERSPECTIVE.....	293
Popa Maria, Axinte Roxana, Tomescu Ada Mirela.....	293
TOTAL QUALITY MANAGEMENT: A CONTINUOUS IMPROVEMENT PROCESS	294
Popescu Daniela, Popescu Cristinel Sandu	294
L'EFFICACITÉ DE L'UTILISATION DU PERSONNEL	294
Popescu Marian, Popescu Emilia	294
L'INTERESSEMENT DU PERSONNEL EN TANT QUE MOBILE PSYCHOSOCIAL DE L'ACCROISSEMENT DE L'EFFICACITE ECONOMIQUE.....	294
Popescu Marian, Popescu Emilia	294
MULTICULTURAL LEADERSHIP	294
Popescu Doina.....	294
THE USE OF MULTIFACTOR MATRIX FOR HUMAN RESOURCES MANAGEMENT ASSESSMENT	295
Popescu Alina Cornelia.....	295
LA SORTIE DE L'IGNORANCE DES PETITES ET MOYENNES ENTREPRISES ...	295
Popovici Norina	295
VENTURE CAPITAL STRATEGIES FOR INNOVATIVE SME'S.....	295
Prelipcean Gabriela	295
APPROACHES ABOUT HUMAN RESOURCES PLANNING	296
Puia Ramona, Marinas Cristian.....	296
AN EFFICIENT PACKAGING WASTE MANAGEMENT SYSTEM- A PATHWAY TO EUROPEAN ECONOMIC INTEGRATION	296
Purcarea Anca, Purcarea Irina	296
EDUCATIONAL COMMUNICATION IN THE ROMANIAN SOCIAL SPACE.....	296
Răducan Ramona, Popovici Adina, Cismaș Laura Mariana, Răducan Radu	296
THE MANAGEMENT OF THE PROJECT CONCERNING THE INITIAL AND CONTINUOUS FORMATION OF HUMAN RESOURCES THROUGH THE ANALYSIS AND THE DEVELOPMENT OF VIRTUAL ORGANIZATIONS.....	297

Rada Ioan Constantin, Pacala Anca, Abrudan Caciora Veronica Simona	297
THE MANAGEMENT OF THE PROJECT CONCERNING THE INCREASE OF THE EFFICIENCY OF MANAGERIAL CONSULTANCE AND TRAINING BY MEANS OF VIRTUAL ORGANIZATIONS.....	297
Rada Ioan Constantin, Pacala Anca, Abrudan Caciora Veronica	297
THE REENGINEERING OF MANAGERIAL PROCESS IN PUBLIC ADMINISTRATION	298
Radu Ioan, Sendroiu Cleopatra, Ionita Florin	298
EMPLOYEES SATISFACTION, CENTRAL ELEMENT OF THE STRATEGY OF COMPETITIVE ORGANIZATION.....	298
Rasca Lavinia, Deaconu Alexandrina, Dumitrescu Dalina	298
THE LOGISTICS IN ROMANIA.....	299
Romanescu Marcel Laurentiu, Rabontu Cecilia	299
THE EVOLUTION OF LOHN AS A MANAGEMENT TECHNIQUE FOR THE INTERNATIONAL AFFAIRS OF ROMANIA.....	299
Romanescu Marcel, Boncea Amelia	299
DETERMINATION OF THE BEST MAINTENANCE METHOD BASED ON THE TOTAL MEDIUM MAINTENANCE COST.....	299
Romocea Marius	299
THE PROQUALITY NATIONAL PROGRAMME – THE MAIN APPROACH TO IMPROVEMENTS IN COMPETITIVENESS ON THE GLOBAL MARKET, TO REDUCING THE GAPS AND TO INSURING A LASTING.....	300
Rosca Remus Dorel	300
PARTICULARITÉS DU MANAGEMENT DES SERVICES DANS LE COMMERCE DES PRODUITS NON ALIMENTAIRES.....	300
Rusu Corina, Pocol Adrian-Gabriel	300
THE MANAGERIAL CHANGE – A PERFORMANCE PREREQUISITE IN CONTEMPORARY MANAGEMENT	300
Scărlătescu Iuliana, Ganescu Cristina	300
THE RECRUITION AND SELECTION OF THE COMMUNITARY OF THE CIVIL SERVANTS.....	301
Secara Carmen	301
THE IMPORTANCE OF THE CIVIL SERVANT'S DEONTOLOGY IN ACHIEVING THE CAREER.....	301
Secara Carmen Gabriela	301
FEE SETTING OPTIONS.....	301
Sendroiu Cleopatra, Dogeanu Ion	301
COSIDERATIONS REGARDING THE COMPETITION OF IMMS (SMALL-SCALE MANUFACTURING COMPANIES) FROM THE WESTERN PART OF OUR COUNTRY	301
Vlad Silvia, Sarateanu Elena, Munteanu Valentin	301
FROM TQM TO GQM - A NEW SHIFT IN A GLOBALIZED WORLD	302
Sitnikov Catalina Soriana	302
THE PLACE OF MEDICAL EVALUATION IN THE SELECTION SEQUENCE	302
Sofica Aurelian	302
THE INTERNATIONAL DIMENSIONS OF MRU	302
Spinu Marian Nicu.....	302

PLANNING HUMAN RESOURCES	303
Spinu Marian Nicu	303
SOCIAL INNOVATION – MODERN INSTRUMENT FOR SOLVING THE PROBLEMS OF LOCAL COMUNITIES.....	303
Stanciu Pavel, Hapenciuc Cristian Valentin, Năstase Carmen	303
THE DECENTRALIZATION OF DECISION MAKING IN THE ROMANIAN PRE-UNIVERSITY EDUCATION SYSTEM	303
Stancu Ioan, Radut Carmen, Lazarescu Adrian.....	303
ENVIRONMENTAL VALUATION METHODS USED FOR IMPROVING THE ECONOMIC-ECOLOGIC BALANCE	303
Szentesi Silviu, Cristescu Gabriela	303
CHANGE MANAGEMENT - RESISTANCE TO CHANGE	304
Tanasoaica Laura - Georgeta.....	304
THE REENGINEERING OF ORGANIZATIONS WITH ERP IMPLEMENTATION	304
Tanasoaica Laura - Georgeta.....	304
ROMANIAN BUSINESS ENVIRONMENT. PRESENT AND PERSPECTIVES	305
Tănăsioiu Georgiana Lavinia	305
OBJECTIVES AND OPTIONS OF COMMERCIAL POLITICS OF THE COMMERCE COMPANY.....	305
Tănăsioiu Georgiana Lavinia	305
PERSPECTIVES ON CHANGE MANAGEMENT. STRATEGIES AND TRENDS	305
Tapliga Pusa, Matei Roxana.....	305
THE EFQM MODEL OF ACADEMIC ORGANIZATIONAL EXCELLENCE	305
Todericiu Ramona, Muscalu Emanoil	305
QUALITY IN HIGHER EDUCATION – A CONTINUOUS REVOLUTION	306
Todericiu Ramona	306
THE IMPORTANCE OF A BUSINESS MODEL IN AFFAIRES DOMAIN	306
Todoruț Amalia Venera.....	306
MANAGERIAL REENGINEERING-NECESSITY, OPPOTUNITY AND CHANGE	306
Todoruț Amalia Venera.....	306
ORGANIZATIONAL CHANGE IN A ROMANIAN COMPANY. LESSONS FROM CFR SA	307
Toma Sorin-George, Naruo Shinji	307
REFLECTIONS UPON MANAGEMENT CONSULTING AS PROFESSIONAL SERVICES.....	307
Tomescu Ada Mirela, Botezat Elena.....	307
PERSPECTIVES OF THE FORMATION AND DEVELOPMENT OF THE HUMAN RESOURCES IN THE CONTEXT OF THE INTEGRATION IN THE EUROPEAN UNION	307
Truta Ana	307
DECISION – A KEY ELEMENT IN THE MANAGERIAL SYSTEM OF THE COMPANY.....	308
Tureac Cornelia Elena, Chirila Angelica.....	308
THE DIAGNOSIS IN MANAGEMENT SYSTEM	308
Udrescu Margareta, Dobre Ioana Claudia	308
THE CAREER AND THE MANGERIAL SUCCESSION	308
Urban Violeta	308

THE MANAGERIAL CULTURE, VIEWED AS ECONOMIC CATEGORY	308
Urban Violeta.....	308
INTEGRATED WATER RESOURCES MANAGEMENT – A WAY TO SUSTAINABLE DEVELOPMENT	309
Ursacescu Minodora, Radu Ioan, Burlacu Sorin.....	309
THE IMPORTANCE OF ANN (ARTIFICIAL NEURONAL NETWORKS) TO ORGANIZATIONS MANAGEMENT	309
Vancea Romulus	309
THE CORELATION BETWEEN EMPLOYERS' EVALUATION AND ORGANIZATIONAL CONTEXT EVOLUTION.....	309
Vârzaru Mihai	309
CONTEMPORANEOUS IT TRENDS IN THE HUMAN RESOURCES MANAGEMENT	309
Voicu Vasilica, Voicu Andreea Raluca	309
COMPETITIVENESS THROUGH PROMOTIONAL STRATEGIES.....	310
Voicu Vlad Mihai, Badea Ruxandra	310
USING MANAGERIAL SIMULATIONS IN THE PROCESS OF TEACHING AND LEARNING MANAGEMENT.....	310
Zamfir Andreea-Ileana.....	310
SECTION: MANAGEMENT AND MARKETING / SUBSECTION; MARKETING.....	311
MARKET ORIENTATION: AN INTERDISCIPLINARY AND COMPLEX CONCEPT	311
Pandelica Amalia, Pandelica Ionut, Negulescu Cristian	311
ENTROPY AND THE ECONOMIC SCIENCE.....	311
Anton Lucian Vasile	311
THE ROLE AND IMPORTANCE OF MARKETING RESEARCH IN RETAIL.....	311
Balasescu Simona	311
THE NECESSITY OF STUDYING BUYING BEHAVIOR, CONSUMPTION AND USE OF INDIVIDUAL CONSUMPTION GOODS BY COMMERCE FIRMS.....	312
Balasescu Simona	312
CONTRIBUTION TO THE DEFINITION OF THE PARTICULARITIES OF CONSUMER GOODS DISTRIBUTION MARKETING	312
Balasescu Marius	312
ACQUIRING AND USING INFORMATION STRATEGIES IN RETAIL	312
Balasescu Marius	312
MARKETING INFORMATION PORTALS.....	313
Barbu Andreea Mihaela, Olteanu Valerica, Angheluta Alin Valentin	313
A NEW CHALLENGE - THE MARKET REPRESENTED BY WOMEN.....	313
Bija Suzana Monica, Mateoc-Sirb Nicoleta	313
THE NEED AND IMPORTANCE OF APPLYING CMR STRATEGIES.....	313
Bob Constantin, Saseanu Andreea Simona	313
THE CONSUMER OF PUBLIC SERVICES. BEHAVIOR AND DECISION.....	313
Bodog Simona Aurelia, Daina Lucia, Silaghi Simona	313
THE SEGMENTATION OF THE ROMANIAN CLOTHING MARKET.....	314
Bota Marius, Boriceanu Monica, Cosma Smaranda	314

USING MARKETING RESEARCH IN ORDER TO IMPROVE CRM - A CASE STUDY FOR MOBILE TELEPHONY IN ROMANIA.....	314
Brandabur Raluca Ecaterina, Popescu Andrei.....	314
MARKETING STRATEGY SUBSTANTIATION IN THE AUDIOVISUAL DOMAIN	314
Budacia Elisabeta Andreea.....	314
THE ANALYSIS OF THE GREEN PRODUCTS’ DEMAND	314
Burja Camelia.....	314
THE IMPACT OF GLOBALIZATION ON DISTRIBUTION PROCESS	314
Buzila Nicoleta, Costea Simona Cristina, Gordean Raoul Sabin	314
SEGMENTATION, TARGETING AND POSITIONING OF THE SUPPLIERS . BASIS ELEMENT IN STRATEGIC PLANNING ON BUSINESS TO BUSINESS MARKET IN ROMANIA.....	315
Caescu Ștefan Claudiu, Dumitru Ionel, Ionescu Florin Tudor	315
MEASURING THE EFFICIENCY OF THE PROSPECTING ACTIVITY	315
Caragin Andreea Raluca, Dragoi Mihaela Cristina	315
COMPETITIVENESS OF ROMANIA AS A TOURIST DESTINATION	315
Cătăneț Alina, Radu Catalina	315
SOME ASPECTS REGARDING THE IMPORTANCE OF POINT OF PURCHASE COMMUNICATIONS IN THE MARKETING COMMUNICATIONS MIX.....	315
Chitu Ioana Bianca, Tecau Alina Simona	315
THE COMPETITIVE ADVANTAGES OF SMALL AND MEDIUM ENTERPRISES.....	316
Ciochină Iuliana, Manole Daniel Sorin, Decuseară Răzvan.....	316
ENTREPRENEURIAL DEVELOPMENT WITHIN THE EUROPEAN CONTEXT	316
Ciochină Iuliana, Decuseară Răzvan, Chițu Ramona	316
A MARKETING STRATEGY ON PHOTOVOLTAIC MARKET	316
Coita Dorin Cristian, Rosca Remus Dorel	316
CRAZY ONLINE BUSINESSS	316
Cretu Alina, Peptan Elena, Bancescu Mioara.....	316
TOWARDS AN ORGANIZATIONAL EXCELLENCE THROUGH COMMUNICATION	317
Cristache Nicoleta, Susanu Irina, Iancu Lorin.....	317
ROLE DE LA FORCE DE VENTE DANS LES ENTREPRISES ROUMAINES.....	317
Cruceru Anca Francisca, Zaharia Razvan	317
THE PROTECTION OF THE ROMANIAN PANIFICATION PRODUCTS CONSUMERS.....	317
Csorba Luiela - Magdalena, Brinzan Oana, Tigan Eugenia	317
INTERNATIONAL MARKETING STRATEGY	317
Csorba Luiela-magdalena, Tigan Eugenia, Brinzan Oana.....	317
ANALYSIS REGARDING THE POPULATION’S PERCEPTION ABOUT PRIVATE HEALTH ASSURANCES	318
Daina Lucia Georgeta, Bodog Simona Aurelia, Bodog Florian Dorel, Sarmasan Claudia ..	318
PRODUCT POLICY, A STRONG SUPPORT FOR THE SUCCESS OF ORGANIC PRODUCT	318
Danciu Victor	318
ACCESIBILITY OF SOCIAL TOURISM OFFERS FOR THE POPULATION – STUDY CARRIED OUT FOR BRAILA COUNTY.....	318

Dumitru Nicoleta - Rossela, Neagoe Cristina	318
LE MARCHE MONDIAL DU VIN ET LES NOUVELLES ORIENTATIONS DU MARKETING.....	319
Epuran Gheorghe	319
PRACTICAL EXAMPLES CONCERNING APPLICATION OF THE Q FACTOR ANALYSIS FOR MARKETING DATA	319
Gabor Manuela Rozalia	319
Q FACTOR ANALYSIS (Q-METHODOLOGY) AS DATA ANALYSIS TECHNIQUE	319
Gabor Manuela Rozalia	319
ENHANCEMENT OF THE SOCIAL POLICY IN ROMANIAN COMPANIES WITH INTERNATIONAL ACTIVITY BY IMPLEMENTING SOCIAL RESPONSIBILITY PRINCIPLES	320
Gangone Andreea - Daniela, Asandei Mihaela	320
STRATEGIES REGARDING THE TOURISTIC PRODUCTS AT SC INTER TOUR SRL BACAU	320
Gherasim Daniel	320
METHODS OF GETTING INFORMATION IN TOURISM.....	320
Gherasim Daniel, Gherasim Adrian	320
ESTIMATING THE CONSUMER’S DEMAND.....	320
Gherasim Toader.....	320
THE ROLE OF ADVERTISING IN THE PURCHASE DECISION PROCESS.....	321
Girboveanu Sorina - Raula, Craciun Liviu, Meghisan Georgeta - Madalina	321
STRATEGIC JAPANESE BUSINESS VISIONS – POSSIBLE TRANSPOSES IN PUBLIC SERVICES	321
Grigorescu Adriana.....	321
TRENDS IN PROMOTING ROMANIAN ECOTOURISM CERTIFICATION PROGRAM	321
Hornoiu Remus Ion, Zamfir Ana-Maria	321
BUSINESS PORTFOLIO ANALYSIS – HOFER METHOD.....	322
Ionescu Florin Tudor, Caescu Stefan Claudiu, Cruceru Anca Francisca	322
THE TOURISM DESTINATION MARKETING – A MANDATORY COURSE FOR THE STUDENTS OF TOURISM	322
Ispas Ana	322
THE CONSUMPTION OF CULTURE THROUGH TOURISM IN TIMISOARA.....	322
Istodor Daniela, Babaita Carmen Mihaela, Ionel Marian	322
MARKETING IN ROMANIAN HIGHER EDUCATION IN THE CONTEXT OF EUROPEAN INTEGRATION	323
Kánya Hajnalka, Szűcs Enikő, Kánya Endre	323
PUBLIC DIPLOMACY AND ITS ROLE IN BUILDING A NATION’S COMPETITIVE IDENTITY.....	323
Macovei Iustina.....	323
THE EFFICIENCY OF APPLYING HACCP SYSTEM IN MILK INDUSTRIE.	323
Madar Anca, Neacsu Andreea Nicoleta	323
COMPARATIVE ADVERTISING.....	324
Marcu Mihaela.....	324
MARKETING’S TALE ON THE WEB.....	324

Mastacan Angela - Mihaela.....	324
IMPLEMENTATION OF BENCHMARKING IN MARKETING	324
Mateoc-Sirb Nicoleta, Bija Suzana Monica	324
THE PRICE POLICY ROLE IN THE FIRM POSITION ON THE MARKET	324
Micu Adrian, Coita Dorin, Mazilescu Vasile.....	324
THE DISTRIBUTION STRATEGY ROLE IN SETTLING THE FIRM POSITION ON THE MARKET	325
Micu Adrian, Mazilescu Vasile, Dianu Dragos.....	325
SIX DIMENSIONS OF PRICE SATISFACTION FOR BANKING SERVICES.....	325
Micuda Dan, Dinculescu Elena Natalia.....	325
EVENTS AND THEIR IMPORTANCE IN STRATEGIC MARKETING COMMUNICATION	325
Moise Daniel, Serbanica Daniel, Constantinescu Mihaela, Filip Alina	325
DIGITAL MARKETING – AN OPPORTUNITY FOR THE MODERN BUSINESS COMMUNICATION	325
Morozan Cristian, Enache Elena, Vechiu Camelia	325
MARKETING POLICIES CONCERNING THE TOURISM IN PROTECTED AREAS FROM ROMANIA.....	326
Muhcina Silvia, Botezat Elena	326
PACKAGE, IMPORTANT MARKETING COMMUNICATION TOOL FOR AGRO-ALIMENTARY PRODUCTS	326
Muhcina Silvia, Condrea Elena, Popovici Veronica, Tomescu Ada	326
THE IMPACT OF THE CONSUMERS’ SATISFACTION ON THE SOCIAL EFFICIENCY OF THE BANK.....	326
Muntean Andreea Cipriana, Stremtan Filimon.....	326
SUPPORTING TOURISTIC DEVELOPMENT OF GORJ COUNTY BY POSITIONAL PROMOTING POLICY.....	326
Neamtu Adina Claudia.....	326
THE DEMOGRAPHIC AGEING AND CONSUMER MARKET.....	327
Nedelea Alexandru, State Mihaela	327
KEY FACTORS IN TARGETING ONLINE CONSUMER.....	327
Negricea Costel Iliuță, Rațiu Monica Paula	327
A POSSIBLE MODEL TO BE USED IN DESCRIBING THE STANDARDIZATION - ADAPTATION STRATEGY IN INTERNATIONAL ADVERTISING	327
Nichifor Bogdan.....	327
LE MARKETING RELATIONNEL AU NIVEAU DU MARCHE D’AFFAIRES : LES AVATARES D’UN MODELE	328
Nichifor Bogdan, Zait Luminita	328
EMPLOYEE’S MOTIVATION AS A CRITICAL ELEMENT OF INTERNAL MARKETING. CASE STUDY: THE USE OF NON-FINANCIAL MOTIVATION THROUGH SPORT ACTIVITIES	328
Onete Bogdan, Constantinescu Mihaela, Filip Alina, Georgescu Bogdan	328
QUALITATIVE MARKETING RESEARCH THROUGH USABILITY TESTING	328
Orzan Mihai, Orzan Gheorghe, Stanculescu Anca - Maria	328
THE TOURISM CAPITALIZATION OF TOWNS – AN APPROACH FROM THE MARKETING PERSPECTIVE	328
Padurean Ana Mihaela, Minciu Rodica Elena, Tala Madalina.....	328

THE IMPACT ANALYSIS REGARDING THE MARKETING ADVERTISING OVER THE GROUP DACIA.....	329
Paicu Claudia Elena	329
THE ROMANIAN CONSUMER AND ONLINE MARKETING – AN EXPLORATORY RESEARCH APPROACH.....	329
Pantea Carmen, Veghes Calin.....	329
OPTIMIZATION AND DEVELOPMENT OF RESOURCESALLOCATED IN MARKETING.....	329
Pater Liana	329
CONTROLLING ELEMENTS IN THE DISTRIBUTION POLICY OF A COMPANY	330
Pelau Corina, Pop Alexandru Nicolae	330
MARKETING ENTROPY	330
Peptan Elena, Cretu Alina, Bancescu Mioara	330
MARKETING ENVIRONMENT - PARTICULARITIES OF AUTOMOBILES MANUFACTURERS.....	330
Petrescu Nicolae - Daniel, Petrescu Mariana	330
EVOLUTION OF AUTOMOBILES MARKET.....	330
Petrescu Nicolae - Daniel, Petrescu Mariana	330
METHODOLOGICAL ASPECTS OF STUDYING CONSUMER BEHAVIOR IN THE ROMANIAN INSURANCE MARKET	331
Petrescu Eva-Cristina, Ionică Maria, Petrescu Marian.....	331
SOME ASPECTS OF MARKETING IN KNOWLEDGE SOCIETY	331
Petrisor - Mateut Oana	331
ASPECTS CONCERNANT LES STRATÉGIES DE PRIX DANS LE CADRE DES STRUCTURES D’ACCUEIL TOURISTIQUE DU MUNICIPE DE CLUJ-NAPOCA..	331
Pocol Adrian - Gabriel, Rusu Corina	331
TENDENCIES OF INTERNATIONALIZATION IN RETAILING.....	332
Pop Nicolae Alexandru, Dabija Dan Cristian	332
MARKETING STRATEGIES FOR WINEGROWING PRODUCTS IN THE CONTEXT OF EUROPEAN INTEGRATION.....	332
Popa Dorin.....	332
POSITIONING - A CONCEPTUAL FRAMEWORK.....	332
Popescu Andrei, Brandabur Raluca Ecaterina, Tatu Cristian	332
THE ROLE OF THE CATEGORIES IN INTERESTS IN CONSOLIDATING THE IMAGE OLTCHIM SA RAMNICU VALCEA	332
Popescu Loredana	332
THE SMES COMPETITIVENESS AUGMENTING, IN THE CONTEXT OF SUSTAINABILITY POLICIES AT EUROPEAN LEVEL, TROUGH IDENTIFICATION OF INNOVATIVE SOLUTIONS FOR THE MARKETING COMMUNICATION DEMARCHES.....	333
Popescu Ioana Cecilia, Vranceanu Diana, Tatu Cristian	333
ETHICAL ASPECTS RELATED TO THE POLITICAL MARKETING	333
Potincu Cristian.....	333
MARKETING THE HOME BASED BUSINESS.....	333
Preda Oana, Tion Monica Daniela.....	333

LEGAL FRAMEWORK SETTING UP ADVERTISING ON THE AUDIOVISUAL MARKET IN ROMANIA AND THE EUROPEAN UNION	333
Prihoanca Diana	333
CONSIDERATIONS ABOUT GROUP INFLUENCES ON CONSUMER BEHAVIOR	334
Puiu Carmen	334
MARKETING APPLICATIONS OF THE LEARNING PROCESS.....	334
Puiu Carmen	334
ON EFFECTS OF THE PRODUCER-RETAILER-CONSUMER RELATIONSHIP’S KNOWLEDGE ON THE MARKETING FUTURE.....	334
Purcarea Theodor, Ratiu Monica Paula	334
THE TOURISTICAL CONSUMPTION	334
Rabontu Cecilia Irina, Boncea Amelia	334
IMPROVING QUALITY STRATEGIES IN THE HEALTH SERVICES MARKETING	335
Radulescu Violeta, Cetina Iuliana, Barbu Andreea Mihaela	335
COMPARING THE EFFECTIVENESS OF THE WEB SITE WITH TRADITIONAL MEDIA IN TOURISM INDUSTRY MARKETING.....	335
Gruescu Ramona, Pirvu Gheorghe, Nanu Roxana	335
CUSTOMER EXPERIENCE MANAGEMENT – THE MOST IMPORTANT DIMENSION OF THE SERVICE FIRM STRATEGY	335
Ratiu Monica Paula, Negricea Costel Iliuta	335
COOLING DRINKS PROMOTING STRATEGIES RELEVANCE ON SUCEAVA MARKET.....	336
Roman Costică, Stanciu Pavel, Moroşan Andrei, Condratov Iulian	336
SUMMARY OF DOCTORAL PAPER - THE IMPACT OF ECOLOGICAL MARKETING	336
Rosca Mihai Ioan, Catoiu Iacob	336
THE EFFICIENCY OF PR MANAGEMENT.....	336
Saseanu Andreea Simona, Braicu Cezar, Ploesteanu Mara	336
LOYALTY PROGRAMS WHICH INFLUENCE THE DECISION PROCESS IN CHOOSING TOURISM DESTINATION	337
Sasu Dinu Vlad, Popa Adela Laura, Secara Oana Maria	337
VALUE CHAIN APPROACH IN CRAFTING A CREDIT DELIVERY STRATEGY FOR RURAL AREAS IN ROMANIA	337
Savescu Roxana Florenta	337
TOURIST EXPERIENCES BASED ON INTIMACY	337
Seitan Oana	337
CORPORATE SOCIAL RESPONSIBILITY IN ROMANIA	337
Serbanica Daniel, Militaru Gheorghe, Georgescu Bogdan	337
HEADHUNTING CHALLENGES AND OPPORTUNITIES FOR THE HOTEL INDUSTRY IN ROMANIA.....	338
Simon Cristina, Popescu Dan, Chivu Iulia	338
THE ROLE AND IMPORTANCE OF THE COMMERCIAL SERVICES IN THE FIRM’S DEVELOPMENT	338
Stanciu Anca Cristina, Bucur Crina Raluca	338
CITY IMAGE – AS TOURISM DESTINATION	338

Stanciulescu Gabriela	338
THE TRIPLE HELIX OF ROMANIAN ACADEMIC RESEARCH: A COMPARATIVE ANALYSIS OF ECONOMIC AND MEDICINE FIELD.....	338
Stancu Alin, Zaharia Rodica Milena, Dragoi Cristina	338
WHAT IS PROFESSIONAL MARKETING ALL ABOUT?	339
Steriu Alexandra Cornelia.....	339
ELEMENTS OF MARKETING IMPLEMENTATION IN RELIGIOUS ORGANIZATIONS IN ROMANIA – A QUALITATIVE RESEARCH APPROACH ..	339
Strambu - Dima Andreea, Veghes Calin.....	339
PRACTICAL STUDY ABOUT THE IMAGE OF POȘTA ROMÂNĂ ON THE MARKET OF GALATI	339
Susanu Irina, Cristache Nicoleta, Iancu Lorin	339
MEASUREMENT IN MARKETING RESEARCH.....	340
Szentesi Silviu Gabriel, Sabau Florentina Simona, Sanda Grigorie	340
MARKET STUDY IN THE CONTEXT OF GLOBALIZATION.....	340
Teodorescu Nicolae, Stancioiu Felicia, Dumitru Ionel, Daniel Moise.....	340
ROMANIAN AGRO-ALIMENTARY MARKET’S EVOLUTION FROM THE POINT OF VIEW OF THE REQUIRES MANIFESTED BY POPULATION.....	340
Timiras Laura Catalina	340
A NEW GENERATION OF AGRO-ALIMENTARY PRODUCTS ON ROMANIAN MARKET – NUTRITIONAL PRODUCTS	341
Timiras Laura Catalina	341
THE MARKETING POLITICS FOR RECRUITMENT AND SELECTION OF PERSONNEL SERVICES	341
Tion Monica Daniela, Preda Oana	341
COMPETITION OF BRANDS BY POSITIONING	341
Todt Horst, Dabija Dan Cristian	341
MARKETING RESEARCH IN ADVERTISING	341
Vranceanu Diana, Popescu Ioana Cecilia, Tatu Cristian Ionut	341
QUALITATIVE RESEARCH METHODS: A COMPARISON BETWEEN FOCUS-GROUP AND IN-DEPTH INTERVIEW	342
Zaharia Rodica Milena, Grundey Dainora, Stancu Alin	342
IDENTIFYING THE NEEDS FOR INFORMATION OF THE ORGANIZATIONS FROM BUCHAREST, MUNTENIA AND OLTENIA REGIONS	342
Zaharia Razvan, Rosca Mihai Ioan, Anghel Laurentiu	342

SECTION: INTERNATIONAL BUSINESS AND EUROPEAN INTEGRATION / SUBSECTION: INTERNATIONAL BUSINESS

LA CRISE ACTUELLE DES MARCHÉS FINANCIERS : L'IMPACT AU NIVEAU EUROPÉEN

Albulescu Claudiu Tiberiu

The causes of 2007's financial perturbations and mainly of the subprime crisis are well known at the beginning of 2008. Nevertheless, the specialists pay little attention to capital markets global crisis and to its consequences. In this study, we demonstrate that we are already in the middle of this crisis and that all financial markets, and in particular the European financial markets, have been affected. The impact of the crisis upon European countries is different highlighting the fact that the financial markets integration process is far from being completed. The effects of this crisis on the real economy are less obvious at present at European level, but the economic growth forecasts became pessimistic. The financial crisis consequences in respect of the real economy will depend on the recovery capacity of the United States economy.

Keywords: financial markets integration, global financial crisis, subprime crisis, stock prices

CONSIDERATIONS ON COMMERCIAL GLOBALIZATION (I – THE DYNAMICS OF THE COMMERCIAL FLOWS: EVOLUTIONS AND STRUCTURAL MODIFICATIONS)

Bădulescu Daniel

Following the WW II, the global economic evolution is more and more marked by the relevant dynamic of the commercial trades that had become the core of the economic development both for the developed countries and for the emerging economies. The average annual growth rhythm of the international goods trade was practically double in comparison with that of the production (real GDP), both for the developed and for the developing countries. Thus, between 1960 and 2005, the rate of the commercial trades in the global GDP increased from 24% to 46%, practically doubling in the 45 years.

Keywords: globalization, commerce, evolution

CONSIDERATIONS ON COMMERCIAL GLOBALIZATION (II – SPECIALIZATION AND COMPETITION – DEFINING FEATURES OF THE RECENT EVOLUTIONS)

Bădulescu Daniel

There are three big tendencies identified in the commerce of manufactured products along the past decades. The first refers to the regional polarization of the international commerce. The second big tendency is the shift of the gravity centre of the international commerce from the Atlantic towards the Pacific, which triggers the increase of the power of the Far East and of its privileged connections with the North American market, to the detriment of the Western Europe. The third major tendency regards the regionalisation of the rapport centre-periphery, in other words the formation of specific zones of influence of each of those three major world economic powers (the US, the EU and Japan), respectively the Latin America, the Far East and South Asia, the Eastern Europe, the Near East and Africa for the EU.

Keywords: globalization, commerce, evolution

ARE THE ROAD AND AIR MODES OF TRANSPORT THE PERFECT ONES AT EUROPEAN LEVEL?

Benea Ciprian - Beniamin, Baci Adrian

In this exposure, the contributors would wish to present the spectacular evolution of road transport in the European Union member countries, and its negative impact, too. The spectacular number's rising of private owned cars in Europe pose real problems to traffic, which cause congestion, pollution, and as a result great environmental problems. Airway transport is analyzed, too, from the perspective of congestion on the airports and the pollution which results from this. Another face of the coin is the high dependence on fossil fuels, which can hinder the future development of European countries. There is presented the solution: the future development of high speed trains, which would take a lot of people from the roads and from the skies, and as a result, would contribute to the congestion's reducing, to the rise of the efficiency of transportation systems on European continent, and to the environment quality's improvement.

Keywords: congestion, high speed trains, pollution, railway transportation

AGAINST AND FOR THE HIGH SPEED TRAINS MULTIMPLICATION

Benea Ciprian - Beniamin, Baci Adrian

In this exposure we intend to make visible the situation in which global warming is given by road and air transport, how could be revitalized railways, and how high speed trains could become a preferred mode of transport. But there is manifesting an opposition to railway development, nurtured by different interests, ranking from governments themselves, to oil importing countries, oil exporting countries, oil companies with their colligate partners situated along the oil distribution chain. But, there could be identified some voices which could create themselves the possibility to speak lauder in order to promote railway transportation. The greens, NGOs, the epistemic communities, for example, could unite their force to make something in order to provide the framework for rail transportation's development, and for road and air transport reduction, for the benefit of while humankind.

Keywords: climate change, epistemic communities, high speed trains, political costs

INTERNATIONAL SERVICES TRADE PATTERNS AND SPECIALIZATION POTENTIAL: A COMPARATIVE ASSESSMENT

Bobirca Ana, Miclaus Paul-Gabriel, Lupu Radu, Ungureanu Stefan

The main purpose of this paper is to comparatively examine the international competitiveness of services trade, by determining its pattern and structure of specialization for Romania and Bulgaria, on the EU-25 services market. In other words, the research attempts to identify Romania's and Bulgaria's ability to overcome difficulties and challenges that might arise from the hard competition within the enlarged EU, in the field of foreign trade in services. To this end, the paper attempts to suggest a multilevel framework for assessing the international competitiveness of Romania's and Bulgaria's services trade.

Keywords: international services trade, international competitiveness, specialization

ANALYSE DES ORIENTATIONS GÉOGRAPHIQUES DU COMMERCE

Brancu Laura

Depuis la transition à l'économie de marché, les orientations géographiques du commerce extérieur de la Roumanie se sont profondément modifiées. Si la part prépondérante de l'Union

européenne dans le commerce extérieur roumain témoigne d’une réorientation géographique évidente, cette tendance peut masquer le développement des échanges avec d’autres partenaires, en particulier géographiquement proche de la Roumanie. La méthode proposée vise à saisir à un niveau plus élaboré l’intensification ou l’affaiblissement des échanges selon les partenaires commerciaux de la Roumanie. En tant qu’indicateur la répartition géographique du commerce extérieur présente des limites, dans la mesure où elle ignore le poids des partenaires dans le commerce mondial. Le travail qui suit, en utilisant l’indicateur d’intensités relatives des échanges, vise à offrir une vision plus détaillée des orientations géographiques du commerce extérieur de la Roumanie.

Keywords: commerce extérieur, réorientation géographique, Roumanie.

THE ROLE OF THE PUBLIC SERVICE BROADCASTING IN THE EUROPEAN COUNTRIES

Budacia Elisabeta Andreea

Broadcasting in particular has seen remarkable change from the days of single-channel public broadcasting systems. The audiovisual “explosion” is a cultural, social and economic phenomenon of global dimension. The audiovisual sector forms an essential part of Europe’s economic and cultural influence in the world. The fundamental principle of the Union’s audiovisual policy is to provide for the free circulation of reception of trans frontier broadcasts. So the European audiovisual industry is likely to become a stronger and more competitive player on the global scene. The future of public service broadcasting in Europe is increasingly challenged by unfavorable external factors, such as intensifying competition from commercial media, media concentrations, political and economic interests adversary to independent media, and by internal difficulties, such as cost ineffectiveness.

Keywords: European Audiovisual Policy, public service broadcasting, audience market share, cultural obligations, license fee

LOHN PRODUCTION – AN ECONOMIC OR SOCIAL MEASURE?

Bugnar Nicoleta Georgeta, Mester Liana

The rapid Romanian disintegration of the planned economy and the economic crises after 1989 imposed the large amounts of activity in the production units; the easiest way of maintain these of units – with no effects – was the subcontracting for the re-exportation system. This system is very important for foreign (commerce: over 75% of Romanian export to the European Union is in subcontracting for re-exportation system. This huge percent is possible because the subcontracting for re-exportation system allows a better management of the production capacities in order to maintain jobs or to create new ones, and in this way the competition producers a more important roll in what cancers the demands of consumers and it attracts foreign investors, also.

Keywords: subcontracting, production capacities, trade

OPPORTUNITIES AND CHALLENGES OF THE EUROPEAN BUSINESSES IN CHINA

Butiseaca Alexandru, Sterian Gabriela

Both the EU and China stand to gain from our trade and economic partnership. If we are to recognise its full potential, closing Europe’s doors to Chinese competition is not the answer. But to build and maintain political support for openness towards China, the benefits of engagement must be fully realised in Europe. China should open its own markets and ensure conditions of fair market competition. Adjusting to the competitive challenge and driving a fair bargain with China

will be the central challenge of EU trade policy in the decade to come. A closer, stronger strategic partnership is in the EU's and China's interests. But with this comes an increase in responsibilities, and a need for openness which will require concerted action by both sides.

Keywords: fair competition, transparency, commercial policy, dialogue, partnership

SINGLE WINDOWS IN THE NEW MODERNIZED EU CUSTOMS ENVIRONMENT

Caraiani Gheorghe

This concept settles a Single Window to increase efficiency of information exchanges between traders and government. Its main purpose is to ease the realization of internal and international transactions through simplifying and harmonizing processes, procedures and information exchanges, all these to contribute to the increase of global trade. After the launch of the concept e-customs, this new Single Window concept represents another action to modernize the new customs environment in the EU. The SW concept refers to a facility, a service that permits both sides implicated in transport and trade to introduce information a single time. There are three basic models for the SW: a single authority which receives information, a single automated system for receiving and sending information, and an automated system of information and transaction.

Keywords: single windows, EU customs environment

THE LOGISTICS OF PRODUCTION MANAGEMENT AND THE TRANSFORMATIONS IN THE BUSINESS ENVIRONMENT

Caraiani Gheorghe

The prompt production chains are strongly integrated in the company along its functions and outside it, towards the providers and customers. The transition from vertical to horizontal imposes an organizational change. To help this process, it is useful that ‘the best practice’ be set through «benchmarking». We seem to enter an era when the competition rules will differ greatly from those existing in the past. If a company aims at obtaining such an advantage, it is crucial for the organization to revise the manner in which it grants values for the customers and decide whether it is time to reconfigure the chain in order to use the power of the other players in the production chain.

Keywords: logistics, business environment, production chain

COMPETITIVE ADVANTAGE – EVOLUTION AND CHALLENGES

Ciobanu George, Dragomir Laurentiu, Barbu Catalin

Competitive advantage is the result of a firm's planned strategy. The strategic direction is realised through the ability of producing greater profits than the competitors. Many factors are equally important in producing a position of success. Some of these are industrial factors, others are resources and competencies of the single firm. The sum of all these forces results in creating and sustaining a successful position, in other words a competitive advantage. This study focuses on the evolution of the concept of competitive advantage from the study of the industrial environment to the analysis of inner resources such as knowledge and specific competencies embedded in firms.

Keywords: Competitive advantage, Porter's diamond, value chain, resources, firm strategy

CONSIDERATIONS REGARDING COUNTRIES PARTICIPATION TO INTERNATIONAL TRADE

Claudia Dobre, Margareta Udrescu

In a closed economy, the speed and pattern of economic development is determined by the labour, capital, natural resources and technology available in the domestic economy. This has implications for all five drivers of productivity growth. Competition is limited by the number of firms that are viable. Innovation, enterprise, investment, and the development of skills are limited by the prospective returns which can be earned by selling to the domestic market. In an open economy, these constraints are less binding, and economic growth can proceed more rapidly. International trade allows domestic resources to be transferred away from goods and services which can be produced more efficiently abroad, and into goods and services which can be produced more efficiently at home.

Keywords: commercial tariff, economic growth, european trade

THE CONSEQUENCES OF GLOBAL VOLATILITY REFLECTED IN THE EVOLUTION OF INTERNATIONAL MONETARY SYSTEM

Daea Alexandra Renate

The international financial system is unstable and subject to serious crises. The crises are a recurrent feature of the international economy and they represent market failures that not only imply some resource misallocations, much more, shocking setbacks in the growth prospects for the emerging economies, with serious implications for income distribution and living standards for their citizens. The founders of the Bretton Woods System 60 years ago were primarily concerned with orderly exchange rate adjustment in a world economy that was characterized by widespread restrictions on international capital mobility. In contrast, the rapid pace of financial globalization during recent years poses new challenges for the international monetary system.

Keywords: international financial system, crises, Bretton Woods system

ASPECTS REGARDING THE THEORY OF EFFICIENT MARKETS

Despa Radu, Coculescu Cristina, Folcut Ovidiu

From the beginning of the XX century, in a theoretical paper regarding stock speculation, Louis Bachelier shows that the prices of goods on the stock market follow a random movement, drawing from here the conclusion that speculation is an actual game, meaning that neither the buyers or the sellers don't make in whole a net profit. Further statistical analysis seems to confirm the hypothesis of the random movement of exchange rates. So, it was appreciated that the successive changes in the prices at the stock market are practically independent, and the dependents are practically negligible. This means that the fact of knowing these correlations cannot be used to boost profits resulting from operations, the eventual supplemental earnings being canceled by costs. From these reasons, a conception regarding the price movements on the stock market, the so called theory of the efficient market.)

Keywords: efficient market, portfolio theory, informational ensemble

THE MULTINATIONAL COMPANIES AND THE EMERGING MARKETS

Diaconu Laura

The term of emerging markets defines the developing states that are an important source of cheap raw materials and labor force for the multinational companies, which are looking for competitive advantages. Consequently, the potential of these markets have determined important changes in the multinationals' actions that started, more and more, making foreign direct investments in

developing states. But, relocating the activities outside the origin country, the firms are influenced and, meanwhile, are influencing the economical, political, social and cultural environment of the host states. Therefore, if the multinationals' decision of investing is taken only after a careful analysis of the opportunities and risks of the emerging markets, their activity may involve both benefits and costs for the local economy.

Keywords: emerging markets, multinational companies, relocation of production, competitive advantages

OPENNESS TO IMPORTS AND THE DYNAMIC BENEFITS

Dobre I. Claudia, Anghel Gabriela

Despite major reductions in trade barriers, protectionism continues to be a major drag on our economies and a barrier to lifting developing countries out of poverty. The political difficulty of dismantling protectionist mechanisms means they tend to persist long after they have ceased to be economically justified. With the benefits so clear, and the costs so substantial, why is there not a greater constituency for further progress in reducing barriers to trade? Why is the current round of trade talks in the WTO failing to make faster progress? Part of the answer lies in the mercantilist approach which some participants take to trade negotiations. While opening new export markets is rightly seen as a success, opening economies to imports is often (wrongly) seen as a 'concession'.

Keywords: protectionism, benefits of free trade, economic reforms

THE IMPACT OF ROMANIA S ADHESION TO THE EUROPEAN UNION ON THE LOHN SYSTEM OPERATIONS

Dugan Silvia, Mindreci Georgiana

The Romanian light industry was dominated, over the past 15 years, by the lohn-system production. The plants from the Romanian light industry produce in lohn-system almost all the famous brands in the fashion world, but the contracts with the well-known fashion houses become fewer and fewer in Romania. The process of increasing the average income has started in Romania and with a view to the price of utilities, according to the alignment calendars to the European Union s prices, the price differences will disappear, which means that there will remain on the market only those companies that do not exclusively depend on the lohn system and that have used the non-returnable financing for re-tehnologization, for the introduction of modern marketing measures, which have created and promoted their own brand.

Keywords: lohn, active improvement, outsourcing

FINANCIAL GLOBALIZATION: MULTI-CAUSE PROCESS, WITH A COMPLEX DYNAMIC

Hetes Roxana, Miru Oana, Lobont Oana, Nicolescu Cristina

Currently, the globalization appears as an undisputed reality of the contemporary world and leaves traces, in a small or great measure, upon all coordinates of life. The financial globalization is the most obvious form for showing the globalization, the financial field proving to be the most dynamical field. The complex processes of deregulation and decompartment which give the essence of the financial globalization process brought a real transformation of the financial environment in what concerns the amplexness of financial flows, complexity and speed of transactions, diversification of financial instruments. Within this context, the financial markets more and more interdependent, characterized by a triple unit, of time, place and operations, brings

forward the impact, almost a sudden one, of financial conditions, from a region to national financial markets around the globe.

Keywords: financial globalization, financial flows, deregulation, decompartment, disintermediation

ISSUES WITH THE EXPORT PRICE CALCULATION IN RELATION TO THE NORMAL VALUE DETERMINATION IN ANTIDUMPING INVESTIGATIONS

Ilies Darie

The Antidumping Agreement is at the moment the only international provision dealing with the regulation of antidumping. Central to the entire process of identifying if dumping has occurred or not, and therefore if antidumping measures should be enforced is the calculation of the export price because based on this element, normal value determination closely follows. This paper will point out some elements regarding the process of determining the export price and what implications can be identified for normal value calculations.

Keywords: antidumping, normal value, export price

EVOLUTION AND PERSPECTIVES OF FOREIGN DIRECT INVESTMENT IN ROMANIA

Kardos Mihaela

FDI is a key factor for economic modernization through changes in production patterns, technology transfer and greater competition pressures. In the latest years, Romania has benefited from important FDI flows, mainly due to the privatization process, but also due to the advantages of cheap labour force and a big internal market.

The issue to be addressed further regards the possibility of improving its attractiveness as host country for FDI in sectors generating higher added value and this refers to assuring a functional business environment, qualified labour force and a modern infrastructure.

Keywords: foreign direct investment, competitiveness, business environment, qualified labour force

METHODS BY WHICH THE STATE CAN EXERCISE ITS PREROGATIVES AND FUNCTIONS

Abrudan Leonard

In this paper we will discuss about the methods by which the state can make the public choice real and how different type of states manage to solve this item. Welfare state in opposition with the laissez-faire conception could guide to an interesting approach of the taxation problem.

Keywords: Welfare state, instruments (by which the state could intervene in the process of taxation), self regulators

THE PUBLIC CHOICE IN THE FIELD OF PUBLIC POLICY ACHIEVEMENT

Abrudan Leonard

The subject of this paper consists of the dichotomy between keynesism and liberalism. In the paper will be mentioned authors same on one side and same on the other side. We didn't mean to be partisans neither of liberalism nor of interventionism, but to illustrate the alternatives that remain at the disposition of authorities in the process of implementing the public choice.

Keywords: Keynesism, liberalism, public choice,

FROM INTERNATIONAL ECONOMY TO GLOBAL ECONOMY: MULTINATIONAL CORPORATIONS AND DIRECT FOREIGN INVESTMENTS

Lupan Mariana

The evolution of world economy from international affairs to global affairs was possible due to international flux of investments, and increase of the role of multinational corporations. The obvious roles of multinational corporations and direct foreign investments (FDI), especially, have led to acceptance of idea according to these two entities represent pillars of globalisation. It is considered that all multinational corporations (CMN) have facilitated the internationalisation of production and services, considering that in the moment of liberation from the limits imposed by national economies, these became truly global corporations that represent motive forces of economical development of society.

Keywords: multinational corporations, direct foreign investments, globalisation, internalisation, global economy

STRATEGIES FOR ASSUMING A BUSINESS UNDER THE CONDITIONS OF THE EUROPEAN INTEGRATION AND OF THE GLOBALIZATION

Marangoci Carmen Raluca, Brânză Aurel

For most people, the Unique European Market means traveling and working in the community without restrictions and as they wish. For the producing companies, The Unique Market means the ability to sell the goods and offering services in any country of the European Community, without additional formalities.

The managers of companies are able today to fragment the chain of value creating thus within the company key strategic elements and the rest of elements can be purchased at the lowest cost from any part of the world.

Keywords: cooperation, partnership, subcontracting, simple accomplishments, complex accomplishments

STRATEGIES TO INCREASE THE EFFICIENCY OF MANAGEMENT

Marangoci Carmen Raluca

The purpose of this article is to argue that, despite the constant economic upheaval and incessant technological changes, strategies to increase the efficiency of management are still a useful and critically important for all companies.

The business strategy has been the subject of increased study and search for solutions, especially since the process from strategy formulation to strategy implementation is not efficient.

Keywords: teamwork, efficiency, business, relationship, opportunities

IDE SOUS L'INFLUENCE DU DEGRE DE L'INTEGRATION A L'UE – EXPERIENCES ET PERSPECTIVES

Masca Serbu Simona-Gabriela, Moga Marilena-Nicoleta

There are generally great expectations from Romania's EU integration. All demarches concerning Romania's adhesion, even from the beginning of transition, have had an influence on foreign direct investment performances. This paper, focused on Romania, Bulgaria, Hungary and Slovenia, identifies the role of the relations with EU in FDI performances configuration. An

empirical analysis is initiated, based on panel econometrics. The results confirm our expectations and allow us to identify these countries' perspectives in FDI area.

Keywords: foreign direct investment, EU integration, panel econometrics

METHODOLOGY FOR SUBSTANTIATING THE PROCUREMENT DECISION IN LEASING

Mustea-Serban Razvan, Ciocirlan Doinita, Folcut Ovidiu

The paper analyzes the procurement decision in leasing, considering two criteria: the Net Present Value (NPV) and the Total Net Present Cost (TNPC) of the financing sources. Basically, there are four major financing sources for an acquisition: the self-financing, the bank credit, the supplier credit and leasing. The calculation of the TNPC indicator considers not only the acquisition cost of the good(s), but some other elements as well: the expenses and fees specific for each transaction; the fiscal economy derived from the transaction; the profits tax; the actualization factor. This indicator considers the fiscal economy (fiscal savings) specific to each transaction, which represents a strong argument for leasing. The structure of the expenses excludes the registration fees, the maintenance fees or the liability insurance, as they exist no matter the financing source.

Keywords: leasing, procurement decision, cost of leasing, cost of cash payments, cost of bank credit, cost of supplier credit

HYBRID NETWORKS - THE LOGISTIC FUTURE IN EU

Neagoe Cristina

There is a trend for the increased use of the hybrid networks. The multi-mode networks are a specific example of hybrid networks, especially if these nodes are used in parallel and not sequentially.

Hybridization occurs at all levels: production, inventory and transport. Through a general mechanism of planning and control, shortcuts are created allowing flow strengthening and rapid and trustworthy delivery. These trends usually appear from the customer's increasing requests, translated into the transporter's request. Generally, the transport delivery stays behind and this is the case especially with the outdated inter-mode transport nodes which try only to optimize the flows; since they occur at every train station (in the case of railways), they are not capable to cope with these growing requests. A specific consequence of the hybrid network appearance is the stabilization over time of logistics processes. Better planning leads to smaller uncertainty and to the opportunity to use slower, but more effective transport methods.

Keywords: network project, hybrid networks, logistic EU

CONSIDERATIONS REGARDING TAX OPTIMIZATION IN IMPLANTED MULTINATIONAL ENTERPRISES THROUGH EXTERNAL GROWTH FOR THE AUTOMOBILE INDUSTRY IN CENTRAL-EASTERN EUROPE

Nițu - Antonie Renata, Feder Emőke - Szidónia

The business strategy of multinational enterprises (MNEs) from the automobile industry implanted in Central-Eastern European (CEE) countries (Poland, Czech Republic and Romania) is an offensive one, global from operational perspective. Mainly it aims the extension of market share through horizontal growth, generally external type single-domain (Mergers and Acquisitions) and internal type (Greenfield investments) in a lower degree. These enterprises put in practice also a defending strategy for the owned market shares through increasing the efficiency of the production network at global level. This paper aims to present the less evident

aspects of tax optimization of the applied business strategy by implemented MNEs in the automobile industry in CEE, and in this context, the necessity to establish transfer prices in accordance with the OECD recommendations, as an obligation assessed by the tax legislations of the considered countries, but also from the necessity of efficient run of these enterprises.

Keywords: multinational enterprises, external growth, transfer price, tax optimization

GENERAL VIEW REGARDING THE RECENT CONTRIBUTION OF THE WORLD BANK IN EUROPE AND CENTRAL ASIA

Popescu Ramona Florina

The World Bank is the institution that assumed the role of economic and social catalyser through its structures and affiliated organisms. The article is a review of the Bank's contribution to the development of Europe and Central Asia, as reflected by statistics. The paper presents the multiple roles the World Bank carries out in the specified regions, and the figures showing the level of preoccupation for these regions on the Bank's agenda. The author uses charts to illustrate the recent evolution of the allocations, considering both the origin and the destination of the funds (IBRD, IDA, IFC and MIGA). Last, the article refers to Romania, which beneficiaries of the Bank's support in its effort to integrate in the EU and to create a viable market economy.

Keywords: World Bank, lending activity, analytical work, allocations, commitments

GLOBALIZATION AND THE NEW ENERGY CHALLENGES

Preda (Andreescu) Mihaela

A New Global Energy Economy is emerging, in which energy demand and supply issues will make regions of the world much more dependent upon each other. International extensive energetic interdependence on energy resources and networks grows in the global economy. Some \$22 trillion of investment in supply infrastructure is needed to meet projected global demand until 2030. Mobilising all this investment will be challenging. Adherence to these policies will ensure that the global energy investments materializes, the necessary infrastructure is built, and the lengthening worldwide energy supply chain operates in security. Strong global energy policy is needed to move the world into a more sustainable energy path.

Keywords: energy security, extensive energetic interdependency, global energy consumption, supply infrastructure

BRIEF PRESENTATION OF THE WORLD FOSSIL ENERGY MARKET

Preda (Andreescu) Mihaela

The beginning of the third millennium brought the globalization of the worldwide energy market. The fossil fuels, especially petroleum resources are, generally, limited and concentrated in few regions and the world energy market becomes more and more dependent of some “key regions”: the Middle East, the Caspian Sea Region, Russian Federation-Siberia. The great consumers try to consolidate their position in the regions reach in energy resources. And this is happening while growing economies, such as China and India begin to dominate the global demand for energy and push higher the oil prices worldwide. World market energy consumption is projected to increase by 57 percent from 2004 to 2030. China and India together account for 45 percent of the increase of the energy demand.

Keywords: fossil fuels, reserves-to-production (r/p) ratio, producers, suppliers, consumption

AN ANALYSIS OF THE FOREIGN INVESTMENT OPTIONS BETWEEN FOREIGN DIRECT INVESTMENT AND PORTFOLIO INVESTMENT

Prelipcean Gabriela

There are two major types of international equity flows. In the literature there are only few publications focused on the bilateral correlation between Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI) in a robust analytical framework. We consider Lipsey-Razin model to explain the dynamics of foreign investment option in Romania after European integration and the recent financial global crises, in the aftermath of subprime.

There are two distinct aspects: the reallocation of investors between FDI and FPI after European integration in the context of euro macroeconomic cycle which leads welfare parameters an early withdrawal; the effects of financial contagion on FPI and Romanian stock exchange.

Keywords: FDI (foreign direct investment), FPI (foreign portfolio investment), recession, European integration, global financial crisis

EXPLORATIVE AND EXPLICATIVE RESEARCH REGARDING THE INTERNATIONALIZATION OF ECONOMIC AFFAIRS THROUGH FRANCHISING

Scărlătescu Iuliana, Fugaru Denisa

“If we could first know where we are, and wither we are trending, we could better judge what to do and how to do it.”- Abraham Lincoln

The world we inhabit is a world of interdependencies. The activity at microeconomic level is conditioned by the phenomena and processes that take place at monoeconomic level.

Big companies cannot be profitable if they stick to exporting goods produced in their country, but they must invest abroad, there where they could have the best conditions. That’s why, knowing various international economic environments, the main tendencies of world market requirements and investments flows as well as their nature in international commerce represent the sine qua non condition for a business success. The link of the economic dimension of the globalization process is represented by the franchising operations that, in many cases, are an important component of the internationalization strategy of companies.

Keywords: franchising, economic affairs, economic globalization, international brands

EVOLUTION OF THE FOREIGN DIRECT INVESTMENT IN ROMANIAN ECONOMY

Stanescu Cristina, Nedelescu Dumitru Mihai

The foreign investors in Romania are stimulated and attracted by free access to domestic markets, the possibility of taking part in privatizations, no imposed limits on foreign participation in commercial enterprises.

Romania is ready to accommodate a higher inflow of FDI in sectors such as agriculture, construction materials, automotive industry, constructions and real estate, oil and gas, petrochemical, energy, metallurgy, telecommunications, transport, food industry, retail, tourism, IT, financial sector, and distribution. Among these, the most appealing for foreign investors are automotive, financial services, software, constructions and real estate, electronics, telecom, pharmaceutical, and chemical industries.

Keywords: FDI, ARIS, BERD, privatization, investors

SECTION: INTERNATIONAL BUSINESS AND EUROPEAN INTEGRATION:/ SUBSECTION: THE IMPACT OF FOREIGN LANGUAGE KNOWLEDGE ON THE ECONOMIC ENVIRONMENT DEVELOPMENT

MOTIVATION: THE SATISFACTION OF NEEDS - OR CHARGING AND RECHARGING THE EMPLOYEES' BATTERIES

Abrudan Maria Madela, Judeu Viorina Maria, Văleanu Emma Margareta

Satisfying the needs is based on an entire chain that starts to manifest once these need start to show. The need waken up a wish and this wish challenges tensions. These tensions impose the actions through which the need is being satisfied. The tasks of the manager are to see, to discover and to direct these tensions in the benefit of the employees.

Keywords: motivation, satisfiers, needs, motivators.

MOTIVATION IN LANGUAGE LEARNING

Abrudan Caciora Simona Veronica

This paper represents an attempt to evaluate students' motivation in learning a foreign language in general and English in particular. It is mainly a theoretical approach to the concept of motivation, including a definition of the concept, a presentation of the most important theories of motivation, and the factors influencing it

Keywords: motivation, foreign language learning

IDENTITY AND THE EUROPEAN UNION

Abrudan Cristina

The purpose of this article is to throw some light on the question of identity in the European Union. The challenge is to understand how identity formation takes place in the contemporary world. The European integration has to be understood both as a process of socio-economic convergence among European states but also as a process of co-operation on different other levels, too. It seems that cultures, traditions and interests are more and more interconnected as societies become increasingly multicultural. This is the reason why people are concerned with the concept of identity and the recognition of their uniqueness in terms of traditions, values and ways of lives.

Keywords: Identity, social identity, European Union, culture, nation

THE NATION IN THE ERA OF GLOBALISATION

Abrudan Cristina

This article tries to throw some light upon the idea of nation, nationalism and national identity in the present world context, where everyone seems to be obsessed with modernization and globalization. Nowadays cultures, traditions and societies are more and more interconnected and nations become multicultural – these are only two reasons why people are concerned with the recognition of their uniqueness, of their national identity.

Keywords: Nation, nationalism, national identity, globalization.

LE DISCOURS AUTOBIOGRAPHIQUE ET LA PUBLICITÉ

Bogdan Rodica

If, in the past, personal diaries were safely kept inside drawers, today they are exposed before everyone's eyes on the internet. Even since 1967, Guy Debord believed that the society we live in is a show society. Personal blogs become a form of presenting a show. The dynamics of the blogging phenomenon is impressive. The autobiographical discourse mingles with publicity language. The blog owners get financial profits out of placing various advertisements on their personal sites.

Keywords: blog, autobiographie, publicité

THE ENGLISH FOR BUSINESS SYLLABUS AND ITS EFFECT UPON THE BUSINESS ENVIRONMENT

Botez Nicoleta

The article aims to illustrate the importance of foreign language knowledge, especially English for business in building up a competitive business environment under the circumstances of the European integration and of the globalization. The success or the failure of a large or small and middle-sized enterprise depends, in a great extent, of how important it is nowadays to speak several foreign languages. Language skills are increasingly attractive to business and industry and valuable to students entering an ever more international and global workplace. Business English is also very important for the today's new business environment

Keywords: English for business syllabus, business culture, business performance, business meetings, business communication, globalization.

NÉOLOGISMES ÉCONOMIQUES DANS LA PRESSE ITALIENNE D'INFORMATION GÉNÉRALE

Catarig Andra Teodora

The written press is a continuously evolving organism, playing an important part in spreading the linguistic patterns. It is the privileged support of innovation, because it presents accurate facts, takes over the innovations from the specialized language and meanwhile it creates new words out of the necessity of naming the new objects, concepts and phenomena, but even out of stylistic reason or out of their desire to captivate the readers. In the present paper we define our goal as being the identification and the description of neologisms present in the economic section of two Italian daily newspapers of general interest, *Corriere della Sera* and *La Repubblica*. This section defines itself through a great number of neologisms in comparison to the other sections. Some of them have immediate success and enter the common language, being immediately recorded in the dictionary; others are ephemeral, closely connected to certain events with no implications and that don't start another series of events.

Keywords: discours médiatique, néologie, formation des mots

L'INTERCOMPREHENSION LINGUISTIQUE DANS LE CONTEXTE D'UNE EUROPE MULTICULTURELLE

Constantin Felicia

In the context of the enlargement of Europe and of the disappearance of frontiers, the problem of national languages arises insistently. There are projects and studies which try to find solutions to the linguistic problem of Europe. Plurilingualism, multilingualism, Esperanto or the linguistic

intercomprehension are solutions considered to deal with the challenges raised by the coexistence of 23 national languages, the official languages of Europe.

Keywords: multiculturalisme, langues, intercompréhension

ASPECTS MOTIVATIONNELS DANS L'APPRENTISSAGE DES LANGUES ÉTRANGÈRES – LE CAS DU FRANÇAIS DANS UNE FACULTÉ DE SCIENCES ÉCONOMIQUES

Constantin Felicia

The model provided by Renald Legendre notices the complexity of a pedagogical situation and clarifies perfectly an approach peculiar to the didactics of languages. In the triangulation object of knowledge – teacher – learner there are multifaceted pedagogical relations. In this game of components and relations, motivation is the stimulating and directive factor, which the teacher has to master perfectly in order to optimize his/her activity and the learners' performance.

Keywords: didactique, langues, motivation

THE ROMANIAN MODERN / POSTMODERN ADVERTISING IN MAGAZINES

Cristea Sanda

The paper focuses on nowadays Romanian advertisements published in magazines and on the similarities or differences between the Romanian ads and the British, American, French and Japanese prints published between November 2001 – January 2008. The comparison of the Romanian advertising with the one of foreign origin will reflect the fact that, nowadays, we can speak not only about the Romanian global or local advertising but also about ads adapted to the Romanian culture.

Keywords: the global, glocal, and local advertising

DIE ENGLISCHE SPRACHE IM KONTEXT DER GLOBALISIERTEN WELT

Cuc Sunhilde

Mit der Globalisierung der modernen Welt wird für jeder das Leben immer stärker international geprägt. Das bedeutet die gedankliche Auseinandersetzung mit fremden Staaten, Völkern und Kulturen. Kommunikatorisch erfordert sie die Kenntnis fremder Sprachen. Sprachen werden in unserer zunehmend globalisierten Welt immer wichtiger. Dieser Artikel gibt eine Uebersicht darüber, beschreibt die Rolle der Englische Sprache in dem Globalisierungsprozess und die Rolle und Position der Amt- anerkannten Minderheitensprachen in der EU.

Keywords: Globalisierung, Europäische Union, Amtssprachen, Minderheitensprachen

LA MONDIALISATION DE L'ENSEIGNEMENT SUPERIEUR

Dumitrascu Elena

La grande évolution et croissance de la mobilité des individus, des biens, des informations et des idées, de paire avec les développements mondiaux enregistrés par les technologies de l'information et de communication, ont donné naissance à ce qu'on appelle « la mondialisation ». Aujourd'hui, notre monde est en fait plus « rapproché » et interconnecté qu'il ne l'a jamais été auparavant. Ces évolutions affectent en grande mesure, la situation géopolitique du monde et amplifient le caractère complexe de la société. La mondialisation implique des défis, mais elle offre à la fois des opportunités importantes pour que la communauté engagée dans l'éducation supérieure joue un rôle-clef dans les efforts de façonner l'avenir.

Keywords: enseignement supérieur, mondialisation, « levier économique », financement, commercialisation du savoir.

ENGLISH LANGUAGE CERTIFICATES - MEETING REQUIREMENTS OR SIMPLE FASHION

Horea Ioana

The aim of the paper is to investigate the way in which internationally acknowledged language certificate tests are perceived. The questionnaire method, applied to a sample group of students, was implied in order to reveal various aspects of the expectations about these tests and certain opinions on their usefulness. Assessing several criteria, particular features concerning the perception of these tests can be remarked as initial baggage of the new students to work on and build next – as the study was conducted on first year students and thus outlines previous intakes.

Keywords: internationally acknowledged language certificates, statistical overview, assessment of views

OPPORTUNITIES AND DISAPPOINTMENTS WITH STUDENTS HAVING ACQUIRED AN INTERNATIONAL CERTIFICATE OF LINGUISTIC COMPETENCE

Horea Ioana

Based on the direct and everyday work in class, this paper brings into debate a problem noticed with the new generations of students joining the English language classes of non-philological profile. Because certain signs of misunderstanding as for the scope of the acknowledgement provided by the internationally language certificates, and especially concerning its appliance within the university system, have been noticed with the freshmen of the latest years, a thorough investigation of the matter seemed appropriate. It revealed that careful consideration should be given to the needs of those who registered in, sat for and passed a recognised examination in English, taking into account the set of expectations some of them had mistakenly assumed.

Keywords: acknowledged competence, expectations fulfilment, tests' further recognition

INTERNATIONAL PATHWAYS ON APPROACHING THE DILEMMA: LOCAL OR GLOBAL WHEN COMPETING TO BECOME TRANS-NATIONAL

Judeu Viorina Maria, Abrudan Maria Madela

Any action is being developed to achieve a certain purpose, to get a certain target. This is what differentiates the rational world from the irrational one. The success depends on lots of factors and of the established objectives. If the objectives are realistic the success may get along, but if not any target plan will be compromised. The new world global economy is characterized by a new technological basis, by extending and diversifying the business environment relations and a new way of interdependent when talking about national and international.

Keywords: trans-national, competing, internationalization, local, global, cultural diversity, values.

MULTILINGUALISM IN A UNITED EUROPE

Matiu Ovidiu

This paper approaches the concept of multilingualism from both a theoretical and practical perspective. The main objective of this paper is to prove that multilingualism is the only solution to all communication-related problems in the EU. Communication embraces several forms and its

main tool is language: a common language (a lingua franca) or several languages spoken by most members of a community (multilingualism).

Keywords: multilingualism, communication, Europe, integration, language

THE STYLE IN THE LANGUAGE OF PROMOTIONAL LITERATURE

Pop Anamaria Mirabela

Advertising is an inevitable part of the modern capitalist consumer society whose outstanding feature is its competitive fight. The aim of advertising is to be catchy and easy to remember. Advertisers use language quite distinctively: there are advantages in making bizarre and controversial statements in unusual ways as well as communicating with people using simple, straightforward language. Copy-writers are well-known for playing with words and manipulating or distorting their everyday meanings. They break the rules of language for effect, use words out of context and even make up new ones.

Keywords: advertising, ads, language, rhetorical devices

THE USE OF WORDPLAY AND IDIOMS IN BRANDS

Pop Anamaria Mirabela

English advertising exploits from the high adaptability of the English language which enables the creators of advertisements to use word puns, figurative language, and to mix individual styles and types of texts. Brands have an extraordinary capacity to compact complex and subtle nuances of differences in values, beliefs and desires. Combining the history of a particular brand with careful marketing manipulation of its current ideological profile as demonstrated in advertisements, sponsorship, use by high-profile celebrities etc., a brand becomes a powerful instrument.

Keywords: brand, language, wordplay, idioms

PRINZIPIEN DER FASSUNG WISSENSCHAFTLICHER ARBEITEN

Sacara - Onita Adina

The present paper focuses on main principles of academic writing. The structure of the scientific paper, the ethical principles and features of the author, the steps of the scientific research are presented in this paper.

Keywords: academic writing, scientific research

TEACHING ENGLISH IN SEVERAL CENTRAL AND EASTERN EUROPEAN COUNTRIES

Sim Monica Ariana

The Central and Eastern European countries find themselves at present, following a period of transition in all domains, education included. One of the greatest challenges is providing sufficient foreign language education so as to meet the growing demand especially after along period of time when foreign languages were seriously and damagingly neglected. This paper is an attempt to briefly present the way English language is taught in several Central and Eastern European Countries as well as to underline the importance of this educational process and maybe to offer some applicable solutions to teaching English in Romania.

Keywords: education, English, methodology

PROJECTS – NEW METHODOLOGICAL APPROACHES IN THE NEW MILLENNIUM

Sim Monica Ariana

Considering English as the global language of science, technology, and international relations, many countries around the world consider the teaching of English a major educational priority (Crystal 1997; McKay 2000). However, English as a Foreign Language (EFL) is often taught under unfavorable conditions, and, as a result, high school graduates are not always competent users of English. One important alternative is to take advantage of the continuing advances in multimedia technology and to make an effort to integrate this technology with in-class instruction. In this paper I will try to focus on new methods of teaching English that can be used to complement and reinforce traditional in-class instruction – including multimedia projects

Keywords: English, computers, technology

UNE PERSPECTIVE FRANCOPHONE DES AFFAIRES EN ROUMANIE

Stefanica Mihaela, Iacob Simona

La cooperation franco-roumaine, fondee sur des relations bilaterales multiseulaires, longtemps axee sur les domaines politiques et culturelles s'est diversifiee a present. Ses objectifs sont la modernisation de la Roumanie et son integration dans les structures euro-atlantiques et europeennes. Les entreprises francaises se sont engagees dans le processus du developpement economique de la Roumanie, faisant de la France le premier investisseur etranger et l'un des principaux partenaires commerciaux. De meme, c'est a eux qu'appartient l'initiative des actions de mecenat dans la culture, les actions sociales et le sport, grace aux institutions de la francophonie et des agences des Nations Unies (PNUD et UNICEF).

Keywords: francophonie, affaires, investissements, societes francaises

INTERCULTURAL DIALOGUE & INTERCULTURAL COMPETENCE. AN EXAMPLE OF GOOD PRACTICE: BUCHAREST UNIVERSITY OF ECONOMICS. THE FACULTY OF BUSINESS ADMINISTRATION (IN FOREIGN LANGUAGES)

Suciu Marta-christina

In view of the accelerated processes related to globalization and pan-regional integration, the issues of intercultural dialogue and intercultural competence have become more visible in the international literature. While globalization poses challenges, it also offers powerful opportunities for the higher education community to play a key role in shaping and reshaping the future.

Keywords: Intercultural dialogue, intercultural competence, intercultural sensitivity, intercultural development inventory, intercultural effectiveness, the bilingual and multilingual university

THE USE OF METAPHORS IN TEACHING STUDENTS OF ECONOMICS

Vasiloaia Mihaela, Drugus Liviu

As in many other fields, English has increasingly become the universal language of the economic field, which means that professional and academic economists have to publish in English in order to further their careers. This demand for English (English for Special Purposes) for economics and business is inherent in the nature of business management. Even more, some undergraduate and graduate economics students seeking to continue their education or to be employed in foreign institutions have increased their demand for ESP courses. Thus, this study of metaphors in economic texts is useful and takes advantage of rhetorical thinking as a didactic tool to simplify what would otherwise be sometimes too complex for students to understand.

Keywords: metaphor, economics, language, understanding, didactic tool

EFFECTIVE BUSINESS TERMINOLOGY

Vintean Adrian

Today we are developing and translating information “on demand” in order to gain competitive advantage. This entails understanding business terminology correctly as far as the world of financial, management, marketing jargon can be quite a mystery sometimes. It crops us among people with common interests and becomes a special advantage with impact in a “knowledge society”, helping us to achieve the goals.

Keywords: terminology, business, language.

SECTION: INTERNATIONAL BUSINESS AND EUROPEAN INTEGRATION / SUBSECTION: EUROPEAN INTEGRATION

ROMANIAN APPROACH TO GENETICALLY MODIFIED ORGANISMS

Anghel Gabriela, Popovici Veronica

Genetically modified organisms (GMOs) - an extreme controversial issue in the entire world, raise numerous questions concerning the impact on the human health, biodiversity, farmers, legislation, etc. In Romania, country that is dealing now with lots of difficulties on agriculture and environmental protection, especially due to the recent European Union's accession, the population is poorly informed on the risks, the regulation at national and European level, the reactions and initiatives of the European Communities regarding the cultivation and consumption of GMOs.

Keywords: genetically modified organisms (GMOs), GM soybeans, organic farming

THE PITEȘTI MUNICIPALITY COMMUNITY DEVELOPMENT IN THE POST-ADHERATION STRATEGY

Asandei Mihaela, Voicu Ioana-iulica, Gangone Andreea-daniela

Romania's existence as an European Union's member country involves the citizens active participation in solving all the problems of the community they belong to. The fundamental objective of the European Union by 2010 is to become: the most competitive and dynamic economy in the world, based on knowledge, capable of a durable economic growth, with better and more numerous work places, and a stronger social cohesion. The values of the new Europe are also promoted in Romania through medium and long-term programs for the entire community of Pitești.

Keywords: Community development, strategic directions, operational programs

LIFELONG LEARNING IN THE CONTEXT OF NEW LISBON STRATEGY

Barna Cristina, Lenghel Emilia

Lifelong learning is the core of the ambitious Lisbon 2010-process. Lisbon Growth and Jobs Strategy aims are to transform Europe's education and training systems into world leaders. Also, considering the challenges of the complex adaptive systems, it is therefore undeniable that the future success of European Union economy will rely on the capacity to build up an environment promoting knowledge, creativity and lifelong learning. The human being is an intelligent dynamic system with unthinkable capacities. And the management of the new world organizations has to be focused on building societal and organizational systems that generate collective intelligence and continuously facilitate co-evolution and innovation among the citizens, among the employees. This in turn, enables them to re-create themselves and positively contribute to the economical growth. We consider lifelong learning to be the key in achieving all these goals

Keywords: lifelong learning, lifelong learning strategy, Lifelong Learning Programme, Lisbon Strategy, complex adaptive systems, ChangeBrain strategic learning spiral

QUELQUES REFLEXIONS SUR LA STRATEGIE DE LISBONNE – LE CAS DE LA ROUMANIE

Belascu Lucian, Baltador Lia

La communication porte sur le contenu de la Stratégie de Lisbonne par la présentation de son historique, avec les changements enregistrés au fil du temps. Nous essayons également de sensibiliser sur l'importance du suivi des recommandations de cette démarche européenne, si nécessaire pour la longévité économique de l'Union. Nous nous penchons également sur le cas de la Roumanie en tant que pays membre soumise aux exigences européennes. Une présentation des réussites parsemées par les situations encombrantes ainsi que par les suggestions du Conseil et les engagements de l'administration roumaine vont se constituer dans une deuxième partie de notre article.

Keywords: stratégie, Lisbonne, réformes, occupation, innovation

ECONOMIC CONCENTRATION IN THE CONTEXT OF THE WORLD ECONOMY GLOBALIZATION

Berinde Mihai

This paper has as main objective to emphasize the importance of a permanent control activity on the economic concentration operations. In order to assure an appropriate choice as concern the economic concentration to be submitted at the assessment procedure each country has its competence to establish its turnover ceilings opening the procedure in accordance with the priorities of its own economic policy. As a final conclusion, we stress that economic concentration assessment and competition policy as a whole are very dynamic activities asking permanent legal and procedural adjustments in order to take appropriately into account economic interests of the country as well as the evolutions registered on regional and global level. This approach is the most valid in the case of Romania taking into account its recent accession to the European Union and its more and more important involvement in the regional and global cooperation.

Keywords: economic concentration notification and assessment, abuse of dominant position, turnover ceilings, regional and global cooperation, competition policy, international trade rules

PERFECTING THE SYSTEM OF EXTERNAL FINANCING OF SPECIALIZED SERVICES OF CHILD AND ADULT PROTECTION

Boghicevici (Pantea) Claudia, Miklo (Buda) Catalina Petruta, Herbei Marius

After 1989, the programs' management has developed and it contained diverse aspects regarding the social life, due to the assistance of the European Community in the field of protection of the under-privileged persons.

During the period 1991 – 2006, Romania has received from UE around 6.5 billion Euros within the three instruments of pre-adherence.

The balanced development of all the country's regions will be performed by an integrated approach, based on the contribution of public investments in the local infrastructure, active policies of stimulation of the business activities and support regarding the capitalization of local resources on the following thematic priority axis of POR:

Keywords: the programs' management, three instruments of pre-adherence, The funds, the child protection system, the PHARE, a policy of social and economic cohesion, thematic priority axis of POR, The POR analysis, the "rrom" population,, human rig

ALIMENTARY SAFETY: DIFFERENCIES BETWEEN DEVELOPED AND DEVELOPING COUNTRIES

Brata Anca - Monica

Between developed and developing countries there are big differences regarding medium alimentary consumption per capita. Alimentary consumption in developed countries is balanced and stable. In the European Union consumption structure reflects a healthy and balanced alimentation. In the developing countries the alimentary consumption reveals deficiencies, mostly on the quality and quantity levels.

Keywords: alimentary safety, food products, globalization, alimentary consumption, population

RESEARCH IN BIHOR DISTRICT REGARDING MAIN FACTORS INFLUENCING AGROALIMENTARY PRODUCTS ACQUISITION

Brata Anca - Monica

There are numerous factors that can influence consumer's decision to buy. In the urban setting, the most important factor proved to be time quality, while in the rural setting the main influencing factor is price.

Keywords: agro-alimentary consumption, price, quality, brand, rural setting, urban setting

THE ECONOMIC INTERSTATE INTEGRATION WITHIN THE POST-WAR AGE (EEC AND CMEA)

Buican Mariana

The Second World War caused damages in all the fields: economic, social, political, etc. in these circumstances, the evolution of the world economy and of many other countries' economies have been marked by reconstruction and/or transitional periods from the war economy to the peace economy.

In this context, there have been concerns for founding new organizations and international institutions having the role to contribute to set up and strengthen the economic relations between states as well as to support their social-economic development.

Such tendencies of interstate integration had also, besides the economic objectives, political and ideological connotations.

At regional and zonal level, the post-war world adopted almost unanimously the principle of interstate economic integration, which had the advantage of effort coordination for increasing social-economic development. This principle has been materialized in the foundation of some economic communities, which are generically called the interstate economic integration.

In the post war period two organizations of interstate integration have been founded> European Economic Community (EEC) and the Community for Mutual Economic Aid (CMEA).

Both organizations had as main objective the economic integration of the member states, but the operating principles were completely different. As for EEC, the cooperation between the member states relied on their availability to work together in order to get some common objectives but keeping their sovereignty.

On the other hand, CMEA was permanently concerned with the economic integration of the member states through the plan coordination of the economic development on a 5 year-period in a first stage, trying then the coordination of the prospective plans and in the last stage the planning of some activities previously established. Within this organization every thing was established and controlled by the headquarter, i.e. Moscow. In order to make the activity efficient, structure changes have been made within the organization, but without any result.

Thus, CMEA ceased to exist after the communism fall in Eastern Europe and it was officially dissolved on June 28, 1998.

CEE was also subject to changes but with positive consequences, living nowadays too as the European Union. (EU).

Keywords: integration, CMEA, EEC

SUSTAINABLE DEVELOPMENT STRATEGIES

Ceașescu Aurelian Ionut

Sustainable development opens new horizons of research through taking into consideration of externalities (positive or negative) generated by human activities. Acknowledging the fact that the outputs of economic activities do not limit at outcomes strictly accounting aimed at by the present system of national accounts, the economic theory and practice are challenged to accomplish and to rethink the actual mechanisms.

Therefore, sustainability means a different matter than the simple preservation of the stock of capital, regarded as a simple and mechanic question. Introducing the future in the equation suppose, before anything else a certain anticipation and a planning of it.

And for the same reasons, nobody can conceive a sustainable development without the elements of the stock of capital and their structure not to register important qualitative leaps (and also qualitative).

Keywords: Sustainable development, development and progress in economy, human capital

EUROPEAN INSTITUTIONS' REFORM ACCORDING TO LISBON TREATY

Cebuc Maria - Iuliana, Petria Licuta

Lisbon Treaty's conclusion whose provisions are to become applicable on 1 January 2009 after its ratification by the member states is going to have major effects as to the European accession, reshaping the European Union's form and ensuring functional decisional devices of its institutions, at the same time generating a closer approach of the accession process to European citizens. The European Union is becoming a supranational organization that is going to benefit from clearly stated function rules and principles necessary to world coherent progress whose abilities are specified in compliance with the member states

Keywords: institutional reform, the Union's High Representative for Foreign Affairs and Security Policy, the president elected for the European Union Council

THE ROLE OF ECONOMIC AND FISCAL INSTRUMENTS IN SOLVING THE ECONOMIC – ECOLOGICAL CONFLICT

Cobzaru Angelica

The environment is a present problem of high priority that needs immediate solutions. The preeminence of economics in the social and political life of the last decade, the concentration of activities for an immediate profit, has led to the ignorance of environmental aspects.

The year 1960 is considered the beginning of the environmental crisis when the environmental problems became of high priority as compared to other aspects of any other nature, be it political, economic or cultural. Thus, there has been developed worldwide a series of economic and fiscal key factors for the environment protection, with the purpose of facilitating the economic – environmental conflict solving process. The European Community whose member Romania is today has a very good environmental policy and other EU member can serve as a model as far as the environmental strategies are concerned.

This paper aims to study the evolution of environmental problems as well as the change of the old mentality “The economic has priority” into a new vision consisting in the priority of environmental problems. It is considered that conciliation between economic and environmental will succeed in getting the society out of the environmental crisis, but it will also bring changes on

the economy, that is the implementation of a new type of development, “the sustainable development”. The paper presents particularly the economic and fiscal modalities meant to improve the environmental protection process both for the present and for the next generations.

Keywords: Key-words: environment, sustainable development, economic, environmental conflict

MULTILEVEL GOVERNANCE AS A POLITICAL MODEL AND ITS INFLUENCE AT THE LEVEL OF EUROPEAN UNION

Crisan Lia Ioana, Crisan Gheorghe

The main aim of this essay is to define the concept of multilevel governance as a political model and to identify the effects that this concept has if it is implemented at the level of European Union. Firstly, I will talk about the concept of multilevel governance and what it means in practice. Secondly, I will analyze the multilevel governance concept in the context of European Union. Thirdly, I will show what this concept brings new to the public management, both at national and supranational level.

Keywords: multilevel governance, political model, public management, Europeanisation

SLOVENIA ON ITS WAY TO THE FINAL STAGE OF ECONOMIC AND MONETARY UNION

Croitoru Elena Lucia, Sterian Maria Gabriela

The Maastricht Treaty states certain criterias that have to be achieved in order for a EU Member State to qualify in undergoing the 3rd stage of UEM, the introduction of the euro. In 2007 Slovenia passed this stage, following a well defined and coherent strategy, based on a long time planning, based on the cooperation between the Government and the National Bank. Thus, the experience of switching to euro implemented in Slovenia represents a model for other countries, including Romania.

Keywords: nominal convergence, real convergence, inflation, euro

PROSPECTS FOR THE AGRICULTURAL INCOME IN ROMANIA

Dachin Anca

The accession to EU represents a major economic and social opportunity for fundamental changes in micro and macro management and for reconsidering agriculture and rural areas in the process of sustainable development. Romania faces serious structural problems, such as the fragmentation of agricultural land and of production and the backward organization in most production units. They keep the low level of productivity, which was in 1994 (one of the best agricultural years) only 17.2 % of the average level of EU25. This productivity determines the low level of agricultural income. By having the option for subsistence agriculture, households in rural areas depend strongly on the income from agriculture, while the own consumption often masks rural unemployment. Common Agricultural Policy measures will have direct impact on agricultural income. Rural development gives the chance to income diversification of households and to the absorption of excess employment from agriculture.

Keywords: productivity, agricultural income, single payment scheme, rural policy

THE EFFECTS OF ECONOMIC RELATIONS BETWEEN TURKEY AND EUROPEAN UNION ON TURKEY’S CANDIDATE PROCESS AND MACRO ECONOMIC PERFORMANCE

Demir Sezgin, Ates Ismet

Turkey is one of the candidate countries to European Union (EU) and it was also affected by this process. Turkey's membership process to EU is becoming more important for both sides, especially by the effects of recent economic development in Turkey. When it is considered the two of third of direct foreign investments come from EU countries to Turkey, it will be easy to understand that why this process is important. The big share of EU countries in Turkey's foreign trade makes necessary for investors to invest directly in Turkey. The aim of this study is to search what are the effects of economic relations between Turkey and EU on Turkey's candidate process. In this study, the effects of Turkey's foreign trade and investments relations on Turkey's membership process are analyzed and also asserted the effects EU-Turkey relations on Turkey's macro economic indicators.

Keywords: Foreign direct investments, EU-Turkey economic relations, portfolio investment, economic growth

THE HUMAN RESOURCE ROLE IN THE EUROPEAN COMPETITIVENESS MODELS

Dimian Gina Cristina, Dimian Mihai, Profiroiu Alina

In order to realise the competitiveness objectives, European Union (EU) “can have only one alternative in the global economy, that to form highly trained human resources, who are supposed to act on more flexible labour markets” because “the knowledge based economy involves the human capital improvement” (Mulatero and Riela, 2006).

In this context, the paper aims to identify the main possibilities through the human resource factor influence a nation competitiveness and the place occupied by it in some European states competitiveness models, proposing, according to the realised analyses, a model for assuring the Romanian economy competitiveness.

Keywords: human resources, models, competitiveness

THE CREATIVE CLASS – RESEARCH AND DEVELOPMENT POTENTIAL OF THE CITIES- DRIVER OF ECONOMIC GROWTH

Dinescu Maria- Cristina, Grigorovici Corina

Human capital continues to become more important every year, since human intelligence, knowledge and creativity are fundamental for economic development. The “explosion” of the creative sector has been explained by the position that creativity and innovation started to occupy, as “driving forces” of economic growth. Research and development activities are generally classified as creative ones, but one has to take into consideration that many times their results are immaterial goods with economic value. Therefore, the activities of research and development can be considered part of the service sector. At international level, creativity is generally concentrated in cities, some of them being called „global talent magnets”[1](Florida R, 2005) , that have a high value for the creativity index, being strong attraction points for the creative class as well.

Keywords: Creativity, Creative economy, Research and development, Creative class, Creative cities

PROMOTION OF CONSUMERS' AND USERS' INTERESTS INTO THE SINGLE MARKET

Dogaru Alexandra, Silasi Grigore

As globalization provides consumers and users with multiple choices, while also posing further uncertainties, new security assurances are being needed globally. The European standardization process is, more than ever before, a must of the Single European Market, a key element for a

genuine “Commercial Citizenship” within the European Union. The international cooperation between private and public players should be strengthened and maximized, the energy supply from regenerative sources should be long lasting and at a low cost, the producer-trader-consumer relationship should allow consumers and users to enjoy rights and aspirations, yet taking into account competition demands. The cohesion of the Single European Market needs such a EU competition policy as to allow for strong companies to emerge, being essential players in the global markets competition.

Keywords: globalization, European standardization, consumers, Single European Market cohesion, competition policy, Romanian market-

THE DIFFERENT IMPACT OF PENSION REFORM ON WOMEN AND MEN

Dordea (Utureanu) Simona-luize, Popovici Veronica

The national system’s pensions reform is taking place at this moment in different European countries like Slovenia, Poland, Hungary, Romania, Latvia, Lithuania. This paper emphasize the different impact of pension system’s reform on women and men. Gender objectives were not considered a priority in the reform frame, although there is a series of complex problems generated by these changes and women will be mostly affected.

Keywords: pension, reform, annuity

THE CAPACITY OF SMES WITH EXPORT-IMPORT ACTIVITY FROM BIHOR COUNTY TO FACE THE CHALLENGE OF INTEGRATION ON THE EUROPEAN SINGLE MARKET IN EURO-REGIONAL CONTEXT

Dodescu Anca, Bugnar Nicoleta

Starting from the premises that the SME’s competitive capacity is determined by the nature of those: some of the having rapid growing capacity, others being totally dependent on local or regional markets, the present paper aims to investigate the capacity of SMEs with export and import activity from Bihor county to face the challenge of integration on the European Single Market, with the purpose to orient them to that initiatives and measures that correspond to their nature, exploiting the possibilities offered by structural funds. The paper presents the general situation of the SMEs from Bihor county focused on those who are part of intra-communitarian trade, and, on the base of a questionnaire applied to a number of 50 of them, the perception regarding the threatens and opportunities of the unique European Single Market, in order to increase the structural funds absorption and to design an euro-regional strategy for SMEs sector with direct benefits for the economic agents and communities from Romania and Hungary. The paper is based on a preliminary research results from the project called “The encouragement of SMEs with the import-export activity from Bihor county integration on the unique European market through the development of trans-frontier business services”, financed through the PHARE CBC 2005 Programme. The data used have been offered for the mentioned project by Local SMEs Council, Oradea.

Keywords: economic integration, European Single Market, SMEs sector, structural funds absorption, euro-regional development, trans-border cooperation

LE CHANGEMENT DE LA CULTURE ENTREPRENEURIALE VERS LE DEVELOPPEMENT DURABLE

Doval Elena, Doval Oriana

La culture organisationnelle reflète brièvement le système de valeurs sur lequel est basée la stratégie. La culture entrepreneuriale change puisque le contexte du développement durable est promu dans le monde. Cet article présente le contexte général du développement durable et définit le système culturel de l'organisation. Les influences de la culture organisationnelle focalisées sur la culture entrepreneuriale sont analysées du point de vue du développement durable. Enfin, les coordonnées d'une nouvelle culture entrepreneuriale qui est en cours de changement en Roumanie sont commentées par rapport aux principaux pilotes de changement et quelques directions principales pour l'action future sont offertes.

Keywords: changement, culture organisationnelle, culture entrepreneuriale, développement durable

THE CORRELATION BETWEEN RESEARCH & DEVELOPMENT AND THE ECONOMIC GROWTH IN ROMANIA

Dragomir Laurentiu, Barbu Mihail Catalin, Ciobanu George

The increasing productivity of production factors, due to progresses in science and technology is today the engine of economic growth. The economic theory managed to endogenize the technical progress, first as a result of the unintended activities of firms, then as the result of profit driven behaviour of economic agents. In globalization the stock of knowledge becomes available also to developing countries and the production technologies and their employment are more democratic regarding the availability. For the developing countries it still remains the problem of financial resources and availability. Developing new technologies has a prohibitive costs, at least until the moment in which large scale production allows for the reduction of costs. Long term economic growth will depend on the creation of global technology stock, including the leverage effect of sustained R&D. In this paper we will approach the progress of Romania in the area of knowledge base economy, especially regarding the policies in the R&D sector.

Keywords: knowledge economy, economic growth, research&development

THE ORGANISMS OF EUROPEAN STANDARDIZING

Dumitru Franca

The EU's essential politics follows the keeping of the unique market and it is beneficial to the countries which are in process of integration and newly entered in EU to understand and work after European principles. The countries that wish for the fastest integration must have a special interest in the principles of European normalization. These represent the basic elements in a system, which includes, among others, the evaluation procedures of the conformity and supervision of the market.

The European Community and the member states deliver considerable technical assistance to countries in process of integration in order to help them line their technical regulation, their standards, the structures of evaluation of the conformity, procedures, the quality of products and services at the European Community's demand. The assistance offered is done in conformity with the situation and the level of development of each country.

Keywords: European standardizing, European Community, EU

EUROPEAN UNION INSTITUTIONS

Dumitru Franca

The European Union is an economic political state, of security and of defence, community composed from 25 states members that achieves conjointly a series of specific tasks by dint of the community politics and programs. EU is through nature and his structure an institution sui-generis (unique, which didn't existed till now). EU is an international organization and in the same time is driven by dint of supranational institutions, to which the states member delegate a part from sovereignty and power of decision in its own internal business. For a good function of UEM it is necessary an efficient cooperation between different institutions of the EU.

Keywords: European Union, economic, community, institutions

INDIVIDUAL AND ASSOCIATIVE PROTECTION OF BANKING SERVICES CONSUMER IN THE RELATIONSHIP WITH NATIONAL AND COMUNITARY BANKING INSTITUTIONS

Gheorghe Carmen Adriana, Muresan Laura

In Romania, a bank-customer term is punctually (for a brief period) built and not for long term. The customers are looking for the best alternative, especially for a crediting product. The customer-bank relationship should be built in time and, firstly, should depend on the way in which the bank has succeed to be responsible for every client needs – payments, bills, banking transfers, banking deposit, credits, cards etc. In the advanced countries, a customer prefers working with the same bank his entirely life.

Keywords: bank, banking law, customer, protection, national institutions, comunitary institutions.

IMPLEMENTING STRUCTURAL INSTRUMENTS IN ROMANIA: COORDINATES AND PRIORITIES

Giurescu Daniela, Marcu Nicu

The general objective of the Cohesion Policy reflects the fact that the problem of the diminution of regional disparities already represents a key issue within the framework of the Cohesion Policy. The Romanian membership to the economic community does not reduce the disparities between current development levels, on the contrary, under certain circumstances, it can aggravate the differences. The structural grant assistance offered by the European Union to Romania gives a chance in order to increase the speed of recuperating the disparities and to reduce the structural differences. This is even more valuable so as it takes over a considerable part of the economic efforts that should have been done on one's own account.

Keywords: Cohesion Policy, structural instruments, operational programmes

THE IMPACT OF THE CONTROVERSIES WITHIN THE CONTEMPORARY WORLD ECONOMY ONTO THE REGIONAL ECONOMIC INTEGRATION AND INTERNATIONAL TRADE

Giurgiu Adriana

Following the new position of Romania as a member state of the EU, I consider it imperiously necessary knowing and approaching the problem of the nowadays phenomena the world trade and the world economy are confronting, EU according to today statistics being in the top of world exporters and on the second place as importers. It is for this fact obvious, because of belonging to

this integrationist group, EU position and strategy in approaching international trade relationships to have a major impact on our country's trade orientation. In this context, taking into account the fact that economic integration represents a main component of globalization and that Romania wanted, since 1990, to be reintegrated into the international trade, theoretical globalization approach was felt necessary, as well as describing the impact of the present controversies within the world economy onto the international trade and regional economic integration processes, respectively.

Keywords: globalization, triadization, regionalization, international trade, regional economic integration, Romania's European Union integration

THE RENEWAL OF THE RE-LAUNCHED LISBON AGENDA FOR A MORE COMPETITIVE EUROPE WITHOUT BARRIERS

Giurgiu Adriana

The Lisbon Strategy is working; it has helped to bring about higher economic growth, more jobs and reduced unemployment. As a new member state of the European Union, Romania should respond positively to the challenges of the Lisbon Strategy, and build the prerequisites for a knowledge-based economy, in order to stimulate economic growth and employment and make European's economy the most competitive in the world. For this reason, in this paper we will realize a short presentation of the evolution of the Lisbon Agenda since it was envisaged by the Lisbon European Council in 2000, and until its last renewal at the Spring European Council in March 2008, focusing on the Romanian's accomplishments with.

Keywords: European Integration, Lisbon Agenda, priorities and challenges for Romania

LEGAL ASPECTS REGARDING THE AGENCY CONTRACT'S REFLECTION IN THE ROMANIAN LEGISLATION

Gradinaru Nicolae

The legal practice has revealed several collaboration contracts, under the impulse of the new social and economic expectations. The agency contract is a juridical institution set up and developed by practice. In opposition with rare, isolated collaboration which characterizes the commission contract, the agency contract features stable, durable collaboration with commercial agents that sometimes manage to find customers or conclude contracts on behalf of the deal principal. The agency contract is concluded in writing for a stipulated or non-stipulated period of time including all subsequent changes and additional clauses; it can be proved only in writing irrespective of its value, both between the two parties and to third parties.

Keywords: contract, commercial agent, deal principal, non-competition clause.

THE ASPECTS OF COMMERCIAL POLITIC OF ROMANIA FROM THE PERSPECTIVE OF INTEGRATION IN EUROPEAN UNION

Grozea Cristina Mihaela, Spătariu Elena Cerasela, Asalos Nicoleta

The paper proposes an analyze of economic implications for Romania once with the integration in the structures of European Union in the domain of commercial politic. Romania's quality of European Union member supposes the opportunity of beneficiate of the construction of a politic and economic power developed during many decades, but also the assuming of the responsibilities. Once with the adhering, Romania adopted Comunitary Commercial Politic, but also the Common Customs Tariff, that conduced to the liberalization of the commerce and the retraction from all the accords that belong to and were in the outside of European Union, and also the application of comunitary juridical frame

Keywords: commercial politics, market, integration

THE INVESTMENTS, ECONOMIC GROWTH FACTORS OR CONSUMPTION OF DEVELOPMENT POTENTIAL?

Huru Dragos, Hrebenciuc Andrei

In Romania, in the last year the economic growth is a real phenomenon that is not our subject for demonstration or for analyze in this paper. Our concern is related with the way of manifestation for economic growth in the economic system. We study if not the economic growth on the contrary of development for current or further performance (regardless of economic aspect or level of analyze) can unstuck in consumption of the availed resources for consolidate potential for development.

Keywords: investments, economic policies, economic growth

ROMANIAN’S POST- ADHERING WAY FOR INTEGRATION IN THE EUROPEAN UNION

Ionescu Romeo

Integration supports adaptation of the Romanian economy, society, policy and military doctrine to the realities from the integrated Member States together with Romania will continues evolutes.

We consider that the main advantages for Romania’s integration will be the following: affiliation to a great family of nations, security, participation to the greatest common market in the world, economic growth opportunities, new jobs, better access to the European Funds.

A main element able to support this evolution has to be Romanian industry. So, the paper deals with the costs and benefits of Romanian industry restructuration.

Other part of the paper analyses Romanian foreign trade and its impact on economic development. But the most sensible sector for Romania’s integration will be SME. So, we analysed the impact of these firms on Romanian economy too.

The integration process in the E.U. supposes a period of acceleration in order to realise a structural adjustment to the European agricultural model. The disparities between Romanian agriculture and most developed agricultures are big and are supported by the general level of economic development.

Another important sector of the Romanian economy which is affected by the integration process is tourism.

We can conclude that the chances for the Romanian economy as new member of the E.U. and as a result of its future integration are connected with: macro economy, prices, free labour movement, Common Market, European Funds, environment, fuels, trade marks and brands, real estate market and banking.

We consider that the integration is the unique way from Romania to become a sustainable economy in the world.

Keywords: reform, integration, strategy of integration, sustainable development

EUROPEAN „C” QUEST: COMMUNITY, COMPETITIVENESS, CONVERGENCE, COHESION. WHAT SHOULD THE “EU NEW COMER ROMANIANS” AIM FOR?

Jora Octavian-Dragomir, Topan Mihai-Vladimir, Musetescu Radu-Cristian

The analyses carried out both at the centre (Brussels) and at the destination (member states) (ab)use of the principle that in public expenditure terms “spent money means well-spent money” and consider that absorption capacity equals economic performance (equated quite disputably with disparity reduction). The aggregate Keynesian perspective provides the main argument in

favour of this interpretation: EU funds lead to GDP growth (economic growth). This vision overlooks the crucial importance of resource allocation micro-processes, private property and business activity. Therewith, the process of making European funds profitable and, consequently, the EU convergence feasible depends on the extent to which the absorption environment is structurally reformed. The “cohesion paradox,” which can be formulated like “least underdeveloped regions have relatively higher chances to attract European funds, while disparities compared to relatively less developed regions might even intensify”, can be broken only through multi-dimensional reform, immaterial to whether we speak about Romania, or Ireland, or Portugal, or Spain, or Greece.

Keywords: EU funding, EU regulations, private property, competitiveness, convergence, cohesion.

MODIFICATIONS RECENTES, APORTEES PAR LE PARLEMENT EUROPEEN A LA

Juganaru Ion-Danut, Juganaru Mariana

Les institutions européennes ont eu, ces dernières années, une série d’initiatives visant la réglementation de certains aspects liés à l’activité de tourisme. Parmi ces initiatives, la Communication de la Commission (de 17.03.2006), intitulée « Une nouvelle politique du tourisme: renforcer le partenariat pour le tourisme en Europe ».

Le Parlement européen a adopté, dans ce domaine, le 17.10.2007, une résolution qui apporte une série d’amendements à cette « nouvelle politique européenne du tourisme ». Tous ceux impliqués dans le tourisme roumain doivent absolument connaître les prévisions de ces documents des institutions européennes, afin d’adopter leurs politiques et stratégies futures.

Keywords: tourisme, politique, stratégie, objectifs, mesures

EUROPEAN INSTITUTIONS INITIATIVES REGARDING THE DEVELOPMENT OF SUSTAINABLE TOURISM

Juganaru Mariana, Juganaru Ion-Danut, Anghel Andreea

The magnitude of the tourism phenomenon and the diversification of its forms have multiple consequences on the natural environment, the society and the economy. That is why, starting with the 1980’s there have been preoccupations at EU level regarding policy elaboration towards a sustainable development of tourism. These policies must set clear and realistic objectives as far as the improvement of European tourism industry competitiveness is concerned, by sustainability of tourism in Europe and worldwide. Economic, cultural and environmental sustainability is a key factor for the competitiveness of tourism destinations, for the well being of the population, for new jobs creation and for the preservation of the natural and cultural tourism attractions.

Keywords: sustainable tourism, European institutions, initiatives, accomplishments

ASSURING THE EFFICIENCY OF THE ROMANIAN COMPANIES’ACTIVITY IN THE FRAMEWORK OF JOINING THE EUROPEAN UNION THROUGH CHANGE MANAGEMENT

Marcovici Mugurel - Alin

Examining the importance of management in general and of the strategic one in particular to the efficient adaptation to change of the enterprises and integrating this issue in the complex context of transition, I will try to find answers to the problems that management is confronted with in order to blaze the trail to new approaches in this field which can be of great usefulness for the

evolution of the economic and managerial thinking and practice in Romania and of economy generally.

Keywords: integration, economic evolution, efficiency, management evolution

ASSURING THE EFFICIENCY OF THE ROMANIAN COMPANIES' 2

Marcovici Mugurel - Alin

Examining the importance of management in general and of the strategic one in particular to the efficient adaptation to change of the enterprises and integrating this issue in the complex context of transition, I will try to find answers to the problems that management is confronted with in order to blaze the trail to new approaches in this field which can be of great usefulness for the evolution of the economic and managerial thinking and practice in Romania and of economy generally.

Keywords: integration, economic evolution, efficiency, management evolution

INTEGRATING THE ROMANIAN VITICULTURE AND WINEGROWING SECTOR ON THE UNIQUE EUROPEAN MARKET BY INCREASING COMPETITIVENESS

Neculita Mihaela, Sarpe Daniela

The geographical location of the country and the natural resources endow national viticulture with a competitive feature not yet complementary to the European viticulture. However, if we are to consider the current status and distribution of the national viticulture patrimony, it is clear that what we are up against is an failure to come up to the competitive standards set on and by the European market.

Keywords: economic efficiency, viticulture and winegrowing industry, adaptability

THE HARMONIZATION OF THE INDIRECT TAXATION IN THE EUROPEAN UNION

Miklo (Buda) Catalina Petruta, Boghicevici (Pantea) Claudia

Harmonization of the indirect taxation in the European Union is a necessity in the context of cross-border trade development, the evolution of market economies .

The themes debates the main issues related to fiscal harmonisation of the indirect taxes and presents the European Comission future projects.

Keywords: Indirect taxation, VAT, Fiscal harmonization

ROMANIA'S PERFORMANCE IN THE EMU ACCESSION PROCESS

Miru Oana

Following Romania's accession to the European Union, the greatest challenge facing economic policy is compliance with the criteria for joining Economic and Monetary Union. The economic policy decision-makers must consider the convergence criteria, in order to be able to comply with them at the lowest possible cost. Romania is a little behind the other countries in what regards the convergence criteria, except of the government finances criteria. With the entrance in the Euro zone set to 2014, it has still got time to meet them, but the fact that it is among the last in the EU should be a worry.

Keywords: European Union, convergence, stability, performance, catching up

DOES THE OPEN METHOD OF COORDINATION HELP DELIVERING LISBON?

Murea Maria Mirona

The EU's economic ambition can be summarised by the main goal of the Lisbon Strategy (2000) and its' initiators agreed upon the necessity of a plan, to solve some issues that were left behind in the process of European integration (education, R&D, innovation, labour markets, welfare of consumers) at a time, when the depth of the integration process and the economic growth had the first lead. EU's problems were related to an increased number of participants on the EU Labour Market and a slowdown in productivity (not necessarily implying a lower rate on investment in ITC). Therefore, new policies were needed, in areas like employment and competitiveness and also a requirement for an efficient Open Method of Coordination (OMC) between the member states and the European Commission, economic growth and jobs being vital for obtaining a sustainable development.

Keywords: Growth, jobs, OMC

RISKS AND IMPLICATIONS OF GENETICALLY MODIFIED PRODUCTS

Muresan Laura, Neacsu Andreea, Madar Anca

Genetically modified products are not a new concept, not even for Romanian people. The most known and endearing tortoises were “mutant,” meaning genetically modified. The first product obtained through this technique and made for sale, was a genetically modified version of a hormone – BST somatotropina – which stimulated lactation in cows. The term “OMG” is used to refer to live organisms, plants or animals, who have been injected with genes, particles from other species' DNA, trespassing the species barrier, for it to be able to have new properties.

Keywords: genetically modified products, soy bean GM, legislation, risks

THE STRUCTURAL FUND INTERVENTIONS - CASE STUDY THE ROLE OF UNIVERSITY IN SUCEAVA REGIONS DEVELOPMENT

Nastase Carmen, Popescu Mihai, Scutariu Liviu

The Structural Funds (ERDF, ESF) have invested vast sums to enhance the functional environment of SME 's by building infrastructure and improving skills of workforce. The last enlargement of EU, with accession of Romania and Bulgaria, has brought the Structural Fund resources available in new countries. However the project experience has only recently started accumulating and the participation of beneficiaries (SME's in this case) to the planning processes is quite new. In University of Suceava there are some projects will help to consider promoting entrepreneurship project outside of formal school activity as an educational leisure and as a learning activity for young people. With those project crucial insights will be gained in the need, willingness and possibilities for the establishment of business incubators in the cross-border region in the coming years.

Keywords: structural funds, strategic development, EU integration process, University, projects

THE ROMANIAN LEGAL ARMONISATION WITH THE EUROPEAN UNION STIPULATIONS REGARDING THE TIME-SHARE CONTRACT

Neagu Emilian, Gradinaru Nicolae

In romanian legislation, the necessity of a proper and concise counseling of consumers regarding the rights they have before and after signing a contract with view to obtain a real right or any other right of temporary usage over one or more imobiliary goods is explicitly reglemented. The contract for obtaining the right of temporary usage „timeshare” of imobiliary goods can come in

the form of a standard contract or of a group of contracts made for a duration of 3 years minimum, with the payment of a global price, by means of which the consumer obtains, directly or indirectly, the right of usage over one or more imobiliary goods, in exchange for a global price, for a duration of time, predetermined or not, that can not be shorter than one week.

Keywords: time-share, imobiliary goods, clause, global price

MOUNTAIN ENVIRONMENTS AND TOURISM - A EUROPEAN MODEL OF SUSTAINABLE DEVELOPMENT

Nicula Virgil

Tourism can be an important way of preserving the mountain communities, bringing revenue and jobs to village communities increasingly unable to survive on agriculture alone and where migration threatens their existence. The European model, through stronger stakeholder involvement, may perform better than the corporate model in managing the destination on a responsible basis, since the community directly depends on it. Therefore, by taking into account the ecological and social dimensions of sustainability, the community will protect the surrounding natural environment. However, small communities and local rivalry may make joint decision-making difficult and may lead to a lack of cohesion in consistently promoting a destination. The development of a sustainable tourism means protecting the environmental tourism resources with the help of various actions taken by the locals.

Keywords: mountain environment, sustainable development, mountain tourism

ROMANIAN COMMERCIAL COMPANIES IN INTERNATIONAL BUSINESS AND LITIGATION

Novac Laurentiu

In this article I'm referring to commercial companies from Romania which have to face out the international competition and litigation. These companies need to adapt to the new demands of the international market and integrate in the European Union, a community which becomes larger. Firstly, I present in chapter 1 the notion of the commercial company, in chapter 2 I treat the notion of litigation and the procedure of solving it and in chapter 3 a particular case is being presented related to the subject of Court of Arbitration and commercial companies

Keywords: company, commercial, litigation, arbitration

THE TEXTILE INDUSTRY AND THE CHALLENGES OF THE EUROPEAN INTEGRATION

Petraru Simina Andreea

Textiles and ready-made clothes are considered to be one of the first products manufactured within a productive economy. They have constantly developed, adapting themselves to the requirements of companies with an ongoing interest in the overall development of mankind. Europe has always played an important part in the changing world of textile industry. The textile industry is one of the most general ones at world level. There are many challenges at European level and that is why effectiveness measures are continuously adopted.

The textile industry was one of the main fields that has adopted social dialogue at European level. The Committee for social dialogue in terms of textiles and ready-made clothes of the EU gathers periodically in order to discuss current matters on the political orientation of the EU in this field, launching and monitoring common projects for promoting contractual relationships in benefit of the Union, improving the labor organization, anticipating structural changes and adapting to the contractual frame, that allows the creation of new job opportunities and the access to permanent

training. The EU has issued guidelines for labeling textile and ready-made products containing detailed information on the raw materials and the processing; this comes in addition to its concern towards the consumer needs, his social values and the protection of the environment.

Romania, being a member of the EU, and holding one of the most dynamic and competitive textile industry and ready-made products, is confronted with challenges in order to face the new competitors like China, Turkey, Bangladesh.

The new strategies for the Romanian textile fields should consider the improvement of the products' competitiveness, within the market economy, with minimal material and social costs and highest efficiency, at the same time with strengthening the position on current markets and conquering new markets.

Keywords: Textile industry, European integration, social values, competitiveness, commercial trade

THE EUROPEAN PARLIAMENT'S ROLE IN THE COMMUNITY INSTITUTIONAL SYSTEM

Petria Licuta, Cebuc Maria - Iuliana, Neagu Emilian

The European Parliament was founded by the Treaty of Rome (1957) to represent the “peoples of the states gathered in the European Union”. The Parliament was originally organized as a deliberative, consulting assembly and made up of members of national parliaments, being the only community institution today, directly elected by the member states' citizens. The subsequent community legislation especially the Treaties of Maastricht and Amsterdam have significantly changed the Parliament's role and it has become a body with political functions and legislative, budgetary and control powers.

Keywords: the enhancement of the European Parliament's role, consulting, co-legislature

EUROPEAN NEIGHBORHOOD POLICY: ROMANIA'S CONTRIBUTION TO THE EU'S NEW SHAPE

Ploae Catalin

On 1st of January 2007 the EU welcomed two new Member States and 30 million people, when Bulgaria and Romania joined the European Union. This completed the EU's historic fifth round of enlargement peacefully reuniting Western and Eastern Europe after decades of division. The challenge was not to close gates but to meet new frontiers. We need a positive but practical vision for a better Europe. What are, then, the new frontiers of Europe?

European borders are characterized by alternating hard and soft forms on one axis and open and closed forms on another. Europe's internal national borders are not merely modified by the growing significance of a European external frontier, but both internal and external borders are influenced by the wider global context. Enlargement policy has allowed the EU to expand its frontiers both economically and politically. The first and foremost frontier, and the most urgent challenge for Europe, is to rebuild confidence in the European economy. The internal market has liberalised European economies and created the biggest economic area in the world, reaching 500 million consumers once Bulgaria and Romania have joined the European family.

Keywords: frontiers, neighbourhood, cross-border intercultural dialogue and co-operation

POLITICS OF COHESION AND STRUCTURAL FUNDS

Pop Radu

For a harmonious development of the EU member states a series of structural funds have been initiated. Due to its belonging to the EU, Romania is directly interested in being introduced to these funds and using them efficiently. A major importance represents a good use of the structural instruments which provide the appliance of the EU politics of cohesion.

Keywords: cohesion, funds, applications, impact.

EFFORTS AND EFFECTS CAUSED BY ROMANIA’S INTEGRATION IN EU

Popa Lucia Ramona

European integration has a major impact on all sides of Romania’s economic, political and social life and presupposes a series of efforts as well as benefits due to its status of a member of an integrationist organization. The main benefits of EU integration are: a more stable economic and political climate, the raise of competition by stimulating the economic agents to create new products and services, the development of commerce with member states, an encreased access to capital market and European investments, the possibility of professional training and access on European market, the encrease of national security by integration in the mechanisms of External Policy and common security, by participating in decision making regarding the future configuration of EU. The efforts Romania has to make are generated by difficulties at institutional, economic and social level determined by the communitary norms and policies. Romania has to make an economy capable to cope with the EU competition and with the market forces.

Keywords: efforts, effects, Romania’s integration in EU

DEMOCRATIZATION PROCESS AND TOURISM INDUSTRY AT THE REGION OF WEST BALKANS : TOURISM AS A SOCIOPOLITICAL FORCE

Priniotaki Maria, Kapsis Dionisios

This paper aims to highlight the political aspect of tourism: politics is a fundamental yet much ignored component of tourism development and tourism studies. A research into the political dimensions of tourism industry towards the democratization fulfillment in the region of West Balkans is further discussed. The stipulated trade-off between democracy and growth is also examined. The results suggest that democracy reinforces progress in economic liberalization, which, in turn, improves growth.

Keywords :democracy, tourism industry, development , West Balkans

REGIONAL INTEGRATION AND THE NEW TYPE OF COMMERCIAL WARFARE

Rotaru Marius

The lowest the number of the regional integration areas, the higher the propensity for protectionism (Krugman). The revival of regional protectionism measures meets the case of a commercial warfare. In the largest integrated market, investors must “play” by strict rules, so that a balance between productivity and risk should be kept. The elasticity in replacing the goods interchanged across local areas commensurate with the frequency of intra-regional and extra-regional goods replacement by consumers, depending on how prices evolve. The challenge of cross-area regional integration commercial warfare might lessen to the extent that these few areas

are strong enough to build their global commercial relationships upon cooperative arrangements rather than conflict-wise solutions.

Keywords: regional integration, protectionism, commercial warfare, elasticity, global cooperation, Romania's commercial security

THE PRICE AND EXCHANGE RATE STABILITY IN ROMANIA, AN ESSENTIAL CONDITION TO JOIN THE EURO ZONE

Rujan Ovidiu

Analysing the last years' developments in the national economy, one could assert that there is a possibility for Romania to join the Euro zone in the perspective of 2014. The massive capital entries over the last years have stimulated the development of the economy, by supporting the real convergence and contributing this way to a decrease in the short-term inflation pressures throughout the appreciation effects of the exchange rate. An exchange rate appreciation usually erodes the external competitiveness of an economy and amplifies the external unbalances, which result in a currency depreciation and at the end, in an even greater rate of inflation. As a consequence, the remaining main problem to solve is the diminution of the inflation conditioned by structural reforms so that the salaries' growth to follow that of the labor productivity at national level and not the opposite way. Once the inflation decrease consolidated, favourable conditions to accomplish the nominal convergence criteria regarding the long-term interest rate and the stability of the exchange rate will be thus created. This is the reason why the monetary policy should be accompanied for now by a prudent fiscal policy meant to insure the sustainability of the public finances.

Keywords: Romanian monetary policy, Euro zone, rate of inflation, exchange rate, national currency, price stability

SELF-EMPLOYMENT PROBLEM IN SOME EUROPEAN COUNTRIES – REALITIES AND PERSPECTIVES

Sarpe Daniela, Neculita Mihaela

This paper is a result of a Leonardo da Vinci project “SELF-EMPLOYMENT - Guidance and Counseling for Self-Employment” whose aim was to identify the location and the value of guidance and counseling services aimed at people considering self-employment in some European countries: Austria, Poland, Romania and Finland. In the whole project self-employment was defined as a one-person company. The project identified the location and the value of various support services for self-employed in Europe, including a study of entrepreneurship level in the four countries and a survey of existing services which support establishment or development of one-person enterprises. A SWOT analysis in the field of self-employment is presented in the first part of the paper and in the second part the curricula for self-employment training courses and the effectiveness of the training are taken into account for all the related countries.

Keywords: self-employment, SWOT analysis, quality

THE STRUCTURAL EUROPEAN FUNDS AND ROMANIA – CONTROVERSIES AND CHALLENGES ALONG THE ACCESS-ABSORPTION ROUTE

Susanu Monica

According to Copenhagen criteria, any country formulating its option to adhere at the European Union has the obligation to meet a series of requirements. Therefore, the social and economic convergence and cohesion constitutes the essential working principles of the Union and, at the

same time, they contain the quintessence of the operating reason of the structural European funds, equally oriented during the pre- and post-adherence stage, as true and efficient tools of implementation of the regional policies. Co-opted in this continental construction at a moment of real integration effervescence, which took place simultaneously with the expansion of the Union's space, Romania stated its pro-western option without hesitation and, as a result, it aligned its entire social and economic organism to the European institutional and behavioral biorhythm.

Keywords: structural European funds, controversies, challenges

IMPROVEMENT OF RESEARCH-CONSULTANCY-PRODUCTION RELATION, ONE OF THE WAYS TO INCREASE COMPETITIVENESS OF ROMANIAN AGRICULTURE

Scurtu Ion, Dugan Silvia

Romanian agriculture experiences a reduced competitiveness compared with the results obtained within the European Union and the main agricultural countries in the area. This feature may be seen both from the average productions of the main agricultural cultures and from the average yield of zootechnics. The causes are multiple, ranging from the excessive land crumbling, agricultural exploitations that produce mainly for self-consumption, the lack of professional training of many farmers and the insufficiency of agricultural consultancy and of implementation of research results into production.

Keywords: agricultural competitiveness, average productions, main crops, agricultural consultancy, research

THE REGIONAL DEVELOPMENT AND THE SUSTAINABLE TOURISM IN ROMANIA

Scutariu Adrian Liviu, Nedelea Alexandru

In the European Union regions are territorial units of medium size, created with the purpose to absorb efficiently the European Union funds for regional development and to interpret and research the regional statistics. In Romania there are 8 development regions. The regional development of tourism must be a sustainable one. The analysis of some indicators show that after a long period when the tourism had a descendent curve, in the last years this has had a positive evolution in almost all regions. The tourism may become an important component of the economy, which can determine important mutations in the territorial field, contributing to the social-economic growth of a region. In the last years it is noticed a small growth of the tourism, tendency expected in the future, too.

Keywords: Regional development, sustainable development, tourism

OPPORTUNITIES AND RISKS FOR THE RURAL DEVELOPMENT OF ROMANIA

Sorlescu Mariana

For the new member states of the European Union, the integration of the agro-alimentary and rural sector has proved to be one of the most difficult and sensitive issues of the accession trial, and Romania is no exception from the rule. However, the 2 year experience of the new EU member states has proved that such integration has considerably sped reforms and has triggered a re-organization process of the agro-alimentary and rural sector, with multiple positive aspects. We have to be aware that only investments in the agro-alimentary industry create the grounds to increase the quality standards and the food's safety as per the requirements provided by international markets. Measures and technical-economic actions must be implemented which

would lead to: decrease of negative effects of the restrictive production factors and use of performing technologies for animal and plant production.

Keywords: the re-organization of agriculture, competitiveness, ecologic agriculture

CONSIDERATION REGARDING ROMANIA - MEMBER OF EUROPEAN UNION AND KNOWLEDGE BASED ECONOMY

Stanescu Aurelia

The central idea around which this paperwork is built is that the implications of the new economy (knowledge based economy) on the business world are of such a nature that is necessary to redefine the economic concepts and models. The global civilisation are based on innovations and furthermore on technological development which leads towards a high level of competitiveness and human development. Among the other countries Romania are interested in becoming knowledge based society.

Keywords: knowledge based economy, intellectual capital, innovation,

THE EFFECTS OF LABOUR FORCE MIGRATION IN ROMANIA TO THE COMMUNITY COUNTRIES -REALITIES AND PERSPECTIVES-

Szarka Arpad

Nowadays, the migration of active labour force is a phenomenon with a rapid dynamics, generated mainly by globalization. The international migration is appreciated to imply about 200 million persons, which is double than 25 years ago. The migration is determined by economical, social and political causes. The migration of active labour force in Romania registered in the Community Countries reaches low levels, about 200.000 person, but the illegal one is appreciated to reach 1.7-2 milion persons. The effects of migration are mainly due to: the loss of the tax payer – active labour force formed in Romania, the weakening of the social solidarity in the social security system, and in the same time, its increase in the destination countries , the remittance of some important amounts of money in the origin countries, the contact with other economical, social, cultural models. The evolution of remittance in the world is very dynamic, in 2007 it is said to be about 250 billion dollars ,from which 7,1 billion euro for our country, compared to 9,1 billion euro representing direct investments.

Keywords: labour force, globalization, evolution

ENHANCING ECONOMIC COMPETITIVENESS IN ROMANIA THROUGH COHESION POLICY AND THE STRUCTURAL FUNDS

Tarta Monica

Despite considerable progress in terms of macroeconomic performance, Romania's international rankings on competitiveness suggest several weaknesses, especially related to market efficiency, business sophistication, education, technology readiness and innovation. Revealed Comparative Advantage and Intra-Industry Trade analyses outline that the Romanian economy is still labor intensive, thus needing capital infusion in order to increase its competitiveness within the EU. In order to benefit from the EU cohesion policy, Romania has adopted The Sectoral Operational Programme “Increase of Economic Competitiveness”, which is one of the seven instruments (operational programmes) adopted by Romania and under the Convergence objective; the programme sets out to achieve the priorities of the National Strategic Reference Framework, derived from the National Development Plan 2007 – 2013, which aims to strengthen the strategic focus of the Economic and Social Cohesion policies across Romania, and to enhance economic competitiveness in Romania.

Keywords: cohesion policy, structural funds, competitiveness

EU REGIONAL POLICY AND THE STRUCTURAL FUNDS

Tarta Monica

The Lisbon and Gothenburg European Councils defined a broad strategy to increase the competitiveness of the Union and achieve sustainable growth. Accordingly, during the 2000-2006 programming period, the various cohesion policy instruments - primarily the Structural Funds - contributed, directly or indirectly, to the Lisbon strategy. They had a major impact on the competitiveness of the regions and helped achieve substantial improvements in the living conditions of their populations. At the March 2005 European Council, the Lisbon Strategy was renewed with the adoption of the partnership for growth and jobs. In line with this strategy, cohesion policy must be focused on promoting sustainable growth, competitiveness and jobs. On the basis of these priorities, the Strategic Guidelines for 2007-2013 aim to: make Europe and its regions more attractive places to invest and work; improve knowledge and innovation; create more and better jobs; and take account of the territorial dimension of cohesion policy.

Keywords: regional policy, structural funds, competitiveness, sustainable growth

THE ADAPTATION OF ROMANIAN COMMERCIAL LEGISLATION TO THE EXIGENCY IMPOSED BY THE EUROPEAN UNION

Țuțuianu Ion

Although Romania's relationship with the European Communities dates since the 60s, only after December 1989 the adoption of Romanian commercial legislation was introduced at European standards, being finalized in 1991 with the commerce and cooperation Agreement. The acquis in this domain covers legislative categories like: the right of commercial societies, the application of intellectual propriety rights while fighting against piracy and forgery. The politic in the area of competition regulates the elimination of agreements between firms to diminish competition and dominant position abuses, the monitoring of state aids through the interdiction state subvention act in order to maintain afloat unviable companies in order to have false national champions.

Keywords: commercial, legislation, competition, European Union

THE EU'S HEALTH POLICY NEW STRATEGY - A LINK BETWEEN HEALTH AND ECONOMIC PROSPERITY

Unita Lucian

Health is an important priority for Europeans. We expect to be protected against illness and disease. We want to bring up our children in a healthy environment, and demand that our workplace is safe and hygienic. When travelling within the European Union, we need access to reliable and high-quality health advice and assistance. The Member States have a responsibility to ensure that these concerns are reflected in their policies, but, although the EU doesn't usually intend to make health policy but in practice other policies often to do with the union's origins as a free market affect health care. Thus, the EU complements the national health policies and has a vital role to play through the obligations placed on it by the European Treaties, bringing European added value through its action to the EU sustainable development strategy. For these reasons, the present paper will focus on the EU's Health Policy and the related strategies to achieve its goals.

Keywords: EU Health Policy, Health Strategies and Programmes

THE EU’S COSTS OF SOCIOECONOMIC “HEALTH GAPS”

Unita Lucian

During the past two decades, socioeconomic inequalities in health have increasingly been recognized as an important public health issue throughout Europe. As a result, there has been a considerable research effort which has permitted the emphasis of academic research to gradually shift from description to explanation. And as a consequence of that, entry-points for interventions and policies have been identified, providing the building-blocks with which policy-makers and practitioners have begun to design strategies to reduce socioeconomic inequalities in health. Although relatively little is known yet about the effectiveness of these strategies, it is possible to make some educated guesses about their potential impact on the economic implications of health inequalities in the European Union. And this way, investing in health should not only be seen as a cost to society, but also as a potential driver of economic growth.

Keywords: economic benefits, improvements in EU population health, inequities, health gap

MIXED INSTRUMENTS IN PROMOTING RENEWABLE ENERGY SOURCES: LESSONS FROM THE EUROPEAN EXPERIENCE

Zamfir Andreea-Ileana, Ioan Ildiko, Constantin Florentina

This study explores the means by which governments could support the use of renewable energy sources. Our conclusion justifies the effort invested in designing new policy instruments and also has relevance for policy making in a very sensitive sector to accomplish sustainability goals – the use of renewable energy. It has been concluded that renewable energies could be better promoted if a mix of policy instruments is applied. The study was conducted using the knowledge base built up through research of literature and national experiences in promoting renewable energy sources. It has demonstrated the necessity of developing complex support schemes by identifying logical connections between the instruments used in different countries and the use of renewable energy sources.

Keywords: renewable energy sources, policy instruments, supporting schemes

SECTION: ECONOMY AND BUSINESS ADMINISTRATION / SUBSECTION: BUSINESS ADMINISTRATION

CONCEPTUAL ASPECTS AND INFLUENCE FACTORS OF TOURISTIC ENTERPRISE PROFITABLENESS

Asalos Nicoleta, Spatariu Elena Cerasela, Grozea Cristina Mihaela

The organization and developing of any economic activity must be, in the same time, useful, which means to answer to some real needs of the society, and to be rentable, which means to create profit through the assurance of some bigger collects than the total cost of production. The profitableness is in a close correlation with the enterprises' professionalism, with time, with material and financial resources invested for an economic activity, on the fond of technological, scientific and ecological progress. The profitableness is a form of the efficiency, that concentrates in the capacity of the firm of utilize the production possibilities limit in own interes.

Keywords: profitableness, production factors, profit, profitableness rate

CORPORATE GOVERNANCE IN ROMANIA (I – STRUCTURAL DEVELOPMENTS IN THE COMPANIES AND FINANCIAL SECTOR IN ROMANIA)

Bădulescu Alina

The companies' sector in Romania experienced a positive development after 1990, especially concerning their number, as a result of private initiative and privatizations. The prevalence of SMEs in the companies' sector is obvious, and their number increased 3.4 times after 1992, to a amount of 431135 at the end of 2005. The banking system reform was started in 1990 with the creation of a two-tier bank system. The drastic structural changes that took place between 1998 and 2000 reflected two major events: the crisis and eventual collapse of several state-owned and private banks and the privatisation drive, both resulting in a cleaner and more solid banking system. In 1996, the mass privatization program contributed at the appearance of a large number of individual shareholders to all state companies and consequently was achieved the settlement of a over the counter market called.

Keywords: Corporate governance, Romania, companies and financial sector

CORPORATE GOVERNANCE IN ROMANIA (II – CONSIDERATIONS ON ROMANIA'S COMPLIANCE ON OECD PRINCIPLES ON CORPORATE GOVERNANCE)

Bădulescu Alina

Result of the theoretical researches on the issues related to possible different interests of shareholders and executive managers, OECD issued in 1999 The Principles of Corporate. In Romania, there were identified some problems, related to: weak institutional framework, necessity of urgent implementation and enforcement of the already existing laws, the lead that private sector should take in developing implementation tools and promoting public debate on corporate governance issues, protection of minority shareholders rights. In the late years, Romanian authorities achieved a process of revising legislation related to companies' governance. This new regulation will benefit to all parts involved, such as major investors, minority shareholders and companiest; finally, the whole society will benefit from a cleaner and more performing economic environment.

Keywords: corporate governance, Romania, legislation

A HISTORY OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT: LITERATURE REVIEW

Bac Dorin Paul

Sustainable development - as a well defined concept - has emerged from a series of Conferences and Summits, where influential people have tried to come to an agreement on how to tackle the “burning issues” of the 21st Century: poverty, increasing inequality, environmental and human health degradation. The present paper presents the most important “stages”, where the “actors” have created and defined the concept of sustainable development and its principles.

Keywords: sustainable development, environment, economic growth

SUSTAINABLE DEVELOPMENT – A THEORETICAL APPROACH

Bac Dorin Paul

Sustainability should represent the main goal of present leaders at both economic and political level. Although respecting the principles of sustainability might not seem cost effective, not respecting them will lead to much higher expenses for future generations. The present paper consists of theoretical approaches to sustainable development and practical challenges for the implementation of sustainability.

Keywords: sustainability, development, equity, poverty reduction.

E-BUSINESS IN THE CONTEXT OF GLOBAL COMPETITION

Rogojanu Angela, Badea Liana

The explosion of digital connectivity, the improvements in communications and the enforced global competition are revolutionizing the way business is performed. A new, complex and rapidly changing economic order has emerged based on disruptive innovation, discontinuities, abrupt and seditious change. In this new landscape, knowledge constitutes the most important factor, while learning together with the increased reliability and trust, is the most important process (B.A. Lundvall and B. Johnson: 23-42). These trends suggest that private and public organizations have to reinvent themselves in order to achieve strategic competitive advantage. The extant literature highlights the great potential of ICT tools for operational efficiency, cost reduction, quality of services, convenience, innovation and learning in private and public sectors.

Keywords: e-business, competition, communication

VARIABLES OF THE IMAGE OF TOURIST DESTINATION

Ban Olimpia

The image of a destination is more than a distinguishing element; it is a component of the supply and brings more value to it. The image of a destination can be the decisive component, while the other elements are relatively alike (1). The image of a tourist destination is strongly connected to the image of a country, the image of a nation and the image of a place. The image of a place is formed for a receiver naturally by accumulating experiences with that place, the use of the sources of personal and impersonal information. For the transmitter, the image is the result of some direct and indirect actions. The branding of the place is the conscientious and coordinated process of an image achievement. In the paper there are presented some examples of actions of image research, an essential step having in view the branding or re-branding. It is presented a study of the citizens of Oradea regarding their perception of tourist Romania.

Keywords: touristic destinations, brand, image

L’ACCROISSEMENT DE L’ATTRACTIVITÉ DE L’OFFRE TOURISTIQUE BALNEAIRE ROUMAINE

Ban Olimpia, Ardelean Sidona

Spa tourism is one of the most old tourism forms. The outlook about tourism spa was changed, it isn't seen just as a treatment tourism but one for vigorously, physical and emotionally strength. In this new conception, new consumer segments are aimed. Actual Romanian spa resorts offer has to be supplement with entertainment-amusement services which fulfills the needs of consumer aimed. The study made by S.C. Tourism Felix S.A. concerning present consumers shows their positive attitude (and strongly need) for these services and support the idea of actual offer improvement.

Keywords: spa tourism, amusement parks, Baile Felix

COSTS INFORMATION SYSTEM AND DECISION PROCESS

Bucsa Radu Cristian

The point of view of this paper is from the position of a manager who must make a cost-based decision, such as setting a budget, evaluating the desirability of contracting a service out, determining the cost of expanding the delivery of a service, etc. As such, this article contains a minimum of technical accounting terminology and makes few assumptions about the nature of the accounting system in use.

Keywords: accounting, management, information, cost

SUSTAINABLE DEVELOPMENT STRATEGIC DIRECTIONS FOR AGRICULTURAL HOLDINGS

Burja Vasile

The agriculture's sustainable development is a demand of the Community's Agricultural Policy in Romania. The objective can't be reached without competitive agricultural holdings, which work on the basis of high economic performance criteria. This is why agricultural holdings must take into account a series of strategic development directions, such as: the technical capital's optimum dimensioning and management, perfecting the human capital, perfecting the rural structures, the exploitation's optimum dimensioning, improving sales.

Keywords: sustainable development, agricultural holdings, development strategy, technical capital, human capital, rural structures

THE CONSUMERS' PROTECTION IN ROMANIA – AUTHORITIES' PERMANENT PREOCCUPATION

Condrea Elena, Popovici Veronica, Bucur Crina Raluca, Mirea Marioara

The realization of the necessary balance between the interest to create and consolidate a multinational unique market and to insure the consumer's protection is a hard task for any state and multinational authority. Its critical point consists of the ways through which a certain country succeeds in reconciling its need to open its borders with that of protecting the consumers, in the conditions in which the ensemble of national laws, usually, tend to restrain free commerce, presenting differences in the protection levels in different countries. In what concerns the Consumers' protection policy elaborated for Romania, respectively the law alignment to the community's aquis from this domain, we can say that that it registers slow progress, although, in the purpose of the EU joining, Romania has opened and closed the chapter regarding the

consumer's protection since July 2001, without needing to ask for a transition period or derogations from the community's aquis.

Keywords: consumer protection, National Authority for the Consumers' Protection, consumers' protection policy

RELATION PARTICULARITIES: FOODS QUALITY – RAW MATERIALS MANAGEMENT

Condrea Elena, Constandache Mihaela, Stanciu Anca Cristina

The insurance of the quality of the foods has in view the whole food chain, from the projecting of the product to the purchasing of the prime materials to the whole production environment, as well as being focused on the production. The quality can be realized only in the conditions in which every employee from the organization fully fulfils his attributes being conscious of the quality level he must deliver. This solicits a systematic approach and a quality system which is introduced, maintained and administrated. In conformity with the quality management, for reaching maximum performance in insuring the quality of the foods the start must be the prime materials' management. The quality systems used by the enterprises' in the food industry sector are based on the requirements of the standards from the ISO 9000 family, as well as other standards specific to the alimentary sector elaborated at international, national or regional level.

Keywords: foods, raw materials management, quality systems, standard

PRODUCTS TRACEABILITY-NECESSITY OF THE MANAGEMENT OF THE DISTRIBUTION CHAIN

Constandache Mihaela

European directives are strict and they regulate the obligation of products traceability in all stages of manufacture, processing and distribution. Internationally, the standards of the GSI system have proved that they can entirely solve the traceability requirements, through specialized informatics systems and networks, as well as through the manual labeling, the solutions being taken up by CEE/ONU, in their users' guides. RFID technology can be successfully used in the distribution chain because it considerably improves the stock inventory process, in its phases of data gathering and of “visibility” in the places where the traceability hasn't been performed yet.

Keywords: agro alimentary safety, traceability, labeling, identification

SYSTEM OF INDICATORS OF THE PROFITABILITY FOR COMPANIES OPERATING IN FOREIGN TRADE

Caruntu Constantin, Lapadusi Mihaela Loredana

The scientific fundament of increasing foreign trade efficiency and its orientation towards obtaining maximum advantage requires first of all the specification of foreign trade efficiency and profitability content. In foreign trade, the profit of the foreign trade companies, as synthetic indicator, generally depends on the commission revenues and on the general expenses of the foreign trade company. In order to achieve a profit as large as possible, it is necessary to perform the factorial analysis of the commission revenues and the ways of increasing these revenues.

Keywords: profitability, foreign trade, revenue, goods.

SOME LOCAL OPINIONS AND BUSINESS PHILOSOPHY OF SMES

Crăciuneanu Viorel, Săvoiu Gheorghe

The economical concept of SMEs represents the axis of functional market economies. The problem of their delimitation within the European area is being solved unitarily and transparently today. Besides the communitarian and national significance of SMEs, the investigation of their employees' opinions by a survey directed on rates, lacked obviously of claims of representativeness, which is statistically determined, offers interesting conclusions, that identify a specific behaviour of SMEs in Pitesti area. Thus, the variation of the opinions becomes the real expression of administrative and legislative, territorial and national conditions of the Romanian SMEs, and also of the alternative and strongly locally differentiated mentalities.

Keywords: SMEs, quota sample, statistical survey, inquiry

OPEN SOURCE ERP SYSTEMS FOR ROMANIAN SMALL AND MEDIUM ENTERPRISES

Deac Marius, Deac Teodora

In the last decades a number of ERP systems have been developed. The most popular ones are SAP, Oracle and Microsoft Dynamics. But the CEOs of SMEs in are looking for alternatives to these proprietary systems. The current paper tries to summarize the main open source ERP systems and to identify the ones that are localized for Romania and adapted for the Romanian Accounting Standards. It then summarizes the main advantages and the main difficulties of adopting an open source ERP system as opposed to using a proprietary one. The paper also includes some considerations about the implications of using an open source ERP system on the Total Cost of Ownership.

Keywords: ERP, open source, SME, accounting software, software localization, Romanian Accounting Standards, TCO

THE ANTITRUST EFFECTS OF THE FIXED CONVERSION RATE. THE CASE OF GERMAN BANKS

Dima Alina Mihaela, Pantea Carmen

The establishment of a common market is one of the fundamental goals of the Treaty of European Communities (art 2 EC). Anti-competitive behavior is forbidden in order to ensure that competition in the internal market is not distorted or negatively influenced (art 3 lit g EC) and to achieve a high degree of competitiveness and convergence of economic performance. The European competition rules support and complement the common market and play an essential role in integrating the market. In order to preserve this, in 2001 the European Commission applied a fine amounting to EUR 100.8 million to a group of five important banks from Germany, which have agreed to settle a commission of 3% for the currency exchange operations. The present paper discusses the implications of this decision from two important points of view: the infringement of competition law and the consequences related to Euro introduction.

Keywords: banking system, common market, competition law, euro area, exchange rate

THE IMPACT OF CRUISING INDUSTRY ON LOCAL DESTINATION

Dridea Catrinel Raluca, Gheorghe Camelia Monica

The cruise industry is the most exciting and fastest growing segment of the travel industry throughout the world today. Over the past 10 years, the industry has responded to extensive market and consumer research that has guided the addition of new destinations, new ship design

concepts, new on-board/on-shore activities, new themes and new cruise lengths to reflect the changing vacation patterns of today's market.

This phenomenal growth has fuelled the continuing evolution of the cruise industry product. Cruise companies have expanded itineraries to include more exotic ports of call.

This extension has been challenged by the negative impact on destination, which will be underlined in this paper.

Keywords: cruising industry, negative impact, port of call

THEME PARK-THE MAIN CONCEPT OF TOURISM INDUSTRY DEVELOPMENT

Dridea Catrinel Raluca, Strutzen Gina

Theme parks are star players in the tourism industry, and play a special and important role in generating tourism demand. Theme parks are the main motivators for tourism trips to many destinations and core elements of the tourism product.

Competition in the theme park market is growing also in terms of an increasing number of parks, but also relative to other uses of leisure. But in different areas, the theme park market in seems to be reaching its saturation point and the parks have to cater for visitors who are getting more and more experienced and demanding. Given these trends of growing theme park supply, environmental constraints and increasingly discriminating consumer demand, it can be concluded that theme parks, to survive in this competitive market, must optimize is, given an ever increasing number of parks and future trend of consumer behavior.

Keywords: tourism, theme park, development

FINANCIAL MANAGEMENT IN CRISIS SITUATION, PILOT STUDY REGARDING ROMANIAN PRACTICE

Dumitrescu Dalina, Rasca Lavinia, Firica Oana

In this article, the authors propose to approach the main levels of company financial management in a systemic financial crisis situation outside the enterprise and not those related to the effects of the internal management.

To give a dimension of the concern existing at the level of Romanian companies regarding the management of financial situation crisis, a pilot study was initiate. The purpose of the pilot study is to allow the evaluation of the plan for the management of the crisis situation of the organizations of which the questioned persons were part of.

Keywords: Key words: financial crisis, crisis response plan, pilot study

FIRMS' FINANCING POSSIBILITIES WITHIN THE EUROPEAN BUSSINES ENVIRONMENT

Epure Dan

The profit increment applies mainly in the private system, whereas the motivation is influenced by the sales maximization, management discretion, growth maximization and jobs offer. The liquidity flow dimension that is necessary for the excellent functioning depends on a series of factors. The financing sources can be grouped into internal and external sources and there are also different periods of time related to them. The transfer pricing, the prices that are given by the multinational firm's affiliates, is also grouped into different types. The financial services may strongly influence the way of doing business within Europe.

Keywords: cash flow, bank loans, mortgage, leasing

THE VIRTUAL FIRM AND THE ELECTRONIC BUSINESS’ PERSPECTIVES

Epure Dan

Electronic alternatives for the traditional way of doing business or commerce have appeared, such as eBusiness and eCommerce. CRM’s approach represents an effective demonstration of a new customer relationship and characterizes a good example for eBusiness, not as a new invention, but as an efficient utilization of the new information technologies within business. The development within different forms of the electronic commerce will contribute to the exploration and acceleration of the economy globalization process. A good strategy for eBusiness builds an usual environment that stimulates its own development and creates markets large enough to allow the commercial sites’ maintenance.

Keywords: eBusiness, eCommerce, Customer Relationship Management

REGIONAL HEALTH MANAGEMENT – ESTABLISHING THE HEALTH REGION OF THE FUTURE

Fastenmeier Heribert, Leuca Mirela-florina

The demographic challenges are affecting the entire health system in Germany; the amplitude of the demographic impact will increase. Hospitals and other health service providers will have to respond to the demographic challenge in order to survive and perform successfully in the health care market. In order to meet the needs of the increasing number of older patients, a regional health care network, orientated at the medical care process of the patients is emerging in the heart of Bavaria. The new health care network will ensure the outpatient, inpatient and rehabilitative care for the citizens beyond the borders of the health care sectors: a health campus established on the cooperation and linkage of various players with focus on the medicine for the older patients.

Keywords: health care services for the elderly, health region, regional health management

“TOURING NATURE: THE PAN-EUROPEAN ROUTES TO RURAL ECOTURISM – A GLOBAL METAPLAN AND IT’S LOCAL INFLUENCE”

David Gabriela

Romanian tourism can compete and win a lot if the rural tourism component will be develop. Our paper considers this perspective, analyzing the possibility of implement the meta-plan: “Touring Nature: The Pan-European Routes to Rural Ecotourism” – as a pattern of sustainable development in the rural tourism zone from the North-West of Romania.

For making valuable rural products, for performing high standard touristic services, one company must satisfy more complex needs better than ever. Collaboration may be the answer to this challenge and the performance can be obtained if all the individuals cooperate and develop a competitive destination based on original, unique and authentic offer.

Keywords: The Pan-European Routes to Rural Ecotourism, Collaboration, Performance

A GENERAL FRAMEWORK OF CORPORATE SOCIAL RESPONSIBILITY

Grigore Georgeta

In recent years, businesses, policy makers and the media have begun to employ the term CSR to describe a broad range of corporate activities which do not directly relate to the pursuit of profit. The aim of this paper is to provide a timeline approach on corporate social responsibility at the European Union level. It will provide a short description of the most important steps made regarding the governance of corporate social responsibility at a European level and also the main networks created in time.

Keywords: corporate social responsibility, sustainable development, CSR networks

SOCIAL RESPONSIBILITY – STRATEGIES IN THE EUROPEAN STYLE

Grigore Georgeta

Social responsibility approaches mainly actions of improving the quality of life at the level of community and presupposes integrity, strong values and a balance between the long and short term management. Corporate Social Responsibility (CSR) in Romania is represented by more and more initiatives in the last years. New corporative foundations have been set up, new corporative programmes have been developed, specific marketing campaigns, donor programmes and even social campaigns supported by companies. This paper approaches CSR from the perspective of small and medium enterprises (SMEs) providing the advantages and limitations of adopting the voluntary CSR practices in the business strategy.

Keywords: social responsibility, corporate social responsibility, SMEs

ENTREPRENEURSHIP AND PERFORMANCE

Gust Marius, Panoiu Laura, Dobre Andreea

Competitiveness is assured, developed businesses require the implementation of some quality standards in all the company fields, that is, granting some important financial resources. Actually, when analyzing the economic activity of the Romanian economic agents, we can notice that finding the best financial source is their main problem.

Keywords: performance, competitiveness, finance, structure of balance

COMPETITIVENESS IN THE CONTEXT OF LASTING DEVELOPMENT IN THE EUROPEAN UNION

Iancu Anica, Popescu Luminita

Competitiveness, in the most general economic sense, can be defined like a nation's capacity to develop an economic, social and political environment able to sustain the accelerated creation of added value. The term is used with many meanings, referring, for example, to a country's level of development, to its comparative position within the international commerce/trade or to an economy or economic sector performances and potential etc.

Keywords: competitiveness, development, growth

EUROPEAN POLICY FOR QUALITY AGRICULTURAL PRODUCTS

Pop Cohut Ioana, Pup Anca

There are many standards that certificate the quality system for agriculture products such as QS (Germany – Quality System), GMP (Belgium – Good Manufacturing products), FEMAS (UK Feed materials assurance Scheme) and GMP+ (Netherlands - Good Manufacturing products plus)

Quality attributes are sustain also by the wide range of cultures and culinary traditions. Our concern, in this paper work, was to take in review this cultural, social and demographics factors and some regional characteristics that enhance the quality for the dairy products. As a distinctive sign for their attributes each product has a label corresponds to the specific requirements that products must meet

This type of products are analyzed in our work but only a narrow category from the agriculture products – the dairy one from our country and the other EU members.

Keywords: Quality logo, Traditional Specialty Guaranteed, Protected Geographical Indications,

KEY DEVELOPMENT STRATEGIES FOR SMALL AND MEDIUM ENTERPRISES IN THE CONTEXT OF EUROPEAN INTEGRATION

Purcarea Irina

Business in the enlarged EU will benefit from improvements in the legal and regulatory environment in the new member states. The enlarged EU will also create bigger opportunities for its manufacturers and exporters in the global market. Small and medium enterprises play an extremely important role in what concerns boosting economic growth and generating employment. The main problems SME's are confronted with are: lack of financial resources, lack of IT support, lack of human resources, lack of IT literacy, lack of formal procedure and discipline, uneven IT awareness and management skills, lack of experience of using consultants. The strategies developed should take into account these factors that may stay in the way of efficiently going through the transformation process from small-sized companies to large companies. This involves accepting the challenge of the increase in the dynamic competitiveness.

Keywords: small and medium enterprises, European integration, dynamic competitiveness, key development strategies

EUROPEAN POLICY FOR QUALITY AGRICULTURAL PRODUCTS APPLIED IN ROMANIA FOR DAIRY PRODUCTS

Pup Anca

The EU plays a major role in enhancing high quality attributes and in sustaining this wide range of cultures and culinary traditions. The EU safeguards food quality in many ways, for example via measures to guarantee food safety and hygiene, clear labelling rules, regulations on animal and plant health and animal welfare, control of pesticide residues and additives in food and via nutritional information.

Our country manifests a low interest for Traditional Specialty Guaranteed, Protected Geographical Indications and Protected Designation of Origin illustrated by the lack of dairy products registrant for this kind of label. Although in 2007 were almost 600 local traditional dairy products listed by our Agriculture Minister.

Keywords: traditional products, label, agriculture policy

CORPORATE SOCIAL RESPONSIBILITY IN THE ROMANIAN BANKING SECTOR

Joldes Cosmin, Belu Mihaela, Iamandi Irina Eugenia

The research paper aims to emphasize the strategic importance of corporate social responsibility (CSR) for the European Banking Sector, in general, and for the Romanian Banking Sector, in particular. After a concise presentation of CSR in the two sectors mentioned above, the authors analyze the main directions envisaged by the Romanian financial institutions in the research field. The main purpose is to conclude whether the social and environmental actions taken by the Romanian banks are in line with the ones of the European banks.

Keywords: corporate social responsibility, banking sector, stakeholders, European market, Romanian market

COMPARATIVE ANALYSIS

Kiraly Krisztina Paula

This research is trying to answer the most frequent question that people ask when they are about to start a new business or they manage an already existing one” What should I do and how should I do it?”. For this, a comparison between two businesses will be made, which, in the research will be called business “A” and business ”Z”. Both A and Z are businesses from the pharmaceutical field and they registered almost the same level of profits. The paper starts whit a presentation of the businesses, it continues whit a comparative analysis of the financial statements and then it ends whit the answer to the up mentioned question.

Keywords: portfolio, claims, earnings.

ETHIQUE, COMMUNICATION ET TOURISME

Kiyindou Alain, Tigu Gabriela

The ethics approach in our society seems to be the consequence of the economic and technological but also social and cultural development. One of this world’s characters is the permanently change, including in this tendency the tourism sector, beside the new information’s and communication’s technology. Thinking about ethics in tourism, in connection with communication process, means to reflect more about our practices and their consequences.

Our paper try to show the complexity of this relationship (ethics – tourism – communication), taking into consideration the most important aspects in this field.

Key words: ethics, communication, tourism, cyber tourism, cultural diversity

LOGISTIC ACTIVITIES AND GLOBAL ECONOMIC ENVIRONMENT OF BUSINESS OF THE COMPANU, ORGANIZATIONS AND INSTITUTIONS

Lapadusi Mihaela Loredana

The analyze of complex problems of logistic activity management in a business environment that is extremely dynamic and shows us the preoccupation of the companies and organizations to adapt them to rapid changes of the environment, concerning logistic strategies. Revolution changes in the field of technology, continuous liberalization of international exchanges put into service by international organizations and by governments, shortening life cycle of the products, proliferation of products and goods, modification of traditional relations between exporter and importer, have replaced the tendency of continuous expansion, markets with easy access, significant earnings registered by companies with few more than previous two decades are aspects that have a powerful impact on logistic activity.

Keywords: logistic activity, global environment, logistic system of the company, internationalization, planning and logistic strategy

ASPECTS OF THE IMPACT OF POPULATION AGEING ON HOSPITALS

Leuca Mirela - Florina, Fastenmeier Heribert

The demographic ageing is present in the great majority of the European countries and has substantial consequences for both the economic and social life. The demographic changes force the hospital management to elaborate new medical care concepts adapted to the needs of the older patients. Hospital processes, organizational structure and personnel qualifications are only some of the aspects that have to be revisited and adjusted to the specific problems and needs of this target group – the seniors. The establishment of low-care wards can be a successful solution to

starting the organizational implementation of the age appropriate measures meeting the medical and nursing care needs of the older patients.

Keywords: demographic impact, medicine for the elderly, low-care wards

CORPORATE GOVERNANCE IN CENTRAL AND EASTERN EUROPE: CONVERGENCE TO EUROPEAN CORPORATE GOVERNANCE?

Lupu Iulia

Countries appear to differ considerably in the basic orientations of their corporate governance structures. In advanced market economies, one observes significant diversity in the ways that alternative corporate governance systems confront the basic problem of corporate governance. The scope of this paper is to analyze the case of Central and Eastern European countries corporate governance system in the spot of today's changes – European integration and globalization. We proposed some possible propositions regarding convergence to European model.

Keywords: corporate governance, convergence, Central and Eastern Europe

EXCELLENCY OR CHAOTIC GLOBALIZATION IN TOURISM?

Mazilu Mirela, Marinescu Roxana Cristina

The globalization, new destinations's proliferation and new technologies have changed the competitive environment of the European countries. In the present, the most powerful tool in tourism's promotion is represented by the image of a country or region or touristic product. If we focus our attention on the international dimension, the strategies of defining an image or touristic promotion are: to create a new touristic image, re-position a traditional touristic destination, create a degree of awareness in a competitive environment, create brands (a brand for a region/state).

Keywords: tourism, globalisation, strategy

OBSERVATIONS REGARDING THE DISCLOSURE OF THE ECONOMIC SECRET

Miheș Cristian Dumitru, Ardeleanu – Popa Carmen

Although the criminal law is not the primary actor of the economic environment, its presence can be seen through provisions that criminalize certain acts. In the present many speak about the existence of Economic or Business Criminal Law. However it is important that we keep in mind the thought that the criminal law should be both in theory and in practice "ultima ratio". On the other hand, the offence of disclosure of the economic secret is one of the offences from title VII of Romanian Criminal Code. In short, the legislator criminalizes the act of disclosure certain information and data that are not of public nature. Through this paper we try to point out a few thoughts regarding the elements of the offence, by interpreting and analyzing the legal text from The Criminal Code.

Keywords: economic offence, economic secret, disclosure, investigation

CERTAIN CONSIDERATIONS REGARDING THE METHODOLOGY OF INVESTIGATION THE TAX EVASION CRIMINAL OFFENCES

Mihuș Elena - Ana

In all its ways of committing, tax evasion consists either in an action or a non-action of the doer, in the sense that the person in question did not fulfill the task he/she was compelled to fulfill. The basic law in this matter is Law no. 241/2005 for the prevention and control of tax evasion.

Specific activities consist in: investigation on the crime scene, questioning the persons involved in the case in different capacities, using technical-scientific findings and criminal or accountancy expertise, etc., identifying all documents of the accountancy field and other types of documents for the purpose of outlining and gathering evidence about the real commercial activity performed by the tax payer that he/she did not highlight in the account books and other documents.

Keywords: tax evasion, investigation, law

THE YOUTH TRAVEL OFFER AND THE FACILITIES GIVEN TO THE YOUTH WHEN PRACTICING TOURISM ON THE ROMANIAN MARKET

Moisa Claudia Olimpia

In Romania the strategic objectives in the development of youth travel take into account the following: increasing youth travel by attracting disadvantaged young people, setting up tourist events with an educational purpose, developing the system for youth cards, expanding programs for training and perfecting young people for professions in tourism, involving NGO's in the administration and management of tourist resources, providing tourist information of interest to the youth, etc.

Keywords: youth travel, youth travel offer, facilities in youth travel

THE BUDGET MANAGEMENT AND THE BOARD MANAGEMENT AGENDA

Oceanu Lucian, Paraschivescu Dumitru Marius

A budget is a detailed plan outlining the acquisition and use of financial and other resources over some given time period. It represents a plan for the future expressed in formal quantitative terms. The act of preparing a budget is called budgeting. The use of budgets to control a firm's activities is known as budgetary control.

Keywords: management, buget, information

CORPORATE REPUTATION IN ROMANIAN SOCIO-ECONOMIC CONTEXT

Pantelică (Șerbanică) Cristina

Management demand towards accountability, even on intangibles, determined the spectacular growth of studies on evaluating and measuring corporate reputation. The main idea of the study is that perception over companies' reputation depends strongly on the national specific, the socio-economic context and on stakeholders' interests towards companies. The paper presents the results of a qualitative study undertaken in Romania (2007) on „Reputation: characteristics, determinants, consequences, evaluation criteria” and correlates the results with some important figures that describe Romanian socio-economic profile. The conclusion is that in a country in transition, which made little progress in enterprise restructuring and corporate governance law, where competitiveness level is very low and people are generally dissatisfied with life or labour conditions, corporate reputation should be seen differently.

Keywords: corporate reputation, qualitative analysis, country profile, socio-economic context

LA QUALITÉ DU SERVICE – LES MODÈLES CONCEPTUELS

Paraschivescu Andrei Octavian, Caprioara Florin Mihai

The tentatives of rounding into a form of a service's quality are align in a sociocultural intercessory, and allow the understanding of the used informations's character by the users in the assessment proces. The models condensed by us in this essay are : the model of Sasser, Olsen and Wyckoff, the model of Grönroos, the model of Parasuraaman, Zeithaml and Berry, the model of

Nguyen. There are synthetically presented the diversified components or explanatory coefficients of quality in services. We will analyze tree models: Sasser et ali (1978), Grönroos (1984) and Parasuraaman, Zeithaml and Berry (1985). This models can be developed to determine and/or to eliminate the causes of the services's deficiency according to the nature of this services. In this essay are analysed the particularity of this models.

Keywords: quality, service, client, quality's perception

THE EXPANSION OF THE SERVICES FOR ENTERPRISES IN ROMANIA

Rabontu Cecilia Irina

The real recuperative process of the gaps can be sustainable and durative only under the conditions of a real convergence which considers that making compatible the economical structure with the one of the other European country has priority.

As opposed to the industrial sector, where the structural convergence is in a continuous process of development, having a satisfactory intensity, the tertiary sector doesn't enjoy the same privileges, being able to find here the biggest gap from a macro-economic point of view.

Keywords: the services' sector, the structure of the services, the services for enterprises, the expansion of the services for enterprises

INNOVATION – SOURCE TO OBTAIN THE COMPETITIVE ADVANTAGE IN THE GLOBAL ECONOMY

Sipos Gabriela Lucia

A strong motivation to replace the comparative advantage theory with the competitive advantage theory is given by the significant change of the present economic conditions comparing with the old conditions that inspired the competitive advantage issues. The dynamic character of the market competition and the fact that, in the present, the competitiveness is located to enterprise's level and not to the level of the national economy are some important argues that sustain the necessity and the opportunity to move the economic thinking from the comparative advantage theory to the competitive advantage theory. In the past, the comparative advantage of an economy was given by the natural resources, by the geographical position or by the specific features of products or services. Nowadays the competitive advantage is created through innovation by all its forms.

Keywords: innovation, comparative advantage, competitive advantage

COMPANIES IN TAX HAVENS

Teaca Mihaela Ioana, Mihaila Oana Carmen

Tax haven companies have extremely different configurations and sizes. Some are incorporated as mutual associations, others as joint-stock companies. A captive company performs the functions of a traditional insurance company (submission, documentation, legal positions, trading, investment, damage settlement, etc) but some of them are actually transferred to foreign experts or advisers.

The most important advantage of such companies is the anonymity and the secrecy that come along.

Keywords: off share companies, economic, tax-free

LA DÉCISION STRATÉGIQUE ET SES IMPLICATIONS DANS LE DÉVELOPPEMENT D'UNE AFFAIRE: OPPORTUNITÉS, DANGERS, PROVOCATIONS ET RISQUES

Tureac Cornelia Elena, Turtureanu Anca Gabriela

La planification stratégique implique des investissements spéciaux, tout comme la redistribution du profit de l'entreprise qui vise à élargir ses activités, afin de pouvoir financer ses opérations, de nouvelles capacités de production et un volume augmenté des ressources humaines et techniques, ainsi que la création même d'entreprises-satellite. En vue de tout cela, une entreprise peut opter pour les possibilités suivantes:

- soit s'orienter vers la réalisation d'un produit par l'intermédiaire d'alliances stratégiques avec d'autres entreprises;
- soit procéder à l'innovation, par une politique de développement interne

Keywords: decision strategique, implication, developpement

LES DIMENSIONS DU MARCHE DES FUSIONS ET DES ACQUISITIONS EN ROUMANIE

Vancea Mariana

Mergers & acquisitions activity has remarkably increased over the past years in Romania, and it is now in full process of consolidation. This paper analyzes the evolution of the number and the value of M&A transactions realized in Romania in the private sector. It also analyses the structure of M&A market in the economic sectors from 2001 to 2007.

Keywords: mergers, acquisitions, transactions, foreign investors

LES FUSIONS ET LES ACQUISITIONS- FORMES DE DÉVELOPPEMENT DES ENTREPRISES

Vancea Mariana

Mergers and acquisitions, practices of external growth, are nowadays one of the main ways for a company to develop independently. This paper proposes to clarify the different definitions of this growth strategy, mergers and acquisitions operations revealing the most important characteristics

Keywords: company, external growth, mergers, acquisitions

PLANNING AND IMPLEMENTING MARKET-SEGMENTATION STRATEGY IN TOURISM BUSINESS

Viulet Nicoleta - Cristina

Tourism businesses exist in an environment which is under a constant competition pressure, situation that asks for permanent measures taken by the companies that want to exist on the market. Companies are conceiving strategic marketing plans that will help them act better in this environment. They have to come up with strategic plans and to implement market strategies helping them to survive and to develop.

All these plans have a base in the companies' missions and all the efforts will start from this point. Strategic plans are split into phases, more easier to be explained to all the personnel involved and more easier to be put into practice, phases organized for each of the plans' steps. Generally, a strategic plan is perfectly shown on a diagram that presents all the phases and steps to be taken from A to Z in order to achieve the results that the plan has stated.

Keywords: market strategy, market analysis, implementing strategy, market segmentation, strategic plan, company's mission, strategic analysis, marketing audit

ARE YOUR SATISFIED CUSTOMERS LOYAL ?

Viulet Nicoleta - Cristina

Customer satisfaction is an important measurement that has to be taken on a regularly basis in every tourism facility in the country. All the tourism businesses rely on their customers and the measurement of their degree of satisfaction is of a major importance to the location. Even small locations should conduct at least once a year surveys in order to find out where they are, how do they work and what should be done in the near future in order to improve. Permanent improvement is a key-word for the today tourism business, as the today customers seem to be more and more informed, more and more conscious of their rights to receive a certain level of service quality and more and more aware of their importance in the tourism business's economy.

Human resources will play an outmost important role in the development or the failure of the tourism business of the near future in Romania. In order to maintain loyalty toward a location or another, the management and the owners will have to develop loyalty maintaining programmes that will permanently monitor the guests and their needs, striving to permanently improve in order to be successful.

Keywords: customer satisfaction, customer loyalty ,satisfaction, scale, satisfaction measurement, human resources, hotel amenities.

SECTION: ECONOMY AND BUSINESS ADMINISTRATION / SUBSECTION: ECONOMY

THE EDUCATION ROLE FOR THE YOUNG PEOPLE INSERTION IN THE ACTUAL LABOR MARKET

Aceleanu Mirela Ionela

Business leaders, politicians and academic researchers agree that in a world where materials, technology and even know-how are widely available and easily transportable, the factor which makes the significant difference is people. These are important times for education in all the countries. Therefore, Romania has to take into account the fact that the economy performances and the ability to stand against the international competing pressures, especially under the integration circumstances are directly related to the quality of the human factor and to the structural modification of the labour force. In this respect, an important role in attaining these objectives play the actions aiming the increase of the labour force training level, concomitantly with the re-qualification and re-orientation thereof depending on the existing and predictable demand on the labour market. The European context requires the necessity for Romania to adapt itself to the conditions of the new economy and to the knowledge society, in which the competing advantage is obtained by innovation and by a government management able and decided to increase the aggregate efficiency (economic, social, ecological) of the whole labour potential of the country.

Keywords: education, employment, labor market, knowledge society

THE IMPLICATION OF EXTERNAL DEMAND IN PROCESS OF ECONOMICAL GROWTH IN ROMANIA

Adamovici Silvana Biliana, Părean Mihai Olimpiu

International economical trade, external trade with consumption goods and investment goods creates the important factors of even growth of economy, and of the evolution of the macroeconomics indicators and of the external Balance of payments. Import and export play an important part in the overall evolution of national economy, in convening variants necessities of production or direct consumption, each of them creating both a premise but also a consequence of the effect of the economical-social progress. The commercial deficit, which is high, reflects, practically, the low competition of Romanian products and services outside Romania, this showing that there are good opportunities for offer growth, and for economical growth.

Keywords: external demand, economical growth, competitively, commercial balance

THE INFORMATIONAL VALENCES OF THE FINANCIAL SIGNALS SYSTEM USED IN THE EVALUATION OF COMPANIES GLOBAL PERFORMANCE

Anghel Flavia, Bucur Cristiana, Radu Elena

For a long period of time the analysis of company's performance has been approached preponderant or only for financial point of view, but in the last half of century, because of an environment characterized by intensified competition, there have been elaborated and developed a number of measurement tools, the goal of which is to reflect all the factors involved in a company's performance. The practic goal of performance measurement, the standard it refers to and the measuring tools are tightly correlated with the objectives of each of the company's stakeholders. In order to obtain a good quantification of company's performance is necessary to

use a system of indicators that may provide reliable information for evaluating the degree to which firm's objectives are reached. In this system, financial indicators remain, an essential tool of management, regardless the changes which affect the company's environment.

Keywords: performance measurement, financial indicators, company's performance, non-financial indicators, management, objectives

THE DEVELOPMENT IN TRANSITION ECONOMIES IN EUROPEAN UNION PARTICIPATION PROCESS

Ates Ismet, Ozdemir Abdullah

Transition economies are called in Literature as countries adopted capitalist economic system instead of communist system. Transition Economies which placed Central and Eastern Europe passed this transformation in the process of European Union participation. At the present day, the concept of development is not only considered in change of revenue but also in change of qualitative factors for human. It is called as human development in literature. European Union participation process was an important catalyst for transition economies in development of qualitative and quantitative. The transition economies found opportunities in this process to increase their macro economic indicators and the indicators of humanely life standards.

Keywords: Development, human development, transition economies

THE EMPLOYMENT AND UNEMPLOYMENT IN ROMANIA- DECISIVE FACTORS

Baldan Cristina, Neacșu Mădălina

The employment, but also the efficient use of the available work resources is directly connected to the work market. It is an element that can not be separated from the other elements of the work market, especially from unemployment, because if one deals with them separately, one can not cover all the aspects, particularities and effects on the work factor. There are many causes for unemployment, causes that are to be found both at the macroeconomic level and at the microeconomic level. In most of the cases, in an analysis that aims at finding the causes that have generated the unemployment, many characteristics of unemployment are taken into account and they are analysed as “types” of unemployment.

Keywords: Employment, Unemployment, Wages, Intergenerational Income Distribution

FISCAL POLICY REFORM IN ROMANIA

Bercea Ioan

The scientific development of this article will follow the general characterization of the fiscal policy reform, determined by the transition to the market economy, by presenting the positive aspects as well as the negative ones in the period before and after Romania's adhesion to the European Union

Keywords: fiscal policy, reform, fiscal facilities

ASPECTS REGARDING THE EVOLUTION OF INTERNATIONAL FINANCIAL FLOWS

Boghean Carmen, Boghean Florin

The capital, under all its forms, is probably the economic resource with the highest degree of mobility in the economic context of the new millennium. The capital flows are nowadays common presences on international circuits and also on national, intersectorial or intrasectorial

direction. Not just the volume of the capital flows and their motion speed are in a permanent ascendancy, but also the easiness with which they transform (direct investments, portfolio investments, bank and non bank credits, bonds) according to the characteristics of the host environment and the interest towards the holder’s profile.

Keywords: financial flows, direct investments, portfolio investments, bank and non bank credits, bonds

THEORETICAL-METHODOLOGICAL CONSIDERATIONS REGARDING THE ROMANIAN ENTERPRISE’S RESULTS AND PERFORMANCES

Boncea Amelia Georgiana, Rabontu Cecilia

Romania has been passed from the centralized economy to the free market economy. One of the crucial reason of this process of transition has been the lack of performance in the socialist economic system. The introduction and certification of the quality management system has important benefits for companies, respectively: the awareness of the improved quality, an increased transparency of the division of the responsibilities inside the company, leads to a higher involvement of the employees, to an internal efficiency, to the improvement of the company’s image, to the attraction of new clients and the attainment of their trust, facilitates the participation to auctions, the simplification of the export procedures and last, but not the least, leads to improvement of the company’s position on the market.

Keywords: : enterprise’s results, performances, free market economy

THE REACTIONS OF TERTIARY EDUCATION TO THE GLOBAL CHANGES

Bratu Anca, Cornescu Viorel, Druica Elena

Tertiary education exercises a direct influence on national productivity which largely determines living standards. Tertiary education institutions can play a critical role in offering appropriate education, training and research programs which in turn support knowledge-driven economic growth strategies. They have some essential functions such as: the capacity to train a qualified and adaptable labor force, the capacity to generate new knowledge, and the capacity to access existing stores of global knowledge and adapt it to local use. To fulfill these functions it is necessary to respond to changing education and training needs, to adapt to shifting tertiary education landscape and to adopt more flexible modes of organization and operation.

Keywords: knowledge, information, tertiary education, university

POLICENTRICITY IN DEVELOPMENT POLICIES: A VERSATILE CONCEPT

Bunda Nicoleta Ramona, Popovici Veronica

The concept of polycentricity leads to territorial cohesion, a potential new pillar of EU regional policy next to social and economic cohesion. However, in designing an EU polycentric development policy, various interpretations of polycentric policies as they occur in Europe should be taken into account in order to complement these and to create synergies between EU and national policies. The versatility of national polycentric policies comes forward in the six main categories of objectives of these policies we identified. Countries often pursue combinations of these objectives. Broadly speaking, two issues stand out in these objectives: competitiveness and equity. The paper ends with recommendations for developing an EU polycentric development policy, stressing for instance the need to focus the concept of polycentricity in order to prevent it from becoming useless since it could mean anything.

Keywords: policentricity, urban planning, regional disparities, development policies

EDUCATION AND THE LONG-RUN ECONOMIC AND SOCIAL WELLBEING OF INDIVIDUALS

Bunda Nicoleta Ramona

Particularly in recent years, there has been a strong upsurge of interest in the economics of education, especially amongst applied economists. Both at the individual level and at the level of society, there is now ample research showing substantial positive effects of education not only in terms of monetary benefits but also in terms of nonmonetary benefits. This paper summarizes the main findings with respect to the effects of education and training for the wellbeing of the individuals from a society. It will be a key focus of this study to show that efficient educational policies need not be inequitable, and equitable policies need not be inefficient. Countries do not necessarily have to choose between efficiency and equity. There are ways to evade strong trade-offs between efficiency and equity, while current attempts to reach the one or the other sometimes turn out to be both inefficient and inequitable

Keywords: education system, wellbeing, micro level analysis, equity, efficiency

FACTS ABOUT DETERMINANTS OF ECONOMIC GROWTH

Catanet Dan Nicolae, Catanet Alina

During 1961-2001 some economies has raised their GDP for more than 10 times, and others have decreased their per capita GDP to a half from their initial level in 1961. Using the general framework developed by Barro on a panel date for more than 150 countries with observations computed 5 years, 10 years, 20 years, 40 years period, and annually, during 1961-2000, we found that economic growth is positively correlated with a higher level of health and education, and an increase in: savings, openness of the economy, development of the financial system, capital formation, FDI, and real interest rate. Therewith economic growth is negatively correlated with a higher level of GDP per capita, and an increase in: government consumption, inflation rate, budget deficit, fertility and population growth, unemployment, and current account deficit.

Keywords: determinants of economic growth, economic growth, macroeconomic stability

CRITÈRES DE CHOIX DE L' INVESTISSEMENT

Ceașescu Aurelian Ionut

Les critères du choix de l'investissement sont liés à sa nature (investissement technique, investissement financier, investissement de sécurité, investissement de prestige, etc.). Nous allons raisonner sur un investissement technique dont les conséquences sont mesurables par des flux financiers. Mais, on ne peut pas estimer les conséquences financières d'un investissement de prestige ou de sécurité.

Les critères financiers du choix des investissements reposent tous sur un principe commun: l'actualisation. Ses principaux critères sont :

- 1) la durée (le délai) de récupération du capital investi ;
- 2) le flux net de trésorerie actualisé ;
- 3) l'indice de profitabilité et le taux interne de rentabilité

Keywords: Les investissements, la durée de récupération du capital, le flux net de trésorerie actualise,

THE INTERNET AND THE BUSINESS ENVIRONMENT

Cioban Gabriela-liliana

The technological progress made possible the accelerate development of the IT&C domain. On one hand it was developed the necessary equipment to sustain the computers' network, and on the

other hand, it was developed new types of transport. It is easy to imagine that the future business will have as support the Internet, and what happens today in the markets, well localized in space, will be transferred somewhere in the “ virtual space” where every meeting or negotiation of a transaction will be possible within seconds or more minutes... This diminishing of the distances and even their elimination, the time reduction for shopping in many cases, it makes that the definition given to the classical commerce not to be totally right. The Internet investment development and the appearance of new players are the results of the factors that contributed to the development of the electronic commerce.

The Internet services have been developed fast at the world level becoming a real star in the services world. These contribute to the development of many existent domains such as: education, culture, science, health, entertainment, business, social and governmental domain by creating new approaches as: electronic mail, informational transfer in real time no matter the distance, electronic commerce and online publicity.

Keywords: Internet, Globalize, Router, Technologic process, Connection, Server

L EUROPE SAINT SIMONIENNE

Cosma Sorinel

Plusieurs hommes ont pensé l'Europe, et ce depuis les débuts de l'histoire. Ces idées se sont traduites dans la mythologie pour expliquer notre monde, mais surtout, depuis le 18e siècle, ils l'ont pensé autrement : organisée, politique, unie. Divers essais ont marqué l'histoire de l'idée d'Europe tel Saint-Simon (1760-1825) qui pensa en 1814 la création d'un parlement européen placé au-dessus des parlements nationaux. Il publia un mémoire sur la Réorganisation de la société européenne, où il proposait à l'Europe, reconstituée sous forme de confédération, l'établissement d'un «parlement général» chargé de décider «des intérêts communs de la société européenne». On y lit notamment : « Tout me dit que l'examen des grandes questions politiques sera le but des travaux de notre temps. La philosophie du siècle dernier a été révolutionnaire ; celle du XIXe siècle doit être organisatrice. »

Keywords: Industrialisation, modernisation, ingénierie sociale, Parlement européen

IMMANUEL WALLERSTEIN S WORLD SYSTEM THEORY

Cosma Sorinel

World-systems analysis is not a theory, but an approach to social analysis and social change developed, among others by the Immanuel Wallerstein. Professor Wallerstein writes in three domains of world-systems analysis: the historical development of the modern world-system; the contemporary crisis of the capitalist world-economy; the structures of knowledge. The American analyst rejects the notion of a "Third World", claiming there is only one world connected by a complex network of economic exchange relationship. Our world system is characterized by mechanisms which bring about a redistribution of resources from the periphery to the core. His analytical approach has made a significant impact and established an institutional base devoted to the general approach.

Keywords: World system, core, semi-periphery, periphery, external regions

ON SCIENTIFIC IMPOSSIBILITY OF OPTIMAL TAXATION

Cosmin Marinescu

The idea is to discover the economic science potential to „prescribe” an optimal taxation, both in taxation system (progressive vs. flat tax) and in taxation burden. I am going to demonstrate the myths of many popular ideas from the economic theory and public opinion: on the one side, that flat tax is the best way against fiscal discrimination and welfare redistribution in society, and on

the other side, that flat tax is the modern source of economic prosperity. As any other social product, taxation must be considered, first of all, from ethical point of view. In Murray Rothbard's terms, „Our conclusions are twofold: (1) that economics cannot assume any principle of just taxation, and that no one has successfully established any such principles; and (2) that the neutral tax, which seems to many a valid ideal, turns out to be conceptually impossible to achieve. Economists must therefore abandon their futile quest for the just, or the neutral, tax”.

Keywords: Flat Tax, Optimal Taxation, Public Choice Theory

THE IMPACT OF FOREIGN INVESTMENTS ON ROMANIA'S ECONOMIC PERFORMANCE

Costea Simona Cristina, Buzilă Nicoleta

Romania's economic growth recorded over the last years is mostly due to foreign investments. In our country the foreign investments induced an economic growth based mostly on imports. Those investments had a huge impact on the balance of trade reflected in the tripling of the external current account deficit after 2003, after the foreign investments began flowing towards Romania.

Keywords: foreign investments, economic growth, market economy

PROACTIVE VS. REACTIVE AND THE SOLUTION OF SELF-GOVERNMENT

Costea Carmen, Popescu Constantin, Tasnadi Alexandru, Stanciu Miltiade

Starting from self knowing and the law of correspondence (the behavior from the outside of one person is the reflection of its inside feelings) the authors try to define the meaning of proactivity. It is underlined that as we have the quality to be human beings we are responsible for our lives. The proactive persons do not blame the environment or the circumstances to justify their behaviour. As it was implanted in the literature of management, the meaning of proactivity is based on initiative, on responsibilities and our actions and it gives priority to values in front of feelings

Keywords: proactiv, reactiv, responsibility, rationalism, hope, fulfilment of life

INTEGRATED QUALITY MANAGEMENT IN NATIONAL PARKS AS TOURISM PRODUCT

Costencu Mirela

: The management plan aims at becoming a framework for integrating issues connected to nature preservation and protection and those of social and economic development within the national park, as well as triggering a dialogue between the institutions managing the natural and human resources of this area. The management plan of the park is an instrument for determining and presenting all the park policies. Quality needs to be assured all along the tourism chain from first marketing messages through to the provision of accommodation, food, information, orientation. Each one of the ecotouristic products can make an important contribution to the overall level of visitor satisfaction. So it talks about Integrated Quality Management.

Keywords: management plan, integrated quality management, ecotouristic destination, national parks

CULTURAL TOURISM PRODUCT

Costencu Mirela, Cristescu Ilie

Apart from their tourism potential, the special events and festivals may lead to community development or to the development of arts; they may be considered entertainment opportunities

and excellent ways of communication (due to sponsorship). Their importance and popularity is closely connected to their ability to reach multiple goals. A very important element of the cultural tourism product we wish to promote is the presence of authenticity, which means a genuine, undamaged thing, “a real thing”, the term referring to a motivation, “searching for an authentic cultural experience.”

Keywords: cultural tourism product, authenticity, community events, three events authenticity

YOUNGSTERS INSERTION ON THE LABOUR MARKET. A COMPARATIVE ANALYSIS ROMANIA - EUROPEAN UNION

Dobre Mihaela Hrisanta

The insertion of young people into the labor market represents an important issue amongst all the countries within the European Union and this process is studied differently from one country to another. At present the European Union counts about 75 million young people with the age between 15 and 24 years old.

This article main objective is to study insertion rate of young people the labour market as well as it deals with their problems.

Keywords: labor market, insertion rate, unemployment rate

DISCRIMINATION BY THE GENDER IN ROMANIA

Dobre Mihaela Hrisanta, Trasca Daniela Livia

Generally discrimination appears when some individuals that have a certain feature (for instance belong to religion, race, gender, etc) are discriminated against because of this no matter what their labor productivity might be. Discrimination emerges also when two individuals with the same productivity are paid differently and these differentials correspond to some non-economic features (age, gender, nationality etc). According to the ‘Global Report on Gender Discrimination’ 2006 published by World Economic Forum total equality between men and women still reaches low levels. From 115 countries included in the top ranking, Romania is on the 46th with the same score as Ukraine, Uganda and Trinidad-Tobago. Romania is ok regarding education and health. In this paper we analyse the main differences between women and men, and also the measures which must be taking for eliminate these disfunctions from european integration point of view.

Keywords: labor market, statistical discrimination, discrimination, uncertainty, demand for labor

THE SITUATION OF THE LONG TERM UNEMPLOYMENT IN BIHOR COUNTY. FROM ILLUSION TO REALITY

Dodescu Anca, Pop Cohut Ioana

In Bihor county has been created in the last years the myth of a very low unemployment rate (values under the EU average). Trans-frontier migrations, the existence of an important tenure in the rural area, especially in the case of subsistence agriculture are just a few aspects behind this myth. The long term unemployment is also an important aspect that needs a realistic investigation. The restructuring necessary and inevitable of the regional economy will determine in the immediate future major challenges in the occupation sector. The present work aims, besides the investigation of the theoretical and operational approach of SLD in Romania and EU, to analyze the apparently favorable situation of SLD in Bihor county on the last three years, with the purpose of identifying the real problems and to do the delineation of a strategy that could determine active measures adapted to the situations and to the individual needs identified. The work presents preliminary research results from the “eWork today – training program in order to adapt/orient the active labor force at the requirements of the informational society”, financed through PHARE

2005 program. The data used have been offered by virtue of an accord of collaboration in the mentioned project by AJOFM BIHOR.

Keywords: Long term unemployment, active labor force, active employment measures, regional development, local development

THE INTERNET, THREAT OR TOOL FOR TRAVEL AGENCIES?

Dodu Silvia Patricia, Firoiu Daniela, Murgoci Cristiana Stefania

The popularity of the Internet changes the way the travel business is conducted, changing the patterns of traditional distribution of tourism services and products. The Internet represents a tool for travel agencies but can also be a powerful weapon against the traditional distribution. The process of breaking the usual distribution channels is known as disintermediation. Nowadays, in the travel industry, the majority of the travel agencies and tour operators have developed into “brick-and-click” organizations – traditional operators who expanded into the e-commerce area, named cybermediaries. The competition between travel intermediaries is based on the need to reach the clients as directly and fast as possible, and the Internet comes to fulfill this issue. Suppliers attempt to use the Internet as a device to promote their products and services directly to end-users and thus try to avoid the commissions paid to intermediaries.

Keywords: tourism distribution channels, travel industry, Internet, travel agencies, disintermediation.

THE BOUNDARIES OF THE FIRM. THE CASE OF OIL INDUSTRY IN ROMANIA

Dudian Monica, Trasca Daniela, Mitrache Andreea, Georgescu Adriana

The economic theory of the firm has met an exponential growth in the last decades different from the traditional neoclassical approach. In the first part of the paper we are skimming through the most spread approaches, namely the theory of incomplete contracts and evolutionary school. In the second part we apply the explications on integration provided by the economics of transaction costs with an example on the oil industry in Romania. A brief qualitative analysis reaches out the conclusion that cutting transaction and agency costs is one of the factors that leads to integration within the studied sector.

Keywords: Transaction Cost, Agency Theory, Oil

THE FACULTIES OF ECONOMIC STUDIES – SUPPLIERS OF SERVICES FOR STUDENTS

Dumitriu Ramona, Stefanescu Razvan, Nistor Costel

This paper approaches the services offered to the students by the faculties of Economic studies. We use the results resulted from an investigation of the students’ perceptions about these faculties. We try to find out the aspects that matter when students evaluate the universities. Based on certain aspects, we also try to compare the services offered by a faculty from a state owned university and its competitors, faculties from the private universities.

Keywords: Education, Services for Students, Romanian Universities

THE IMPACT OF CREDIT AND THE DYNAMIC OF INFLATION RATE BEFORE AND AFTER BEING A MEMBER STATE OF EUROPEAN UNION

Enache Mihaela, Cristian Raluca

During 2006, the deceleration of core inflation (adjusted for the impact of indirect taxes) had a significant contribution to the 37 percentage points decrease in the annual CPI, reflecting the favourable influence – including via inflation expectations – of increased monetary policy restrictiveness and maintenance, for most of the year, of a tight fiscal policy stance, alongside the effects of stronger competition on the retail market. In September 2007, the 12-th month inflation rate reached 6.03 percent, 2.23 percentage points above the June figure and 2.04 percentage points higher than the annual inflation rate recorded in July.

Keywords: inflation, fiscal policy, risks, exchange rate.

USING MACROECONOMIC INDICATORS FOR MANIPULATING

Florea Adrian

The data of macroeconomics is very important for all actors of economic stage. Many times this data generates dissatisfaction, confusion, even revolt. We'll try to identify the limits of macroeconomic indicators, insisting on its manipulating character. For example the limits of the income per capita are quite numerous and may be organized by three main categories: the report variables related uncertainties, the effects of the exchange variations and the difficulties of a price system international comparison.

Keywords: Macroeconomic indicators, manipulate, limits, optimize

MACROECONOMIC IMPLICATIONS OF BRAIN MIGRATION

Florea Adrian, Maghear Diana Claudia

Increasingly, immigration policies tend to favor the entry of skilled workers, raising substantial concerns among sending countries. The 'revisionist' approach to the analysis of the brain drain holds that such concerns are largely unwarranted. Sustained migratory flows may be associated with an equally large flow of remittances, but also, migrants may return home after having acquired a set of productive skills. Finally, the ability to migrate abroad may boost the incentive to acquire skills by home residents.

Keywords: Brain drain, migration, human capital formation

DIRECT FOREIGN INVESTMENTS AND THEIR IMPACT ON ECONOMIC DEVELOPMENT

Fodor Alexandrina

This is a topic of great interest for society nowadays. When there is infrastructure in a country, it becomes an economic good in the following years that can be achieved only through direct foreign investments. Direct foreign investments are carried out by companies aiming at getting total or partial control over production, marketing and other activities within another national economy.

Keywords: marketing, corporation, multifunctional, law, prosperity, capital, competence, strategies, promotion, fiscal concerns.

THE ROMANIAN BUREAUCRATIC SYSTEM OF THE PUBLIC ADMINISTRATIONS

Franco Laurentiu Gabriel, Paicu Claudia Elena

In this paper I would like to present a few links between bureaucracy and economy. First of all the bureaucracy is always a cost to society, but this cost may be accepted insofar as it makes social order possible, and maintains it by enforcing the rule of law. On the other hand the bureaucrats are having a lot of access to much public information, but they are not always transmitting the information further to the citizens. Unfortunately they are the only ones who can transmit this information and in this case we can talk about the monopoly over the public information. Also, in this paper I would like to present the problems that a businessman can have to invest in Romania because of the suffocating bureaucracy and the approvals that is obligated to get from the public administrations.

Keywords: bureaucracy, opportunity cost, corruption, artificial jobs

ASPECTS OF IT RISK MANAGEMENT FOR A COMPANY

Fratila Laurentiu, Tantau Adrian

In the computer age, management information system represent an important component for the management of a company, strong linked to the rest of management subsystems. Inside of this subsystem, IT (information technology) is a fundamental element, which allows for a company to survive or to growth on a global market.

IT risk management is a continuous process, integrated in structure and culture of a company, that has as a goal to analyze and to find solution for minimize negative effects and maximize positive effects of risks.

The paper develops these main aspects to analyze risk software and the direction to implement it in a company.

Keywords: types of IT risk, risk management, categories and impact of risks, control of risks, reporting systems of risks

ROMANIAN CAPITAL MARKET – PEST AND SWOT ANALYSES

Georgescu Adriana, Dudian Monica

The objective of this paper is a complete analysis of the Romanian Capital Market. In this respect we choose the “PEST” and the “SWOT” Analyses, which give the possibility of a complete overview from the perspective of the Political, Economic, Social and Technological factors, which are classified as Strengths, Weaknesses, Opportunities and Threats in a SWOT Analysis. The result of the analyses certifies that since the beginning of 2004 the Romanian Capital Market registered a sustained positive evolution. The main cause of this evolution was the acceleration of the liberalisation process of the whole Romanian market. The European Legislation introduces new rules in order to protect investors, safeguard market integrity by establishing harmonised requirements governing the activities of authorised intermediaries and promote fair, transparent, efficient and integrated financial markets, factors which will have a further positive impact on the capital market.

Keywords: Romanian Capital Market, PEST Analysis, SWOT Analysis

THE ELASTICITY-PRODUCTIVITY RATIO

Gherasim Adrian

The quotient of the production's elasticity rated to any factor makes the connection between its medium and marginal productivities, (being equal with the ratio between the marginal and medium productivity).

Thus, knowing the values of the two types of productivity, the value of the quotient of the production's factorial elasticity can be established just by dividing them. Moreover, by knowing the value of the factorial elasticity's quotient and one of the two productivities, one can directly establish the value of the other one.

Keywords: elasticity, productivity, marginal productivity

NATIONAL CURRENCY INSTABILITY

Gherman Anca Maria, Huru Dragos

The concept related to currency stability includes internal currency stability as internal price stability, the money demand and supply stability and the stability of the interest rate. Also it includes external currency stability through exchange rate mechanism. The equilibrium of national economy is determined by the evolution of inflation and by the evolution of nominal exchange rate mechanism as an expression of external stability.

Keywords: monetary policies; financial crisis; currency stability

MONETARY STABILITY VERSUS FINANCIAL STABILITY

Glavan Bogdan, Anghel Flavia, Bucur Cristiana

Studies on the importance of monetary stability for the achievement of sound economic environment have always been among the most searched economic works. The experience of last decades illustrates the fact that low inflation has not proved to be a hedge against financial instability. The question is if there is a trade off or contradiction between monetary stability and financial stability. Perhaps the most important lesson that needs to be drawn from recent episodes of financial instability is that monetary authorities are much more impotent when it comes to prevent crises than we thought they are.

Keywords: financial stability, monetary stability, monetary authorities, crises, financial markets, prices

REGIONAL DISPARITIES OF ECONOMIC GROWTH IN THE ENLARGED EUROPEAN UNION

Goschin Zizi, Danciu Aniela Raluca, Gruiescu Mihaela

The entry in the European Union of the 10 new Member States in 2004 and a further two in 2007 strongly increased economic regional disparities both in absolute and in relative terms. Many of the regions with a low GDP per inhabitant in the new Member States are catching up fast due to a higher dynamics of economic development, but there are also some regions under EU-27 average growth rates of GDP per inhabitant. All these regions are in three NMS: Romania, Czech Republic and Bulgaria. Disparities in the levels of development in the enlarged European Union imply the need for assistance on the least developed regions and Member States, by means of an appropriate allocation of structural and cohesion funds. The convergence objective is designed to diminish the amplitude of the inter-regional disparities, focusing mainly on the least developed regions.

Keywords: regional disparities, regional growth, convergence objective, European Union, Romania

THE CONNECTION BETWEEN LABOUR PRODUCTIVITY AND WAGE IN ROMANIA. TERRITORIAL AND SECTORAL APPROACHES

Goschin Zizi, Danciu Aniela Raluca, Gruiescu Mihaela

Labour productivity and wages are both essential economic factors and the way they interrelate is a constant concern for the economists, as well as for employers and policy-makers. The target of this paper is to estimate to which extent is the variation of productivity consistent with the distribution of wages, employing two patterns of comparison: by region and by economic branch. For this purpose, we developed a revised form of the coefficient of structural changes, in order to determine the regional/ sectoral dissimilarities between productivity and wage.

Keywords: labour productivity, wage, disparities, Romania

EVALUATING THE COMPETITIVENESS OF THE TOURISM IN ROMANIA

Grigorovici Corina

The tourism competitiveness is a relative, multidimensional, complex concept when its applicability area includes national economies and tourist destinations, due to the variety of the economic, ecologic, social, cultural and political factors that provoke it. Therefore, the economic literature abounds in definitions and quantifications methods of competitiveness in tourism, most of them being independent, each expressing however different points of view and pointing out the preceding factors. The competitiveness of tourism is defined as being the ensemble of the policies and actions that sketch out the ability of a country of creating and maintaining an environment that supports the value for its companies and prosperity for its residents. The International Economic Forum has developed an index of the competitiveness of the tourist attractions that reflects, in this particular study, the fact state of the Romanian tourism.

Keywords: competitiveness, tourism, factorial endowments

CONSTRAINTS CONCERNING INVESTMENT AND PARTICIPATION IN PROFESSIONAL TRAINING IN THE COMPANIES FROM THE ROMANIAN MANUFACTURING INDUSTRY

Gut Carmen Maria

Life long learning represents a determinant factor in the adaptation process of the business to market changes and it contributes to the increase of peoples' chances to be employed. The introduction of new technologies in economy imposes the need of improving the level of labor force qualification. Education and training courses become more important than ever when refer to persons' chances to realize in life. Learning opens the possibility to make a productive life and full of satisfactions even out of employed person statute. The present paper aims to analyze the main constraints met by employees and employers concerning investment and participation in professional training in the companies from the Romanian manufacturing industry. For this analyze data were collected based on questionnaires and were processed with SPSS 11.0 software.

Keywords: professional training, employment, unemployment

OECD'S INTERLINK MODEL OF EXTERNAL TRADE EVALUATION

Hagiu Alina

The process of European integration, by it's enlargement toward East entertains in immediate, medium and long term perspective, international commercial changes of the participating

countries to this process. In the analysis and prevision of this complex phenomena's evolution, the role and place of the official statistic as well as the statistical methods of research and prevision is a major one. Romania's external commerce, as European Union member country represented, represents and will represent also in the future an important activity of the national economy with determinate influence on the development, increase and modernization of production, services, economic efficiency and general increasing of income.

Keywords: external trade, statistics, evolution, international performance

THE MONETARY POLICY AND THE CONTROL OF INFLATION

Hagiu Alina

Inflation is a bad thing, which harms the economy in both short and long term. In the short term, inflation erodes the buying power of the currency, thereby affecting the most vulnerable social groups. Monetary policy can be used to control inflation, which is defined as continuing increases in price levels. Since price level is a monetary variable, monetary policy can affect it. It is clear that the active utilization of the monetary policy instruments have an important effect on inflation, as well as on the inflation expectations.

Keywords: inflation, monetary policy, exchange rate, unemployment, interest;

YESTERDAY'S ACTIVISTS, TODAY'S ACTIVISTS? ORGANIZATIONAL CAREER AND COMMUNITY INVOLVEMENT IN PRESENT DAY ORADEA

Hatos Adrian

The article investigates the relationship between the organizational careers of residents of condominiums from Oradea – holding leadership positions before or/and after 1990, belonging to the regime's organizations and their present day social activism. Data from a random sample of 300 shows that a rich organizational biography correlates with high level of community involvement. The results are discussed from a theoretical point of view and considering their consequences for politics of community development.

Keywords: organizational careers, holding leadership

EUROPEAN ECONOMIC INTEGRATION: AN ANALYSIS OF SMES

Herman Radu

The European Integration is a complex process that, in time, proved to bring advantages to all the member states. However, in order to get those advantages it is highly necessary for each economic operator to know, understand and respect the mechanisms of The Single Market and its exigencies.

The European integration is confronted with two big challenges of the whole process developed on a period of 50 years, which are the 27 members expansion and the insertion of the unique coin.

Keywords: Small and Medium Sized Enterprises; SME; entrepreneurship; European Economy

SOME COMPARATIVE ASPECTS REGARDING CHILD LABOR AND STREET CHILD

Hordau Anne-Marie Andreea, Pop Sitar Corina

One of the problems that many countries are facing nowadays represents child labor.

In 2004 there were 218 million children working illegally in the eyes of international treaties. There are countries where this thing is happening due to the underdeveloped economic situation; children have no other chance except working from early ages more than 8 hours in a day for a

small wage. In other cases we find different situation such as: child slavery, child trafficking, or more worst - child soldier's. We all have seen more than once images with children who have switched toys with guns, bombs and mines. Romania is dealing during last years with the unpleasant situation of street children and beggars.

Keywords: child labor, street child, employment

EUROPEAN GOVERNANCE – THE STABILITY AND GROWTH PACT

Hrebenciuc Andrei, Zugravu Paul Ion

The Stability and Growth Pact was conceived in order to create a institutional uniform frame which could regulate the economic policies in the European Union. Even if it promotes strict fiscal discipline, in the last years the discontents over this document had an ascendant flow. Its reforming in the near future is undoubtedly necessary and represents one of the big challenges of the European system in the next years.

Keywords: Fiscal policy, global budget deficit, Multilateral Surveillance, Ecofin

COMUNICATION AND SUSTAINABLE DEVELOPMENT IN THE MODERN SOCIETY

Hristache Diana Andreia, Popescu Constanta, Popescu Silvia Elena

Les émois de la société moderne génèrent une série d'approches théoriques et pratiques de plus en plus surprenantes. Aujourd'hui, les communautés humaines se trouvent dans la situation d'avoir à chercher des solutions nouvelles aux problèmes auxquels elles ont à faire. Un exemple significatif est, en ce sens, le concept du développement durable.

Le développement des relations communicationnelles par la coopération entre les institutions, l'Etat et le citoyen représente, à notre avis, un pas important dans l'appui du processus du développement durable, par l'intermédiaire de l'exercice de la démocratie participative.

Keywords: : le développement durable, la communication globale, le paradigme de la coopération, la communication corporative

THE ORIGIN OF FREE MARKET. AN INSTITUTIONAL PERSPECTIVE FROM A NON-INSTITUTIONAL POINT OF VIEW

Iacobuta Andreea-oana, Pohoata Ion

There are many factors which explain the origin and existence of institutions. One such factor refers to controversial human nature and also to the idea that each individual is a sum of pluses and minuses, of challenges and opportunities. Additionally, it is well-known that due to human nature, a strong negative tendency at the personal level cannot be neglected. Is there a solution to the undesired negativity which is within us? Adam Smith found it! It is the free market. Mises, Hayek, Kirzner, Buchanan, Hazlitt and others offer similar explanations; as well as all advocates of new institutionalism. The paper discusses the non-institutional contribution to this issue.

Keywords: institution, market, human nature, division of labour.

ADAPTING THE THEORY TO REALITY. THE TRIAD GLOBALIZATION-PROTECTIONISM-ECONOMIC PATRIOTISM

Iliescu Elena-Mihaela, Voiculescu Serban

A science is adjusting and developing in time – on this trajectory the evolution of economic science is situated.

The emergence of new concepts, as well as re-theorizing of some traditional concepts comes to support this viewpoint. In order to demonstrate these statements I have relied on two theories, antagonistic at a first sight (protectionist and global), by comparing the manner in which they approach these well known concepts (national interest, labor productivity, international trade, inequity, ideological debates, state's role).

The conclusion is that, in the framework of globalization, the protectionist vision is not entirely disproved but reformulated, adjusted according to the dynamics and diversification of international flows.

Keywords: protectionism, globalization, economic patriotism

THE FACTORS OF COMPETITIVENESS IN THE HOSPITALITY INDUSTRY AND THE COMPETITIVE STRATEGY OF FIRMS

Ioncica Maria, Tala Madalina, Brindusoiu Catalina, Ioncica Diana

The present study is based on the results of research conducted in 2007 by a group of researchers in the Tourism-Services Department of the Commerce Faculty in ASE Bucharest. In the first part of our paper the complexity of the concept of competitiveness, the factors of competitiveness as well as its particularities in the hospitality industry are highlighted. The factors that influence competitiveness in the hospitality industry, as apparent in specialized literature, are outlined and explained. A strong point of our study is represented by research on the relation between strategy, competition and competitiveness. The research method chosen was the survey based on a questionnaire on a representative sample of hotels in 7 cities of the country. The paper presents the main results of the research, as well as the elements (the main levels) of the competitiveness model in the hospitality industry, a model created on the basis of the results of this research, as well based on the synthesis of research existent in specialized literature.

Keywords: Competitiveness, the factors of competitiveness, the hospitality industry, the competitiveness model, competitive strategy

THE ANALYSIS OF THE TOURISTIC ACTIVITY IN VALCEA COUNTY

Iordache Maria Carmen, Iordache Emilia, Stroe Andreea

The reorganization of the industry in Valcea shall enforce the orientation of the social and economic development towards the tertiary domain of services. According to with the examination of the touristic existent patrimony, we can say the county did not consume all the methods of supporting this economic activity in the territorial plan. Although Valcea contains important natural resources, many of them internationally known, it has not a touristic offer sufficiently varied in strong touristic structures and quality services which satisfies the needs of a modern and competitive tourism with that of the European and international market.

Keywords: types of tourism, material and technical basis, touristic circulation, economic and financial analysis, strategy

TOURISTIC DESTINATIONS LONG-TERM MANAGEMENT AND THE INCREASE OF THEIR COMPETITIVENESS

Iordache Maria Carmen, Chitu Ramona, Grigorescu Sorin

Global trends and priorities are changing so that, nowadays, the biggest challenge for tourism is to be both competitive and long lasting, taking into consideration the fact that, on a long-term basis, competitiveness depends on durability. Moreover, climate changes represent nowadays a fundamental aspect that requires tourism industry to diminish its activities that contribute to pollution and destinations to comply with the demand and the types of tourism they provide.

A proper balance between tourists wellbeing, natural and cultural environment needs, as well as destinations and companies development and competitiveness calls for a global and integrated political approach, where all interested parties should share the same objectives: economic development, social equality and cohesion, protection of natural environment and culture.

Keywords: durability, competitiveness, sustainable management, cooperation

ASPECTS OF THE EUROPEAN ECONOMIC CHALLENGE FOR THE ROMANIAN HUMAN CAPITAL. THE CASE OF HIGH EDUCATION SERVICES

Jivan Alexandru

The paper aims at critically analysing components, gains and costs of the economic action in the field of high education. Some cultural and national conditions and determinatives are shown. Starting from some didactic and knowledge principle, analysis is raising questions in the European integrated knowledge based economy, highlighting some actual aspects of the Romanian recently reformed high educational system (in comparison with the usual in Western education). In a correlative approach and in a multi-disciplinary view, special important features of the educational system in the market economy, European challenges and potential effects of some issues are considered, with their impact on our future within the European Union. Interesting and paradox conclusions concerning the natural regulation logics, corruption and lessons for improving the coherence of the reform processes result.

Keywords: education, market economy, principles

SOME DETERMINANTS OF ECONOMIC GROWTH IN ROMANIA: FOREIGN TRADE AND FOREIGN DIRECT INVESTMENTS

Jude Cristina, Pop Silaghi Monica Ioana

Abstract: This paper presents some theoretical arguments for which trade and foreign direct investments can be considered among the main determinants of economic growth. Through foreign direct investments positive externalities inside the economy has to enhance the economic growth. The liberalization agreements of foreign trade with European Union stimulated exports and more intensively, imports of Romania with this group at which she belongs now. Whether or not the foreign trade and the foreign inflows contribute to the economic growth of the country remains an open question. We try by this paper to focus on these issues.

Keywords: trade, foreign direct investments, economic growth, regressions

THE NEW EDUCATION IN THE NEW ECONOMY – NEW CHALLENGES FOR THE ROMANIAN ECONOMY

Platis Magdalena, Popescu Cristina Raluca

In the context of the new economy, the humanity confronts with a series of challenges bounded on the passing to an economy based on knowledge, globalization, durable development etc. In the framework of informational society it develops the Internet economy and in the knowledge society it forms a new economy which include and the Internet economy. That's way, the new economy is the economy of informational and knowledge society.

Keywords: New education, new economy, challenge, knowledge, globalization, human factor

THE NECESSITY OF THE APPROACHING THE SERVICES' PROBLEMS IN THE CONTEXT OF THE INVISIBLE TRADE'S LIBERALIZATION

Maniu Cristina, Gogonea Manuela, Marin- Pantelescu Andreea

The world scale concerns are directed towards services and the protection of intellectual property, so that it is informed in due time, the intervention of some significant structural alterations within the international commerce so that there appear substantial growths within the service commerce, as a direct cause of the deepening of the globalization process of the contemporary economy.

In this study we emphasize on the necessity of approaching the services' problems in the context of the invisible trade's liberalization through a systemic analysis of opinions and concepts that refer to the bonds that appear between services, the invisible trade's liberalization and globalization, also describing the specifics and characteristics of the international service commerce, the influential factors, aspects such as the Directives of the Services adopted by the European Parliament, as well as the need for Romania to participate in the creation of multilateral commerce rules which also include the services.

As a reflection of that certain interdependence, it may be considered as a necessity the on-going process of economic life's globalization under the influence of impact reflection and the importance within the invisible commerce and the adopting of certain strategies within the economic policies on a world-wide scale oriented towards the deepening of the globalization process that can include the liberalization of the invisible commerce as the only contemporary civilised means of growth.

Keywords: globalization process, invisible trade, services liberalization

CAUSES OF PRODUCTIVITY SLOWDOWN IN THE EUROPEAN UNION

Marinas Marius-Corneliu, Socol Cristian, Socol Aura-Gabriela

EU-15 growth in labour productivity per hour dropped from 2% in 1981-1995 to 1.6% in the 1995-2000 period and then to 1.3% in 2000-06. This slowdown in GDP per employed person may be explained by cyclical conditions (low capacity utilisation), lower investment (less capital deepening) and by smaller growth rate of total factor productivity. Over the past thirteen years, labour productivity growth in Europe has fallen behind growth rates in the United States, reversing the pattern of growth since the Second World War.

Keywords: Hodrick-Prescott filter, potential growth, ICT capital, total factor productivity

EU KNOWLEDGE ECONOMICS: A SELF-ORGANIZING MAP ARTIFICIAL NEURAL NETWORK ANALYSIS

Mattoscio Nicola, Colantonio Emiliano, Carlei Vittorio

The recent enlargements to new Member States are challenging steps forward in the development of the European Union (EU). Such developments, together with the achievement of a single market, require a new approach to the Knowledge economics. Nowadays, the concept of Knowledge as a source of economic development gains popularity, giving rise to the term “Knowledge Based Economies”. On the basis of the growing importance of the knowledge, it may be said that only those economies could compete internationally in near future who would develop and integrate the basic ingredients of Knowledge into their economic systems and models: research and development (R&D) activities, human capital, degree of openness to international trade and information and communication technologies (ICT) diffusion. Keeping in mind this view, the aim of the paper is to analyze clusters and distances existing among the EU's member by using the Self-Organizing Map (SOM) artificial neural network methodology. The results seem to confirm the goodness of the underlying theoretical paradigm

Keywords: economic growth, development, knowledge economics, neural networks

SYSTEMS THINKING AND SYSTEM DYNAMICS.

Mella Pierro

To “understand the world” means, in fact, to be able to construct coherent and sense-making models of it which may allow us to acquire, update and transmit our knowledge. I believe that intelligence depends on the ability to construct such models.

Intelligent persons are those who learn quickly and effectively; they have the ability (innate or acquired) to construct, utilize and modify models; they can understand their interconnections and changes and always “know” what is happening and could happen in order to control events and successfully face the various situations in life, deciding in the most rational way how to solve problems.

I also believe that the most useful and effective models to strengthen our intelligence are system ones – developed following the logic of Systems Thinking – because such models can explore complexity, dynamics and change.

This paper aims to present the main ideas of Systems Thinking, which is considered not only as a technique but primarily as a discipline for efficient and effective thinking.

Keywords: Systems Thinking, System Dynamics, Control Systems, Causal Loop Diagram, Stock&Flow Diagram, The fifth discipline, Archetypes.

TENDANCES DANS LE DEVELOPPEMENT DES TRANSPORTS DURABLES

Micu Cristina

The most common means of transport in tourism and the most important at the same time are: by car, by train, by plane and by ship. From the perspective of durable development, the relationship between transport and environment appears to be crucial. The durable development of transport depends on a number of economic, technical, social and political factors. That is why it is so important to investigate a lot of options in order to attain/assure a durable development of the transport systems and to analyze the complementarity between the introduction of new technologies and other support mechanisms. The durable transport systems increase the social cohesion, decrease environmental problems and help us create a more efficient economy and improve the quality of life.

Keywords: transport durable, tourisme, développement durable, transport touristique routier

SOCIAL RESPONSIBILITY IN PUBLIC ENVIRONMENT

Mihai Roxana-Lucia, Hristache Diana Andreia, Virjan Daniela

This study is an analysis of the amount of problems regarding Social Responsibility in the Public Environment. Practicable in the institutional communication process of responsibility, it is not involved only by the social aspects, but also by other two adaptable components that comes to develop this segment: the moral and the political responsibility. In this way, the social responsibility problem must be reconsidered in a relation with the involving degree of institutional engagement in the social economic environment, typical to each human community. Today, we can see a tight connection between institutional image and the competitive advantage from a domain or another.

Keywords: public environment, communication, corporate social responsibility, social responsibility

INTRODUCTION A LA METHODOLOGIE ECONOMETRIQUE CLASSIQUE

Minica Mirela, Frant Florin

L'article fait un sommaire présentation sur l'évolution de la science econometrique et on synthétise la méthodologie scientifique sur sa forme classique.

Keywords: économétrie, méthodes quantitatives, conception

LES MOTEURS DE LA CROISSANCE

Minica Mirela, Frant Florin

On étudiera tout d'abord les influences que peuvent avoir le capital humain, les activités de recherche- développement, le cadre macro économique et le cadre structurel de l'action des pouvoirs publics, la politique de commerce extérieur et la situation des marchés financiers sur l'efficience économique.

Keywords: croissance économique, capital humain, capital physique, politique budgétaire, inflation

ABOUT TRUSTS, CARTELS AND MONOPOLIES

Mitoaica Ana Maria

During the time, the appearance, development and the political, economical, social, etc. influences of the trusts and cartels in the industry have been treated within the university courses taught by Virgil Madgearu, and by many other written works belonging to him. He has an original concept concerning the appearance, place and role of those influences in the economy of his life time. Being an authorized voice of the Romanian economical inter-war thinking, we consider as being of high interest the presentation of some aspects of his vision as a professor and as a politician regarding the trusts and the cartels.

Keywords: trusts, cartels, monopolies, imperialism, competition, market

ELEMENTS OF THE CONCEPT OF VIRGIL N. MADGEARU

Mitoaica Ana Maria

The ideas debates from Romania, in the inter-war epoch included within their sphere the state interventionism, too. Appeared and considered on some people opinions, a reaction to the liberalism or a reaction to the socialism, or a result of the war and post-war recovery efforts, this reached to its apogee during the period of the great economic crisis between 1929 and 1933 (the great depression). Virgil Madgearu, an economist educated at the German school, an attentive scientist observer of his epoch (age) or a politician who should propose solutions for the crisis effects, he preoccupied himself with the problems of the state intervention into the economy, too.

Keywords: interventionism, capitalism, depression, economy, politic

CLUSTERS IN THE ROMANIAN ECONOMY

Nagy Csaba

Clusters are geographic concentrations of interconnected companies, specialized suppliers, service providers, and associated institutions in a particular field that are present in a nation or region. Clusters arise because they increase the productivity with which companies can compete. The development and upgrading of clusters is an important agenda for governments, companies, and other institutions. Cluster development initiatives are an important new direction in economic policy, building on earlier efforts in macroeconomic stabilization, privatization, market opening, and reducing the costs of doing business. In the last two decades the growth of national

economies competitiveness was mainly based on regional development and growth of regional clusters competitiveness.

Keywords: cluster, company, competition, development, competitive advantage

KEY EMPLOYMENT INDICATORS IN EU AND ROMANIA

Neacsu Madalina Nicoleta, Baldan Cristina Florentina

Labour force performances are not homogenous between EU member countries, the intensity and the state intervention in the social policy being also heterogeneous (Moia, 2004) . By implementing different policies on labour force market, European states have not reached the same performances, the gaps existing between them being expressed through analyse of social-economic indexes.

Keywords: employment, labour force, policy, unemployment rate , activity rate

SOCIO-ECONOMICS POLICIES AND THE EFFECTS ON THE NATURAL CAPITAL

Negrei Costel, Trica Carmen Lenuta

The practice of the systems theory and the case between the natural capital, the socio-economic and techno-productive systems enforce an evaluation of socio-economics policies, from the perspective of the effects on the ecosystems and the ecosystems complexes that belong to the natural capital.

Through this step there are pointed out the ecologic limits of the socio-economics policies and the possibilities of harmonizing the ecologic restrictions, having a finality the consolidation of the coevolutive nature of the relation between the natural capital and the socio-economic system.

The financial decisions and also the development strategies of the energetic and agricultural fields represent very important vectors for the promotion and consolidation of the socio-ecologic systems durability.

Keywords: durability, integration, interventionism, liberalism, systemic.

THE EVALUATION OF THE PRODUCTION FUNCTION OF PLANNING THE INFERIOR WATERSIDE OF DANUBE, ROMANIAN FIELD (LDI / SR)

Negrei Costel

The paper work is an answer to the challenge represented by the evaluation of the natural capital as a premise of the fundament decisions from different fields of activity. In this purpose it proposes an algorithm for the evaluation of the economic-ecologic efficiency of the arrangements of LDI/SR expressing the cultivated surface equalizing the cultivated surface with cereals. For determining an indicator we have considered the emergetic intensity of the production and the monetary value of the energy. The comparative net result of the situation it justifies the necessity of the multifunctional arrangement (as a humid zone) and not as a monofunctional one(as an agrosystem).

Keywords: energetic intensity, monetary value of the energy, total economic value.

MARKET, MARKET ECONOMY, CAPITALISM AND POST-CAPITALISM

Negucioiu Aurel

Through the present we have enrolled at the debate that takes place nowadays, practically on all the meridians and the parallels of the planet, regarding the situation of the contemporary society,

the economic context of the world, at the most important characteristics of this, and, not in the last place, at the drifts and its perspectives.

We are interested first of all by the way in which the economic situation of the contemporary world is regarded in thought and theory in practice. We want to confront some of the most important theories with the realities of the economic life. And this because nowadays we experience one of the biggest paradoxes of the scientific knowledge. Even though today we are the witnesses of the deepest worldwide scientific revolution, even though the legacy of knowledge has grown considerably, mankind is facing a bigger number than ever of major problems for which there are no solutions. The number of uncertainties has become very big and it is in continuous and rapid augmentation. The real economy has known grate progresses. In the same time it is full of contradictions, discrepancies and unbalanced, crises and other kinds of perturbations. The models of growth and development are doubted, some hopes generated by the market proved to be illusions and even myths. The appearances generated and still generate utopias, but also deceptions.

Therefore, our belief is that science with its proved and provable realities form the “compass” with which the society guides its boat on the insurgent waves of time.

Keywords: Market, market economy, capitalist economy, global capitalism, post-capitalist society, post-corporatism, globalization, terrestrial community, empire, hyper-empire, hyper conflict, hyper-democracy, nation state, economic, mega system.

EDUCABILITATEA. FACTORII DEVENIRII FIINTEI UMANE

Niculcea Silviu Petrisor

The development of the human personality cannot be explained in the terms of one single factor. Consequently, none of the development factors does dispose of unlimited possibilities, the role of each of them depending on the other ones. Essentially for the educators is to know if the limits met in the psycho-intellectual development of one or other individual are predominantly imposed by genetic or external factors. Depending on this thing, the educator has to organize and carrying on the educational activity.

Keywords: educableness, heredity, environment, education, psycho-individual development

SUBVENTIONS WITHIN THE MINING SECTOR AND REGIONAL ECONOMIC DEVELOPMENT

Niță Dorina, Driga Imola

Romania's pre-accessing condition to the European Union which referred to eliminating all coal mine subventions by 2010, and for all the other mines by 2007, represents a major challenge for the authorities.

Analyzing the forms of subventions (operational or investments, explicit or hidden/implicit) and their dimension at the Romanian mining sector level, we are trying to outline as genuinely as possible the part played by subventions in carrying out mining activities, as well as to anticipate the general context of economic development in mono-industrial regions, where mining represent the dominant economic activity.

Keywords: losses, subventions, state budget, economic development, mining industry

THINKING AT THE INTERDISCIPLINARY FRONTIER. AN INSTITUTIONAL ANALYSIS

Olah Serban

By this study, I investigate the main achievements of the institutional analysis, a thinking stream with a considerable impact on the Economic Sciences as well as on Sociology and other social sciences. A main stress is put on the analysis of the concepts “transaction cost” and “institution”, starting with the works of well-known authors such as Ronald Coase, Oliver Williamson and Douglass North. A series of applications of the institutional analysis in the Sociology of Organizations and in Economic Sociology is also presented.

Keywords: institutions, transactional cost, organizations, Coase, institutional analysis

THE WAGES OF ROMANIAN STATE EMPLOYEES

Olah Gheorghe

In this paper we are making an analysis of the revenues in the budgetary sectors based on the legislation in force in Romania and on a field study. Depending on the work conditions (length, intensity, work complexity etc.) we are trying to emphasize the justification of the current differences among the Romanian state employees.

Keywords: budgetary sectors, legislation, analysis, revenues

THE IMPLICATIONS OF INTERNAL DEMAND OVER ECONOMIC GROWTH IN ROMANIA

Părean Mihai Olimpiu, Adamovici Silvana Biliana

For reducing the distance from the average of EU step-by-step, in Romania we must speed up real economy. For this to happen in a long road, we need a dynamic economic environment, especially by developing activities with high tax. So, we must encourage the aggregated offer. Romania is a small economy with a net wide market. In Romania, economic growth is a lot influenced and sustained by consumption. This way, an analysis of the three types of consumption has to be made (population, enterprises and public), which compare the internal demand.

Keywords: economic growth, internal demand, demand for consumption goods, enterprises demand, public demand.

THE IMPORTANCE OF CERTIFICATION SCHEMES IN SUSTAINABLE DEVELOPMENT OF TOURISM

Petan Ioana Cristiana

Environmental certification and ecolabels represents controversial topics in tourism. Hotels and tour operators use them in marketing, land management agencies in allocating operating permits, government agencies in promoting national interests, and ecotourism associations for education, lobbying, and revenue generation. Ecolabels have recently attracted the attention of multilateral tourism and multilateral environmental organizations alike. There are more then 150 tourism certification programmes all over the world, some of them at national or regional level, and some at international level, recognized by the most important tourism organizations. It is important to know that such an accreditation is ensuring tourists, that the tourism products and services they are buying are of good quality, professional and according to the sustainable development policies and principles.

Keywords: tourism accreditation, certification, ecolabels.

THE TOURISM INDUSTRY AND THE USE OF INTERNET

Petan Ioana Cristiana

The tourism industry has been among the first to capitalize on new technology. Because it is an information-rich industry, it depends on finding and developing new means to distribute travel and hospitality products and services, marketing information to consumers, and providing comfort and convenience to travelers. Also, consumers are constantly seeking new sources of information to help them make decisions before purchasing travel services to make their trips more satisfying. Much more travelers use the Internet to plan and book their trips in the recent years. It is not surprising that travel and hospitality e-commerce is among the top four growth categories, second only to finance and insurance services.

Keywords: tourism, online market, GDS.

CENTRAL BANKS AND LIQUIDITY CRISIS

Pirosca Grigore Ioan, Mohanu Florina, Curea Stefania Cristina

The wake of the US subprime crisis in August 2007 has made market participants to have a hard time understanding how things could change so fast and dangerous for credit market. Every time markets are under pressure, people are supposedly asking this type of questions, but crisis was not fast at all, and the innovative mortgage products, as crisis main cause, were dangerous ever since. The world economy was hanging on by its fingernails from the very beginning of elusive credit risk era. In the '70, it was an oil crisis. In the '80 it was saving & loan crisis turn. Emergent economies and IMF were blamed for financial crisis of the '90. Dot-com bubble of the 2000 was a tech crisis. Summer of 2007 was the moment when liquidity dried up in money markets. Every crisis is eventually a liquidity crisis. The only different thing from one to another is the risk people are aware of.

Keywords: credit crunch, ratio of assets to equity, lender of last resort, price stability, subprime crisis

ROMANIA, BETWEEN ETHOS AND DEVELOPMENT

Plopeanu Aurelian Petrus

The aim of this study is to emphasize features and peculiarities of the European Union integration theory expansion towards incumbent countries like Romania. The political, economic and social challenges are perceived more intensely by our country, which will domestically perceive, at economic and financial levels, the effects of enlargement. The relation between EU accession in January 2007 and the effects towards economic growth, future labour market, financial and monetary policy, economic convergence and other economic variables (GDP per capita, current account, trade balance, exchange rate, consumer prices, inflation rate etc) are very important and I try to be persuasive in this direction.

Keywords: economic growth, crowding-out, inflation, current account

AN INSTITUTIONALIST OUTLOOK ON THE ORIGINS OF PROPERTY FROM THE PERSPECTIVE OF TRANSACTION COSTS

Pohoata Ion, Iacobuta Andreea-oana

In new institutionalists' analysis, the transaction costs are essential in explaining the origin of private property; however, this aspect is not that obvious in old institutionalists' works. But even if they did not emphasize on this issue, they created a theoretical-explanatory background used and enriched with logical arguments and numerous examples by the new institutionalists in order

to point out that it is not possible to explain the origin of property rights without taking into account the transaction costs theory.

Keywords: institutionalists, new institutionalists, property, transaction costs, allocation, appropriation, exclusion, delimitation, arrangement of rights, externality.

THE TAXONOMY OF THE SUBTERRANEAN ECONOMY

Pop Georgeta

In this article we plan to present the main conceptual approaches regarding the subterranean economy and tax evasion as form of manifestation of the subterranean economy

Keywords: subterranean economy, tax evasion, fiscal fraud, taxonomy

PARADIGMS OF THE ECONOMIC GROWTH AND THE ECONOMETRIC MODELLING

Popa Suzana

The economic sciences have reacted to the renewal challenge of of the research and analysis methods, increasing their patrimony with paradigms which have been validated over time. The main pursuits of the modern world such as: the economic dynamics and stability, the economic oscillations and cycles, the efficient allocation of the resources, development economy, general balance, etc., have got more solid answers using the systemic approaching and econometric modeling, using the decision foundation of adjustment and self-adjustment based on the human behaviour, using the optimal control theory and the information technology.

Keywords: economic growth, sustainable development, econometric modeling

INVESTMENT IN HUMAN CAPITAL FOR ROMANIA IN CONTEXT OF EUROPEAN UNION INTEGRATION

Popa Raluca Andreea

The adhesion and integration of Romania into the European Union represents a challenge for the investment in human capital and implicitly in education. It is the human capital that is responsible for the competitiveness of the economy hence it has to reach a high level of qualification in order to cut down the unemployment rate to raise labor productivity and to provide a greater mobility of the labor force against the background of the integration into the European Union. The investment in human capital is full of benefits both for the individuals and for strengthening economic, social and territorial cohesion.

Keywords: investment in human capital, educational policy, public expenses

SUSTAINABLE DEVELOPMENT OF TRANSPORT SERVICES AS AN IMPORTANT PART OF THE TOURISM SERVICES

Popescu Delia, State Olimpia, Marin Pantelescu Andreea

If we compared the economic system with a human being we could say transports are its throbbing blood. Without these services the economic development of the century that just ended would not have been possible. Transport plays an important social role also in meeting the travel and communication needs for most people. The transportation represents also a basic tourism service, without which the journey cannot be made. The services we look at have also a negative side, as they are activities causing significant harm to the environment. One example is tourist transportation, mostly road and air transportation, with a negative impact due both to emissions and to the high level of sound pollution. Thus, in 2005, of the 5839.4 thousand arrivals (foreign

travelers coming to Romania), 75.9% have used road transportation and 15.7% air transportation (5.2% – rail transport and 3.2 % – water transport) As for the Romanian citizens’ travels abroad, of the 7139.8 departures in 2005, 84.1% used road transportation, 12.3% air transportation, and only 3.1% rail and 0.5% water. In 2006 the number of foreign travelers coming to Romania was 6037 thousand arrivals, and the departures for the Romanian citizens were 8906.

Sustainable development is a concept that can be implemented only by striking a balance between economic and social development and environment protection. Therefore, transportation – of both goods and people – should reach this balance, which can be achieved only through a thorough knowledge of the system, paving the way to identifying viable solutions for mitigating the pollution caused by transport without hurting economic development.

Keywords: air transport, water transport, sustainable development

ROMANIA FACING THE MONDIAL GOVERNANCE ERA

Popescu Silvia - Elena, Adam Alexandra, Mihai Roxana, Popescu Constanta

Globalization, which challenges to a great diminution of the power or of the intervention capacity of the state, is a part of the state politics result; the international level, which mondial economy has reached, reimplies the need of nation-state as a principal mechanism of connection between the international government level and the organized communities of the third world.

As a result, an analyze should be done both regarding the globalization impact over the states, but also the states impact over the globalization.

The roles of state, of public authorities and of the economic politics are the most important for the gradual transformation of the national economic governance system.

Is going Romania, a country having a history confronted with the communist period, to be able to adapt its’ governance politics in order to face the globalization?

Keywords: Global Governance, public policy, implementation system, public institutions

ARE REMITTANCES IMPORTANT FOR THE ROMANIAN ECONOMY?

Popescu Cristian, Juverdeanu Lacramioara

During the last three decades the developing world began to benefit from their initial high migration rates, through the remittances sent home by the nationals living and working abroad. The article resumes the main definitions given to the concept, reviewing few factors influencing the motivation to remit, the main transfer channels and the effects of such a decision at both micro and macroeconomic level. Then we study these elements in the case of Romanian economy, in search of an effective contribution of remittances to the improvement of current account deficit and household standard of living.

Keywords: remittances, emigrants, transfers, balance of payments, deficit, current account

THE DETERMINANTS OF HUMAN CAPITAL IN ROMANIA

Popescu Cristian, Diaconu Laura

Human capital, defined as a sum of knowledge, abilities and skills that may be used in a productive way, plays an important role at the growth and development of a country. For this reason, the purpose of this article is to analyze the way in which its five determinants – formal education, professional experience at the workplace, informal life style, the country’s specific and the level of health – are influencing the Romanian stock of human capital. In order to fulfill this objective we used the information existent in the specialized literature and the results obtained in a research conducted by us on a representative sample of 300 persons from the North-Eastern part of the country.

Keywords: human capital, formal education, professional experience, informal living environment, country's specific, level of health

SENSE OR COUNTER-SENSE CHANGE IN THE CONTEXT CREATED BY THE NEW ECONOMY

Popescu Gheorghe, Popescu Veronica, Popescu Cristina

The paper entitled “Sense or Counter-Sense Change in the Context Created by the New Economy” attempts to answer to a series of challenges, out of which we mention the following: change as a new certainty in the business world, the problem of change management and its negative externalities, sense and counter-sense in the change evolution, parties advantaged and disadvantaged by the change, the problem of adapting to change.

Keywords: New Economy, change, sense and counter-sense in evolution, responsibility

THE UNFAIR COMPETITION AND THE VIOLATION OF THE LAW REGARDING THE QUALITY OF THE MERCHANDISE INTRODUCED INTO THE ECONOMIC CIRCUIT

Popoviciu Laura Roxana

In order to ensure the distribution of the goods that are produced or sold, every company is interested in having a great number of clients.

The gaining and maintaining of these clients must be done fairly, honestly, in a fair competition, without deceiving the beneficiaries or consumers regarding the quality, origin or the source of the products .

According to art. 301 Romanian Criminal Code, the unfair competition is represented by: “the fabrication or distribution of goods that have false indications regarding their origin or source, that also contain false information regarding invention patents, or use of commercial markings or names of trade or industrial companies, in order to deceive the beneficiaries” . .

Among these deeds that are incriminated by art. 301 Criminal Code, the unfair competition is also incriminated by a non criminal law having penal dispositions. This is Law no. 11/1991 regarding the fight against the unfair competition completed and modified by Law no. 298/ the 7th of June 2001.

Keywords: law, unfair competition, infractions

SIMILAR ASPECTS REGARDING THE INFRACTIONS WITHIN THE REGIME THAT IS ESTABLISHED FOR CERTAIN ECONOMIC ACTIVITIES

Popoviciu Laura Roxana

The economic criminality represents the most dangerous component of the subterranean activities, coming in various shapes: regarding companies, the Register of Commerce, loyal competition, smuggling, corruption, in the activities regarding assurance companies and the surveillance of these activities, fight against the evasion, drugs production, distribution and consumption, trade with weapons, radioactive material, car thefts, prostitution, traffic with human beings, activities in the financial and banking field.

Usually, the crimes that violate the juridical norms in the economic field are numerous and various, because they cover the entire economic sphere, being stipulated in special laws. In this study, we have decided to focus and debate among those infractions regarding the economic activities that are stipulated in the Criminal Code.

Keywords: economic activities, infractions, Criminal Code, sanctions.

THE MANAGEMENT OF THE COMPANY THROUGH DIVIDEND AND THE ETHICAL DIMENSION OF THE DECISIONS TAKEN IN THIS FIELD

Prunea Petru

The main objective of a company's shareholders is to increase its market value. Of course, they also wish, on a second level, to obtain dividends as big as possible from the investment they made. Just that the exacerbation of their wish to obtain substantial gains, especially when the dividends are distributed in the form of free shares, makes them overlook two regularities that exist in this field: the increase of dividends has to be continuous, and to not have big fluctuations, and the decisions taken in this field do not have to infringe on the self-regulatory capacity of the capital market.

Keywords: market value, shareholders, ethical decisions

L'ATTUALITA' DEL PENSIERO ECONOMICO DI CARLO MARIA CIPOLLA

Rangone Edgido

Con la nascita dell'Istituto per lo Studio dell'Economia e del Management voluto dall'Universita' di Oradea e di Pavia, e' oltremodo doveroso ricordare questo autore quale espressione del pensiero storico economico non solo italiano ma internazionale.

C. M. Cipolla, denominato il Principe degli storici economici italiani; da alcuni altri l'economista dal volto umano, e' lo storico economico che ha introdotto l'approccio macro economico nella storia economica.

I temi considerati da questo Maestro sono molteplici e comunque tutti riferenti all'analisi storica di lunga durata.

Il pensiero economico di C. M. Cipolla e' da considerarsi fortemente attuale, per la lucidita' con la quale, in periodi non sospetti ha trattato delle crisi energetiche intervenute nella storia dell'uomo attraverso i secoli.

Come non ricordare gli spunti di riflessione economica e sociologica sulla tematica della rivoluzione industriale.

Come e' possibile dimenticare lo studio della centralita' dell'istruzione nell'impatto sullo sviluppo tecnologico e dello sviluppo economico in generale.

Memorabili ed indimenticabili sono le pagine di analisi che il Cipolla ci ha regalato sullo studio della moneta; della situazione igienico-sanitaria dell'Europa pre-industriale; della superiorita' tecnica dell'Occidente quale strumento di supremazia economica nei confronti del mondo.

Il Cipolla poi, seppur studioso di stampo non marxista, non ha risparmiato sferzanti critiche a nessuno, nemmeno nei confronti del nostro Occidente liberale, ricco ed opulento, che ha costruito le proprie fortune nel corso dei secoli su situazioni non sempre trasparenti e sicuramente da non indicare ad esempio per le future generazioni.

Keywords: Carlo Maria Cipolla, storia economica

THE SPREAD OF ECONOMIC IDEAS AMONG ROMANIAN PEOPLE. CASE STUDY: BOGDAN PETRICEICU HAȘDEU

Rogojanu Angela, Serban-Oprescu George-Laurentiu, Piroasca Grigore Ioan

In this very complex context of globalization and European integration, Romania is facing a very sensitive problem: we need to find the best way to define ourselves, to find our genuine values and to send a clear message to the world. If we search our history we will find that, even though Romanians proved to be less inventively or too moderate on economic issues, there are some important Romanian economists. One of them, almost forgotten by the historians and scholars, is Bogdan Petriceicu-Hașdeu who tried hard to familiarize the public with the sense of occidental economic thought and, thus, promoting the surpass of people's economic ignorance. His desire to

spread economic ideas was his guiding light and his economic writings, backed up by a substantial theoretical background, tackles the numerous economic issues. Analyzing Bogdan Petriceicu-Hașdeu economic writings is a very good way to find Romanian real values.

Keywords: economic culture, romanian economists, liberalism, socialism, protectionism

EUROPEAN INTEGRATION BY MEANS OF ENERGETIC INTEGRATION

Rotaru Marius-petre

The energy security is a growing concern both of the european governments, and of Brussels. The European officials have been working on a strategy that should ensure the energy security of the Union. Some of the main courses of action are as follows: increasing the energy output from regenerative resources, cutting down on the dependence upon Russia by finding alternative suppliers, and interconnecting the shipment routes.

Romania must act as such in order to face the domestic economic challenges. An increase in the quota of energy derived from regenerative resources of the total energy output will be sustained by important investments in the hydro-energy and eolian field. Another top priority for Romania is to interconnect the shipment routes for hydrocarbons at the European and regional level.

Keywords: energy security, integration, European Union, regenerative resources

SUSTAINABLE DEVELOPMENT AND COMMUNITY PARTICIPATION IN ORADEA

Săveanu Tomina

In the current paper I will analyze the role citizens should play in community development programs. The community development ideology emphasizes the important role citizen's, or the beneficiaries of different development programs, play for the sustainability of community development. Yet, theoreticians from this field in Romania, refer to lack of interest, abilities and networks to explain the the small rates of citizen participation. In this paper, based on data collected through a CEEX research grant “Leaders, participants and followers: determinants of community participation in urban Romania” coordinated by conf. univ. PhD Adrian Hatos, I will investigate the models and rates of citizen involvement, focusing on the link between these and the sustainable development programs. I will also present data regarding the limits of participation in community development programs from the research grant CNCISIS coordinated by lect. univ. PhD Nicoleta Chioncel “Education for active citizenship: community participation.”.

Keywords: comunity development, role of citizens

THE GLOBAL ASPECT OF THE UNDERGROUND ECONOMY

Șchiop Cristian

Globalization is the historical process of the worldwide integration of the national economies, through social relations and economic transactions, which unites countries, banks, financial institutions etc. Through globalization people of different citizenship, language, religion and cultural are involved in solving together various global issues, like the fight against terrorism.

On the other hand globalization is accompanied by the worldwide spreading of criminal network, which proved to be more flexible than that of the formal economy of the countries. But the obligation of these democratic states, together with the international community is to reply to the challenge of the organized crime, in order to reduce or even eliminate this phenomenon, because criminal organizations menace the national suzerainty and the authority of the states.

The activity of the organized crime penetrates everywhere that it can gain a profit, and because of the monopole position in the areas, it can raise the prices and thus the earnings. Nowadays

criminal network are more flexible (micro organizations) to assure their secret character in order to face the police and judicial attacks.

Keywords: Globalization, underground economy, criminal network.

ANALYSIS OF SOCIAL ECONOMIC EFFICIENCY OF HYDRO TOURISM ON THE ROMANIAN BLACK SEA SIDE

Secară Mirela

General and specific economic efficiency ratios of the balneary tourism on the Romanian Black Sea coast are presented in this paper, including case studies on the activity of a balneary specialized unit. Specific ratios for balneary tourism, which include both medical efficiency and cost efficiency medical assistance ratios, refer to the economic efficiency of the medical activity in balneary sanatoria.

Social efficiency of the balneary tourism may fail to estimate due to the exclusively qualitative features of the activity. Social efficiency is reflected by the increase in labor productivity: formulas in the literature refer to the estimate of labor increase which depends on the period of medical leave before and after balneary treatment.

Keywords: economic efficiency, balneary tourism, social efficiency

THE NEW LABOUR CONTENT AND THE SUSTAINABLE DEVELOPMENT

Șerban Andreea Claudia

The labour content, its structures and the finality of the social action were always in a permanent relation with the historical society type and with the manner of producing goods and services. The humanity passing to the global economy, to a new manner of economic growth places in front of the specialists, in front of all the rational individuals the problem of explaining and understanding the new way of interaction between the labour and all the social actions with natural environment, with Earth Planet – unique and indivisible. It is a common understanding already that not only the human welfare but their existence itself is in direct relation with the protecting, non-aggressing of the natural indivisible resources – the forests, the planetary ocean, the atmosphere. It is already necessary to take action at global level in the sense shown before because the postponement of this action with 20-30 years, as advised specialists say, could have disastrous effects for the humanity.

Keywords: labour, new economy, knowledge, knowledge economy, new manner of economic growth, sustainable development

THE KEYNESIAN THEORY OF PRICES

Șerban-Oprescu George-Laurentiu, Șerban-Oprescu Anca-Teodora

Every time when a crisis casts shadow over the economy, all the economists seem to remember about “long forgotten” Keynesian theory. Although just a few economists think about themselves as traditional Keynesians, the economic policies inspired by Lord Keynes are still alive. For instance, the fundamental goal of any central bank is to avoid inflation which means to assure prices stability. Is not this the Keynes ideal: economic progress with full employment and fixed prices? Let’s take a look of the current subprime crisis. The best solution found by FED is to cut the interest rate and to cheapen the loans. If Keynes will be alive he surely would be delighted by the FED’s acts. The purpose of this paper is to analyze the Keynesian theory of prices in order to find the extent in which the solutions found by Keynes are still valid.

Keywords: macroeconomics, theory of prices, liquidity, interest rate, economic crisis

STUDY REGARDING AGRICULTURE AND RURAL DEVELOPMENT

Sirbulescu Claudia, Pirvulescu Luminita

Agriculture represents for the rural space one activity which has many occurrences and the major benefit source for this human community.

Rural areas have a lower population density and are also characterized in parts by greater agricultural employment, with less urbanized space and a lower level of local employment. They present a multitude of characteristics, ranging from sparsely populated spaces to urban fringe areas, which are rural areas suffering under pressure from the growth of towns.

Rural development is considered for the E.U. as a main pillar of the Common Agricultural Politics, with an important stake that regards first of all the use of the work force. In this sense they pursue the highlighting of all the times of potential of the rural space.

Keywords: the rural development, the rural space, agriculture.

DECISIONS ET COMPETITIVITE SUR LE MARCHE UNIQUE EUROPEEN

Sîrghi Nicoleta, Cismaş Laura

L'un des traits importants du marché unique européen, a comme source le même énoncé du principal objectif de l'intégration européenne ainsi que: l'harmonisation des niveaux du développement des Etats Membres et l'augmentation du niveau de vie dans l'ensemble de la communauté. Pour le marché unique européen, cet aspect se traduit par une permanente et soutenue augmentation de la demande. Cet ouvrage présente au début une analyse des éléments spécifiques du marché européen. Ensuite on identifie les opportunités et les risques au niveau macroéconomique adjointes aux perspectives du marché unique européen. Comme fondement on présente des stratégies du développement réalisables au niveau microéconomique que puissent assurer l'augmentation du niveau sur la compétitivité des sociétés sur le marché unique européen.

Keywords: marché unique européen, concurrence, compétitivité, opportunités, risques, les stratégies du développement, les décisions stratégiques au niveau microéconomique.

THE ANALYSIS OF EQUITY-EFFICIENCY TRADE-OFF IN THE EUROPEAN UNION ECONOMY

Socol Cristian, Socol Aura Gabriela, Marinas Marius-Corneliu

The European Union's economic evolution for the last sixty years is specific to the long term stages of the economic cycle, of Kondratieff type. The economic expansion period has been characterized by a higher efficiency level (growth in productivity, in the labour occupation degree) which favoured the reducing of the inequalities related to incomes through the redistribution process. The economic recession stage showed that, under the terms of an increased unemployment, of a low aggregate demand and of a less flexible aggregate supply, the economic efficiency level is relatively lower. On these conditions, the providing of social equity (of the cohesion) will affect negatively the efficiency degree, fact which will extend the period of economic recession within The European Union.

Keywords: economic growth, labour productivity, economic recession, total factor productivity

EMIRICAL ANALISYS OF ROMANIAN PLANT'S DECISSION REGARDING POLLUTION ABATEMENT EXPENDITURE

Sova Robert, Sova Anamaria, Ciubotaru Nitica, Cimpoeu Violeta

This paper analyzes the determinants of plant decision regarding the pollution abatement expenditure, in the context of transition economy. We use a panel dataset, containing information related to the pollution abatement expenditure at plant level, plant – specific characteristics, state

and local regulatory stringency, market incentives and community characteristics. The results of the estimation indicate that all the variable coefficients have the expected signs but some variables are not statistically significant. The both community characteristics- and environmental taxes does not matter in the plant decision regarding the Pollution Abatement Expenditure.

Keywords: Pollution Abatement Expenditure, Manufacturing, Environmental Regulation, Market incentives, Community characteristics

IMPACT OF SPECIALIZATION INDEX ON TRADE FLOWS: A GRAVITY APPROACH

Sova Robert, Sova Anamaria, Fratila Laurentiu, Cimpoeru Violeta

The European Union trade policies have known significant evolutions during the last decade through European agreements implying in particular the liberalization of trade with the CEEC countries. There are several possibilities to indicate the trade potential between associated countries that are characterized by heterogeneous economies. In this article we wish to analyze and to model the trade between them. In particular we are trying to enhance the explanatory power of gravity model by including the variable of specialization to capture the degree of complementarity of comparative advantage. The results bring into evidence an important influence of this variable in explaining international trade.

Keywords: international trade, gravity model, comparative advantage, regional agreement.

WHAT IS WRONG WITH OUR SCHOOLS? A GUIDE TO EDUCATION REFORM

Staicu Gabriel, Marinescu Cosmin, Pana Marius

The aim of this paper is to analyze an alternative institutional arrangement of the education sector. As we can easily observe, the recently attempts of institutional reform according to European standards are not the best way to meet political targets like: better education, opportunities for everyone, boost the capacity for creativity and innovation. The weak capacity of education to stimulate creativity and human capital accumulation is a (natural) consequence of lack of incentives among state-run-schools. Without taking into consideration school choice and a real competition among educational services providers, the Romanian education system will continue to have various functioning difficulties.

Keywords: education, voucher program, education reform, institutions, ethics

LA CRISE GLOBALISÉE DE L'ENVIRONNEMENT NATUREL

Stanciu Marieta

Résumé: La politique de l'environnement corrige les déficiences du mécanisme marché et des pratiques administratives et établit les objectifs à long terme concernant la qualité de l'environnement. La détermination des coûts sociaux extérieurs de pollution et détérioration de l'environnement est barrée par la manque des informations sûres concernant la causalité des dommages et par l'estimation difficile de la valeur monétaire exacte du "dommage". Une société durable signifie pourtant une politique de protection de l'environnement très efficiente et étendue, ce qui implique la participation des acteurs communautaires et nationaux, mais en plus celle des autres acteurs internationaux, parce que la pollution n'a pas des frontières et elle est devenue un problème globale.

Keywords: Mots clefs: la crise économique, l'environnement, le dommage, la pollution, la protection, les ressources, les technologies, non polluantes, l' écosystème, la consommation d' énergie, l'urbanisation, le chauffage global.

LE DÉVELOPPEMENT DURABLE – UN NOUVEAU TYPE DE DEVELOPPEMENT ECONOMIQUE

Stanciu Marieta, Mangra Madalina Giorgiana

Résumé: Le concept de «développement durable» a été au centre des discussions et des débats ayant comme objectif de définir la stratégie et les mesures permettant dépasser la crise économique et de retrouver les modalités d'accorder au nouveau type de développement économique. Le sens du développement durable est inclus dans le processus de changement contenant des objectifs clairement définis: la stabilité de la croissance démographique, la promotion des ressources d'énergie, la conservation du sol et du sous-sol, la protection des écosystèmes, ainsi que la recyclage des matériaux. On ajoute encore l'exploitation rationnelle des ressources, l'orientation vers les investissements, le développement des nouvelles technologies et le remplacement des institutions. Le nouveau type de développement regarde les dimensions économique, sociale et écologique étant intéressant par la croissance du potentiel économique, la garantie et l'égalité des chances et l'accès à la prospérité. Le développement durable implique la corrélation des systèmes économique, humain, ambiantal et technologique et pour le réaliser notre pays a besoin d'investissements et d'assistance internationaux.

Keywords: Mots-clefs: développement durable, dimension économique, sociale et écologique, les ressources, l'environnement, les objectifs du développement durable, la stratégie

LABOR MARKET AND THE EDUCATIONAL SYSTEM IN REGION WEST, ROMANIA.

Șoim Horațiu, Maniov Vichentie, Usvat Dan, Imbrescu Ion

Human resources are ones of the most important assets of a country. That's why human capital and social capital theories have an increasing impact on the major economic theories. The labor market and its relationship with the educational system are of utmost importance for the quality of labour input and for an efficient allocation of this resource. The starting points of this kind of analysis are the demographic perspective of the country and the economic past evolution and future trends. Then we have to analyze the structure of the labour demand and the structure and the quality of the human capital. The PISA approach and results prove to be very fruitful. Finally we can the drop to the conclusions using the figures from INS regarding the labour market in Romania: employments and unemployment rate, vacancies, etc.. Some conclusions are made.

Keywords: labor market, education, economic performance, unemployment, vacancies

MANAGEMENT SYSTEM ORGANIZATION OF THE REGIONAL AND LOCAL DEVELOPMENT ACCORDING TO EU STANDARDS

Stefan Maria - Cristina, Stefan Corneliu

In the last few years, the role carried out by the regional and local development has shown the importance of the adequate institutional and decisional environment, that could assure an efficient government at the level of European Union and at the Member States' level to reflect the interests of different actors involved in the management process of regional and local development.

At the same time, the economic and social differentiation recorded in the last decades points out serious deficiencies as regards the capacity of the central state administration in working out the issues that emerged. This being taken into account, the question being asked refers to the necessity of adopting some more decentralized modalities of taking decisions, on the basis of direct negotiations. Will these bring better results?

Keywords: region, the organising capacity of a region, territorial structures

ASPECTS OF THE SUSTAINABLE DEVELOPMENT IN ROMANIA

Stefanescu Florica

One of the main coordinates of the contemporary economic theory is – and there is no doubt about it – represented by the problem of the sustainable development, in the wider context of the theories concerning the economic growth and development.

These theories do not belong exclusively to the contemporary thinking, for Spengler asserts that “the first elements of a theory of the economic growth can be found in the mercantilist and physiocratic works”.

In the meantime they multiplied and enriched themselves both regarding the content, the ways of analysing and approaching, the presupposed solutions and regarding the conceptual exactness, the used indicators and the pointing out of the interdependencies among these aspects and those related to them.

Keywords: sustainable development, economic growth and development, social development, environment protection

THE ECONOMIC UNIVERSITY EDUCATION – AN OPTION FOR THE HIGH SCHOOLS GRADUATES FROM ROMANIA

Stefanescu Razvan, Nistor Costel, Dumitriu Ramona

This paper explores the circumstances in which the high schools graduates choose the high education system. For this purpose we use the results of an investigation among the students of an economic faculty. We approach the aspects of the choices between the public or private faculties and universities from different towns.

Keywords: Occupational Choice, High Education, Labor Market

EVALUATION OF NATIONAL BANK OF ROMANIA MONETARY POLICY CREDIBILITY

Toader Valentin, Rus Veronica

In this paper, using the models from the economic literature, the authors study the credibility level of National Bank of Romania (NBR) during the time span Mars 2007 – Mars 2008. We will use three types of credibility indexes - two from the economic literature and one proposed by the authors. Also, we will emphasize the impact of unpredictable shocks - the natural calamities (drought) which affected the aggregate supply in the summer of 2007 and the depreciation of RON against the euro - on the NBR credibility.

Keywords: credibility, monetary policy, inflation expectations

GLOBALIZATION, A COMPLEX AND CONTRADICTIONARY PROCESS WITH MULTIPLE MEANINGS

Toboşaru Irina

The globalization is a complex process and contradictory process, from different points of view: the historic positioning of the process, the definition of globalization and its impacts. On one hand, there is gain, advantages and wealth and on the other hand there are expenses, sacrifices, poverty. The two type of impacts (positive and negative), analyzed in the article, strike both developed and developing countries. Between the exaggerated optimism that offers groundless hopes and the pessimism that generates emotional tensions, the most appropriate way is for sure the middle one. The phenomenon related to globalization mustn't be approached disdainfully, with ignorance, with fear when facing its magnificence, but nor from the defeated position, or by inevitably accepting it as the implacable fate.

Keywords: globalization, FDI (Foreign Direct Investment), TNC (Transnational Corporation), financial globalization, informational revolution

COMPETITIVENESS IN THE AGE OF GLOBALIZATION. THE CASE OF ROMANIA

Toma Sorin - George, Marinescu Paul, Ianole Rodica

The fundamental determinant of the competitiveness of a nation is the productivity of the companies acting in its economy. In the age of globalization, countries compete not only for markets, technology, skills and investments, but also for raising their standards of living. The national prosperity is highly affected by competitiveness, defined as the productivity with which a nation uses its resources. The objectives of our paper are to analyze the concept of national competitiveness and to outline the importance of competitiveness in today's uncertain world. In this respect, we consider competitiveness as a multifaceted concept including both quantitative and qualitative aspects. The objectives of our paper were achieved by reviewing the literature, and by presenting the case of Romania.

Keywords: competitiveness, productivity, Romania, globalization

THE EVALUATION OF THE INFORMATIVE FUNCTION OF THE COMPLEX OF BALȚILE MICI OF BRAILA

Trica Carmen Lenuța

The paper work approaches the theoretical methodological support of the informational function s evaluation of the natural capital.

In this purpose we have resorted to the characterization of the evaluation methods and technics from the point of view of the fields of pretability, stages, and limits. The measure is completed by the selection criterions of the methods and technics of evaluation regarding the application field.

The usement of the evaluation methods stands for the turistic activity under the comparative results obtained by using the hypothetic market methods and the substitution market.

Keywords: hypothetic market, substitution market, paying approval, consumer s overflow.

ANALYSIS OF THE PENSION EXPENDITURES IN ROMANIA AND OTHER COUNTRIES

Tuta Loredana

The group that includes the expenditures on old age pensions and heirs pensions is the most important chapter of the social insurance state budget. The above-mentioned group decisively influences the level and the dynamics of the total expenditures on social welfare/security both in the countries of the European Union and in Romania. An increase in the expenditures on public pensions has been observed for the last twenty years in most countries of E.U., under the influence of the economic and demographic factors, their level representing about 12% of the GDP.

Keywords: public pensions, schemes for pensions, beneficiaries, social security services

THE SOCIAL PROTECTION COSTS. SPHERE OF CONTENTS. COMPONENTS

Tuta Loredana, Micu Cristina

The social protection is a fundamental component of the European type of society. It can be understood as an expression of the set of collective changes meant to protect people against some social well defined risks. The functioning of the social protection systems supposes important

costs and, therefore, the corresponding allocation of financial resources. At present, the costs of the social protection engross and stimulate an important proportion of the financial and human resources at the European states' level. Thus, on the whole of the European countries UE-25, the costs of the social protection represent more than a quarter from the Gross Domestic Product (28% in 2005), almost half of the public budgetary expenditures, with very important variations from one country to another.

Keywords: social security, cash services, social protection

FORMS OF INSURING THE EXPORT CREDITS IN INTERNATIONAL TERMS

Vaduva Maria

Insuring the credits refers to offering protection to economic agents against the risk specific to export. An export contract may have as an object delivery of goods or performing of services including cessions of licences or patents to the benefits of some purchasers or beneficiaries residents abroad.

Keywords: risks, insuring the export credits, economic agents;

NATIONAL GOVERNMENTS AND GLOBALIZATION

Vaduva Sebastian, Fotea Ioan

Globalization is a reality, whether we agree with it or not, whether we understand it or not. The question is not: “Are we in favor of Globalization?” but rather “What is our responsibility in this new system?” Directly or indirectly, national governments have to respond favorably to this new phenomenon and re-engineer themselves – at both policy and administrative level – so they can cope and even thrive in this new system. This paper will outline the fundamental “requirements”- aspects on democracy, international integration, bureaucracy and corruption - that governments must consider in the era of Globalization in order not to be viewed as relics of the past and obstacles for economic growth and development but rather initiators and the engines of these vital aspects.

Keywords: globalization, government, capitalism

FINANCIAL AND TECHNICAL RESULTS OF INSURANCES COMPANIES

Vaduva Maria

Annex 16 presents the financial and technical results registered by insurance companies carrying their activity in 2006, both as a whole and for the two insurance companies, general and life insurances ones. Of the 42 insurance companies carrying activity in 2006, 28 companies have registered net profit, the cumulated value of the profit for these companies being of 1,213,848,563 thousand lei (30,604,053 EURO), with a nominal increase by 23,58% in comparison with 2005, with a real increase by 13,06, respectively.

Keywords: results, insurance, companies

DURABLE DEVELOPMENT AND COMPETITION IN EUROPEAN UNION

Vaduva Cecilia Elena

The European Union Strategy for Durable Development is based on the model of development in accordance with which the economic growth on long term has to be accompanied by social including and environmental protection. On economic outline, this is synonymous with the complete exploitation of the potential of technological innovation of industry and promoting the

eco-efficiency which should allow the de-materialization and cut out the economic growth from utilization of naturale resources and engender wastes. EU adopted higher standards than all the rest of the world which brings about a minus of competition regarding the environment besides the impact on long term. A series of theoretical and practical progresses have been registered in integrating environment aspects within economic objectives besides the appearances of incompatibility among the three dimensions of the durable development

Keywords: durable development, competition, european union

SOME ASPECTS OF THE EVOLUTION IN PERSPECTIVE OF SOME

Vaduva Cecilia Elena

Main strategic objectives established by D.G.F.P. Gorj for the year 2008 refers to the profound reform of fiscal administration in the sense of increasing the capacity of fiscal administration, increasing the degree of gathering levies, taxes, contributions at the consolidated general budget, intensification of actions of recovery of the debts of taxpayers by application of all measures mentioned in Penal Code of Fiscal Procedure, fighting against fiscal evasion by sanctioning it according to law and at the same time by cooperation with community of business persons and application of an equitable treatment of all taxpayers.

Keywords: economics, aspects, district Gorj

THE GROWTH OF ECONOMIC COMPETITION AND THE DEVELOPMENT OF ECONOMY BASED ON KNOWLEDGE

Vechiu Camelia, Enache Elena, Moroza Cristian

Once with its integration in European Union, Romania's entire development plan will have in view its convergence with European economic space, both at nominal and especially at real level. This process of gap recovery presupposes that in the period of years 2007-2013, Romania should have high economic rhythm, while microeconomic balance is still kept stable. The key factor in determining the economic growth, under the conditions of entering a market characterized by strong competitive forces, is the growth of economic competition. Furthermore, the development of competitive economic advantages must be a constant process to take into consideration the European tendencies, but also the globalization process in its whole.

Romania's future depends on its ability to fulfill the objectives, strategies, policies we have at present through the approval of strategic documents either they are called plans, frame – programs etc. It depends on the capacity of organizational management to create projects, to have good innovative ideas, to have, in fact, a strategically view on a medium and long term for its own organization and for their registering in the national – socio – economic framework.

Keywords: innovation, economy which learns, social renovation

COMPETITIVENESS THROUGH QUALITY

Zaheu Ioana, Gheorghe Camelia Monica

The great majority of consumers, especially the Romanian ones, purchase products and services, firstly, depending on their prices. If the price of a product/service is not acceptable from the point of view of their buying capacity, they think that the respective product/service is improper for satisfying their necessities, regardless of its quality.

Given the fact that quality does not come free, but it costs, we must specify that the true satisfaction of the consumers be only provided by the best possible quality/price ratio. In other words, in order for a product/service to satisfy the consumers' requirements, it is not enough to have a good quality, but also its price should correspond to its quality.

Keywords: service, quality, price, costs

CREDIT SCREENING AND THE LIMITS OF TRANSPARENCY AND COMMUNICATION IN ROMANIAN BANKING SYSTEM

Zamfir Ana-Maria, Hornoiu Remus Ion

In this paper, we examine the influence of contract costs on the pricing of bank loans. We find that the loan spread depends on a bank's screening and monitoring incentives through transparency and communication, which varies across differentially regulated classes of banks. This leads to significant price disparities in the loan market. Better information about borrower's type encourages tighter lending standards and competition in laxity can arise with multiple banks. Both better information ex ante and stronger legal protection ex post are shown to facilitate the entry of low-cost outside competitors into credit markets. When banks can strategically adjust the test characteristics by investing resources in the screening technology, we show that credit markets are not easily contestable.

Keywords: screening, borrower's type, transparency, communication

CORRUPTION IN SERVICE PROVIDING COMPANIES, IN THE CONTEXT OF ROMANIA'S INTEGRATION IN THE EUROPEAN UNION

Zdorovetchi Cristina

Corruption is a highly sensitive issue now, after Romania has adhered to the European Union. In the current context, a significant number of sectors pertaining to the Romanian social, economic and political life display certain vulnerability to corruption. According to the data resulting after the national anti-corruption and post-adhesion strategies, the service sector is among the sectors and activities which represent specific risk factors. This paper sets to present the phenomenon of corruption in Romania, since corruption may be seen as a complex social issue, perceived by honest social segments as a very serious and dangerous phenomenon that attacks the economic and political bases of society, endangers the stability of state institutions and affects the living standard of the population by unjustifiably increasing social costs. The purpose of this paper is to prevent and fight this phenomenon

Keywords: corruption, national security, threat to democracy, transition, control

GREEN CERTIFICATES MARKET

Zugravu Paul, Gherman Anca-maria

The steep economic growth in emerging countries (China, India, Russia, Brazil) leads to a rise in the world demand of energy; in the short run, the predictable result is the a rise of prices, but in the long run, the basic problem is the limited amount of energetic resources that the planet can offer. Discovering new fields of oil, gas or coal may hardly postpone only with a few decades the deadline for the depletion of these resources, but it is obvious that it is not a solution for one hundred years from now on. Even if we ignore market constraints, this limitation is inevitable, so the necessity of discovering alternative sources seems the only valid approach.

Keywords: green certificates, market energy, renewable energy

SECTION: ECONOMY AND BUSINESS ADMINISTRATION / SUBSECTION: ECONOMIC STATISTICS

PRACTICAL AND THEORETICAL APPROCHES TO PORT PERFORMANCE

Aivaz Kamer -Ainur, Mirea Marioara

This paper provides a critical review of existing frameworks and models of port performance benchmarking in the light of supply chain management (SCM) considerations.

Most practical and theoretical approaches to benchmarking performance in ports can be grouped into three broad categories:

1. individual metrics and indices,
2. economic impact studies and
3. frontier approaches.

Studies using simulation techniques for the purpose of operational optimisation do not fall under the subject of performance benchmarking, and are therefore not covered in this paper.

Keywords: port performance, individual metrics, economic impact studies, frontier approaches

OPTIONS FOR DATA COLECTION FROM THE MAIN STAKEHOLDERS INVOLVED IN THE PUBLIC HEALTH SYSTEM REFORM

Andrei Tudorel, Calin Catalina, Tusa Erika, Iacob Andreera Iluzia

The Romanian health care system is undergoing a continuous reform process with the aim to improve its efficiency and, consequently, the quality of the services provided to the citizens.

The paper presents the major steps in data collection and statistical analysis of the Romanian public health system's reform process using the procedure of statistical sampling. The analysis is conducted on three major stakeholders: family doctors, medical personnel from hospitals and clinics and personalities from the medical world.

In order to analyze all these aspects a structured survey plan has to be developed resulting in a questionnaire of 407 persons that was established to be representative for Bucharest municipality. In order to take into account all the stakeholders the conventional sampling methods have to be combined with the network sampling.

Keywords: Public Health System, Statistical Survey, Sampling Procedures, Questionnaire

CARACTERIZING THE PUBLIC HEALTH SYSTEM REFORM USING THE STATISTICAL SURVEY APPROACH

Andrei Tudorel, Calin Catalina, Tusa Erika, Stancu Stelian

Assuring the health of the general public is a major objective of each country's public health system. To insure this goal the public health system needs to offer good quality and prompt services according to the population's needs

The paper presents the main results of a two step sampling procedure applied within the medical institutions from Bucharest in July 2007.

Using a representative sample of 407 persons the paper presents the main descriptive statistics calculated on the most important variables that were taken into account in order to quantify the impact of the reform measures applied in the public health care system on the quality of the medical services provided to the general public.

Keywords: Statistical sampling, Descriptive Statistics, Public Health Care System, Reform

THE ASSURANCE OF THE MACROECONOMIC EQUILIBRIUM – PRIORITY OBJECTIVE OF THE ECONOMICAL POLICY

Balacescu Aniela, Tomescu Dumitrescu Cornelia

The national economies and the world economic circuit are found in an interdependence relation: on the one hand the world economic circuit is multiplied and diversified in accordance to the development degree of the national economies, at the level of the world division of the labour, to the directions of orientation of the international political conjuncture, and on the other hand the greater the degree of the internal economical development, the more intense the external economic connections of the particular country are, fact which reveals the greatest weight in the world economic circuit held by the high developed countries.

Keywords: the payment balance, the foreign currency exchange rates, the internal disequilibrium, the external disequilibrium

THE ANALYSIS OF THE UNEMPLOYMENT SEASONALITY IN ROMANIA

Balan Christiana Brigitte, Gagea Mariana

This paper analyses one of the components of a time series, that is the seasonal component. The phenomenon studied in the paper is the unemployment in Romania during 1996-2005. The unemployment seasonality is measured by three indicators: low-peak seasonality, amplitude seasonality and mean seasonal variation. The seasonal factor is used, together with the extrapolation of the trend, to predict the unemployment level in Romania for the first quarter of 2009.

Keywords: unemployment, seasonality, seasonal variation, amplitude seasonality, prognosis

MIGRATION OF THE ROMANIAN WORKFORCE IN THE PERIOD 1989-2006

Begu Liviu - Stelian

The paper is about evolution of migration of the Romanian workforce in the period 1989-2006. The paper is based on data evidence from National Institute of Statistics. People in the communities which were exposed to migration discovered the well fare of their neighbors and the microbe spread easily due to the improvement in the way of life of the people which experienced migration or the families of these people. This gives a positive aspect for the Romanian economy together with the negative one for the low number of able for work people in comparison with the increasing number of retired persons.

Keywords: migration, workforce, emmigration

ANALYTICAL METHODS FOR SEASONAL TRENDS OF ROMANIAN FOREIGN TRADE

Boboila Cristea

The statistical mathematical functions offer a variety of options for analyzing economic trends. The practical method of selecting one or the other of these functions is a question whose solution presupposes the prior study of the chronological series being analyzed, followed by the elucidation of these aspects: the element of randomness in trends; components of a trend (the trend itself, the seasonality, the cyclicity, the autoregression, and the residual tendency); the trend in the context of the interdependencies between multiple factors.

We will study whether or not the trend in foreign trade are characterized by a marked seasonal aspect. For the phenomena and processes whose development is related to the season of the year or to some other period, complex statistical mathematical functions that, as a rule, treat all of the above-mentioned aspects are used.

Keywords: foreign trade, exports, imports, statistical-mathematical functions

MÉTHODES D'ANALYSE MULTIFACTORIELLE POUR L'INDICATEURS DE COMMERCE EXTÉRIEUR

Boboila Cristea

Cet article présente une méthode originale d'analyse multifactorielle, en utilisant un système d'indices et d'indicateurs dérivés, par lesquelles se distinguent toutes les influences des suivants facteurs : le cours monétaire, le prix, le volume physique et la structure des marchandises exportées (ou importées).

Cette méthodologie peut être utilisée par les firmes qui exportent (ou qui importent) pour connaître la situation où se trouve chaque marchandise exportée (ou importée).

De même, on s'intéresse aux indicateurs qui se réfèrent au cours monétaire, au prix en USD et à la valeur des exportations exprimée en millions de ROL pour quelques groupes de produits qui ont constitué l'objet des transactions commerciales de la Roumanie.

Keywords: commerce extérieur, indicateur, cours monétaire, prix, volume physique, exports, imports

ABOUT RISK PROCESS ESTIMATION TECHNIQUES EMPLOYED BY A VIRTUAL ORGANIZATION WHICH IS DIRECTED TOWARDS THE INSURANCE BUSINESS

Covrig Mihaela, Serban Radu

In a virtual organization directed on the insurance business, the estimations of the risk process and of the ruin probability are important concerns: for researchers, at the theoretical level, and for the management of the company, as these influence the insurer strategy. We consider the evolution over an extended period of time of the insurer surplus process. In this paper, we present some methods for the estimation of the ruin probability and for the evaluation of a reserve fund. We discuss the ruin probability with respect to: the parameters of the individual claim distribution, the load factor of premiums and the intensity parameter of the number of claims process. We analyze the model in which the premiums are computed according to the mean value principle. Also, we attempt the case when the initial capital is proportional to the expected value of the individual claim. We give numerical illustration.

Keywords: virtual organization, ruin probability, risk process, adjustment coefficient

PROGNOSIS OF MONTHLY UNEMPLOYMENT RATE IN THE EUROPEAN UNION THROUGH METHODS BASED ON ECONOMETRIC MODELS

Gagea Mariana, Balan Christiana Brigitte

In this paper we propose the prognosis of the unemployment rate in the European Union through the Box-Jenkins method and the TRAMO/SEATS method as well as the detection of the method which proves to provide the best results. The monthly unemployment rate in the European Union is affected by seasonal variations of deterministic and stochastic nature. The prognosis through the Box-Jenkins nature supposes the separate consideration of seasonal variations, according to their specific nature. The stochastic seasonal variations are modelled and prognosticated simultaneously with the other components of the time series, based on the generating stochastic process. The prognosis of the monthly unemployment rate in the European Union through the TRAMO/SEATS methods is done by aggregating the individual prognoses of the components of the time series, obtained according to the stochastic processes models that generate them.

Keywords: seasonal variations, stochastic process, moving average, prognosis, performance indicators of the prognosis

ANALYSIS STATISTICAL OF MERCHANDISES AND SERVICES DEMAND IN ROMANIA AT TERRITORIAL LEVEL

Ghiță Simona, Mitrut Constantin, Todose Daniela

The basic information for computing the quantitative statistical indicators, that characterize the demand of industrial products and services are collected by the national statistics organizations, through a series of statistical surveys (most of them periodical and partial). The source of data we used in the present paper is an statistical investigation organized by the National Institute of Statistics, “Family budgets survey” – that allows to collect information regarding the households composition, income, expenditure, consumption and other aspects of population living standard. There is a discrepancy between the different development regions in Romania, regarding total households expenditure composition. For this reason, in the present paper we applied statistical methods for ranking the various development regions in Romania, using the share of households expenditure on categories of products and services – as ranking criteria.

Keywords: demand of industrial products and services, statistical surveys, ranking methods, rank correlation

THE IMPLICATIONS OF COMPUTERIZATION IN THE CHANGES OCCURRING IN THE ROMANIAN HIGHER EDUCATION VARIATION AND STRUCTURE

Hapenciuc Cristian Valentin, Zaharia Marian, Zaheu Ioana

Nowadays, education represents a decisive factor for the general progress with deep impacts at spiritual, social and economics levels.

The transition to a market economy in Romania calls for the necessity of knowledge and analysis of the structure and dynamics of higher education, widely known for its special contribution to society's development.

The present paper tackles some aspects concerning the variance analysis of higher education network, as well as of the structural and dynamic modifications at its level, with reference to extending computer science process at this level of education.

The conclusions obtained takes into consideration the causes and the objective changes which refer to the reform of the higher education and its future development.

Keywords: Computerization, Progress, Higher Education

CHANGES IN ROMANIA'S POPULATION DISTRIBUTION ON LOCALITIES IN 1990-2007 PERIOD

Harja Eugenia

The analysis presents synthetically the results of a study concerning population distribution on territorial- administrative units from Romania during the last 17 years. Enforcing statistical methods, such as: central tendencies of medium indexes, variation analysis, concentration, on data basis concerning the 3175 territorial - administrative units, the main changes in time were highlighted: on one side the emphasized decrease of population effective, and on the other side the appearance of new localities by crumbing the already existing ones, rank's change for the main municipalities from the country, the establishing of new urban localities even though in many cases not even the old ones fulfilled the quantitative and qualitative criteria for receiving this status. By using relevant diagrams, comparative for the two extreme years, both last period changes and population concentration phenomenon were emphasized.

Keywords: Established population, Territorial- administrative units, Concentration index

INCREASE OF CONSUMER PRICES IN ROMANIA IN THE FIRST YEAR AS A MEMBER STATE OF THE EUROPEAN UNION

Harja Eugenia

This analysis deals with several theoretical aspects about how prices' inflation is measured in Romania, the role of national and harmonized indices of consumer prices as well as the main conceptual differences between such indices. The analysis of harmonized ICP in Romania in the 11 years since it has been calculated, as well as of the differences between EU states during the first year after Romania's accession to EU is based on data published by the official statistics of each member state, as published by Eurostat. Even if the inflation has significantly decreased during the last years in Romania, it is still 2.8 percentage points above the EU average, which places it in the higher quartile interval.

Keywords: National Index of Consumer Prices, Harmonized Index of Consumer Prices, annual average inflation rate

THE INFLUENCE OF FINAL CONSUMPTION ON EMPLOYMENT IN ROMANIA

Herman Emilia

The economic theory and practice proves that between the final consumption, the main component of aggregate demand and the employment level in a country, as a rule a directly proportional relationship is set. In the present study, first of all, we want to outline the main influence factors of consumption, and then to emphasize the impact of consumption over employment in Romania, in 1990-2006. According to our research it results that in Romania, a direct and significant relationship cannot be set between dynamics of consumption and dynamics of employment, and hence we may state that the Keynes's economic theory is not valid as regards the relationship between consumption and employment.

Keywords: final consumption, aggregate demand, gross disposable income, employment

THE INVESTMENTS IMPACT ON THE EMPLOYMENT IN ROMANIA

Herman Emilia

The first part of the present study identifies the main problems found in the field of employment. In the second part of the study we are aiming to analyse the statistic correlation that is set between the level and structure of investments, on one hand, and the level and structure of employment in Romania, on the other hand. From the results of our research it results that to increase employment steps should be taken in order to growth of private and public investments in all sectors of activity, but with a special focus on the service sector

Keywords: investments, aggregate demand, gross domestic product, employment

POVERTY ASSESSMENT AT HOUSEHOLD LEVEL USING A POVERTY COMPOSITE INDICATOR

Ionescu Alina Mariuca

The present study mainly aims to construct a Poverty Composite Indicator (PCI) for the Romanian households using a non-arbitrary method to compile multiple categorical indicators into an aggregate measure that describes the numerous poverty faces. The composite indicator allows for households ordering according to their level of poverty, in order to identify the profile of poor households from Romania.

Keywords: Poverty, Poverty Composite Indicator, Multiple Correspondence Analysis

THE VOLATILITY OF THE FINANCIAL MARKET – A TEORETICAL APPROACH

Meşter Ioana

During the last years, the financial markets have been subject to significant fluctuations of their financial actives. These spectacular movements have revived the interest, in the academic circles and policy makers and regulation and control authorities as well, for the financial market volatility. The analysis of these phenomena is justified by the fact that the stock exchange chocks have significant effects on the financial stability and they can lead to serious consequences in the real economy.

Keywords: financial markets, volatility, efficient markets

THE VOLATILITY OF THE FINANCIAL MARKET – A QUANTITATIVE APPROACH

Meşter Ioana

During the last years, the financial markets have been subject to significant fluctuations of their financial actives. These spectacular movements have revived the interest, in the academic circles and policy makers and regulation and control authorities as well, for the financial market volatility. The analysis of these phenomena is justified by the fact that the stock exchange chocks have significant effects on the financial stability and they can lead to serious consequences in the real economy.

Keywords: financial markets, volatility, efficient markets

MACROECONOMIC MODELS OF ECONOMIC GROWTH BASED ON INVESTMENTS

Popa Suzana

The aggregate models of macroeconomic growth are instruments to research the influence of investments (the main factor of economic growth) on the economic phenomena and processes. They are economic and mathematical models that show the studied phenomenon and the theory to develop it. There are many models that deal with the direct correlation between investments and economic growth; the indirect correlation uses the fixed capital. This papers deals with the models developed by Keynes, Harrod, Domar, Clarke and Solow that refer to the impact of investments (as a material support) on the economic growth.

Keywords: economic growth, investments, macroeconomic modelling

ECONOMIC FREEDOM, GLOBALIZATION, CORRUPTION AND MACROECONOMIC RESULTS

Săvoiu Gheorghe, Cruceru Gheorghe Gheorghe

This paper aim was to determine the correlations between corruption, economic freedom globalization and macroeconomic development through its most representative measure GDP. A total of 114 countries were included in this study, being simultaneously able to offer three main economic indices: Index of Economic Freedom (IEF), Index of Globalization (IG) and Index of Corruption Perceptions Index (CPI). Validated measures of associations scores (Pearson, Yule, etc) were calculated, as well as classical levels of correlations (Kendall, Spearman). All measures were significantly correlated with each other. Comparison was made between all this statistical instruments, and conclusions represent an interesting control of the liaisons between macro-

economic results and the process of economic freedom, economic corruption, and globalization. Macroeconomic results decrease always with certain levels by economic dysfunction such as less of liberty in all economic activities, refusal of globalization and higher corruption perception.

Keywords: Index of Economic Freedom (IEF), Index of Globalization (IG), Index of Corruption Perceptions Index (CPI), statistical correlations.

THE INFLUENCE OF THE INTEGRATION PROCESS IN EU ON THE ROMANIAN INFLATION DYNAMICS

Savulea Dorel

The paper points out the tendencies in the dynamics of inflation from Romania in the context of the integration in the European Union. After the instruments and the computation methodology for the inflation have been presented, one has also to carry out a diagnosis of the evolution of this important macroeconomic indicator and of its components, in the pre-accession period. All these facts are analysed according to the existence of some annual targets regarding the inflation. There are elaborated some predictions for the post-accession period followed by an analysis of the real evolution of the dynamic of the indicator according to the predicted values. In this paper there were also used advanced computer programs for the processing and analysis of the statistical data.

Keywords: consumer price index, inflation, disinflation, trend

A STATISTIC ANALYSIS ON ROMANIAN SEASIDE HYDRO TOURISM AND ITS IMPORTANCE WITHIN ROMANIAN HYDRO TOURISM

Secara Mirela

Tourism represents one of the ways of spending spare time for rest, recreation, treatment and entertainment, and the specific aspect of Constanta County economy is touristic and spa capitalization of Romanian seaside. In order to analyze hydro tourism on Romanian seaside we have used statistic indicators within tourism as well as statistic methods such as chronological series, interdependent statistic series, regression and statistic correlation. The major objective of this research is to raise the bid of hydro tourism on the Romanian seaside, and at the same time to elaborate a complex statistic study on the seaside hydro tourism activity level with a view to evince the issues to be solved for hydro tourism development and re-establishment at the Black Sea area.

Keywords: chronological series, interdependent statistic series, regression and statistic correlation

AUTOREGRESSIVE MODELS FOR ANALYSIS OF FOREIGN INVESTMENT IN ROMANIA

Șipoș Ciprian, Boleanțu Mihai

On the base of significant fluctuations of the international financial markets, the international investment position of Romania has an increasing importance in assuring the financial stability. The Romanian National Bank reserves are increasing as a result of exchanging the minimum reserves into foreign currencies made by banks and of the privatization revenues. The international reserve has been negatively influenced by the payments made in the foreign debt service account and by the foreign payment forms redeemed by the Public Finance Ministry. This paper offers to analyze the evolution and impact of the foreign investments in any form whatsoever, on the Romanian economy with the help of autoregressive econometrical models. These models shall refer to all foreign investments elements: direct investments of non-residents,

portfolio investment and other categories of foreign investments as well as bank deposits or external short-term, medium and long-term credits.

Keywords: econometric analysis, foreign investment, autoregressive models

THE IMPACT OF CULTURAL-CREATIVE INDUSTRIES ON THE ECONOMIC GROWTH – A QUANTITATIVE APPROACH

Titan Emilia, Voineagu Vergil, Todose Monica

Culture is a powerful tool to communicate values and to promote objectives of public interest that are broader than wealth creation. The economy of culture entails both cultural and creative sectors. It has to be noted that, along with the development of the information and communication technology (ICT) sector, the contribution of culture to the economy has gradually been acknowledged, in particular with the development of the cultural industries. One way of measuring the economy of culture focuses on the value added to the economy. Also, we present several statistical indicators that quantify the dimension of the cultural-creative field, and identify an econometrical multiple model that reveals the relationship between some of them. In the article it is applied the analysis of variance method in order to identify the existence of significant differences between geographical and between linguistic-cultural European regions, according to the values of some of the statistical indicators.

Keywords: economy of culture, cultural-creative sector, value-added, cultural employment, cultural consumption expenditure, households' cultural expenditure, publishing turnover in manufacturing

ECONOMETRIC MODEL WITH CROSS-SECTIONAL, TIME SERIES, AND PANEL DATA

Tomescu Dumitrescu Cornelia

In this paper is performed the ways to estimate parameters of a linear regression model for that models which use different type of data sets: cross-sectional data, time series data, and panel data.

Keywords: regression model, intercept, slope, marginal effect.

THE OPTIMUM DIMENSION OF COMPANY FOR MAXIMIZATION OF PROFIT USING THE REGRESSION METHOD

Tomescu Dumitrescu Cornelia, Bălăcescu Aniela

In this paper we will try to present the possibility of optimum construction of a company and this means that level of the rate of turnover for which is touching a maximum profit taking like a refer the relative level with a statistic method: regression.

Keywords: regression, rate of turnover, trend, maximum profit.

EMPIRICAL ASPECTS OF EUROPEAN EQUITY MARKETS: A COMPARATIVE ANALYSIS OF DEVELOPING CEE VS. MATURE WE STOCK EXCHANGES

Tudor Cristiana, Jora Octavian

We present descriptive statistics on five Central and Eastern European (CEE) equity markets in comparison with three Western European (WE) mature stock exchanges. Specifically, information on the mean return, volatility, skewness and kurtosis coefficients is presented. Further, we conduct the Augmented Dickey-Fuller Unit Root Test (ADF) and find that all eight considered series are integrated both at level and at first differences, with a 5 percent confidence level. In

range with existing empirical work, mean returns and volatility appears to be higher on CEE equity markets than for the developed exchanges. Also, return time series are negatively skewed and leptokurtic in all cases and correlation is low, both across CEE markets and between CEE and developed markets, while WE exchanges are highly correlated among themselves.

Keywords: descriptive statistics, unit root test, CEE and Western European equity markets.

THE EXTERNAL PAYMENTS' BALANCE AND THE ROMANIAN ECONOMIC GROWTH BETWEEN 1996 AND 2006

Turturean Ciprian-Ionel, Jemna Danut-Vasile

The economic development involves, for a short time, a deficit of the external payments' balance (EPB). Studying the evolution of the BEP sold provides useful information regarding the economic development degree rate. An invariable deficit which has acceptable limits and correlated with an investment policy in production sectors could cause a long economic growth. Studying the relation between the growth rate of GDP and the growth deficit of EPB for the 1996-2006 periods confirms this hypothesis.

Keywords: external payments' balance (EPB), economic growth, transition, econometric model

PERSPECTIVES OF THE YOUNG GRADUATES ON THE LABOUR MARKET

Virjan Daniela, Cretu Raluca Florentina, Militaru Marina

Young graduates face numerous problems when they leave the school to enter the labour market. The orientation and the option for a certain job is no longer done according to the youth's physical and intellectual skills or to the results obtained at certain disciplines during the academic years, but they are done at random, or they are oriented by the group of friends' option. One of the main causes of the youth's access problems on the labour market is their insufficient training level. When they enter a faculty they neglect their professional training and choose to have a job on the labour market, often being blocked in a temporary and badly paid job. Romania presently holds a top position regarding the number of the unemployed youth recorder in the EU's statistics, even though the migration of the well-trained labour force has increased.

Keywords: youths, professional training, unemployment, occupancy, labour market

CHAOS MODELS IN ECONOMICS

Vlad Sorin

The paper discusses the main ideas of the chaos theory and presents mainly the importance of the nonlinearities in the mathematical models. Chaos and order are apparently two opposite terms. The fact that in chaos can be found a certain precise symmetry (Feigenbaum numbers) is even more surprising. As an illustration of the ubiquity of chaos, two models among many other existing models that have chaotic features are presented here: the nonlinear feedback profit model and one model for the simulation of the exchange rate.

Keywords: chaos, nonlinear systems, complex behavior, bifurcation diagram

STATISTICAL STUDY CONCERNING THE URBAN TOBACCO'S CONSUM, PREMISES OF THE CONSUMERS' BEHAVIOUR CHANGES

Zaharia Marian, Cristache Silvia - Elena, Serban Daniela, Begu Liviu

While tobacco became more and more popular, there were always voices against it being considered immoral and harmful. However the intent of restraining his using has only made it more valuable and encouraged smuggling. Smoking is a risk factor for excitement state at young

infants. Being a subject of actuality and of national interest, the authors have performed a study among the citizens of Bucharest, in order to sketch of the typical smoker profile. Smoking teenagers have to seek for medical care more often than non-smokers. As a final conclusion of this study we have to mention the fact that through a better campaign against smoking, sustained by the authorities, the number of smokers and smoking harmful effects could be significantly reduced.

Keywords: Tobacco, consume, survey, sampling, probability, representatively, assortment

SECTION: FINANCES, BANKS AND ACCOUNTANCY / SUBSECTION: BANKS

THE ANALYSIS OF THE CREDIT RISKS IN THE BANKING ACTIVITY

Apetri Anisoara Niculina

We could say that banking risk is a phenomenon which appears during the banking operations and which induces negative effects to those activities by the deterioration of the business' quality, the elimination of profit and even losses are registered. In this paper I shall present in short the way in which the financial and nonfinancial analysis is made in the Romanian banking system, as instruments of quantification of the credits risks and as a way of managing it.

Whatever the level of the taken risks the loss can be minimized if the creditation operation are organized and managed in a professional way.

Keywords: the credit risk, the financial performance, the SWOT analyses, asset classification.

THE DIRECTIVE NR. 2006-43-CE STIPULATIONS' IMPACT ON THE ROMANIAN BANK ENVIRONMENT

Avram Veronel, Avram Marioara, Avram Daniel-Costin

The Directive 2006/43/CE regarding the statutory audit of the annual accounts and the funded consolidated accounts gets the power of an actual law from the moment of its inclusion in the national legislation, respectively for Romania from the end of June 2008. The banks will be between the economic entities of public importance compelled to respect this norm. The article presents some of the obligations of the bank sistem and the audit firms starting with the second half of 2008. At present we may say that our country is setting its time for adhesion to international accounting procedures by a convergence process. Bank appraisal in a competitive and volatile market environment is a complex process which normally centers around the analysis of particular aspects, including risk profile and management, financial statements, portfolio structure and quality policies and practices, human resources, and information capacity

Keywords: Directive, Statutory Audit, Audit Committee, Internal Control, Financial Statements

BASEL II CREDIT RISK MANAGEMENT AGREEMENT

Băce Grigore

In the paper the author shows the modalities of financing the companies taking into account Basel II Agreement.

Keywords: capital adequacy, currency mismatch, haircut

PROVISIONS SYSTEM – METHOD FOR PREVENTING CREDIT RISK IN BANKS

Băce Grigore

In the paper the author shows the modalities of preventing credit risk in financial institutions, based on provisions method.

Keywords: provisions, protection at risk, credits classify

FINANCIAL INTEGRATION OF NEW EU MEMBER STATES AND FOREIGN BANKS

Baicu Claudia

Starting from the idea that foreign banks which have invested in Central and Eastern Europe have an important role in raising the financial integration of the banking systems from the region with banking systems from Western Europe, this paper has two parts closely connected. The first part emphasises the main factors which determined Western banks to extend their activity to the Eastern part of the continent. The second part refers to the implications that foreign banks have on Central and Eastern Europe, positive aspects as well negative aspects being underlined.

Keywords: foreign banks, banking systems in Central and Eastern Europe, European financial integration, European Union

INSTITUTIONAL HETEROGENEITY, IMPEDIMENT OF THE EUROPEAN MORTGAGE MARKET INTEGRATION ?

Barbu Teodora, Boitan Iustina Alina

Real assets, represented by residential properties, hold about half of the tangible capital in developed countries. Consequently, mortgage market, which assigns the market for financing real assets, is a key component of the financial market. Because of this importance, the mortgage market's efficiency is considered to be a key factor of the financial market's efficiency. In particular, a weak functioning of the former is believed „to pollute” other components of financial market. The article is meant to emphasize, for the euro area, those institutional characteristics that maintain the national mortgage markets' heterogeneity. In this way, we have identified the presence of heterogeneity both in terms of mortgage products features (essential from the viewpoint of mortgage market integration) and of consumers preferences (influenced mainly by demographic factors). Also, we question about the possible implications of mortgage market's expansion to the monetary policy and financial stability.

Keywords: mortgage products, mortgage debt, institutional heterogeneity, financial integration

THE NECESSITY OF OPERATIONAL RISK MANAGEMENT AND QUANTIFICATION

Barbu Teodora Cristina, Olteanu (Puiu) Ana Cornelia, Radu Alina Nicoleta

Beginning with the fact that performant strategies of the financial institutions have programmes and management procedures for the banking risks, which have as main objective to minimize the probability of risk generation and the bank's potential exposure, this paper wants to present the operational risk management and quantification methods. Also it presents the modality of minimum capital requirement for the operational risk. Therefore, the first part presents the conceptual approach of the operational risks through the point of view of the financial institutions exposed to this type of risk. The second part describes the management and evaluation methods for the operational risk. The final part of this article presents the approach assumed by a financial institution with a precise purpose: the quantification of the minimum capital requirements of the operational risk.

Keywords: Operational risk, operational risk profile, standard approach, gross income, administrative general expenses

STABILITY OF THE EXCHANGE MARKET IN ROMANIA, IN THE PERSPECTIVE OF JOINING THE ERM II

Barglazan Diana

Romania joined the European Union last year and now it is preparing to join the ERM II. The paper is investigating the recent evolution of the exchange rate leu/euro and its compatibility with a future participation to the ERM II. The findings show that while the exchange rate evolution was not very smoothly in the last few years, the stability of the exchange market was high enough and Romania does not seem to encounter any problems concerning a future participation to the ERM II. The forecasts for the next years confirm the maturity of our exchange market and its capacity of maintaining the exchange rate sufficiently stable so that Romania might achieve its objectives in terms of euro adoption.

Keywords: stability, exchange rate, ERM II

THE IMPACT OF EUROPEAN INTEGRATION ON THE PAYMENT SYSTEM

Beju Daniela Georgeta, Filip Angela Maria

The introduction of euro in 2002 led to the creation of a single “domestic” market for cash retail payments in euro. In order to create a single market for cashless payments as well, the European banking community, ahead by European Council Payments, has launched the Single European Payments Area project (SEPA) in 2002. The project designed new payment schemes for credit transfer and direct debit, as well as a card payments framework. SEPA credit transfer scheme was officially launched on 28 January 2008. The whole project is expected to be implemented by the end of 2010. In this paper we refer to the necessity of introduction of this ambitious project, to the essential features of its components and to its overall economic impact. We also discuss the challenges of Romanian payment system generated by the implementation of SEPA.

Keywords: payment system, Single European Payments Area, Romanian payment system

LABOUR FORCE AN IMPORTANT FACTOR IN A BANK SYSTEM

Breje Cristina

Labour force in banking system is a priceless active, has a special role in the success, performance and competitive of a bank.. Human resources is a complex, can't be easy measured, for being efficient it asks from the organization a standing effort of support and development.

Establishing the right policies, determining necessary abilities, finding candidates, elaborating registration forms, and also interviewing human resources has an important role to find “the right person for the right job”.

Generally, the feeling of affiliation to a company is related with activity satisfaction which the employer is doing and with reward system offered by company.

Bank employers are the most important clients. In the present there is a crisis of human resources in the banking system because of the fact that this sector is full expansion. For covering the necessary human resources , the banks reach several methods to attract the potential employers.

Keywords: Banks, labour force, human resources

CHALLENGES FOR FINANCIAL STABILITY IN THE EUROPEAN UNION

Capraru Bogdan, Stoica Ovidiu

In this study we try to underline the main challenges and perspectives for financial stability and financial surveillance. Our investigations regard the European environment issues. We make some consideration about the advantage and disadvantage of financial integrated supervision in relation

with sectorial one. Also, we talk about the controversies concerning the central bank involvement in surveillance process and financial crises management. In the end, we highlight the National Bank of Romania preoccupations for financial stability in the European integration perspective.

Keywords: financial stability, European integration, central bank, reform, challenges, perspectives, regulation, financial surveillance

THE ANALYSIS OF THE RISKS AND OF THEIR EFFECTS UPON THE BANKING ACTIVITY

Chirita Irina, Cibotariu Irina

The double role of the banks, independent economically entities, having as objective the maximisation of the profit, in the condition of minimizing the risks, on one hand, and of elements of the banking system, coordinated by the central bank, having as objective the implementing of it's monetary policy, on the other hand, involves a new dimension of the risk, meaning that the policies carried out by the banks in order to achieve their personal object of activity, may be contradictory with the monetary political measures assessed by the central bank, at a certain moment.

Keywords: banking risk, financial decision, solvability, liquidity, crediting risk, the indicators;

THE HIGHER CREDIT RHYTHM REPRESENTS: FINANCIAL DEVELOPMENT OR ANXIETY REASONS ?

Ciobanu (Sireteanu) Elena

The present paper analyses, the causes of nongovernmental credit rapid expansion in Romania, to quantify its implications over financial macroeconomic stability and to identify the solutions of which the authorities dispose, for the counteraction of negative effects concerning this phenomenon.

Financial transitioning is based mainly on the financial deepening and is well conducted with a priority in the moment of refueling the turbulences on the extern markets.

Keywords: rapid credit growth, financial and macroeconomic stability, credit risk, prudential supervisory

PARTICULARITIES OF THE ROMANIAN BANKING SYSTEM IN THE EUROPEAN BANKING SYSTEM

Ciurlău Loredana

The integration in the European Union does not involve only the economical sector, even if it is the most important, but also a redressing of the other components of the social life, assured by the constant increase of the GIP, of the stopping of the inflation and the reduction of the depreciation of the national currency.

Romania must have a solid bank system, whose action directions must direct to the finalisation of the privatisation process, the harmonisation of the national legislation with the communitarian legislation, the institution of some prudential regulation adequate to the economic environment and the selection of the most dynamic orientation on the market in the competition domain.

Keywords: rating system, bank capital regulation, Operational risk; Basel II; capital requirement

REFORM OF NATIONAL BANK OF ROMANIA AFTER ACCESSION TO EU: CHALLENGES AND PERSPECTIVES

Cocris Vasile, Capraru Bogdan

In January 2007, Romania had become a member of the European Union and the National Bank of Romania a member of The European System of Central Banks (ESCB). This event was a confirmation of the success of Romanian reforms, but, on the other hand, it was a beginning of a new stage in the process of accomplishing the nominal and real convergence conditions, set in the Maastricht Treaty. In this study we have done some considerations about the NBR's reform performances before and after EU accession and, also, we have talked about the main challenges and perspectives for Romanian central bank in the new economic environment imposed by the integration process.

Keywords: European integration, central bank, reform, challenges, perspectives

JOB SATISFACTION

Corneanu Bogdan Ionut

We live in a highly competitive world, where the success of any organization depends on its human resource. In this way banks are no exceptions. A hard working, loyal, happy employee is no doubt a genuine asset of any organization, including banks. It is important to manage human resource effectively and find out whether its employees are satisfied and so they will be committed in their work, projecting a positive image of the organization, and determining its performance.

Keywords: job, banks, satisfaction

THE NEW TECHNOLOGIES EXTENSION IN BANKING: THE CASE OF E BANKING IN THE ROMANIAN PRACTICE

Danciu Victor

The new technologies in the banking services are part of rapid changes in the way of life and thinking. The banks are aware these new changes are fundamental for their performance improvement. The banks of Romania have rapidly growing and developing e-banking services, especially the Internet information and home and mobile banking. The sites of banks provide specific information, particularly on credit. Moreover, there are some other sites, which are dedicated to credit information. The future of e-banking, services in the Romanian practice depends on how much the banks understand the part these services play in attracting and keeping customers and the easiness of Internet, home, office and mobile access.

Keywords: e/banking; Internet banking; home/office banking; mobile banking; Romanian banking system

INSURANCE BROKERAGE IN ROMANIA

Danuletiu Dan - Constantin, Danuletiu Adina - Elena

The paper highlights the importance of brokerage on insurance market and shows the evolution of this kind of activity in Romania. A few aspects concerning brokerage activity are taken into consideration, stressing on Romania's EU accession impact on brokerage as well as on the essential issues allowing a quantitative analysis of insurance brokerage in Romania. The paper lets the reader see a couple of opportunities as well as a couple of constraints brought by Romania's EU accession to the Romanian brokerage market and the elements momentarily braking the development of this activity to its full potential. It also suggests possibilities to support the growth of insurance brokerage.

Keywords: insurance intermediary, insurance broker, insurance agent

A NEW CRISIS OF HUMAN RESOURCES MANAGEMENT IN THE ROMANIAN BANKING SYSTEM

Dinculescu Elena - Silvia, Micuda Dan, Ducu Corina

Due to the fast market growth and due to the stiff competition, lately we have been experiencing a great demand for banking activity experts. Beginning with the demand and offer game, the migration of skilled manpower from one bank to another is quite high and each employer in the banking system would like to be able to implement a human resources management that would allow them to stabilize the manpower, to obtaining loyalty of the best employees, to reduce new staff training costs. The foreign agents of the banks claim that Romania is not the only one who is going through such a crisis, which will last at least two or three more years.

Keywords: Crisis, human resources management, banking system

THE EFFICIENCY OF THE INTERBANK PAYMENTS SYSTEM IN ROMANIA WITHIN THE FRAMEWORK OF THE EUROSISTEM

Domnisoru Sorin, Cristea Mirela, Dracea Raluca

In this article we aim at drawing up a concise presentation of the electronic payment system in our country combined with assessments of this system aligned to the European Union's from the point of view of functionalities as well as respecting European and international standards and practices in the field. Interbank real time settlement system in Romania is structured in order to be compatible with similar infrastructures in the European Union member states, Single Euro Payments Area. Payments handling will be simplified as all incoming and outgoing payments will use the same format. By providing new payment instruments and common interoperable infrastructures, SEPA will bring about further European integration and market efficiency.

Keywords: interbank payments, electronic system, Eurosystem, efficiency

THE RELATIONSHIP BETWEEN ELECTRONIC MONEY AND FREE BANKING

Dumiter Florin - Cornel, Boglea Vanina - Adoriana

Abstract. This paper is focused on the relationship between e – money and free banking percepts. The discussion details how e – money helps to address three main aspects of the free banking debate: the lender of last resort function, currency backing and multiplicity of currencies. In this article we have focus on possible implication for the future central banking, rather than predicting radical change to the current monetary policy framework. If the incumbent central banks could be let to behave in a way, which would make their currencies as attractive as those, produced by the private sector, the benefits of the free banking system may be attained even without displacing current institution or currencies.

Keywords: free banking, account based electronic payment systems, e-money, currency backing, multiplicity of currencies.

PARTICULARITIES OF THE FRENCH BANKING SYSTEM'S EVOLUTION

Făț Codruța Maria, Zoicas Ienciu Adrian

During its evolution, the French banking system registered the passing from a bank under the absolute control of the state to a bank that meets the customers' needs. In this work, we try to emphasize the switch from the extreme specialization of the banking activities which characterized the universal bank during the period precursory to WWII, as the modern bank is in a continuous adaptation to the market's needs.

Keywords: specialization, resettlement, universal bank

INTERNAL RATING MODELS FOR CREDIT RISK EVALUATION AND SUPPORT INSTRUMENTS

Ganea Tudor Alexandru, Ciobanasu Marilena

This article approaches the necessity of designing internal models of rating, in order to evaluate and manage credit risk. The authors address in equal measure the credit institutions, the Romanian legal entities, the Romanian branches of the credit institutions from third-party states, their potential customers, whether individual persons or legal entities, as well as the whole academic community in the finance-banking field. The internal rating models can be used to calculate the risk weight value of exposures, in order to determine the minimum capital requirements for credit risk, in accordance to government ordinance no. 99/2006, supplemented and modified by the Law no. 227/ 04.07.2007. By means of the internal rating models, we could achieve the following goals: pertinent evaluation of debtor characteristics; use of the computer system in risk evaluation within the decisional process of credit approval, internal allocation of capital and corporate governance of the credit institution.

Keywords: Internal rating models, risk management, corporate governance, credit risk, IT instruments

WEB PORTAL SPECIALIZED IN EDUCATION AND FINANCIAL ASSISTANCE FOR BANKING PRODUCT AND SERVICE CONSUMERS

Ganea Tudor Alexandru, Voiculescu Madalina Irena

The financial system of our country is going through a process of continual consolidation and development, based on an entire array of opportunities and meeting multiple challenges in equal measure. One of the most important challenges stems from the implementation of the Basel II standard, which has an influence both on the functioning of the credit institutions and on the National Bank, as a monitoring body. Although many bank customers are fully aware of the fact that saving, investing and anticipating future evolutions have an essential impact on their life quality and financial security, they do not possess, in most cases, the necessary knowledge and information to effectively manage these elements. The main scope of the present article is trying to make the academic environment aware of the necessity of creating and providing for free all the instruments the public requires in order to effectively manage their own financial resources.

Keywords: web portal, education and financial assistance, banking products and services

THE COMPETITION IN ROMANIAN BANKS

Harangus Daniela

The banks, as large financial intermediaries, are themselves placed in a global environment. Globalization will bring about a new online economic world, the so-called cyber-economics, a world in which competition in the banking sector acquires new dimensions and features. In Romania, the banking system was organized on modern basis, on the occidental performance principle. Competition in Romanian banks led to the approach of a new dimension in the client relations management, to an increase of the innovative role and to the regulation of bank management, the role of the bank informatics and to the re-organizing and efficiency of some bank activities. The emergence of new foreign bank societies on the Romanian market led to the assignment of the banking system on a new corridor of performance, due to the intensification of competition and the increase of offer for new complex bank services and products for the clients.

Keywords: Romanian banking system, competition and regulation, the new dimension of the bank- client relation, bank activities performance.

THE NEW DIMENSION OF BANKING KNOWLEDGE IN THE GLOBAL ECONOMY

Harangus Daniela

The diversity and complexity of banking activities have emphasised the role and the importance of knowledge in the banking domain. This new online economic world has led to an exponential development of banking knowledge. Being the most disciplined financial entities, the banks are especially interested in banking knowledge. This is not limited only to the knowledge of work norms and banking procedures, to the use of algorithms for calculation of financial banking indicators. In this IT era, the diplomatic and psychological dimensions of banking knowledge have been developed. There are three main types of knowledge: factual knowledge, practical knowledge and knowledge by acquaintance. Banking knowledge also represents a source of risk prevention, and especially fraud risk. In the global economy, banking knowledge has acquired new dimensions.

Keywords: banking knowledge, global economy, banking information, global markets

TARGET 2 - THE NEW EU INOVATION AND TRANSFORMATION RTGS SYSTEM

Herbei Marius, Dumiter Florin - Cornel

Since its inception TARGET has formed a benchmark for processing euro payments in terms of speed, reliability, opening times and service level, and has contributed to the harmonization of business practices in the European Union. TARGET 2 is on track from 19 November 2007. In TARGET 2, all banks in the EU, irrespective of where they are located will be offered high – quality services, functionality and interfaces, as well as a single price structure. This will level out the playing field for banks across Europe. TARGET 2 will ultimately benefit from, and evolve with, its users’ expectations and requirements.

Keywords: Keywords: single technical platform, flexible liquidity management services, operational day, multi - addressee access, core pricing scheme, migration groups.

BANK GUARANTEES IN THE DEVELOPMENT OF COMMERCIAL RELATIONSHIP BETWEEN ROMANIA AND EUROPEAN UNION

Ilie Dragos, Militaru Petrisor, Cocosila Gabriela Mihaela

In the context of European integration, the development of economical and commercial changes between Romania and European states must be sustained especially by bank system. The apparition of Romanian companies on European markets, the developments of imports and the common realization of some productivity objectives are impossible without the guarantees offered by the bank system. Because of emission guarantee letters in the name and the count of the clients, the banks assure practically the unrolling of transactions without an effective finance, assuming an entire risk which results from the encroaching upon the obligation of the contract between partners. The guarantee interferes just in the moment of participating to auction about the contracting of different works or about the realization of some imports and it is ending with the final act of using the goods by the beneficiaries.

Keywords: Guarantee bank letters, extra balance sheets engagements, downstream, executing guarantees, provisions

THE DURABLE CREDITING AND THE MANAGEMENT OF CAPITALIZATION

Ilie Dragos, Popescu Mihaela, Bica Elena

Undercapitalization and undercrediting of the national economy in the period of transition to the market economy necessarily requires the strengthening of the role of credit as a genuine factor of growth and increase of the productive capitals. The financing of the capitalization process becomes more valuable in the present stage of our country development, imposing itself as an objective need. It is thus compulsive to define a new concept in the speciality literature, namely the concept of “durable crediting” according to which the credit must have as a main goal the capitalization of the national economy which, in its turn could constitute an essential condition for a durable future crediting. The starting point in supporting and defining this concept underlines the importance of the capital in all economic processes.

Keywords: durable crediting, capitalization, capital suitability, management of capitalization

STOCK RETURNS AND THEIR PROBABILISTIC DISTRIBUTION (THE BUCHAREST STOCK EXCHANGE CASE)

Trenca Ioan, Zoicas - Ienciu Adrian

Based on a long series of papers analyzing stock returns behavior we can speak generally about the stock exchange as a speculative market in the sense of the stable paretian hypothesis. Still, there are significant differences from a market to another and in many cases biases from normality are too insignificant in order to justify a radical change of approach. This radical change is less needed especially when the aggregating interval of price changes gets big enough, for example if we speak about weakly or monthly returns, cases in which the non normality hypothesis can be accepted in a comfortable way.

Keywords: stock returns, probabilistic distributions, stable paretian hypothesis

THE RELATIONSHIP BETWEEN THE BANKING LEGAL ENVIRONMENT CHARACTERISTICS AND BANKING RISK MANAGEMENT ACTIVITIES

Iuga Iulia

The role of the financial intermediaries such as banks is that to channel savings towards investors. In a modern economy banks do this by maintaining a delicate balance between risk taking and risk management. Our goal here is to examine the relationship between bank risk taking and risk management activities and the quality of the legal environment. Examining this relation is interesting because theoretical studies in this direction are ambiguous and this can be proved by considering the role of the collateral, a very widely spread and widely used risk amelioration mechanism.

Keywords: banking legal environment, risk management, transition economies

SPECIAL LETTER OF CREDIT ARRANGEMENTS

Ivan Mihail Vincentiu

Commercial letters of credit facilitate the movement of goods into the channels of trade. A letter of credit is a written undertaking by a bank (issuing bank), acting at the request and on the instructions of its customer (applicant for the credit) to make payment to, or to the order of, a third party (the beneficiary).

For a credit to be transferable, the exporter must arrange for the importer to have a credit opened expressly stipulating that is transferable. A beneficiary may require financing in order to complete the manufacturing of merchandise or to purchase items to fill a particular order. A red clause

credit helps achieve this. The applicant and beneficiary may wish to have a letter of credit structured to satisfy a long term contract requiring the constant supply of merchandise over a specific time period. This can be accomplished with a revolving letter of credit.

Keywords: letter of credit, issuing bank, advising bank, payments, negotiation

LA PROTECTION ET LA SECURITE DES TRANSACTIONS DANS UNE RESEAU INFORMATIQUE INTERBANCAIRE

Mihalcescu Cezar

Les transactions électroniques deviennent de plus en plus complexes, grâce au système qui se développe de manière permanente, aux technologies d'équipements et aux logiciels, ainsi qu'à l'environnement virtuel dans lequel ils opèrent (Internet ou Réseaux à Valeur Ajoutée). La valeur de l'information s'appuie sur son intégrité et, dans le cas où le système de sécurité ne permet pas la réalisation de cette demande, l'information va perdre sa signification.

Les institutions financières utilisent des jetons d'authentification générateurs de mots de passe pour identifier les clients commerciaux afin de permettre l'accès à distance au système des opérations via Internet. L'infrastructure de clé publique (PKI) peut incorporer des cartes à puces intelligentes qui contiennent l'accréditation de l'utilisateur et un certificat numérique

Keywords: sécurité électronique, l'information, e-banking

THE DEVELOPMENT OF FACTORING SERVICES IN ROMANIA. ANALYSES, EVOLUTIONS, POSITION IN EUROPE

Munteanu Irena, Popovici Norina

Romania's adhesion to the EU has led to changes in the economy and implicitly in the banking system. The steps prior to adhesion consisted in adapting the Romanian banking system to the European norms. The Romanian factoring market has developed by several credit institutions. The advantages of factoring for the adherent and factor recommend this service as a modern financing, crediting and risk management tool. The present study is an analysis of the evolution of factoring in Romania, starting from the worldwide and European tendencies. By comparisons there will be established the position of Romania on the EU factoring market. The sources of the data processed in the research are Factor Chain International and publications of Romanian financial institutions. By its outcomes, the research is useful to the participants on the financial and credit market, to the academic environment and to economists concerned in this field.

Keywords: Internal factoring, external factoring, regress factoring, debts management

SYNDICATED CREDIT

Ocean Monica

Syndicated credit agreements are those in which more than one bank agrees to provide a common borrower a credit facility on common terms and conditions. Syndicated lending is among the largest and most flexible sources of capital in the world. There are several types of syndicated credit facilities: revolving credit facility, term loan, bridge loan, standby credit facility, standby letters of credit, hybrid facilities and project financing.

Main factors that influence the credit syndication market are: bank policies (early 1990s banks were under pressure to rebuild capital positions and ensure adequate returns on assets) and cost comparisons (demand for syndicated medium term bank credit facilities is very much driven by comparisons with the cost of alternative source of funding in the public debt markets – bonds issuing). The participants in the loan syndication market are as follows: sovereign borrowers, financial institution, corporations and LBO (leveraged buy out) deal sponsors/funds.

Borrowers main benefits are: speed and flexibility (deals can be tailored to a specific borrower needs, arranged in a matter of weeks, sometimes even days), ease of arrangement (no lengthy SEC registration is required), pricing (more competitive pricing, terms and conditions), bank relationship (structuring it is easier than a private placement for example) and depth of market (substantial amounts of committed funding can be obtained in the bank loan market, on relatively short notice due to many participants in the market).

Lenders main benefits: enhance relationship (a bank may use its ability to arrange syndications to enhance its relationship with a borrower, and cross sell other business opportunities), sharing of credit risk (the overall size of the transaction may be too large to book within one institution or a bank simply wants to limit its concentration of exposure to any one borrower), yield enhancement (a bank may be looking to enhance return on risk assets by arranging the transaction and taking a disproportionate share of associated up-front fees) and source of earnings (it may be a source of earning assets to a bank/investor that may otherwise be unavailable to them).

Keywords: Syndicated credit, revolving credit facility, term loan, borrowers pricing, bank, sharing of credit risk.

POSSIBLE MODEL FOR THE PORTFOLIO RISK EVALUATION

Piciu Gabriela - Cornelia

Possible model for the portfolio risk, is the novelty element brought data necessary for the constitution, correction and systemic processing of risk information by the bank's specialists, such that at their basis they could appreciate the relevant values of the variables associated to the risks and determinant activities.

Keywords: matrix instrument, modeling, portfolio risk

LIQUID ASSETS ADMINISTRATION – AN ESSENTIAL ELEMENT OF BALANCE SHEET EQUILIBRIUM

Rascolean Ilie, Slusariuc Gabriela Corina

One of the most important tasks of the management of a bank is to estimate and properly cover the bank's need of liquid assets. On long term, the profitability of a bank may be negatively affected in case the bank detains in its portfolio too many liquid financial assets as compared with its needs; yet, on the other hand, fewer liquid assets may determine severe financial problems, especially for small banks, and may generate even bankruptcy.

Keywords: asset, banking system, investments, liabilities.

CHANGES IN BANKING ACTIVITY IN THE CONTEXT OF THE DEVELOPMENT OF FINANCIAL DERIVATIVES MARKETS

Roman Angela, Anton Sorin Gabriel

In the last years, in the context of financial globalization, it has been registered a significant development of the financial markets, but also an increase of the instability of the interest rates, of exchange rates, of prices in general, that determined the creation of new instruments and of protection markets against risks. Within those, one should mention from the point of view of the spectacular development and of the economic implications, the derivative financial products and markets on which these are negotiated.

The paper analyses the role of financial derivatives in managing financial risks in the process of financial globalization and their implications on the systemic risk, on the banking activity, and on the monetary policy.

Keywords: financial globalization, financial markets, derivatives markets, banking activity, monetary politics, systemic risk, risk management

THE CHALANGES OF RURAL LENDING. RISKS AND COSTS

Savescu Roxana Florenta, Ploetz Georg

Urban and rural areas differ in many aspects. One of them is the relevance of agricultural in rural areas. Agricultural is distinct from other sectors because of the seasonality, geographic limitations, price volatility and dependence on natural conditions. Moreover, the rural populations are often poor and have great difficulties in managing risk, coping with shocks and accessing consistent cash-flows. These differences may affect the characteristics necessary for the success of the financial institutions operating on rural markets.

This paper outlines the various risks of rural finance, discusses the cost involved in agricultural lending and presents techniques for risk and cost reduction.

Keywords: rural lending, credit, agriculture, financial institutions, risk, costs

BANKING RISK MANAGEMENT

Simon Adrian

General banks, investment banks, and mutual funds have to control and select the risks inherent in the management of deposits, loans portfolios of securities, and off-balance-sheet contracts.

Since the risks that a bank has to manage are diverse, several classifications have been proposed, some of which are standard. Thus, economists have put forward the fundamental distinction between microeconomic or idiosyncratic risks, which can be diversified away through the law of large numbers, and macroeconomic or systematic risks, which cannot. Unlike insurance companies, which essentially deal with microeconomic risks, banks generally have to deal with both types of risks.

Keywords: idiosyncratic risks, systematic risks, insurance

SETTLEMENT/PAYMENTS RISK

Simon Adrian

Settlement/ payments risk is created if one party to a deal pays money or delivers assets before receiving its own cash or assets, thereby exposing it to potential loss. Settlement risk can include credit risk if one party fails to settle, i.e. reneges on the contract, and liquidity risk - a bank may not be able to settle a transaction if it becomes illiquid.

Keywords: Settlement risk, payments risk, cash, assets, transaction

COUNTRY RISK FROM ROMANIA AND BULGARIA AFTER UE INTEGRATION

Slusariuc Gabriela Corina, Rascolean Ilie

Country risk is a relatively new concept in economical reasoning, that has entered in researchers attention only in 70es. The assessment of country risk by the international financial institutions, has extended in the same time with the increasing of external activities of private commercial banks in course of development.

Keywords: country risk, economic growth, banking system, budget deficit

RECENT MODIFICATIONS TO THE DEBIT PAYMENT INSTRUMENT IN ROMANIA: A COMPARATIVE SYNOPTIC APPROACH

Socol Adela, Turta Irina Mihaela

This study is aimed to describe the actual stage and the developing opportunities for settlement of the debit payment instruments in Romania. We present the settlement system of the debit payment instruments during the period 1999 until present. We underline the actual stage of the compensation of the debit payment instruments through Transfond and comparatively with the description of the automatic process of the debit payment instruments. We examine the technical ways to preparing the debit payment instruments, especially the two proposals for operating the debit instruments through truncation – the truncation at the source and the flexible truncation method.

Keywords: Debit Payment Instruments, Automated Processing Solutions

THE BEYOND BOUNDARIES BANKING INTEGRATION. FOREIGN BANKS' PART IN THE CONSOLIDATION OF THE BANKING SYSTEMS

Spulbar Cristi Marcel, Gruescu Ramona

The paper approaches the merchant banks activity in the context in which the financial markets integration degree and the political boundaries have become less and less relevant to the banking institutions due to the globalization, to the banks international opening, to the financial and technological innovations, to the deregulation and the process of European integration.

Keywords: foreign banks, banking integration, banking performances, financial stability

COMMERCIAL INFORMATION AND CREDIT ANALYSIS PRESENTED IN A LOAN MEMORANDUM

Truica Luiza-Denisa

For financing corporate companies, banks use own and varied forms of loan memorandums which gather commercial and financial knowledge about the client. Credits granted to companies, whether public or private, generally comprises loans for working capital and for fixed assets, financing such as overdrafts, term loans, syndicated loans, and revolving credit and working capital loans. Banks do analyze a set of basic and additional criteria such as the ability of continuing business, the expected future cash flows, security and collateral, the rate of return to the bank as well as the level of the whole business which the bank has done with them. Credit papers needed for the conclusion of the convention between the bank and a potential client are governed by Law No 58 – the Banking law and procedures issued by NBR. The composition and quality of a bank's loans should be reflected in its loan policy.

Keywords: client, loan, analysis, ratios, bank

FUNDAMENTALS OF PROJECT FINANCING

Truica Luiza-Denisa, Trandafir Raluca Andreea

In this article we look at all important features of project financing. In a project financing,, lenders initially look to the cash flow from the project being financed rather than the corporation or corporations seeking funding. The moving party in a project is its promoter or sponsor. The ultimate goal in project financing is to arrange a borrowing for a project which will benefit the sponsor and, at the same time, be completely non-recourse to the sponsor, in no way affecting its credit standing or balance sheet. This can be accomplished by using the credit of a third party to support the transaction. Different guarantees and undertakings of different partners may be used in each time frame to provide the credit support necessary for structuring a project financing.

Most large projects employ different lenders or groups of lenders because of the different risks involved as the project facility progresses through construction to operation, and the different ability of lenders to cope with and accept such risks.

Keywords: project financing, SPV, sponsor, credit, lender.

RISK MANAGEMENT OF E-BANKING ACTIVITIES

Virleanuta Florina, Moga Liliana, Ioan Viorica

E-banking risk arises from fraud, processing errors, system disruptions, or other unanticipated events resulting in the institution's inability to deliver products or services. This risk exists in each product and service offered. Institutions should determine the appropriate level of security controls based on their assessment of the sensitivity of the information to the customer and to the institution and on the institution's established risk tolerance level.

Keywords: *e-banking, risk management, security*

AUDIT PROCEDURES REGARDING THE INFORMATION THAT MUST BE CONTAINED IN THE FINANCIAL SITUATION OF CREDIT INSTITUTIONS

Vlad Mariana, Vasilache Vasile

The auditors must obtain sufficient adequate audit proofs, to be capable of issuing the reasonable conclusion upon which the audit opinion must be based on. The great majority of the audit evidence are collected from the interior of the audited entities, having as base the accounting evidence, which include in general the initial and justifiable accountancy registrations.

Keywords: *the audit proof, balance sheet, profit and loss account, assets and liabilities, credit, bank.*

THE IMPLEMENT ROLE OF TARGET SYSTEM FOR HIGH VALUES

Voica Irina - Elena

The Target system, one of the most worldwide used payment system, continued to participate in fitting process of monetary market in euro currency and to play a major role in the task of putting in harmony application the single monetary policy. The system is conceived in order to allow the initially payment to be finish in a matter of few minutes, through a special communication network (interlineking system). TARGET is the main tool for introduction the Eurosystem policy and create one single banking market in Europ.

Keywords: *Target system, highly value transfers, electronic transfers, cash flow*

ROMANIA: FROM THE QUANTITATIVE MONETARY AGGREGATES TO INFLATION TARGETING

Voicu Vasilica, Zirra Daniela, Voicu Andreea Raluca

The lack of historic capitalism experience, the delays of governmental legislative and economic reforms, the ownership changes of the former state-own banks, the existence of the real negative interest rates on banking deposits, the regional crises (e.g. former Yugoslavia Republic, Kosovo situation), the high costs of financial intermediation, the alternative of financing by arrears, and the lack of legislation in by-law forced recovery of receivables, all that together were challenges affecting the health of banking system.

Keywords: *: monetary aggregates, inflation, liquidity, crises*

DISCREPANCIES BETWEEN THE CREDIT CONTRACT AND THE GENERAL BUSINESS CONDITIONS. MORAL AND LEGAL IMPLICATIONS

Voiculescu Madalina Irena, Stefanica Mihaela

At the beginning of 2008, a series of clients of a commercial bank from Romania received an unwanted “gift”: a notification by means of which they were informed that the bank had decided to raise the bank fees associated to the credit portfolio; as a consequence, they were to pay a supplementary 0.5% worth monthly fee, applied to the credit balance; therefore, the new terms imposed a recalculation of the monthly installment, as well as the draw up of a new reimbursement schedule, which could be obtained at branch of the bank where the account had been opened.

There are also bank clients that, while reading the contractual clauses, have raised the problem of the legality of these modifications, thus realizing that there is no provision in the contract that gives the bank the right to introduce a new fee or to modify the existing one over the credit's period of validity.

Keywords: credit contract, general business conditions, bank fees

FINANCIAL SUPERVISION IN EUROPE

Zapodeanu Daniela, Coroiu Sorina

There are different systems of financial supervision, specific to the country in which they are applied. In Europe, there are three main supervisory models, each one with advantages and disadvantages. This paper analyses the characteristics of these models, in the European countries.

Keywords: financial supervision, supervisory institutions, European countries.

THE FINANCIAL INTERMEDIARIES, A REAL DANGER FOR BANKS?

Zapodeanu Daniela, Popa Diana

The presence of the financial intermediaries - that make the link between the economics agents, with the needs of resources and the one with surplus of resources - determinates the evolution of the banking system and the structure modification of these. What is the difference between a bank and a financial intermediary? The bank distinguish itself from the financial intermediary through its capacity of taking inside the costs and its informatic efficiency, and so the incomes are growing. Does the financial intermediaries represents a danger for the banks?

Keywords: financial intermediary, bank, capital.

SECTION: FINANCES, BANKS AND ACCOUNTANCY / SUBSECTION: ACCOUNTANCY

AUDITING - HISTORY, RISKS AND PERSPECTIVES

Achim Sorin Adrian, Achim Monica Violeta, Streza Raluca

This paper refers to the audit process as to a very complex activity. There have been significant changes as the time passed by, changes that were necessary in order to keep up with the client's demands and the dynamic business environment. Despite the fact that there are certain stages to be followed while auditing, despite the standardized audit procedures, there however, remains the one element that adds value to the marketplace, and that is the auditor, as a human being. He bears the responsibility for the completeness, validity and accuracy of the financial statements. Therefore, he must be that skillful employee, who knows very well the procedures, puts them effectively into practice and yet has time to specialize and keep in touch with the latter methodologies developed by audit scholars. He is the key element, the relationship manager. And the audit process depends on many variables, but above all, stands the auditor.

Keywords: auditing risks

CHALLENGES OF A DYNAMIC AND COMPLEX ENVIRONMENT ON MANAGEMENT ACCOUNTING

Almășan Alina Carmen

The far more competitive environment has profound implications for cost management systems. The knowledge of product costs, cost control and performance measurement are more important than they have been in the past.

Three major factors are causing changes in management accounting today: shift from a manufacturing-based to a service-based economy, the increase of the global competition and advances in technology.

Traditional cost accounting systems have tended to focus only on the production phase and do not pay attention to the product's life cycle costs. It must take a close look at the company's entire value chain, because this can help managers to identify opportunities for cost reduction.

Keywords: environment, competitiveness, competition, costs, management accounting

THE COMPETENCES AND THE IMPACT OF EVALUATION CATEGORIES ON THE FIDELITY OF ACCOUNTING INFORMATION

Antonescu Ligia

Due to the fact that accounting evaluation has severe rules and principles, the economic evaluation has the role to assure the reflection of informational valences of an economic entity in order to mark out its capacity to produce future incomes. Even if the role and the characteristics of accounting evaluation are incontestable, we have to mention this process' consequences on the fidelity of accounting information, considering that a rigorous analysis cannot be realized without detecting the informational liaisons between the balance-sheet and evaluation.

Keywords: fidelity, accounting information, accounting evaluation, international practice

THE PERSPECTIVES AND THE OPORTUNITY OF EVALUATION FROM THE ANGLE OF THE RELATION EVALUATION-ACCOUNTING- REPORTING

Antonescu Ligia, Antonescu Mihail

Regardless of the moment and the presentation stage of accounting data, the arguments of calculus and evaluation are integrated as a unit, inseparable from the accounting methods, being required by the existence and operation of the system. The evaluation is generated by the necessity to measure the complexity, being perceived as an alternative in solving the problems.

Keywords: evaluation, accounting data, opportunity, convergence, interdependence

IS CREATIVE ACCOUNTING A FORM OF MANIPULATION?

Balaciu Diana Elisabeta, Pop Cosmina Mădălina

Manipulation of financial information which is called by several terms such as earnings management, income smoothing, creative accounting practices, aggressive accounting or account manipulation, prevents the allocation of resources in the most efficient areas in the economy. The scope of this paper is to relate the causes, the main motivations behind their application, the objectives, the methods and the consequences of manipulation in financial reporting. Creative accounting is not a new technique, but it can be seen as a costly one. Businesses feel the pressure to appear profitable in order to attract investors and resources, but deceptive or fraudulent accounting practices often conduct to drastic consequences.

Keywords: creative accounting, window dressing, fraud, account manipulation

UNFINISHED PRODUCTION EVALUATION AND BOOKKEEPING IN THE ENTITIES IN THE FURNITURE INDUSTRY

Banuta Mariana

I believe that stocks represent one of the “key” elements of the operation process, especially in the case of the industrial entities (and implicitly those in the furniture industry) which intervene during the whole purchase – production – selling cycle. For this reason one can state that the superficial or inadequate treatment of the stock management and accounting may represent a hindrance in obtaining the industrial company performance or may be a factor calling into question the continuity of the activity.

I have analysed, in the article, the method used for the evaluation and bookkeeping of unfinished production in the entities the furniture industry and I rendered my own view concerning this topic and I also made proposals for the contribution to the increase in accuracy of the evaluation of unfinished production.

Keywords: unfinished production, stocks, the furniture industry, finished products

INVENTORY EVALUATION AT STOCKTAKING

Banuta Mariana

All companies perform the inventorying of their patrimony, (including the stockable items, at the beginning of their activity, on the occasion of mergers or liquidations, whenever it is necessary during the accounting period, (due to internal need for information, replacing the gestionarului, etc.) and compulsorily at the end of the accounting period before drawing up the financial statements. I have treated, in my article, problems related to inventory evaluation at stocktaking, the method used for their inventory, the settlements of shorts and overs at stocktaking, setting the

values that will be recorded following the stocktaking as well as the inventory evaluation at stocktaking according to the rules applicable in other countries.

Keywords: stocks, stocktaking, settlement, current value, book value, inventory evaluation

LEGAL AND ACCOUNTING ASPECTS REGARDING SUBSIDIES RECEIVED FOR HIRING STUDENTS AND GRADUATES OF EDUCATIONAL INSTITUTIONS

Bengescu Marcela

Romanian legislation stimulates company management to practice a estimative management of work positions, by granting them public aid for sustaining the effort to train and adapt personnel to the complexity of work tasks. Within the present paper we have proposed to approach legal and accounting aspects regarding public aid awarded to companies for hiring students and graduates of educational institutions. For this purpose, we have analyzed legal texts which regulate the aspects of the theme of the paper and we have solved actual cases inspired by the activity of Romanian commercial companies.

Keywords: employer, incentive, financial, subsidies, accounting

ELIMINATION OF PARTIALLY AMORTIZED FIXED ASSETS

Bengescu Marcela

The present paper analyzes the accounting and fiscal aspects of the elimination operation for tangible fixed assets that are partially amortized. For this purpose, we have started from the definition of the elimination operation and observations have been made regarding the capacity to approve the elimination of fixed assets. Two ways have been presented to solve the operation of removing fixed assets that have not been fully amortized from accounting. A fiscal analysis has been outlined regarding: the contribution to the environment fund, adjusting the value added tax and the fiscal deductibility of expenses, that can be diminished with the value that has not been amortized.

Keywords: elimination, tangible fixed assets, VAT adjustment, fiscally deductible, tax, contribution

PARTICULAR ASPECTS REGARDING THE USE OF CONSOLIDATED STATEMENTS AGAINST THE BACKGROUND OF THE EUROPEAN ACCESSION

Berheci Maria

The decision of an investor to place capitals in a business is conditioned by obtaining intelligible cost-effective information. To this purpose, quoted multinational companies that make consolidated accounts had to use one only accounting referential, that are the IAS/IFRS regulations. In other words, an equivalence was established between accounting practices at an international level that create the premises for the understanding and the comparability of the financial statements of companies from various countries, the international accounting harmonization being conceived as means of economic integration and also as means of the large international financial markets transparency and efficiency. This study focuses on highlighting the particular aspects (advantages and limits) with regard to the use of the information contained in consolidated financial statements.

Keywords: consolidated financial statements, use of information, group of companies

INTERNATIONAL PUBLIC SECTOR ACCOUNTING STANDARDS AND PUBLIC ACCOUNTING REFORM IN EUROPE

Blidisel Rodica Gabriela, Farcane Nicoleta, Moraru Maria

Different political, economic and cultural traditions give rise to great diversity between public sector accounting systems in different countries. The paper presents a literature review of the accounting principles and financial reporting in Europe, the financial statements and the relationship between financial and budgetary accounting.

The IPSAS perhaps provide an opportunity for European accounting, and in future, national governments should attempt their accounting systems to the IPSAS.

The paper contributes to the development of some points of view regarding the adoption of the IPSAS by the European countries accounting systems and the harmonization of the European public accounting systems.

Keywords: International Public Sector Accounting Standards, European Union institutions, public accounting.

PARTICULARITIES OF ACCOUNTING REGULATORY PROCESS IN SEVERAL EASTERN EUROPEAN AND FORMER SOVIET UNION COUNTRIES

Bogdan Victoria, Cristea Stefana-maria

After the break up of the Soviet Union in 1992, Russia and other former soviet members were forced into changing their planned economic system into a viable market economy. In such a market economy the means of production are mainly privately owned, the state creates the general legal framework in which economic activities take place, and these activities are supposed to respond to market forces. The respective transition obviously has important consequences on accounting - which used to be State's instrument of economic administration and it nowadays became an instrument at the disposal of the business community.

Our study is a descriptive and explorative research about the accounting regulatory process in the sample countries. The main goal of our analysis is to find out which are the significant changes in accounting regulations and identify the particularities of the regulatory process.

Keywords: accounting, EE countries, IAS/IFRS, DAS

ONLINE FINANCIAL REPORTING DISCLOSURE REQUIREMENTS ACROSS CENTRAL AND EASTERN EUROPEAN COUNTRIES

Bogdan Victoria, Popa Dorina Nicoleta

The business community has admitted that the accounting is “the language of business”. They are using the accounting to communicate the existence and the evolution of the financial situation and also of the performance for the economical entities. Financial information is a form of a language. The purpose of this paper is to investigate the various elements of financial reporting frameworks and practice in the context of the Internet. The Internet has emerged as a recent medium of presentation of corporate information in the United States, Germany, Great Britain, but also in the Central and Eastern European Countries. Actual disclosure by companies from CEE was investigated in order to compare de jure and the facto financial reporting disclosure.

Keywords: financial reporting, Internet, disclosure, CEE countries

THE INFORMATIONAL SYSTEM AND THE MANAGEMENT OF ENTITY **Boghean Florin, Boghean Carmen**

A decision is a judgment. It is a choice among alternatives. It is rarely a choice between good and bad. In the best case it is a choice between “almost good” and “probably bad”. In the best case it is a choice between two action directions of which none can say it is closer than the other one of what is good. Our demarche is included on the line of granting the decision maker with the most important weapon, information. In this paper, I tried to emphasize those instruments that help the manager in carrying out the performance criteria in the conditions of global economy. The complexity of the economic activities in competitive conditions imposed by the market economy determines the growth of the role of the economic- financial information in taking decisions. The quality of the current decisions and those taken on long term and also the results predicted by the entity depend on the quality of information.

Keywords: Key words: managerial accounting, decisional processes, information, control systems.

APPLICABLE ACCOUNTANCY THEORIES ON THE CAPITAL MARKET

Bologa Gabriela

Traditionally the accountancy theory developed as a structure of principles that describe the practice. The sufficient conditions for a market to be efficient are: the lack of the costs of the title transactions; all the information to be valid, free and balanced for all the market participants; transaction participants in the capital markets to have homogeneous foreseeing regarding the implications of the obtained information.

Keywords: capital market, accountancy theory, decisions, financial information.

THE FINANCIAL AUDIT – THE GUARANTOR OF THE TRUE AND FAIR VIEW SUPPLIED BY THE FINANCIAL STATEMENTS

Bota-Avram Florin, Matis Dumitru

Financial audit has the finality the issue of an opinion regarding the measure in which the financial statements are in according with the supreme scope of true and fair view and the respecting the referential of relevant accounting norms. Because of the subjectivity of this concept of “true and fair view” we can’t say that there are relevant instruments for measuring the level of fidelity reflected by the financial statements. Despite the fact that the auditors know that there is no formula, mathematical or other nature, through which to measure, quantify the level of the fidelity, but they have the knowledge and the capacity needed to identify at least those situations in which the true and fair view is not respected, using the professional judgment for establishing the level in which the financial statements gives a true and fair image.

Keywords: financial audit, financial auditor, true and fair view, financial statements

CONSIDERATIONS REGARDING THE INTERNAL AUDIT IN ROMANIA

Bota-Avram Cristina

The evolution of the economical environment, where the companies works, determines the companies to search all the time solutions for improving the control over the activities developed. A solution is adopting the internal audit function, which offer the answers to the questions which, usual, the managers of the company make them himself referring to the way they and their collaborators could have a better and efficient control as they could have over the activities they have. The necessity of the internal audit function begins to be more important in the context of the Romanian economical environment which is more and more competitive and dynamic. In this article I’ll try to get a vision more realistic of the level at which is situated internal audit in Romania, and also I’ll try to find that spaces of this complex system, where we have to pass

different difficulties paying attention for finding the necessary solutions to resolve them, participating in this way to the progress of the researched theme.

Keywords: internal audit, internal control, internal auditors

COMMENT PEUT-ON RÉDUIRE LES DÉCALAGES EXISTANTS

Botez Daniel

Changer, s'adapter, sont des mots qui circulent beaucoup en Roumanie depuis 18 ans. Faisant partie de l'ancien bloc communiste de l'Est européen, la Roumanie a fait sienne les principes de l'économie planifiée, dont le système comptable, de contrôle et d'audit spécifique à cette période. Après 1989, le système comptable roumain a connu, pendant la période de 18 ans qui s'est écoulée depuis le changement de régime, trois changements ayant un caractère significatif. Ces évolutions se sont produites sous l'incidence d'un certain nombre de facteurs externes, mais également internes.

Quel doit être le rôle des organisations de normalisation et des organisations professionnelles régionales et de quelle façon peut-on soutenir le processus d'uniformisation des standards face à une mondialisation croissante?

Keywords: changer, normalisation, organisations professionnelles, standards IFRS

CONTINUING PROFESSIONAL DEVELOPMENT – A CONCEPT AND REQUIERMENT FOR PROFESSIONAL ACCOUNTANTS

Botez Daniel

IES 7 IFAC Standard prescribes that member bodies implement a continuing professional development (CPD) requirement as an integral component of a professional accountant's continued membership. Such a requirement contributes to the profession's objective of providing high-quality services to meet the needs of the public (including clients and employers).

This Standard introduces the concepts of continuing professional development as relevant, verifiable and measurable learning activities and outcomes.

Keywords: continuing professional development, International Education Standards, professional accountants

ACCOUNTANCY BETWEEN TRADITIONALISM AND MODERNISM

Brabete Valeriu, Dragan Cristian

The character of social science, acquired by accountancy, correlated with the major mutations that were produced in the plane of the normalization and the assure of the convergence in the field, make from what we call now the accounting practice more than a simple application of a specific methodology. Modern accountancy represents not only an instrument through which it is assured the realization of the function of information and assistance of the decisional process, but also, in the actual context, having in mind the products that it provides, and the shape that it takes today, must be regarded as an important factor of influence of the economical-social environment.

Keywords: accountancy, science, informatization, professional reasoning, evolution

THE JUST EVALUATION OF NON-CURRENT INTANGIBLE ASSETS FOR FINANCIAL REPORTING

Breban Ludovica, Bochiș Leonica, Sucala Lucia, Dumbrava Partenie

Enterprises frequently expend resources, or incur liabilities, on the acquisition, development, maintenance or enhancement of intangible resources such as, scientific or technical knowledge,

design and implementation of new processes or systems, licences, intellectual property, market knowledge and trade-works (including brand names and publishing titles). Examples of items encompassed software, patents, copyrights motion picture films, customer lists, fishing licence import quotas franchises customer or supplier relationship, customer loyalty market share and marketing rights

Keywords: financial reporting, intangible assets, just value

ASPECTS REGARDING THE APPLICATION OF DIRECT-COSTING IN TAKING THE MANAGERIAL DECISIONS

Briciu Sorin, Sas Florentina

Direct-costing represents a method of calculation which, although can not be used in financial reporting, represents a very strong instrument of analysis within reach of enterprise's management. The method direct-costing requires the delimitation between the variable and fixed costs and including in the cost of production of the variable costs, the fixed costs being considered costs of the period. Another important aspect is the difference between the methods of absorbent costs and the method direct costing. The making of rational decisions that can permit the obtaining of optimum results can be made only if it is taken into account the correlation between the fixed costs, the variable costs, the volume of activity and the price of selling of the products, correlation given by the specific indicators of the method direct-costing.

Keywords: Direct-costing, variable cost, fixed cost, cost of sub activity

EU – THE REGULATING LEGISLATIVE ENGINE OF ROMANIA IN TERMS OF VAT AFTER THE ACCESSION TO EU

Budacia Lucian Constantin Gabriel

The accession of Romania to EU involves the obligation to enforce the same rules as the other member states, VAT being a tax which must exist and which must not allow competition disturbance among the economic operators within different member states, as well as non-taxation or double taxation of the same operation in two different member states. The harmonization of VAT within EU has been done gradually. The value added tax (VAT) was established in the Economic European Community in 1970 by means of two “VAT Directives”. Representing the indirect tax with the highest weight in the GDP (Gross Domestic Product), the European Union has established an obligation according to which the member states contribute with a share of the cashed VAT to the EU budget.

Keywords: EU, VAT, accession

EXPORT BY AGENT – A CHALLENGE FOR THE TRADING COMPANIES IN SUCH FIELD, AS PER THE NEW REGULATIONS AFTER THE ACCESSION OF ROMANIA TO EU

Budacia Lucian Constantin Gabriel

Before the accession of Romania to the European Union, the export by agency, as means of indirect trade of goods aboard, was carried out by exterior trading companies (SCE), which carried out such activities on their behalf, but on the risk and account of export beneficiaries – usually manufacture facilities, which needed to find customers on the international market. After the accession of Romania to the European Union, we can notice two distinct situations for the goods' delivery carried out by means of an agent: 1. the agent acts as proxy, for and on behalf of the principal; 2. the agent acts as commission agent, on his own and for the principal.

Keywords: export, agency, mandate

ANALYSE DES PRATIQUES DE COMMUNICATION FINANCIÈRE UTILISÉES PAR LES ENTREPRISES ROUMAINE COTÉ A BVB (LES RAPPORTS ANNUELS PUBLIÉ SUR SITE INTERNET)

Bunea Stefan

Pour la plupart des entreprises roumaines réste une grande probleme de réalisé la publication d' informations financières obligatoires dans les états financières. Il y a beaucoup des informations obligatoires qui ne sont pas obligatoires selon les normes roumaines . L'objectif de cette recherche est de réaliser une analyse des facteurs de contingence sur la publication d'informations financières volontaires et de tirer quelques conclusions pour les entreprises roumaines. Méthodologie de recherche :-revue de la littérature concernant le concept d'information volontaire, les contingences des informations volontaires ; -analyse des pratiques de communication financière utilisées par les entreprises roumaines coté à BVB (les rapports annuels publié sur site internet) et la comparaison avec les bonnes pratiques des entreprises cotées sur les grandes marchés financiers de L'UE ;

Keywords: informations volontaires, contingence, bonnes pratiques de communication

ACCOUNTING TREATMENT OF DEFERRED INCOME TAXES ACCORDING TO THE REQUIREMENTS OF THE ROMANIAN ACCOUNTING REGULATIONS

Bunget Ovidiu Constantin, Dumitrescu Alin Constantin

Known as a debatable topic, the relationship between accounting and taxation still represents a field of convergence and divergence, of tolerance and intolerance. Therefore, the Romanian accountant is in permanent pursuit of quality accounting information and its impact on taxation. Currently, a great importance is granted to accounting judgements, and this is magnified by the fact that most fiscal contributions are based on accounting information. Deferred income taxes reconcile accounting profits with income taxes pursuant to the impact of temporary differences between the book value and tax value of assets and liabilities disclosed in the financial statements.

Keywords: deferred income taxes, reserves, provisions, accounting

THE SYSTEM OF COSTS BOOK-KEEPING AND CALCULATION ON PRODUCTION COMMANDS

Busan Gabriela, Ecobici Nicolae

The costs are registred in an accounting system in order to help managers in process of taking the various decisions. The costs objects (products and sections) illustrate two goals of internal book-keeping administration, thus: informations supply for plann and control and compute of products cost. In the system of costs book-keeping and calculation on production commands, the object cost is illustrated by one or many various units from a product or a service, named production command. In order to compute costs on production commands is used the effective costs method, which use effectives quotations for allotting the indirect costs and normal costs method, which used budgeting quotations in order to allot the indirect costs; the direct cost are assigned to the commands in the same manner. The costs calculation on commnands is useful in some services companies, such as expert book-keeping and consulting firms, advertising firms, car fixing workshops or hospitals.

Keywords: costs objects, indirect costs, direct cost, effectives quotations, budgeting quotations

THE EFFECTS OF THE EU ACCESSION ON THE REGULATION OF THE ROMANIA CAPITAL MARKET

Caciuc Leonora, Farcane Nicoleta, Megan Ovidiu

The positioning of the Romanian capital market within the national, international and European context was and currently is a continuous challenge for public and professional institutions in this field.

The legislation regarding the Romanian capital market was developed in a couple of stages, its benchmarks being the privatization law, the stock exchange law, the set up of the National Commission for Marketable Securities (CNVM) and the start-up of authorizing and controlling the capital market.

The aim of our study is to present a picture of the Romanian capital market in compliance with the EU Directives adopted between 2004 and 2006, but also in 2007. This article shall ascertain the impact of Romania's accession to the European Union on the national capital market, by means of integral harmonization with the European Aquis.

Keywords: capital market, EU accession, accounting regulation

DIRECTIONS DANS LA NORMALISATION COMPTABLE EN ROUMANIE

Calu Daniela Artemisa, Avram Viorel, Gorgan Catalina

Au niveau international, le processus de la normalisation comptable peut être plutôt déductif, matérialisé par l'utilisation des cadres comptables conceptuels, ou plutôt inductif, matérialisé par l'utilisation du plan général des comptes. La préférence pour l'un ou l'autre des algorithmes de normalisation dépend des facteurs de l'environnement, mais également des ceux économiques et politiques qui agissent dans un système comptable à un moment donné. C'est connu le fait que dans le milieu comptable continental on retrouve la tendance d'une normalisation comptable surtout inductive, tandis que dans le milieu anglo-saxon, on préfère une normalisation comptable ayant à la base les cadres comptables conceptuels. Pour l'esquisse d'un trend de la future normalisation comptable en Roumanie, notre projet est structuré sur deux dimensions: la mise en évidence de quelques repères historiques de la normalisation comptable en Roumanie et l'analyse du contexte international.

Keywords: la normalisation comptable, le plan général des comptes, le cadre comptable conceptuel

THE INFLUENCE OF ENTERPRISE ARCHITECTURE ON THE INTERNAL AUDIT

Cardos Vasile Daniel, Volkan Ildiko Reka

Information technology (IT) has a pervasive influence and it is a critical factor in many organizations. As such, it's often one of the most valuable assets an organization owns and uses as a cost-effective tool to attain their goals. But IT can also be a failure factor if the strategy used in designing, deploying and maintaining the IT architecture doesn't meet or converge with the overall strategy of the organization and it's continuous need for information. Enterprise architecture incorporates the main enablers an entity needs to achieve this convergence. From the internal audit's function perspective this can raise a wide range of challenges due to business strategy amendments that has an influence on the information system and the supporting technical architecture. The aim of this article is to set off the way an enterprise's architecture influences the work of the internal auditor in performing an IT audit.

Keywords: internal audit, IT audit, enterprise architecture

THE REFLECTION OF THE DUALITY IN THE PUBLIC ACCOUNTING OF THE BUDGETARY INCOMES AND EXPENSES

Cenar Iuliana

The public institutions accounting remains a budgetary accounting, because the central axe in which she builds the accounting information is the budget. This is the legal document, which establishes also in nature and in measure of the mobilized incomes to the state as well as the way volume of the budgetary allocations, which will be lead by the state for the finance of different activities during a year. The paper “The reflection of the duality in the public accounting of the budgetary incomes and expenses” presents the real accounting way of the budgetary incomes and expenses at the level of the state treasury in it's quality of cash collector of the public sector, and also at the level of the public institutions through which are realized operations which are supposed by the budgetary execution.

Keywords: Accounting, Treasury, Public Institutions, Incomes, Expenses.

THE SYSTEM OF INTEGRATED ENVIRONMENTAL AND ECONOMIC ACCOUNTING (SEEA)

Cernușca Lucian

Green accounting addresses the shortcoming of traditional national accounting, known as the System of National Accounts (SNA). Green accounting is based on the concept that a proper assessment of a country's income and wealth needs to account for the contributions of activities made by all sectors of the economy and their impact on resource depletion and degradation. Traditional SNA ignores the value of resources (on and in the ground) as well as the value of environmental degradation. Therefore, it gives a false impression of income and wealth and often leads policy-makers to ignore or destroy the environment to further economic development. Incorporating the real value of natural resources as well as their depletion and degradation allows for better allocation of priorities, thereby helping to address the causes of current major environmental problems including the over-exploitation of natural resources such as forests.

Keywords: green accounting, environment, System of National Accounts

ACCOUNTING PRACTICES FOR ADJUSTING THE ENTITY'S RESULTS

Cernușca Lucian

An enterprise's financial result is the main source of information for all those interested in the company's activity. As a result of being normalized and audited, the information offered by accounting receives the “social recognition”, recognition which allows them to be used to evaluate the enterprise's activities and performances. Although there are accounting laws, the options and/or the imprecision in the accounting texts allow for the possibility to manipulate the financial result and the content of the financial statements.

Keywords: results, policy, adjusting

CONSEQUENCES OF THE INFLATION OVER THE CONTINUITY OF ENTERPRISES' ACTIVITY

Cozma Ighian Diana

In conditions of inflation, the historical costs accounting, related to a basic principle of accountancy, that is the caution principle, lead to the enterprises decapitalization, with serious consequences over the continuity of the activity in conditions of economic efficiency. Therefore, finding new alternatives which could lead to the removal of this deficiency in the traditional accounting model, in conditions of inflation, is an imperative. In this context, the major objective

of the firms that carry on their activity in an inflationist environment is to maintain their capital, as well as to secure a profit which can ensure the maintenance of the capital, the continuity of the activity depending mainly of its fulfillment.

Keywords: inflation, financial capital, physical capital

LEASES IN THE FINANCIAL STATEMENTS OF LESSORS

Crisan Cornel, Breban Ludovica, Mates Dorel, Rosu Alexandra

The objective of IAS17 Leases is the prescribed for lessees and lessors, the appropriate accountancy policies and disclosure to apply in relation to finance and operating leases.

This Standard applies to agreements that transfer the right to use assets even though substantial services by the lessor may be called for no other brand, this Standard does not apply to agreements that are contracts for services that do not transfer the right to use assets from one contracting party to the other.

Keywords: leases, lessor, finance leases, operating leases

METHODS USED FOR TREATING THE UNDERGROUND ECONOMY IN ROMANIA

Criveanu Maria, Mihai Magdalena

Starting with the first days of the year 1990, there were created groups of interests specialized in contraband operations, both for exportation and for importation, in operations of speculation with scarce products, in performing some services of transport-taxi, public alimentation, etc. There were the first component elements of the black economy that appeared and developed in Romania, the incomes of which were important in most cases and constituted the necessary capital for initiation in legal organized businesses. Among the component elements of black economy, the most spread in our country were the activities performed without registering, tax dodging and black labour.

Keywords: fiscal fraud, black labour, formal sector, informal sector

JURIDICAL TREATMENT AND ACCOUNTING REGARDING THE DAMAGES CAUSED BY AN EMPLOYEE TO HIS EMPLOYER

Crumpana Elena-Diana, Suiu Ion

The new Labor Code adopted in 2003 in order to adjust the legislation to the European regulations brought significant changes in what regards the employment contract that also affected the accountancy related to it.

At a glance, one could say that accountancy of the damages caused by the employee to his employer couldn't arise any real difficulties. Nevertheless, the new labor Code completely removed the old form of the civil responsibility of the parties of the employment contract, meaning the material responsibility, which generated in our opinion significant changes in what regards the accountancy of the damages caused by the employees to

Their employer. In this paper, by an interdisciplinary approach, we are going to present certain difficulties that could be found in practice with a view to the registration of such debts in the accountancy of the commercial societies (firms) submitted to the provisions of the Law 82/1991 – the accountancy law.

Keywords: Civil responsibility, Damages, Employment contract, Accountancy, Debtor, Debt recovery, Guarantee, Deduction

ACCOUNTING INFORMATION IN THE POLICY AND GENERAL STRATEGY FOR THE ADMINISTRATION OF LENDING CREDIT RISKS

Danciu Florina Răduța, Coteț Dumitru

Any credit represents an anticipation of some future cashing. From this perspective, by cash flow, any credit contains the risk that these cashing isn't achieved totally or partly. This risk is also called insolvency risk of the creditor; it is essential in the banking activity due to the fact that the main function of a bank represents the granting of credits. The exact appreciation of the credit risk is, thus, of major importance for the bank. Being easier to prevent than to cure, for the minimization of the risk exposure, the most important stage of the crediting process is the choosing of the credit demands. In this stage, the behaviour of a bank might be presented as follows: a credit is granted only if there might be estimated that the probability of reimbursement exceeds the one of non – reimbursement. The appreciation of this reimbursement capacity might be done if it has at its base different procedures, according to the debtor: economic agent, private person, State. The determining elements for the administration of the lend risk are: payment capacity, character of the debtor – his wish to pay, the capital – wealth of the debtor, the guarantee (real or personal), all based on book information.

Keywords: lend risk client, book information, cash flow

ACCOUNTING APPROACHES REGARDING THE FACTORING BUSINESS

David Delia

Factoring is a modern technique of financing that is done especially in the countries which are developed from an economic point of view, the most important markets being the United States, Italy, Great Britain and Japan. In Romania, three- four years ago, factoring was a notion which was not too much utilized, but nowadays it tends to become a customary practice due to the needs of financing of the commercial societies.

This paper has as its goal a short presentation of the factoring operation and of the implications that these operations have upon the accounting of the factor but also of the adherent.

Keywords: factoring, factor, factoring client, factoring debtor, cession of debts

UTILIZING THE OPERATION OF FORFEITING AS A TECHNIQUE OF FINANCING AND UNDERLINING THE IMPACT WHICH THIS OPERATION HAS ON THE ACCOUNTING OF THE EXPORTER

David Delia

Romanian integration into European Union brought about a series of changes, including the domain of banking activities. The first operations of forfeiting appeared in Switzerland, and today they are used all over the world's financial centres. Forfeiting strongly developed during the 1990s as a result of opening of new markets in Central Europe and Eastern Europe due to the existence of enough buyers of goods but lack of financial resources for their acquisition. This paper has as its goal a short description of the forfeiting operation and the advantages which it offers in relation with other techniques of financing which are utilized in our country, such as: bank loans, bank rating, leasing, factoring. The flux of records in the accounting of the exporter which utilizes this technique of financing is also presented.

Keywords: forfeiting, debts, commercial effects, contract, accounting records.

VALUATION OF INVENTORIES CONSIDERING THE FAIR VALUE OPTIONS

Deaconu Adela, Bonaci Carmen

Our paper represents a pleading for fair value in the specific case of valuating inventories. The real significance and implications of fair value can only be seen after analyzing the topic from different points of view concerning all involved actors. Therefore we have based our scientific demarche on analyzing the trade literature and comparing the foresights of international regulations given by both the accounting setting bodies and the valuation setting bodies. Moreover we have followed two of the three moments which require valuation and for these moments we have selected those cases which require the using of fair value. Our opinion regarding the findings of the research is expresses by giving practical examples for the specific application of fair value and the way to reach it.

Keywords: Fair value, inventories, recognition, market value

MANAGEMENT ACCOUNTING ORGANIZATION IN WHOLE SALE TRADE - CHARACTERISTICS

Deju Mihai

The characteristics of management accounting organization in wholesale trade enterprises are based on their unstandardized character, fact that gives enterprises the possibility to establish an independent management accounting system, conditioned by the following factors:

- the specificity of the goods supply and selling activity;
- the organizational structure of wholesale trade enterprises;
- the concept of cost used in establishing the results and performances of responsibility centres;
- the system of economic and financial indicators of return analysis and control

Keywords: characteristics, accounting, management

SYSTEM OF ACCOUNTS SPECIFIC TO THE MANAGEMENT ACCOUNTING IN WHOLESALE TRADE

Deju Mihai

According to the Romanian accounting norms, management accounting is organized at the level of each patrimonial unit according the specificity and information needs; and they have the possibility to create and use their own system of accounts, adapted to the viewed aims.

In this paper we present a system of account specific to the organization of the management accounting on responsibility centres in wholesale trade units.

Keywords: system, accounts, management

THE QUALITY OF THE BOOK-KEEPING INFORMATION – ESSENTIAL CONDITION IN ORDER TO MAKE EFFICIENT DECISIONS

Diaconu Elena

The accountancy, as language of business, must keep up with the evolutions which have been registered in the fields of economical life and the need to promote unanimously accepted concepts prove its usefulness more and more.

The contribution of the accountancy in the achievement of managers' strategic objectives manifests itself under the form of the assurance of necessary information in order to gain control and to determine the degree of responsibility and of the effect at different jobs. This thing allows the tracking down of internal reserves, of non-economical expenses and of losses.

In other words, the book-keeping information constitutes the most important source, the „data base” of the leadership in the process of making decisions. Thus the accountancy becomes needful in the leadership activity of economical entities, indifferently of the activity which they develop.

Keywords: Key words: book-keeping information, qualitative characteristics, relevance, users, decision

THE PARTICULARITIES OF TOURISM AND PUBLIC FEEDING PROCESSES AND THEIR INFLUENCE UPON THE ACCOUNTING MANAGEMENT

Diaconu Elena

The importance of the two fields of activity – tourism and public feeding – within the national economy frame, constitute the first reason as regards the choice of the research theme.

The second reason that we had in view, as important as, the first one, is the place and the role of accountancy in the managerial process.

The implications concerning the particularities of the two types of the activities upon accountancy are multiple, but we only kept in mind some of these considered more important by the specialists.

Keywords: tourism, public feeding, distinct features, system of accounts, accounting technique.

THE INFORMATIONAL VALENCES OF THE FRENCH FINANCIAL STATEMENTS' SCHEDULE

Doinea Ovidia

The schedule to the French financial statements is completing and commenting at the same time the information given by the balance and the result account, representing an essential instrument for the reflection of the true image of the enterprise's patrimony, financial statement and result.

The schedule is defined as a document including the explanations necessary for a better understanding of the other synthetic documents and completes or presents under another shape the information within those.

The structure of the schedule depends on the size of the enterprise, having two formats: simplified schedule and basic schedule.

Besides the compulsory information stipulated by the legislation, other information considered necessary and relevant for the achieving of the true image will be recorded as well.

Keywords: schedule, synthetic documents, true image, basic schedule, simplified schedule

COMPARATIVE STUDY ROMANIA-ITALY CONCERNING THE IMPLEMENTATION OF IAS/IFRS

Dorel Mates, Grosu Veronica

Since 1 January 2005 European listed companies have to start using new International Accounting Standards (IAS /IFRS). It is an important chance for studying the relationship between accounting information and financial markets. Since quality, transparency and comparability of financial information reported by companies affect the informational and a locative efficiency of capital market, European Union has carried out a global accounting harmonization process that has been achieved by setting common accounting standards (IAS/IFRS). The basic idea of this harmonization process is to improve the relevant characteristics of information made available by the firms. Although we think this accounting harmonization process is important and it can be the right way to improve informational efficiency of financial markets, we think it is necessary to further investigate some crucial topics.

Keywords: international accounting standards, financial statements, earning quality, fair value.

THE IMPACT OF THE ENTITIES’ BANKRUPTCY UPON THE ACCOUNTANCY FOR THE OWN CAPITAL

Dragan Cristian, Brabete Valeriu, Mehedintu-Ionescu Florea

We consider that the approach of the mentioned theme presents an interests for all the theoreticians and practitioners in the economic and financial domain for the fact that the activities of the nature of the bankruptcy know an ascending trend and they lead to accounting treatments and to specific insurance measures. We have considered that it is useful to debate the problems concerning the delimitation and the short definition of the bankruptcy situations, with national and European juridical references and especially, the implications of the operations that that they generate upon the accounting information. For the realization of the accounting registrations we have used the dates which are registered in the two obligatory balance sheets, the initial one and respectively the final one, this last one is essential for solving the examined problem.

Keywords: accounting information bankruptcy, own capitals, specific procedures

NEEDS OF ADAPTING THE COMMITMENTS’ ACCOUNTING SYSTEM OF PUBLIC INSTITUTIONS

Dragu Gabi Georgiana

Throughout this work, the stages mentioned in Omfp (Order of the Ministry of Public Finance) 1792/2002 are presented. The attempt is to bring clarifications with respect to delicate aspects: delegating competencies, delegation incompatibility, specialty compartment, manner of processing the annexes to the financial situations, individual/global commitment, proper determination of the available resources before making the payments, calculation of the available resources in case of payments made in currency, the need of a budget for commitment credits.

Keywords: Global commitment, Budget for commitment credits, Processing undertakings in the annexes to the financial situations, Green stamp fee.

SUSTAINABLE DEVELOPMENT INDICATORS: HUMAN CAPITAL AND ACCOUNTING

Dumitrana Mihaela, Jianu Iulia, Dumitru Madalina, Jinga Gabriel

This paper wants to reveal the importance of Sustainable Development (SD) as a new concept and also the measurement of sustainable development indicators (SDI) on a capital approach. Capital approach is a new concept for SDI measurement so that the research team considered that it is interesting to present this approach. The team’s preoccupation was human capital (HC) as a concept and valuation and also some possible contributions that make clear this concept and how organizations must act and how accounting must provide information.

Keywords: sustainable development, sustainable development indicators, human capital, accounting

ACCOUNTING, CONTROLLING AND AUDITING

Dumitrescu Adelina

If twenty years ago the financial activities of any Romanian enterprise were the sole responsibility of the accountant, nowadays the relationships of the economical entities within their selves and with their environment are to complex to be handled just by accounting departments. Around accounting there have appeared a significant number of activities like Controlling and Auditing which are meant to link Accounting with the strategic management.

Keywords: Management by Systems, Accounting, Controlling, Audit, Measurement of performance

FINANCIAL IMPLICATIONS OF THE IAS/IFRS ADOPTION ON THE CIRCULATING ELEMENTS OF THE LIQUID ASSETS TYPE

Dumitru Mihaela

Within this article one presents some aspects regarding the affectation of the liquid assets both in leu and in currency by the International Standards of Financial Reporting. Regarding the liquid assets in currency we gave some precisions related to their presentation within the financial situations, and regarding the liquid assets in leu we made some appreciations regarding the synthesis document – the situations of the treasury flows.

Keywords: cash-flow, transactions in currency, non-monetary elements, monetary elements, cash equivalent

APPRECIATIONS REGARDING THE FINANCIAL IMPLICATIONS OF THE IAS/IFRS ADOPTION ON THE ELEMENTS OF THE PROVISIONS TYPE

Dumitru Mihaela

The present paper contains appreciations regarding the contents and the effects of the IAS/IFRS adoption on the elements of the provisions type within the financial reporting carried out by the enterprises. Assimilated will be also the elements considered to have a contingent character: assets and liabilities (element of novelty for the Romanian accounting system).

Keywords: contingent assets, contingent liabilities, provisions, restructuring, financial position

DEVELOPMENTS REGARDING THE MANAGEMENT ACCOUNTING- WHERE ARE WE AND WHERE ARE WE HEADING TO IN THE CALCULATION OF THE COSTS?

Dumitru Graziella Corina, Ristea Mihai, Curpan Alina Mihaela, Samara Taulea Silvia

Starting from the reality according to which, from the objectives of the management accounting, for the model adopted in Romania, the objective regarding the stocks management lacks – this one being realized through the financial book-keeping – a main objective of the study is represented by the presentation of two models of book-keeping which allow the passage of the actual model based on the analytic calculation of the costs, to the model centered on the analytic calculation of the result, pattern oriented at the same time towards the stock management. Also, we appreciate that in the profit and loss account we must renounce to the conflict between the analysis of the expenses by nature and destination. The solution proposed – that of the passage from the results account by nature to the results account by functions – constitutes the second objective of the study and it is based upon the reclassification or the re-composition of the expenses depending on their function and destination.

Keywords: the analytic calculation of the costs, the analytic calculation of the result, monist conception versus dualist conception, nature-destination conflict.

A MANAGEMENT CONTROL MODEL DESIGNED FOR A DISTRIBUTION COMPANY

Dumitru Madalina, Dumitrana Mihaela Adriana, Glavan Elena Mariana, Radu Gabriel

Generally, the concept of management control is associated to the production companies more than to the distribution ones. That is why, the research team considers that creating a management control model for the distribution companies should interest especially the practitioners. In this paper we will present the steps to be followed in the elaboration of a management control model based on the targets set by the company and on the reports that must be prepared for showing the way those targets are achieved. The model proposed will be elaborated based on the identified activities performed in a distribution company and on its responsibility centers.

Keywords: Management control, distribution, performance, reports, responsibility centers

TAX AND ACCOUNTING TREATMENT CONCERNING THE VAT RELATED TO COMPENSATIONS RECEIVED FOR DETERIORATED OR PARTIALLY DAMAGED GOODS

Ecobici Nicolae, Busan Gabriela

The companies (registered as VAT payers) that receive compensations from insurance companies are faced with the dilemma whether to collect or not the value-added tax related to these amounts. In other words, we can put the problem this way: “to collect or not to collect?”. In the following pages we'll try to solve this problem, both from a tax and accounting point of view.

Keywords: compensation, value-added tax, accounting treatment, tax treatment

CONCEPTUAL DIFFICULTIES AND THE FEASIBILITY OF POLICIES

Feleaga Liliana, Feleaga Niculae, Vasile Cristina Mioara

Goodwill represents a financial indicator which serves as an evaluation tool for the quality of the company's production structures. The evaluation and the recognition of the Goodwill raises many controversies, as for example: Is the Goodwill an asset or not? Is it kept within the assets part or is it subtracted out of the company owner's equity? Is it depreciated or it is sufficient to be included in the provisions? Therefore, the stakes for choosing one solution, or the other, should not be neglected. It is necessary to analyse the factors that influence the managerial decisions, when choosing a way to record the Goodwill. In this analysis we may use the theory of the Contract Costs. In its own path to eliminate the manipulation options for the published information, the international referential has supported within the past years, numerous revises and modifications regarding the Goodwill accounting treatment. Goodwill in the context of the international accounting convergence processes.

Keywords: Goodwill, accounting referentials, controversies, accounting convergence processes

THE RECOGNITION OF THE DIFFERENCES IN THE EXCHANGE RATE GENERATED BY THE IMPORT-EXPORT OPERATIONS CARRIED OUT BY THE ECONOMIC ENTITIES FROM ROMANIA IN THE FINANCIAL STATEMENTS

Filip Crina Ioana, Nistor Cristina Silvia

Nowadays the participation of all states in the world economical circuit is an objective necessity. The complexity of global economy, the extremely strong incidence of technical progress, the diversification of the economic processes, the emphasizing of the interdependences between

national economies, the extremely important advantages that can be obtained from international specialization (or the dangers to which those that prefer autarchy are exposed), are just a part of the causes and factors that have led to the generalization – at a planetary scale – of the international economical exchanges. In this field we include our study of analysis and presentation of foreign transactions, which have as a main characteristic the expressing in a foreign currency, can generate differences in the exchange rate between the time of the appearance of the external debt/liability and the time of recording or presentation in the financial statements of the unaccounted for until the end of the financial period.

Keywords: import; export; accounting information; external price; risk (currency); financial statements; currency.

EXPOSURE OF PUBLIC ENTITIES

Florea - Ianc Maria Mirabela

In the specialized literature, more and more it is imposed the idea that “real is not any more rationed”. And this, not because it is imposed the actional principle of the “limited rationality”, as a consequence of the fact that decisions cannot be adopted on the basis of a complete information, that thus is also very expensive and almost impossible to get it on time. The acceleration of the process of transforming the organizations, beginning with the structural modification of them and continuing with the major changes happened in the conceptual and actional plan of adopting and implementing the decisions, creates and generates a “...formidable detonator of the irrational” whose main exponent is the stress present everywhere in life and in the activity of the organizations.

Keywords: risks, public entities, organizations;

THE IMPLEMENTATION OF THE “STANDARD-COST” METHOD IN THE FURNITURE INDUSTRY: A WAY OF IMPROVING THE MANAGERIAL ACCOUNTING

Gabroveau Emilia, Stan Elena Roxana, Andrei Ruxandra

The information regarding the production costs has a central role, determined by their implications on the actual status and on the future evolution of the company. The value of the information regarding the production cost justify its use on the decision taking process for the current activity, as well as for the company’s strategy.

The use and the superior exploit of the resources in order to increase the competitive capacity of the organisation impose the wide-scale use of the advanced cost management methods, which sustain the performance, the significance and accuracy. The efficiency of the selected method depends on the speed it provides the information to the board, in order to allow the fast-taking decision process.

The standard-cost method guides the future activity of the company through acquiring long term standards, which will guarantee a efficient technological process and the implementation of a modern management.

Keywords: method standard cost, cost of production, direct and indirect costs, decision

CONTRIBUTIONS OF THE ABC METHOD IN THE FIRM MANAGEMENT

Goagara Daniel, Ionescu Ion

The information about cost provided by the ABC method can be used for various purposes in the enterprise by the administration of the activities or ABM (Activity Based Management). The most interesting contribution of the ABC/ABM model is the horizontal dimension of the administration

of the activities and, beyond that, the administration of prices. The model supplies a representation of the activities which allows an identification of the cause-effect relationships that connects the activities. The analysis of these relationships of causality allows an operational and strategic administration of the costs. The ABC accountant information provides the manager with the information he/she needs to administrate the activities and to practice the programs of leading and reducing the costs. In practice there can be multiple applications of the administration of the activities to the enterprises that develop an ABC system. In this article the most important of them were shown, which constitute contributions of the ABC method to the management of the firm.

Keywords: ABM, administration through activities, portfolio of products, the map of the activities

GLOBALIZATION IMPACT ON THE DEVELOPMENT OF NEW DIRECTIONS AS RELATED TO ACCOUNTING

Gorgan Catalina, Gorgan Vasile, Diaconu Paul, Coman Nicoleta

This paper explores the idea of globalization in economy in general and its role in that process in order to develop new directions for the accounting concepts. Globalization is a reality in today's world. As globalization intensifies the need for complex financial information becomes obvious. Expanding capital markets require analysis of financial statement prepared under diverging accounting standards. Investors believe that the lack of common financial statement increases the risk of an investment and affects the free flow of world capital. A single set of accounting standards would bring great benefits to the investors and would reduce the cost of accessing capital markets around the world. The convergence of accounting standards would assure enhanced comparability, greater reporting transparency, more efficient capital markets.

Keywords: globalization, convergence, fair value, international accounting

COST CALCULATION CONSIDERED FROM BOTH THE POINT OF VIEW OF THE PROVISIONS OF ACCOUNTING REGULATIONS AND OF THE NEED FOR INFORMATION OF THE COMPANIES

Grosanu Adrian, Rachisan Paula Ramona

The idea of providing financial balance that would lead to long-term, sustainable development of the companies gathers more and more ground in economy. A state of financial balance means a company is capable of conducting its business effectively and in normal conditions. „Normal conditions” mean the company conducts its activities according to its productive potential without employing any uncontrolled and unplanned for capital infusions. In our opinion ”effectiveness” means establishing a relationship with the external and internal sphere (internal conditions of practice) of the company through the products and services it offers, a relationship which could lead to the possibility of reproduction on an enlarged scale, while shareholders, staff, managers and all the other factors participating to the production process can be adequately remunerated. We claim there is a close relationship between financial balance, costs and results which managed properly will provide investors the benefits they planned for.

Keywords: company, costs, cost calculation, effectiveness

CONSIDERATIONS REGARDING IFRS 3 - BUSINESS COMBINATION

Grosu Veronica, Horga Petrica

IFRS 3 describes and defines the accounting treatment for the Business Combination, so-called method “purchase method” that imposes the purchase price allocation to the assets and the liabilities identifiable by the society that makes the acquisitions object and the accounting of the operations that take place. Business combination means a fusion of distinct societies that are in

one economic unity or derived from the fusion of one company with another one, either by obtaining the control over the net assets and over the administration of a company. This standard defines “business” as a whole system of tangible, intangible and financial assets involved in the development of an economic activity; if a company acquires a set of assets or even another entity, but it does not respect the definition of “business”, the transaction cannot be accounted as a Business Combination.

Keywords: International Financial Reporting Standard 3(IFRS 3), business combination, “purchase method”, fair value

OPINIONS REGARDING THE VALUE ADJUSTMENT AND THE PROVISIONS RULES IN ROMANIA AT THE CREDIT INSTITUTIONS CONFORMING TO THE EUROPEAN DIRECTIVES

Hategan Camelia, Imbrescu Carmen, Mili Constantin

Starting with 01.01.2006 the working entities of Romania apply accountant regulations according with the European directives, starting with the 4th Directive of the CEE and it's afterwards changes. The authority for accountant regulation had emitted more normative papers applicable to different entities, depending on their activity field and specific economic agents, credit institutions, insurance societies. Adopting the information within the European directives is not consequent in all the normative papers released. In this paper we will refer at the other perspective of the value adjustments and at the provisions within the credit institutions.

Keywords: credit institutions, value adjustment, provisions, depreciation

IFRS 4 AND INSURANCE MARKETS

Hlaciuc Elena, Mihalciuc Camelia

Insurance system are actively involved in a vast array of "social" insurance services, prominently through provision of public pensions, health insurance schemes and medical services, regulation of health insurance markets, unemployment and work injuries insurance. Recent economic literature emphasizes a tension between Insurance system, and competitiveness and growth. In particular, a trade-off is envisaged between redistribution and growth, as the high fiscal burden needed to finance the Insurance system has perverse incentive effects on wages, labour supply, capital accumulation, and the adoption of new technologies. In this paper we focus on the Insurance system as a "public insurer", rather than as a mechanism for redistribution of income. The authorized insurance companies have the obligation to have at all times an available solvency rate, in concordance with the activity developed, at least equal to the minimum solvency rate calculated in conformity with the valid regulations.

Keywords: Insurance system, IFRS 4, insurance contract, insurance market.

ASPECTS REGARDING THE HOMOGENEITY OF ACCOUNTS AT GROUP COMPANIES

Huminiuc Cristian

The accounts consolidation has as an objective to illustrate a fair image of the equity, of the financial situation and of the result of an assembly of companies all together forming a group. The companies entering within the frame of consolidation can be very different in their juridical form, activity sector, or country in which they act. All these elements can have a direct or indirect influence upon the regulations about evaluation and presentation used to settle the annual accounts. In order to satisfy the fair image principle when the consolidation is realized it is compulsory to achieve the homogeneity of the annual accounts of the consolidated companies,

this means to harmonize the evaluation and presentation methods, before starting the accounts consolidation.

Keywords: consolidated accounts, group, consolidation, homogeneity

ORIENTATION AND PLANNING THE FINANCIAL AUDIT

Huminiuc Cristian

The period of orientation and planning of the audit mission supposes from the part of the auditor the proceeding of the following important works: the general knowledge of the enterprise, the identification of the significant fields and systems and planning the mission.

The general knowledge of the enterprise has as main objective the obtaining from the part of the auditor of a sufficient understanding of its specific particularities and of their influences upon planning and mission organizing

The identification of the significant fields and systems aims a better orientation and planning of the efforts in order to avoid useless things and to finally fundament the decision regarding the stated opinion.

The planning of the mission means to make a synthesis of the obtained information and to give an orientation and a coordination to the entire audit activity.

Keywords: auditor, fraud, error, significant.

FROM THE CONTINUOUS ACIVITY PRINCIPLE TO THE DISCONTINUTY PRINCIPLE

Imbrescu Carmen Mihaela, Hațegan Camelia, Bobițan Nicolae

The principle of continuous activity starts from the presumption that a company will continue its activity into the previewed future. Therefore, we presume that the company does not intend and does not need to terminate or to reduce in a significant way its activity; if there is such an intention or a need the financial situations might be imposed based on a different valuation base and in this situation the used based must be indicated.

If the continuity is insured the traditional accounting principles will continue to be applied, and the accounting works and the financial situations will be elaborated in a usual way, as during the previous periods.

If the company enters a discontinuity state the continuity principle is to be infringed because complying with it should take to distorted financial situations.

Keywords: principle of continuos activity,discontinuity activity, intangible assets and tangible assets

ABC METHOD – EVOLUTION OR REVOLUTION IN THE CALCULATION OF COSTS

Ionescu Ion, Goagara Daniel

The accounting systems of traditional administration have lost their credibility, in the sense in which the accounting information that they produce is lesser and lesser adequate to the action and the control of the modern enterprise, based on the diversity of the production and the multiplication of the combinations of goods and services for the satisfaction of the demand of a more and more differentiated custom. As a reaction to the limits of the classical methods of administration accounting, in the 1980s there was developed and implemented the ABC method, which is based on two complementary orientations: one concerning the calculation and the analysis of the costs and another that aims for it as an instrument of measuring the performances

of the enterprise. It represents more of an evolution than a real revolution in the field of the administration accounting.

Keywords: ABC method, cost inductor, pertinent cost, activity

THE IMPROVEMENT OF THE INFORMATION ACCOUNTING SYSTEM FOR THE PROCESS OF TAKING INVESTMENT DECISIONS

Marcu Niculina, Ioneci Mihaela, Mihalache Anita, Popescu Aurora

There is a relation of interdependence between information and decision because, on the one hand, the management uses the available information to take decisions, while, on the other hand, for the executive staff, these decisions turn again into information.

The accounting is and will remain also in the future a fundamental component of the economic information systems, a source of credible and accurate image of the performance, activities and situation of a company.

Keywords: information, decision, accounting, management

THE PROPER ACTIONS BETWEEN CAPITAL AND FINANCIAL INSTITUTIONS, APPLICABLE ACCOUNTING TREATMENT

Farcaș Mariana

The recognize of proper actions bought by firms can generate or a growing of the short term financial investments, or a correction, in the sense of decreasing, of the proper capital. The argument that is the base of the choice of accounting treatment represents the prevalence of the economic role, or of the shareholders' interest.

Keywords: proper actions, financial investments, proper capital

THE IMPLICATIONS OF THE FINANCIAL AUDITORS'™ TO DETECT THE FRAUDS

Avram Marioara, Avram Veronel, Avram Alexandru

During the audit process of the financial situations, the auditor has a great responsibility in detecting the significant falsifications of the information due to fraud. The International Federation of Accountants (IFAC), the representative international structure of the accounting profession has elaborated the International Audit Standard 240 The Auditor's™ responsibility to analyze the fraud in an audit of financial situations which establishes the regulations and offers the recommendations concerning the procedures that must be applied by the auditor in order to detect the significant falsifications consequent to fraud which influences the fidelity of the information presented in the financial situation. The auditor can identify a falsification in the financial situations and in this case he must analysis if such a falsification can indicate a fraud and when such a clue exists.

Keywords: responsibility, audit, fraud, standards

STUDY REGARDING THE QUALITY OF THE TRUE AND FAIR VIEW SUPPLIED BY THE FINANCIAL STATEMENTS FROM FINANCIAL AUDITOR'S POINT OF VIEW

Matis Dumitru, Bota Avram Florin

The concept of “true and fair view” is a very subjective one , which didn't find yet the definition general accepted and in this way we can't say that there are relevant instruments for measuring the level of the fidelity reflected in the financial statements. The financial audit plays an important

role for delimitating the true and fair view supplied by the financial statements and despite the fact that the financial auditors are consciences that there isn't a mathematical formula or other kind of formula through which could be possible to measure the level of the fidelity and the true and fair view of the financial statement, they consider that they have the possibility to identify the situations in which the financial statements didn't present the reality true and fair, using the professional thought to determine the level of the financial statements to give a true and fair view. We have made an empirical survey which permits us to analyze the quality of the true and fair view supplied by the financial statements from the point of view of the financial auditor, without having the pretentious of using all the significant aspects.

Keywords: true and fair view, financial audit, survey, financial auditor, financial statements

EVOLUTIONS ON THE ROMANIAN CAPITAL MARKET, FROM THE VIEW OF THE ACCESSION TO THE EUROPEAN UNION

Megan Ovidiu, Caciuc Leonora, Farcane Nicoleta

In the last few years financial experts demonstrated the very close relationship between the evolution of the capital market and the economic growth level in different countries.

In the present context of Romania's EU accession, we expect a continuous trend of economic growth as a consequence of EU funds absorption for rehabilitating the economic and business infrastructure.

The aim of our study is to examine the main events on the Romanian capital market and to present an accurate picture of its evolution before and after the EU accession, in order to prove the strong relationship between economic growth and capital market evolution.

Keywords: capital market, EU accession, IFRS

PARTICULARITIES OF THE ACCOUNTANCY FOR THE OWN CAPITALS CONCERNING THE DISSOLUTION AND THE LIQUIDATION

Mihai Magdalena, Criveanu Maria

The presented theme is approached from the perspective of the accentuated extension of the operations concerning the dissolution and liquidation activities, which care allow some accounting and fiscal treatments and some specific insurance measures. We have considered that it is useful to debate the following significant problems: the competences to adopt the decisions concerning the operations of this nature; their realization flow; the managerial implications; the specificity for the inventory and for the evaluation of the tangible and intangible elements. A special attention has also been given to the presentation of the accountancy methodology for the economic and financial operations that the dissolution and the liquidation generate, by realizing the accounting registrations under the form of a case study.

Keywords: accounting information, own capitals, dissolution liquidation

THE CHARACTERISTICS OF THE FINANCIAL INSTRUMENTS

Mihalcu Camelia, Hlaciuc Elena

Since 2005 the societies quoted have started to apply the international financial reporting standards IAS/IFRS for the drawing up and the publishing of the balance sheet. The objective of the IFRS, except for the fact that they aim at the harmonization of the ways of drawing up the financial statements, is that of drawing near the patrimony value close to its current value. Applying the standards IAS 32 and IAS 39, which introduce, in particular a new classification of the financial instruments has new significations within the accounting administration of the security operations made by the use of the derived financial instruments. Particularly, the IAS 39

focuses on the assessment of the financial instruments specifying the application and utility area of the just value, as well as of the evaluation criterion.

Keywords: financial instruments, just value, IAS 32, IAS 39, IFRS, financial risk

THE IMPLICATIONS OF THE PUBLIC ACCOUNTING REFORM IN ROMANIA

Mirea Mariana, Aivaz Kamer Ainur, Serban Comanescu Anca Verona

The public accounting reform in Romania comprises four important components: the public administration reform, the public finances reform, the internal and external financial control reform and the fiscal administration reform. It was the economic, technological and sociological necessities that imposed the public administration reform starting off.

Keywords: The public accounting, the budgetary resources, the public administration

L'ANALYSE DE L'INFLUENCE DE LA MARGE COMMERCIALE SUR L'EQUILIBRE ECONOMIQUE-FINANCIER DE L'ENTREPRISE EN COMMERCE

Muntean Mircea

Profit margin is a performance indicator of a commercial company that represents the main source for covering the circulation expenses, being in the same time a weight balance in the intermediate administration balance-sheet of commercial companies.

This indicator shows the earning obtained as margin from goods selling, that has a balance in the operating activity of a commercial company. The analysis of gross margin's influence to the economic-financial equilibrium of commercial company is done through the “direct-costing” method.

Keywords: Margin, profit margin, intermediate administration balance sheet

ORGANISATION DES AUDIT COMMITTEES IN DEUTSCHEN UNTERNEHMEN

Muresan Mariana, Fülöp Melinda Timea, Cîrstea Andreea

Corporate Governance ensures that long-term strategic objectives and plans are established and that the proper management structure (organization, systems, and people) is in place to achieve those objectives, while at the same time making sure that the structure functions to maintain the corporation's integrity, reputation, and responsibility to its various constituencies. Audit committees have a big job to do in an organization, tough when the members have other responsibilities and the audit committee role is a part-time job with huge accountability.

Keywords: Audit Committee, Organisation, Corporate Governanc, Audit Committee Charter

THE IMPROVEMENT PROCESS OF THE ROMANIAN EDUCATIONAL ACCOUNTING SYSTEM TOWARD A GLOBAL ECONOMIC ENVIRONMENT

Mutiu Aexandra Ileana, Tiron Tudor Adriana, Ienciu Alin Ionel

Through this paper we intend to disclose our actual research project focused on evaluation of the actual stage of Romanian academic accounting education in order to support the national university reform which has began in 2005. The research is meeting the international trends oriented to improve the academic process of accounting graduates. In this way, by determine a correlation degree between international trends: globalization, regionalization and the evolution of Romanian accounting system and by evaluation of the actual stage of Romanian accounting

academic system from the point of view of actors involved (graduates, teachers and employers) we intend to determine the connection between the appliance of public requirements with the actual level of graduates’ professional knowledge. Then we will offer constructive solutions, empiric validated, which will help the accounting graduates in their way to accounting profession. The research is interdisciplinary and its originality is give by the pioneering work performed at national level by the research team who is developing such a theoretical and practically complex approach.

Keywords: accounting education, professional development, academic education, accounting profession

ROMANIAN ACCOUNTING REFORM BETWEEN ILLUSIONS, DISILLUSIONS, TRENDS AND REALITIES

Neag Ramona

The Romanian accounting reform is a process which has a starting date. This is a true which cannot raise debates. But, can we say the same thing about the finish line of this process? The evolution of the Romanian accounting regulation is full of ingeries from the beginning to present. The advisers used in the process were very different from time to time. Each of them left a strong mark on the accounting norms and regulations. In Europe and in the world the period from 2000 to present had many interesting events. IASB got an important influence in Europe. His goals are realized step by step, with lot of patience. IASB – FASB agreements and work gives confidence about the future shape of accounting regulation worldwide. In this context, the trends and realities of the Romanian accounting reform are analyzed. We try to understand why we had such a strange evolution regarding the accounting reform and why so many questions are without answer. And one of the most important questions is: where was and where is the accounting profession in this process? We try to present some personal ideas regarding the future evolution of accounting reform in Romania taking into account the most important events in Europe and worldwide.

Keywords: reform, convergence, IFRS, national accounting norms, trends, evolutions

ISSUES REGARDING VALUATION IN ACCOUNTING. FROM HISTORICAL COST TOWARDS FAIR VALUE

Nichita Elena Mirela

A primary goal of financial reporting is aiding investors in making economic decisions. A primary economic decision investors make is assessing the value of firms in which they are invested or consider investing.

The role of accounting numbers in valuation has been of fundamental interest to analysts, investors and researchers alike. Much of the empirical research in accounting based valuation has revolved around analyzing historical and forecasted accounting numbers.

In my paper I will present few accounting model used in evaluation and the implications of choosing one of those models: historical cost model, fair value model.

Keywords: Accounting models, conservatism, earnings, valuation

MONISM OR DUALISM IN ACCOUNTING?

Nicolaescu Cristina, Pantea Mioara Florina

We are trying to answer in this paper at the question: “Monism or dualism in accounting?” thru analyze of the dimensions and characteristics of the two systems, and also, thru, which the advantage of each system individually offer to different type of users. Also, we simultaneously

analyze the both levels at the dualist concept, the managerial accounting and the financial accounting. The meaning of these analyze is to identify the possibility and the opportunity to process thru just one circuit the informationâ€™s offered by the two accountings, therefore to pass to a monist system of organizational accounting.

Keywords: monism, accounting dualism, globalization

ETHICS IN ACCOUNTING

Nicolaescu Cristina, Pantea Mioara Florina

Ethics is an important element of social life, which influences the relationships between peoples. The professional accountants are not just members of a specialized organization; they are members of a society. It means that their behavior influences not just the business environment, but the entire society from they belongs. IFAC has developed a Code of Ethics, which establishes ethical requirements for the professional accountants from all over the world.

Keywords: ethics, code of ethics, professional accountants

THE STIMULATION OF SMALL AND MEDIUM-SIZED ENTERPRISES – BETWEEN THEORY AND PRACTICE

Nistor Cristina Silvia, Filip Crina Ioana, Sucala Lucia

SMEs are outnumbering other types of firms in the Romanian economy. For this reason, the importance given to this type of enterprises must increase. One possible way of achieving this goal is stimulating their activity using means for raising the financial and legal support.

Throughout this paper we intend to identify and propose specific procedures for achieving the above mentioned objective, out of which we mention: evaluating the economic impact of the existing regulations concerning the SMEs; simplifying the procedures for obtaining the authorizations and special licenses needed for starting up the business and the ones which are issued after the firm is registered; simplifying the declaration and registration procedures for SMEs; improving the legal environment for SMEs by removing the administrative barriers. The object of our study is providing assistance for SMEs in identifying new ways of increasing and developing their business, and, last but not least, the accounting harmonization with international regulations.

Keywords: small and medium-sized enterprises, structural funds, stimulating methods, accounting implication

THE ACCOUNTING – TAXATION REPORT IN THE CURRENT REGULATIONS

Nita (Petre) Mihaela Cosmina

The goal is that of providing some accounting clarifications, especially to highlight the fact that principles and rules included in accounting regulations are as usual, different of those included in fiscal legislation.

Starting from the fact that in practice, still there are cases when accounting is perceived as being subordinated to taxation, as well as in several cases, accountants are reluctant to approach differently, certain operations from accounting and fiscal point of view, the presentation of some previsions in accounting and fiscal legislation, in parallel, has been considered useful.

Keywords: depreciation ,assets, leasing, dividend, accounting policies

ANALYSIS OF A COMPANY'S LIQUIDITY BASED ON ITS FINANCIAL STATEMENTS

Pacurari Doina, Muntean Mircea

The liquidity characterise the financial situation of the company, its ability to convert assets into cash or to obtain cash to meet short-term obligations. Lack of liquidity may affect seriously the continuity of the company activities. Computation and analysis of the liquidity are made by a system of ratios based on the data within the financial statements. An absolute value of a liquidity ratio is not relevant. For a correct analysis of the company's financial situation more liquidity ratios have to be considered and their trend also.

Keywords: liquidity, ratio, analysis, financial statements

THE BOOK-KEEPING OF INSIDE-COMMUNITY TRANSACTIONS

Paliu-Popa Lucia

Starting from the reason that since the first Janury 2007 in the frame of foreign/abroad trade are not included the commercial operations or economical participation operations or technical-science operations in relations with stataes members of European Union, in the work presented below I intended to approach the way to evidence the inside-community transactions book-keeping, taking into account the aquisitions and inside-community goods deliveries, illustrating the way the fiscality influences the book-keeping.

Keywords: transactions, acquisition, delivery, inside-community

THE ELABORATION OF THE FIRM'S STRATEGY BY VALORIZING THE DATA OF THE MANAGERIAL ACCOUNTING

Paraschivescu Marius Dumitru, Fotache Gabriela

The strategy of domination through costs is the most popular from all the strategies at the microeconomic level. This opinion is sustained by the fact that the competition fight is the most often held by means of price. This paper refers to the comparative advantage who has the power to determine the consumer to buy the product or service which has the highest quality standards compared to the same product produced by another firm. The paper is focused on a series of advantages and disadvantages of the strategy of domination through costs, taking into consideration the importance of the sources of the cost advantage, and synthesize the fields of reducing costs.

Keywords: strategy, advantage, costs

BALANCE SHEET THEORIES AND THEIR COGNITIVE DYNAMISM

Paraschivescu Marius Dumitru, Pacurari Doina

All over the time, the accounting theorists and practitioners focused their attention on the synthesis accounting documents because, by means these documents, the financial position and the corresponding results are periodically rendered. Thus it is essential that the way this presentation is made should allow both some accurate comprehension of any company's economic reality and carrying on comparative analyses and forecasts regarding its subsequent evolution. This is the very reason for having been looked for an adequate model to help these purposes to be accomplished. Hence, a series of balance-sheet theories issued. The aim our paper hints at was to point out some theoretical aspects, specific to the classic theories on the balance-sheet, aspects that still prove to be of present interest.

Keywords: balance-sheet, static, dynamic, organic, multiple, theories

THE OUTSOURCING OF INTERNAL AUDIT – IT IS A SOLUTION IN INCREASING THE QUALITY OF INTERNAL AUDIT?

Pop Atanasiu, Bota-Avram Cristina

The dynamism of the economical environment where companies activate suppose for them a continuously search of solutions for improving over the control of activities developed. A solution is to adopt the internal audit function, and this offers answers to the questions which usually the manager of the company asks himself about how he or she and his collaborators could have a good and efficient control over the activities developed. For the positive results of the implementation of the internal audit function is necessary to be an independent function, without pressures or other influences which could stop the achieving the settled objectives. We will try to find in what measure the outsourcing of the internal audit function could determine the increasing of the quality of the internal audit, underling the advantages and disadvantages which could be generated, trying to issue few relevant conclusions.

Keywords: internal audit, outsourcing,, independence, internal auditors

STRATEGY COMMITTEES IN CORPORATE GOVERNANCE

Pop Atanasiu, Cîrstea Andreea, Fülöp Melinda Timea

Corporate governance has for some years been one of the most intensively discussed topics in business. Until now, accounting and compliance issues have primarily been at the centre of the debate. However, some authors have started to point out that it might be time to let these discussions move backstage and to focus on alternative aspects of corporate governance such as the question of how a board of directors may and should exert influence on the corporation's strategy. Corporate governance is concerned with the resolution of collective action problems among dispersed investors and the reconciliation of conflicts of interest between various corporate claimholders. The objective of this article is to determine which role strategy committees play and have played within the corporate governance concept and to establish which tasks these committees routinely perform.

Keywords: Stategy Committee, Corporate Governance, Development, Board

TRANSFER PRICES: MECHANISMS, METHODS AND INTERNATIONAL APPROACHES

Pop Cosmina Madalina, Pop Valer, Balaciu Diana

Transfer prices are considered the prices paid for the goods or services in a cross-border transaction between affiliates companies, often significant reduced or increased in order to avoid the higher imposing rates from one jurisdiction. Presently, over 60% of cross-border transfers are represented by intra-group transfers. The paper presents the variety of methods and mechanisms used by the companies to transfer the funds from one tax jurisdiction to another in order to avoid over taxation.

Keywords: transfer pricing, intra-firm transaction, tax jurisdiction

ASPECTS REGARDING CORPORATE MANDATORY AND VOLUNTARY DISCLOSURE

Popa Adina, Peres Ion

The paper highlights theoretical aspects regarding corporate mandatory and voluntary disclosure. Since financial and business reporting are important information sources for different stakeholders, especially for publicly traded companies, the business reporting is increasingly oriented to the need of different users. In order to make rational investment decisions, users of

corporate annual and interim reports require an extensive range of information. The increasing needs of the users persuade different international bodies and researchers to investigate the improvements that can be done in business reporting. The results of those studies usually were different reporting models. Because voluntary dimension of corporate disclosure involve the manifestation of free choice of the firm and its managers, we have considered as necessary to achieve a theoretical analysis of the main costs and profits of the voluntary disclosure policy.

Keywords: corporate disclosure, financial reporting, mandatory and voluntary disclosure

THE ANALYSIS OF THE RESULT PER SHARE – MEASUREMENT INDICATOR FOR THE PERFORMANCES OF THE ENTERPRISE

Popa Dorina Nicoleta, Scorte Carmen Mihaela

The result per share is one of the indicators most often used in the financial analyses drawn up for the financial record of the enterprises, mainly the Anglo-Saxon ones, which can operate as a basis for comparison of the financial performance for the enterprises listed, which run their activity within the same sector and it can be a useful complementary indicator in following the prospective profits in the field. This indicator does not provide though the possibility to compare all the enterprises which compute it due to the difficulties in interpreting the differences noticed from one enterprise to another, differences which can result from the different number of shares issued by each of them and from the different categories of shares issued. The paper has in view the description and exemplification of the computing model of the Result per share indicator.

Keywords: indicators, result on action, performance

VAT AFFERENT TO INTRA-COMMUNITARIAN ACQUISITION, A NEW COMPONENT OF VAT SYSTEM FROM ROMANIA

Pravat Ionela-Cristina, Raileanu Adriana-Sofia

Our country's adhesion to European Union brought numerous new specific elements to Romanian fiscality and accountancy. Among these, one extremely important is represented by the appearance of new operations in the value added tax sphere, respective of intra-communitarian deliveries and acquisitions operations.

The present study will try to emphasize the most important aspects concerning fiscal and accounting treatments afferent to value added tax for intra-communitarian acquisition operations.

Keywords: intra-communitarian acquisition, registration with VAT purpose, intra-communitarian acquisition place, reversed taxing

LES ASPECTS COMPTABLES DES OPERATIONS DE RESTRUCTURATION PAR ACQUISITIONS ET FUSIONS

Rachisan Paula Ramona, Grosanu Adrian, Berinde Sorin Romulus

Le processus de restructuration est devenu une composante majeure du processus de globalisation par suite de la dimension définitoire des restructurations corporatistes de pays développés, mais il a été et reste un phénomène d'intérêt majeur pour les sociétés en transition aussi. La création des marchés de capital, l'évolution des investissements étrangers, les processus de privatisation sont les composantes définitoires des typologies de restructuration. Dans ce contexte, les sociétés commerciales ont joué un rôle clé dans l'ouverture de nouveaux horizons, dans la capacité de s'adapter aux fortes transformations qui ont eu lieu dans une société dynamique, tout en contribuant au développement de l'économie nationale et de la société en général. Dans l'économie moderne, consolidée, les coordonnées majeures de la dynamique des entités sont

instituéées par des normes juridiques adéquates, qui prévoient que les entités peuvent concurrencer entre elles et entrer dans différents rapports de coopération et association.

Keywords: restructuration, entité économique, fusions, acquisition, analyse comptable

ACCOUNTING INFORMATION - POWER INSTRUMENT FOR ADVANCED MANAGEMENT IN KNOWLEDGE BASED ORGANIZATIONS

Radneantu Nicoleta, Potecea Olga, Gabroveanu Emilia

In elaboration of paper we started from the idea of the necessity of knowing the reasons who determined the reconsideration of the importance of accounting information, in order to assure survival, performance and durability of businesses in the context of the new challenges launched by the world economy. Sustained development of the new companies, based on information, has determined the increase of the complexity degree of information. Continuous adjustments that influence companies impose the necessity of reassessment of accounting information as a management instrument, to determine the situation, to notice the opportunities and risks derived from company's overall policy, to observe strengths and weaknesses, to make adequate decisions in time and, more than that, to control obtained results. Finally, we concluded that the difficulty of reflection of operations generated by the phenomenon of the sustained development of organizations determined reconsideration of financial-accounting information systems and generated new terms such as: knowledge management, knowledge transfer, knowledge sharing and knowledge organizations.

Keywords: accounting information, knowledge management, knowledge transfer, knowledge sharing and knowledge organizations

POSITIVE THEORY OF ACCOUNTING CHOICE – USING ACCOUNTING CHOICE AS SIGNALING VARIABLE

Raileanu Adriana - Sofia, Pravat Ionela - Cristina

Besides the conflicts of interests, a new tendency of theoretical writings has recently emerged in the economic literature and then in the financial and accounting ones, regrouped under the English term “signaling”. The underlying hypotheses re-tackle the idea of information asymmetry which stipulates that the directors of enterprises hold more accurate information than that available to the market.

The “signaling” theory states that the market mechanisms are enticing enough to urge even the directors to publish the available information in order for the situation not to end in a non-optimal equilibrium. That is, if the investors do not have the capacity to distinguish between the competitive enterprises and the others, the former ones will be tempted to differentiate themselves by means of a “signaling” mechanism in order to obtain advantages.

Keywords: signal, performance, information, accounting policy

A COMPARTIVE STUDY ON ACCOUNTING HEREDITY: THE CASE OF EX SOVIET COUNTRIES VERSUS OTHER EASTERN EUROPEAN COUNTRIES

Ristea Mihai, Calu Daniela Artemisa, Olimid Lavinia, Guse Gina Raluca

This paper aims at investigating the existence of accounting heredity in some of Eastern European countries. Accounting heredity assumes that at the time the economic paradigm changes, a new accounting system emerges, enclosing both genes from the existing accounting system, as well as genes from a new accounting system used as an inspiration.

Data was gathered by sending questionnaires to academics in the respective countries. S-au primit răspunsuri din 5 țări. Studied countries fell into two categories: Ex Soviet countries (Republic of

Moldova & Ukraine), and other East European countries (Romania, Republic of Macedonia and the Czech Republic). It analyses the survival of communist accounting practices in the post-1990 accounting systems and identifies other external influences that shaped these accounting systems.

Keywords: Accounting Heredity, Accounting Change, Accounting Genes, Eastern European Countries, Accounting History

THE ANALYSIS OF THE DEFICIENCIES IN THE WARES FINANCIAL MANAGEMENT DISCHARGE

Roman Adrian

This analysis intends to draw the attention upon the accounting issues concerning the wares financial management discharge which, due to the easiness in treating it caused troubles in appropriately presenting the turnover in the profit and loss account, in the situation in which commercial reductions are treated as financial reductions or caused issues in the inventory accounting in case the accounting judgement is not finalized.

Keywords: commercial reduction, financial management discharge method, wares

STANDARDISATION AND PROFESSIONAL JUDGMENT IN THE ACCOUNTING PRACTICE

Rotila Aristita, Patrut Vasile

The paper approaches the socially regulated character of accounting practice through norms (standards) and judicial regulations, and the role of professional judgment within this context.

Keywords: accounting, standards, normalisation, convergence, accounting policies, judgment, practice

CONSIDERATIONS REGARDING THE FISCALITY OF THE EXPENDITURES WITH THE WORKS AND SERVICES EXECUTED BY THIRDS

Sandu Maria, Badita Rodica

In this article we have tried to discuss some considerations regarding the fiscality of the expenditures for the works and services executed by thirds. We present the schedule of those ones deductibility in the calculation of the taxable interest, and some regards considering this subject.

Keywords: accountancy, fiscality, deductible/not deductible expenditures, services.

LE TRAITEMENT COMPTABLE DES ELEMENTS INCORPORELS

Sgardea Florinel Marian

Cette étude se propose de synthétiser les éléments spécifiques des immobilisations incorporelles. A l'heure où l'IASC travaille sur un projet de norme sur les immobilisations incorporelles, un aperçu de la pratique dans divers pays d'Europe peut être intéressant à plusieurs titres. Il permet d'abord d'apprécier la diversité des approches, et leur liens éventuels avec les cultures nationales. Il pose bien évidemment le problème de l'harmonisation internationale des pratiques en matière d'incorporel. Enfin, cette comparaison permet d'illustrer la diversité des interprétations du terme "incorporel", et la richesse des spécificités nationales. Dans cette optique, après un rappel des normes comptables des pays européens les plus caractéristiques (Allemagne, France, Italie, Pays-Bas, Royaume-Uni), nous verrons où en est l'état de la pratique en ce qui concerne la comptabilisation et la reconnaissance des éléments incorporels.

Keywords: actifs incorporels, Goodwill, frais d'établissement, frais de R&D

PERFORMANCE ASSESSMENT OF RESPONSABILITY CENTERS BASED ON INTERNAL TRANSFER COSTS

Sgardea Florinel Marian

Internal transfer costs (ITC) are the costs, which assess the internal performance available between the “seller” responsibility centres and the “buyer” responsibility centres of a company. A profit centre can receive some deliveries from the centres of the same company. Furthermore, it can sell (transfer) part of its production to other centres of the company. At centres level profit (or cost) shall be determined following the assessment of the internal performances based on the internal transfer costs. Internal transfer costs do not change the overall result of the company. The term of transfer costs is used when internal transfers occur between two different juridical entities, and assessment of goods and service transfer results in fiscal effects (e.g. transfer of secret benefits from a country to another or results distribution per branches). This paper will not approach the fiscal issues of transfer costs. Upon choosing of internal transfer costs, a wide range of factors should be considered, as follows: nature of responsibility centres, supply sources, company’s strategy.

Keywords: internal transfer costs, John Dearden pattern, Robert Eccles pattern ,optimum program

ACCOUNTANCY VIEWPOINTS REFERRING TO COMPANIES’ PERFORMANCE

Socoliuc Marian, Tulvinschi Mihaela

The company’s performance reflects its capacity of generating future cash-flows, as well as the efficiency of its resources. The information on the performance and profitability is essential for estimating the potential variations of companies’ resources that are to be controlled in the future. The information on performance variation is also useful for anticipating the entity’s capacity to generate cash-flows using its existent resources, and for analyzing the efficiency of using new resources.

Keywords: the company’s performance, profit and loss account, financial statements, income, expenses

WESENTLICHE AUSWIRKUNGEN AUF DAS DEUTSCHE HANDELSRECHT DURCH DAS GEPLANTE BILANZRECHTSMODERNISIERUNGSGESETZ(BILMOG)-ANLEHGUNG AN INTERNATIONALE RECHNUNGSLEGUNGSSTANDARDS

Stahl Martin, Sahlian Daniela-nicoleta, Tutu Anca

Durch die geplante Umsetzung des sogenannten Bilanzrechtsmodernisierungsgesetzes (kurz: BilMoG) kommt die größte Reform auf die deutsche handelsrechtliche Rechnungslegung seit dem Bilanzrichtliniengesetz von 1985 zu. Der deutsche Gesetzgeber will das bewährte Handelsgesetzbuch (HGB) im Vergleich zu den internationalen IFRS noch attraktiver machen. Es soll die Aussagekraft des HGB-Abschlusses erhöht und die Aktualisierung des HGB für nicht kapitalmarktorientierte Unternehmen als Antwort auf die IFRS erfolgen.

Keywords: BilMoG(Bilanzrechtsmodernisierungsgesetzes),Handelsgesetzbuch(HGB),

EXIGENCIES AND RISKS CONCERNING THE MISSION OF FINANCIAL AUDIT

Staicu Constantin, Mehedintu-Ionescu Florea

The realization of a mission of financial audit in our country is realized with the respect of the International Standards of Audit, which confers the general frame adequate to such a step. The practical activity proved however that the actual realization of the mission involves detail elements which, at the extent at which they are considered, can contribute to the increase of the quality of the audit in its entirety. Having as premise the ones exposed, within the present work we debate aspects like the assumption of some increased responsibilities and exigencies in exerting the mission, the reduction of the risk regarding the incorrect information as well as the influence exerted by the particularities of the sector of activity of the entity audited that in our opinion have to be considered by the auditors during the entire duration of the mission assumed.

Keywords: accounting information, financial audit, exigencies, risks

TRIDIMENSIONAL APPROACHES OF THE INTERNAL AUDIT, PRIVATE, PUBLIC AND BANKING SYSTEM

Stefanescu Aurelia, Turlea Eugeniu, Duca Ioana, Dumitru Viorel

Entities, no matter what operating system they have, private, public, banking, have as a purpose the value adding. The internal audit has its contribution to the achievement of this goal. This research explains the tridimensional approach of the concept of internal audit and identifies the elements that emphasize, in a tridimensional way, the internal audit. The steps of the research take into consideration a synthesis of the materials published by the national and international accounting standards, by professional bodies, papers on this theme proposed for debate, as well as materials of the economic entities

Keywords: internal audit, internal public audit, banking internal audit, risk, plusvalue

FINANCIAL ACCOUNTING AND MANAGEMENT ACCOUNTING SUPPLIERS OF INFORMATION ABOUT COSTS IN COMPANY'S MANAGEMENT FROM ROMANIA

Suiu Ion

Now, according to the Romanian law, the companies stipulated in the law must organize and lead their own accountancy, financial accountancy according to the Accounting Law and the management accountancy adapted to the specific of the company.

The differences between the financial accountancy and management accountancy generate a double classification of the expenditures:

- in the financial accountancy according to the criterion of the economic-financial condition (exploitation, financial and extraordinary expenditures)
- in the management accountancy according to the criterion of expenditures destination (the expenditures of the main activity, the expenditures of the auxiliary activity, indirect production expenditures, general management expenditures and sale expenditures).

Keywords: Key words: Production costs, profit brute increase with partial costs, variable costs, fixed cost, cost of period, direct expenditures, indirect expenditures

BETWEEN THE EXTERNAL CONTROL AND THE INTERN CONTROL

Teiusan Sorin-Ciprian, Briciu Sorin

Eight years ago, in a specialty paper, the authors appreciated that “the trade societies censors can be considered a combination between the own control and the external one of the enterprise”. Starting from this statement, the authors of the present paper are asking a question, which can be formulated in a concise way like this: Which is in present the place, but more special the role of the censorial control in the frame of the Romanian economic units? Giving an answer implies the approach in the present paper of the aspects that regard the censors of the trade societies and the activities developed by those in the native patrimonial entities, based on the legislative regulations in this moment in our country.

Keywords: censorial control, external control, trade societies, financial audit

ACCOUNTANCY OPTIONS FOR TANGIBLE ASSETS

Tulvinschi Mihaela, Socoliuc Marian

The contemporaneous evolution of the accountancy is characterized through strong tendencies of international accountancy normalization and adapting. This signifies that in most countries the accountancy is supported by common rules and that it drafts synthesis documents whose models are identical for all economic entities. Through the subject approached, this article has in view as main goal presenting the main accountancy operations the companies have as regards acknowledging, assessing and reassessing the tangible assets. The accountancy options concerning the issues mentioned are analyzed with the help of means specific to the financial accountancy in the context of applying the International Accountancy Standards and the International Financial Reporting Standards. The practical examples within this paper will have as role emphasizing the fact that the companies can now choose the most favorable option among the accountancy options allowed by the international standards.

Keywords: long term assets, recognizing, assessing, amortization, standard, cost, value.

ROMANIAN PUBLIC SECTOR ENTITIES BETWEEN PERFORMANCE AND AUDIT OF PERFORMANCE

Turlea Eugeniu, Stefanescu Aurelia, Dumitru Viorel

Performance creation and measurment in the public sector entities has become a priority in the Romanian public sector. Limited resources, many and different requests for quality services compel the government to have a greater control upon the way of spending public money and providing economy, efficiency and effectiveness services. By this constructive research we define the performance concept, identify the ways of measuring and assessing the degree of performance achievement in the public sector from Romania.

Keywords: performance, economy, efficiency, effectiveness, audit of performance

CONTRIBUTION OF FINANCIAL-ACCOUNTING INFORMATION TO ESTABLISHMENT OF THE ECONOMIC DECISION MAKING

Țință Alice Emilia Alice Emilia

The financial statement of a company is affected by its economic resources, by the financial structure, cash, solvency and its ability to adjust to changes within the environment in which it operates. The accounting information on the economic resources, which the company controls and its ability to modify the resources, is useful in order to predict the capacity of the company to generate liquid assets and their equivalents in the future.

The accounting information regarding the financial structure is useful in order to predict the costs of the future loans and to predict the way the profit and the treasury flows will be split between interested parties inside the company. The information is useful to predict the company success in obtaining new financing.

Keywords: : users, decision, accounting information.

DER WERTHALTIGKEITSTEST

Ungureanu Camelia, Muresan Mariana

The Impairment test is one of the most important topics of the IFRS, that's why it is an obliging low value test for the assessment of the fixed assets. The execution of the tests requires in many cases a capitalized value of potential yield inquiry by a Discounted-cash-flow method.

An impairment test is carried out for a line of business (cash Generating Unit). Under certain requisites, a whole line of business is tested on a decrease in value, not only single objects.

US-GAAP and IFRS ask a periodical judgment of possible indicators of a lasting value impairment. It is the aim that the assets aren't shown in the balance more highly than her obtainable value.

Keywords: Werthaltigkeitstest, Cash Generating Units, Wertminderung, Wertaufholung

THE BUDGET OF THE EUROPEAN UNION

Vaduva Liliana Marinela

The growing deficit after the adhesion to the EU and its volatility represents a serious problem. Our country must have more ambitious budgetary objectives, in order to avoid the breaching of the rules of the Pact for stability and growth and to limit the growth of the external deficit and the inflationist pressures, that constitute a risk for the macroeconomic and financial stability.

According to the law of the budget for 2008, the budgetary deficit will represent 2.7% from the Gross Domestic Product. The level of the deficit is an economic condition foreseen in the Pact for stability and cannot exceed 3% from the Gross Domestic Product in the countries member of the European Union. At the same time the increase of the deficit is essential for the adhesion of Romania to the unique European currency

Keywords: budget, deficit, states member

THE BALANCED SCORECARD IN THE SOCIAL DOMAIN

Varzaru Anca

In the conditions, in which human resources are recognized as the main wealth of an organization, appears as a paradox the fact that all the implied disciplines in its activity are not ready to offer qualitative information in this domain. The accountancy, the finances and the management of which analysis and synthesis is generously when it's talked about material and financial resources, fix capital; they were in debt and never knew how to adapt to the new requirements generated by the social management. The apparition of the social scorecard to the management's initiative wishes to be a good start in the action of informational recovery connected by the human resources function and a signal towards the specialists of other disciplines, which have to involve in this kind of process. The present paper proposes an analysis of the social scorecard evolution and highlighting of the rules and principles which allow to each initiative in this sense to succeed.

Keywords: previsional system, pay politics, social development, social climate, instrument of measure

GREEN ACCOUNTING – A CHALLENGE FOR THE ACCOUNTANT SPECIALIST

Vasile Patrut, Cristina Ciuraru - Andrica, Mihaela Luca

Green or environmental accounting describes an effort to incorporate environmental benefits and costs into economic decision-making. Corporate environmental accounting is concerned with a business's environmental impact, national environmental accounting tries to accomplish the same at a national level.

Keywords: green accounting, sustainable development, environmental protection

THE MULTI-ANNUAL PLANNING, A CONNECTION BETWEEN THE STRATEGIC PLANNING AND THE OPERATIVE PLANNING

Victoria Firescu, Popescu Jenica

The operative success of a company results from the use of success potentials. If a company intends not only to react, but also to structure its evolution consciously, then the entire company has to be oriented to the success potentials. Thus the company plans strategically a vision of its superior objectives for the following years. In addition, the strategic planning includes the ways through which these objectives have to be attained.

Keywords: budget, operative, planning, strategic planning

QUALITY COSTS, AN IMPORTANT DIMENSION OF BUSINESS

Victoria Firescu

Nowadays, many company leaders erroneously perceive quality assurance as a rule imposed from outside and as an administrative act. Quality is regarded as a socially desirable objective, but its contributions to the profitability of the company are considered marginal. In order to cope with the strong competition present in a market companies are forced to continuously manufacture high-quality products at prices as low as possible to create the conditions necessary to obtain benefits. It is not sufficient just to manufacture high-quality products. The costs necessary to achieve these goals must be carefully monitored, so that the long-term effect of quality costs on the company should be the intended one.

Keywords: quality costs, evaluation, monitoring

THE PERFORMANCE AUDIT. THE EXPERIENCE OF OTHER SUPREME AUDIT INSTITUTIONS

Voiculescu Serban, Tataru Violeta

People using financial records, such as stockholders, bankers, creditors, governmental authorities and the public must be persuaded that the company's image, as presented, is not confusing. That is why the laws in force stipulate that the general manager has to obtain a second opinion, belonging to an expert outside the company, known as the financial auditor. The auditor does not depend on the company's management and does not represent a group of interests. The financial records are credible due to his expertise, education, integrity, practice of professional reasoning and, the most important of all, due to his independence. The auditor is responsible in front of the stockholders having designated him.

Keywords: external audit, international auditors, performance audit twinning

COST AND MANAGEMENT SYSTEMS BETWEEN COST CALCULATION AND PERFORMANCE MEASUREMENT

Volkan Ildiko Reka, Pete Stefan, Cardos Vasile Daniel

Nowadays companies are facing with intense competitive pressure. Market conditions are characterized by aggressive competition, more and more demanding customers who pose serious questions about competitive strategies and underline the importance of an efficient management information and cost system.

In order to with the current requirements, to improve internal and external communication, there is a demand for accurate, reliable and versatile information on financial, internal processes and costs. Therefore the quality of management decisions and performance measurement is tightly linked to the quality of management and cost calculation systems and performance measurement systems.

The purpose of this paper is to cover the available literature in this field and to demonstrate that new and complex cost systems and cost calculation methods represents major innovations within an organization and permits not only cost calculation and analysis but also performance measurement, strategy definition are oriented through competition and customers.

Keywords: costs system, cost calculation methods, performance measurement, strategy

THE IMPORTANCE OF THE INFORMATION FOR BANKING MANAGEMENT

Zărnescu Odi Mihaela

At that beginning of this millennium it is very difficult to determinate the considerable role of the information in the business process of the resources, being itself one of the most appreciated available resources for banks, so that the importance of information in the banking field is evident.

As long as the role of the fundament of economical-financial analyse, the base of each planning and strategically decision, the information must be manipulated, so that it can assure a financial and structured representation of the financial position and of a banking performances.

Keywords: patrimonial capacity, financial position, financial- accounting information, balance sheet.

SECTION: FINANCES, BANKS AND ACCOUNTANCY / SUBSECTION: FINANCES

FINANCIAL ANALYSIS OF COMPANIES ON THE CAPITAL MARKET

Achim Monica Violeta, Achim Sorin Adrian, Borlea Nicolae Sorin, Pintea Mirela

In the current context of economic globalization, financing through the capital market has become a modern alternative against financing through the monetary market, therefore investors shall be the main users of financial information.

Financial analysis has to be able to offer also to this category of users of financial information the adequate instruments to fundamental decision making of investing on the capital market through the so-called market ratios .

Market ratios are the most comprehensive means of measurement of a company as they reflect the corroborated influence of risk and profitability financial ratios.

This paper issue the main market ratios calculated by the investors on the market capital by help of two types of analysis methods (fundamental and technical methods).

Keywords: market ratio, investors, fundamental analysis, technical analysis, market capital.

THE INFLUENCE OF THE TAXATION POLICY ON THE ECONOMIC AGENTS ON THE EUROPEAN VIEW. THE DIRECT TAX - VALUE ADDED TAX

Antohi Valentin Marian

The fiscal system acts upon all the enterprises, so, the influence upon the economic - financial performances appears at all the levels of the economic agents. At first sight, the tax action upon economic - financial performances manifests in the same modality, regardless of the company which refers to. This standardisation of the way the tax policy acts upon the economic - financial performances of the companies starts from the idea that the law is the same for everybody. Really and truly , but not everybody understands the law in the same manner, not everybody can take advantage of some facilities (not always very easy to remark) offered by the law.

Keywords: the taxes, the value added tax ,fiscality, economic – financial levers

PENSIONS INSURANCE SYSTEM IN ROMANIA AND IN EUROPEAN UNION’S STATE MEMBERS

Antohi Valentin Marian

The actual socio-demographical and economical context of Romania - the ageing of the population, the reduction of the active population, macro economical problems and so; transforms social protection and pension system’s efficient administration into a fundamental challenge not only for the actual governments but for the future ones. This unfortunate context becomes an alarming situation for the countries in a transition period, like Romania - incapable of finishing a pension reform, lack of vision and coherent strategies in field-, and also for the developed countries which are confronting with a growth lack of balance between available resources and those necessary for pension insurance.

Keywords: pensions, reform, European, socio – demographical context.

FISCAL AND ACCOUNTING ASPECTS REGARDING THE RELIGIOUS UNITS IN ROMANIA

Antonescu Mihail, Buziernescu Radu

Taking into account the important role of the religious cults in the social life of a nation, the state, besides subsidizing from the state budget the activities unfolded as public use authorities, sustains the cult units by granting them certain fiscal facilities.

Thus, the religious cults acknowledged by law are exempted from paying the profit tax for revenues obtained from the production and capitalization of objects and products specific to cult units, but also for certain revenues obtained from unfolding economic activities. The capitalization of religious cult objects is also VAT exempted, as well as the payment of the tax on certain buildings and land in their patrimony.

For the unfolded economic activities, with some exceptions, the cult units are treated like the other economic operators.

Keywords: religious cults, fiscal facilities, fiscal obligations, accounting activity

CONSIDERATIONS REGARDING TO THE REGULATION OF BUILDING TAXATION COMPARATIVE STUDY ROMANIA- HUNGARY

Ardeleanu - Popa Carmen Teodora, Cirmaciu Diana

The local taxes and fees represent an important financing source of the local public needs. Indeed under the reform conditions of the local public administration, of the economical, social and cultural institutions, for the accomplishment of a real local; autonomy, a major objective is to assure sufficient financial resources, in proportion to the competences of the local and district councils.

Keywords: local taxation, building, taxable value, inventory value

MODELS OF COMPANY'S SOLVENCY ANALYSIS

Bătrâncea Maria, Popa Anamaria, Ardelean Victor, Moscviciov Andrei

In the paper the authors show the different models of analyzing the company's solvency, taking into account many ratios with different importance.

Keywords: general stability, financial solvency, reimbursing capacity

DECISIONS REGARDING THE FINANCIAL STRUCTURE OF THE COMPANY

Bătrâncea Ioan, Bătrâncea Larissa-Margareta, Moscviciov Andrei, Ardelean Victor

The paper presents the relevant aspect regarding the analysis of entity's decisions in the conditions of equilibrium. The authors show the importance of using the indicators in the context of elaborating financial decisions.

Keywords: financial policy, leverage effect, financial profitability

THE FINANCIAL STRUCTURE AND ITS ROLE IN THE FINANCING OF THE ENTITY

Bătrâncea Maria, Popa Anamaria, Ardelean Victor, Moscviciov Andrei

In the paper the authors show the importance of capital structure and the financial structure in the company financing taking into account the owner's capital and the borrowing capital.

Keywords: capital structure, debts, leverage

CASH - FLOW ANALYSIS MODEL

Bătrâncea Ioan, Moscviciov Andrei, Ardelean Victor, Borlea Sorin

In the paper the authors show a new method of computing and a system of indicators in order to analyze the cash-flow statement of a company.

Keywords: cash-flow, current assets, debts, current liabilities

BENEFITS OF BANCASSURANCE

Bește Corneliu, Ghilimeș Elena

Bancassurance, the provision of insurance services by bank, is an established and growing channel for insurance distribution. However, bancassurance is applied heterogeneously around the world. Regulatory considerations, as well as cultural and socio-demographic factors, could explain some of this variation. Despite this heterogeneity, overall bancassurance penetration has increased in recent years, particularly in emerging markets.

Keywords: distribution agreements, joint ventures, integrated operations

THE INTERNET AND THE CREDIT INSURANCE

Bește Corneliu

Credit insurance provides companies with coverage for outstanding commercial receivables, protecting against risk of buyer default or insolvency. In addition to managing credit risk, credit insurance supports financing needs: by reducing the risk of non-payment of trade receivables, a firm can borrow at lower interest rates.

Keywords: e-marketplace, e-business, internet

FINANCING LOCAL INFRASTRUCTURE INVESTMENTS IN ROMANIA AND OTHER NEW EU MEMBER STATES

Bilan Irina, Rusu Elena

In the context of European Union integration, the effort of European Union countries is oriented on reaching the same occidental standards in local public administration. Therefore, the reforms of local public administration are concentrating on local public investments, and especially on infrastructure projects and the sources of financing them. This paper presents these sources of financing local public investments in Romania and other new EU countries from Central and Eastern Europe.

Keywords: European Union, local infrastructure investments, budgetary revenues, EU grants, private financing

LABOR MARKET DEVELOPMENTS IN THE EU

Boglea Vanina - Adoriana

Labor market performances in the region have further improved with unemployment rates reaching historically low levels and employment rates increasing. Real wage growth is slowing in most countries in the region, but remains strong especially in Latvia and Romania. Despite the wage moderation, unit labor costs continue to rise in much of the region.

Keywords: labor market, unemployment rates, real wage growth, regional differences, educational systems.

ROAD INFRASTRUCTURE AND ITS ISSUES

Botezat Anca Ramona, Scheider Emilia Suzana

The European Union development is an irreversible and complex process which enforces the deep reorganizations, reforms, especially for the countries which want to be integrated, and for the countries that are member big expenses, but it will assure the growth of the economic and human potential of E.U. Transport is particularly important for developing links between Romania and the E.U., but the road network is one of the least developed in Europe. Two thirds of the total surface of the road infrastructure from Romania must be rehabilitated. Beside the absence of grounds, the authorities don't dispose of experts who are able to develop viable projects which to attract European financing. The access to the structural funds is not an easy one, because is a bureaucratic organization, and in combination with our bureaucracy has a negative result for our country.

Keywords: road infrastructure, rehabilitation, European funds, projects

QUELLES SONT LES DEFIES DE LA PRESSION FISCALE EN ROUMANIE? APPROCHE QUANTITATIVE DANS LA PERSPECTIVE DE LA MODELISATION ECONOMETRIQUE DES VARIABLES FONDAMENTALES DU SYSTEME FISCALE

Brezeanu Petre, Triandafil Cristina Maria

L'adoption du traité de Maastricht a déterminé une préoccupation aiguë pour la cible de déficit budgétaire de 3%. Les finances publiques des états membres se sont concentrées sur l'élaboration des politiques destinées à assurer un contrôle ferme du déficit budgétaire. La littérature de spécialité inclut de nombreuses discussions contradictoires concernant les deux composants des finances publiques – budgétaire et fiscale- capables d'assurer une gestion performante du solde budgétaire. Le dilemme de la concentration soit sur l'instrument budgétaire, soit sur l'instrument fiscal pour toucher à la cible de déficit budgétaire a déterminé l'adoption des mesures qui ont visé soit la diminution des charges publiques (France ou Allemagne), soit la croissance des revenus fiscaux (le cas des pays émergents est européen).

Ce papier se propose de mettre en évidence quelles sont les variables déterminantes de la pression fiscale en Roumanie, tout en se concentrant sur les deux catégories de politiques. Le défi c'est de relever de la direction de détermination des deux variables –charges et revenus publiques.

Keywords: pression fiscale, politique fiscale, politique budgétaire

CHANGES IN FISCAL REGULATIONS REGARDING THE DIRECT TAXES, APPLICABLE IN 2008

Brote Ioana

The paper aims to highlight the major changes in fiscal regulations regarding the direct taxes, applicable in 2008. We treat the main direct taxes separately:

The dividend tax regulations, regarding the application, the taxation quota, the anticipated dividend payments.

The tax on income from investments (legal aspects, taxable income from interests vs. gains from transfer of securities, reporting obligations).

The profit tax (advance payments, contracts for provision of services, taxable base of fixed assets, elimination of the declaration of payments for non-residents).

Keywords: fiscal regulations, direct taxes, dividends, tax on income from investments, profit tax

ANALYSIS MODEL OF COMPANY TREASURY IN THE EUROPEAN THEORY AND PRACTICE

Bucataru Dumitru

The paper approaches the financial analysis starting from the tenet that the treasury analysis represents the pivot of financial analysis, suggesting in this way the multiple aspects of this analysis for the corporate assessment.

In this regard, some cash-flow approaches are presented which can signify different analysis models of corporate cash-flows. The author presents some models reflected in the French financial theory.

Keywords: corporate treasury, cash-flow; French theory

THE EFFICIENCY OF CAPITAL INVESTMENTS INSIDE COMPANIES

Burja Camelia

Justifying the decisions regarding the investment projects that are going to be implemented by companies is based on a series of efficiency criteria which reflect the most important aspects of the investment process tied to the obtained results in accordance with the expenses. Considering the opportunity cost of the invested capital and the time's influence on value, making the investment decision is not an easy task. The paper presents aspects regarding two important criteria used in substantiating the economic efficiency of the capital investments: the net adjusted present value and the internal rate of return

Keywords: economic efficiency, capital investments, net adjusted present value, the internal rate of return, substantiating decisions

ORIGINES ET IMPACT DE LA CRISE DES SUBPRIMES

Butaci Casian, Bodea Marius

The subprime mortgage crisis was made possible by the macroeconomical evolutions of the last years. An increase of the global liquidity, massively invested in the United States, caused a drop of the interest rates and the orienteering of the savings towards riskier investments (real estate) in search of a better return. The “subprimes” were encouraged to assume mortgages by the long-term trend of rising housing prices, hoping to be able to refinance at more favorable terms later. When the housing bubble burst, refinancing became more difficult and banks begun recording high default rates. The banks have used securitization to pass the risk to third-party investors and thus the crisis was transferred to the financial markets and to the global economy, notably Europe.

Keywords: subprime, securitization, mortgage

ANALYSE OF THE LIQUIDITY TIDE (CASH-FLOW), A MODERN FINANCIAL CONCEPT

Căruntu Genu Alexandru

For any manager, cash-flow must to represent a permanently science in order to adopt a financial strategy which can maintain the firm in dealings. If the balance sheet illustrates the company's wealth, the profit and loss inventory account illustrates it's the efficiency, the treasury flows demonstrate the modifications in financial situation of the firm.

Inside and outside enterprise's medium are formed a lot of tides, but the ones expressed in currency form detain an important role and place, due the fact that is related to capital forming, increasing, and paying. An economic society could be lucrative, could achieve profit, but could not be solvent, due the liquidity's lack, thanks to differences between incomes and payments made inside the frame of financial cycle.

Keywords: firm's strategy, absorb of liquidity, cashing, payments

METHODS TO DETERMINE THE ENTERPRISE'S RESULT MEASURE/SIZE

Căruntu Genu Alexandru

The enterprise's performances measurement is related first by profit measure. From practice activity point of view, the most important calculation pattern is the accounting/book-keeping pattern, due the fact that it has an official compulsory character. On these bases, profit has become known under the name of benefit and it is determined as difference between the incomes and expenses produced by commercial activity of one economic agent.

Keywords: self-finance, cost, efficiency, amortization

ANALYZING THE RELATIONSHIP BETWEEN PUBLIC AND EXTERNAL DEBT SUSTAINABILITY: CASE STUDY ROMANIA

Campeanu Emilia Mioara, Miricescu Emilian

The external vulnerability became an important issue as a result of recent financial crises. The debates focused on the external and public debt sustainability in order to identify the relationship between these two variables in order to investigate the degree of vulnerability of a country from the point of view of its international financial position and internal stability. So, the recent increase of external debt in Romania conduct to the necessity to analyze the debt sustainability for the external position and for the domestic debt. The aim of this paper is to investigate the relationship between public and external debt sustainability in Romania. Using monthly data from 1992 to 2007 we find evidence for weak form of Romanian debt sustainability.

Keywords: public debt, external debt, sustainability

INVESTIGATING THE GAP OF PUBLIC DEBT SUSTAINABILITY IN EMU MEMBER STATES

Campeanu Emilia Mioara, Miricescu Emilian

The issues of assuring public debt sustainability and the impact of tax and budgetary policies on it were the subject of numerous studies both at national and international level, with complex approaches in the specific literature. Debt sustainability is al so important because of the need to ensure long term sustainability of public finances in the context of risk factors represented by rising longevity, falling fertility rates and the retirement of the baby boom generation (European Commission, 2006). In this context we find important to investigate the sustainable gap of public debt over 1990-2005 and the public indebtedness path over 2050 in EMU member states.

Keywords: public debt, fiscal balance, primary balance, sustainability

IS TAXATION A DETERMINANT OF CAPITAL STRUCTURE? AN ANALYSIS OF THE IMPACT OF INTEREST SYSTEMS ON TAX LAWS

Catarama Delia Florina, Dragota Mihaela

This paper is an analysis of how the companies in building and constructions use tax liabilities in order to finance their assets. We start from the assumption that tax liabilities are an important source of financing their assets and, thus, the introduction of the new mechanism of “reverse charge” in the field of value added tax generated difficulties in their financing, difficulties that forced the companies to change their capital structure. Then we investigate whether or not they constituted in an interest system that determined the change of the law back to its initial state

Keywords: taxation, interest systems, capital structure, corporate governance

THE STATE OF FAILURE AND ESTABLISHING THE FINANCIAL DECISION IN CASE OF BANKRUPTCY

Cibotariu Irina, Chirita Irina

The bankruptcy represents an absolutely normal market phenomenon, in our country it didn't reached yet to be part of “game's rule”; any investor wishes to know not only the manner of entering within a business, but also of going out of it, the business being carried out with a society which is at bankruptcy. The number of bankruptcy is an essential indicator on evaluating the functionality level of an economy. “The economists show that it is normally within a market economy with percent of 2-6% for all companies to suffer bankruptcy within a year”.

Keywords: financial decision, judicial reorganization, the insolvency, the bankruptcy, the creditors

THE HEALTH SECTOR IN EASTERN EUROPE AND PROPOSALS FOR REFORM

Ciumas Cristina, Vaidean Viorela Ligia

This article describes the current state of the health sector in Eastern European countries. We have focused on similarities, although the health sectors, just as the political and economic systems, differ in many aspects not highlighted here. The first part of the paper presents considerations regarding the current state of the health sector, its financing, delivery, doctors' incomes and the widespread phenomenon of under-the-table payments. Furthermore, we have presented some guiding principles for reform in this sector, mainly focusing on the health system reform in our country.

Keywords: health expenditure, health system financing, health system reform

THE EVOLUTION OF INSURANCE MARKET IN 2006

Clipici Emilia

Insurance and reinsurance act is a catalyst for economic growth. A dynamic insurance sector is at the heart of a strong economy. Which explains why the regulatory gaze is increasingly focused on our industry. Worldwide insurance premiums amounted to USD 3 723bn in 2006. This was split into USD 2 209bn in life and USD 1 514bn in non-life insurance. Total premium volume grew by 5%, in real terms,¹ with life premiums increasing by 7.7% and non-life premiums by 1.5%. Profitability improved in both life and non-life insurance in 2006 compared to 2005. The macroeconomic environment during 2006 was characterised by solid economic growth and, in most geographical areas, moderate inflation, rising but still low interest rates and booming stock markets.

Keywords: insurance, life insurance, Non-life insurance

FROM CATASTROPHE RISK TO CAPITAL MARKETS. CONSIDERING THE CAT BONDS AS A SOLUTION FOR MANAGING FLOOD RISK IN ROMANIA

Constantin Laura Gabriela, Cernat-Gruici Bogdan

There is multitude of factors that must be taken into consideration when trying to determine social and economic development. In recent years, one of these factors that had a growing impact was represented by natural catastrophes. Lately floods increased in intensity, frequency and were responsible for more losses than any other natural phenomena in Romania. At international level, managing the risk of floods became a top priority for insurance companies and governments alike. There are however a series of factors which make catastrophe risk unsuitable to be covered by

traditional insurance. Within this article, we try to address a more suitable approach on the matter represented by catastrophe bonds.

Keywords: catastrophe bonds, floods risk, securitization, financial innovation, ART

THE ECONOMIC AND FINANCIAL ELEMENTS USED IN ASSESSING THE COMPANY ACTIVITY

Cucosel Constantin

The financial administration can be defined as an assembly of decisions and activities for regulating and adjusting financial flows and funds, at administrating the financial resources of the enterprise. The financial administration has as its aim the regular providing of the company with funds necessary to equipment and current exploitation, but also to control the good use of funds and profitability of the targeted operations. The financial administration has multiple aims subordinated to survival, to obtaining profit and economic growth of the company

Keywords: the economic elements, the financial elements, the financial resources, the enterprise

A COMPARATIVE STUDY ON THE INCOME TAX FOR PHYSICAL PERSONS AND LEGAL ENTITIES

Cucosel Constantin

As per the Fiscal Code, the incomes obtained from independent activities are included in the category of incomes that are subject to the income tax. They include: trading income, income obtained from freelance activities, and income resulting from intellectual property rights, obtained individually and/or in some sort of association, including from related activities.

Keywords: the income tax, the corporate tax, the income tax for physical persons, the income tax for micro-companies.

THE PREREQUISITES OF PUBLIC SECTOR PERFORMANCE: GOVERNANCE AND EFFECTIVENESS

Donath Liliana, Milos Marius

In modern economies, the public authority entrusted to manage the public affairs of the community is the state. In fulfilling their objectives the public decision makers assume a number of tasks according to the doctrines embraced by the government. The government results as an outcome of the election process and thus, faithful to its own doctrine is more or less invasive in the economy provides more or less protection and public goods therefore increasing or decreasing its spending according to its needs. The final outcome pursued by the state is the welfare of its citizens. Eventually, the way this goal is achieved as well as the perception the society has regarding the way the state performs is a matter of choice the state makes in order to fulfill its tasks. Traditionally, the main roles assumed by the state are: the distributive role, the regulation role, the stabilising and the assurance role.

Keywords: public sector, governance, public spending, performance

THE FINANCING OF THE FIRM BY BONDS

Berceanu Dorel

Through this present paper there are presented a few aspects concerning one of the instruments of medium and long term debt which can be used by companies, and that is the bonds credit.

So that, after a short presentation of the framework in which this debt method can be used, there are presented the conditions that have to be fulfilled so that a company could have access on the

bonds market. Then there is briefly presented a parallel between the mechanism of forming the capital through the issue of stocks and bonds. A large space is occupied by the parameters of the issue of bonds. Also, there are widely presented the elements included in the prospect of emission. After a short presentation of the conditions which have to be fulfilled in order to have access to a certain category of listing and emphasizing the six emissions of bonds quoted on the Bucharest Stock Exchange, in march 2008, finally, there are presented the advantages and disadvantages of appealing of this method of debt.

Keywords: bonds, firm, credit, share, capital market

ARE ABLE THE MEMBER STATES TO PROMOTE THE EUROPEAN FISCAL CO-ORDINATION WITHIN THE EUROPEAN UNION? THE BACKGROUND OF THE TAX STRUCTURES

Dracea Raluca, Domnisoru Sorin, Cristea Mirela

In planning of this paper we have started from the question whether those 27 states belonging to the European Union are able to promote, due to their fiscal systems, the fiscal co-ordination within the European Union or to accept the fiscal systems, consequently. In this way, the paper provides a breakdown of taxes according to different classifications: by types of taxes (direct taxes, indirect taxes, social contributions) and by levels of government. The breakdown of tax revenue data computed in percentage of GDP provides indicators of the tax burden and of the structure of taxation in the different Member States, as well as developments over time. As the interpretation of the tax-to-GDP ratio as an indicator for the tax burden requires additional information, an economic classification of taxes has been developed and implicit tax rates have been computed for the economic categories identified.

Keywords: tax systems, new member states, old member states, differences in tax system

IMF AND INTERNATIONAL FINANCIAL ARCHITECTURE REFORM PROPOSALS

Duca Ioana, Gherghina Rodica

During the past few decades, the radical changes that have occurred in the global economy – uncontrolled inflation rhythms, the growth in interest rates, the increase in foreign debts and in budget and current account deficits, financial crises – have led to the accumulation of a set of issues whose solution generates heated debates at international level and tensions among the global actors. Therefore, it is necessary to make a concerted effort at world level to rethink the International Financial Architecture, especially that of the International Monetary Fund (IMF), by adopting adequate legislative and institutional regulations.

Keywords: International Financial Architecture, gradual reform, radical reform, the International Monetary Fund

STRUCTURAL ADJUSTMENT ON THE ROMANIAN STOCK MARKET PURSUING EUROPEAN INTEGRATION

Duhnea Cristina

The paper reviews the stages of the Romanian stock market's establishment and development, and later of structural change in pursuit of a level harmonization with European legislation and institutions that would allow its integration into a mature market. While not perfect, the structural adjustments were successfully finalized when Romania entered the EU, providing compatibility between the Romanian and European institutions.

Keywords: financial integration, capital market, structural adjustment, regulation, institutions

THE STRENGTHENING OF ROMANIAN LOCAL FINANCIAL AUTONOMY'S LEVEL IN THE EU CONTEXT

Rusu Elena

The Romanian local public finance should be continuously improved by the time it will correspond totally to the requirements of European Union, taking into consideration that the consolidation of public finance at the level of territorial public administration depends on the measure of decentralization and of the strengthening financial autonomy's level. At the same time, local government must be in accord with European Union legislation as Maastricht Treaty and European Charter of Local Self-Government

This study is primarily intended to provide the stage of Romanian financial autonomy in the context of European Union with the help of its relevant indicators and the establishments of legislation limits.

Keywords: Romanian integration, European Union, local public finances, local financial autonomy, local budget, own revenues, expenditures, competences

"THE CLUSTER", THE WAY OF INCREASING THE COMPETITIVITY AND FINANCIAL CAPACITY OF THE ROMANIAN COMPANIES

Chirila Emil

The certification for the professional qualification of the construction companies represents an official recognition of their competency based on a scientific criteria and assurance of their specialization in different fields of activities.

Creating a certification system would put at the disposal of the investors an official list of the companies for which is operating the presumption of being capable for realizing good quality works. The presentation of a certification is being compulsory in order to participate in biddings for public works.

Adoption of an adequate legal framework in the field of professional certification combined with formation of clusters will allow enhancing of the technical and financial competitiveness of the Romanian companies.

Keywords: clusters- free association of juridical and financial independent companies, which through conventions are establishing the conditions for participating in common at the actions of adjudicating public works.

THE ROLE OF INVESTMENTS IN THE METROPOLITAN DEVELOPMENT OF PITESTI MUNICIPALITY

Ene Sebastian, Ioneci Mihaela

The metropolitan development represents a present issue in Romanian local communities. Romania's 1st January 2007 integration imposes a new model of economic and social development at the level of the local community. Sustainable development gets new connotations, the role of investments and community policies become the main pillars in achieving local strategic objectives.

Pitesti, a city that intends to launch a new type of development, initiated a series of activities and investments meant to contribute decisively to the accomplishment of all its goals.

Keywords: : social development, sustainable development, investments, development, minimax principle.

INDICATORS OF ROMANIAN MUTUAL FUNDS PERFORMANCE

Filip Angela Maria, Beju Daniela Georgeta

The Romanian capital market seems to continue a positive process of convergence to other European markets in terms of market indicators and market infrastructure as it benefits from harmonized regulation to best standards and practices, which stimulate growth. Mutual funds represent a very strong investment vehicle by offering investors access to the stock-exchange growth and the monetary market with less effort, money and risks than the direct investment. These investment vehicles raise a great number of questions, most of them related to their performance evaluation. The main question is whether actively managed mutual funds managers are able to add value for their investors. We will analyse in this paper Romanian mutual funds performance indicators and their evolution during the last years. Romanian mutual funds industry is poorly developed, mutual funds assets detaining an insignificant percent in the GDP

Keywords: active management, mutual fund, performance evaluation, performance indicators

THE PROBLEMATIC OF REAL VALUE ESTABLISHMENT FOR PROPERTY INSURANCE

Gavriletea Marius, Baiescu Alin

The practice of insurance is permanently confronting with a delicate problem related to the real value of property insurance. In this paper we will analyze the correlations between real value, insured sum and market value for motors' insurance, homeowners' insurance and insurance for stock of goods. The sum insured may generate an adequate value for the insured object, or a subinsurance, and this fact will be put into evidence through compensation principles. Also, we will present practical and technical situations in order to maintain the insured sum at the real value level, and this automatically will generate a full compensation of any loss.

Keywords: Insurance, Real Value, Sum Insured, Compensation Principles

BUCHAREST STOCK EXCHANGE – “EVOLUTION AND PERSPECTIVE

Grecu Eugenia

Abstract: Bucharest Stock Exchange (BSE) registers important achievements regarding the organization and regularization, but also a disatisfactory level of the activity indicators (stock indicators, transactioning volume, number and structure of the issuers).

Keywords: capital, market, stocks, development, perspectives

THE INTEREST FOR THE MUNICIPAL BONDS

Grecu Eugenia

Abstract: The emissions of municipal bonds are a pretty recent apparition in the evolution of the Romanian capital market. The reduced level of the local administrations available funds and the impossibility to increase the local taxes so as to get higher incomes cashed by the local budgets, impose the finding of some alternative financing sources to sustain the local investment programs.

Keywords: bonds, investments, advantage, lower risk

FISCAL EQUALISATION SYSTEM IN ROMANIA

Grigore Gheorghe

After 1990s, the countries in transition have been in a process of finding their own path for public sector democratization and construction of a sound public finance management system. This paper aims to provide an overview of the system of fiscal equalization transfers in Romania starting from the first major step of decentralization taken after the fall of the communist period and the subsequent modifications for adapting to the new environmental conditions imposed

especially by the European Union perspective. Therefore, in the first section of the paper I will provide a conceptual framework addressing fiscal equalization, in the second part I will approach the intergovernmental transfers and the design of the equalization transfer process while in the third section, I will present an overview of the system and its evolution in the post-communist period and the last section will provide the concluding remarks on fiscal equalization.

Keywords: decentralisation, fiscal equalization, intergovernmental transfers

LOCAL BUDGETS' OWN REVENUES IN ROMANIA

Gyorgy Attila

Local own revenues represents a very important financial issue for every local community because their dimension assure the prosperity of the municipality. The decentralization process determined a rise of own revenue number, giving the possibility to local authorities to finance more objectives in their community.

The main local own revenues are presented and analyzed in this paper, emphasizing their role in the local budgetary process. The three categories in which local own revenues were divided are: local taxes and fees, rates from income tax and other local own revenues.

Keywords: own revenues, local budgets, taxes, fees

THE IMPACT OF STATE AID ON PUBLIC DEFICIT

Gyorgy Attila, Gyorgy Adina Cristina

The present paper comprises relevant aspects regarding the state aid and budgetary policy. The aim of the study is to examine to what extent state aid measures that distort competition can affect the budgetary deficit. In order to highlight the relation between the two indicators, we will focus on the following elements that will be developed separately:

1. State aid: concept, types of measures, policy developments;
2. General consolidated budgetary deficit;
3. Correlation between state aid and budgetary deficit in Romania and European Union.

Keywords: state aid, public deficit, public budgets

ON DETERMINING THE FINANCIAL STRUCTURE OF A TRADING COMPANY BASED ON ITS YEARLY FINANCIAL STATEMENTS

Hada Teodor

The present article addresses the following concepts: financial structure, financing structure, capital structure and the connection between all the three. Methodological aspects are addressed regarding advance expenditure, advance incomes, provisions included in the accounts balance as capital resources, long-term and short-term debts.

Based on a case study, a number of twenty-eight ratios are determined which will support the evaluation of the enterprise structure.

Keywords: Structure, ratio, provisions, equities, permanent capitals, assets, liabilities

FINANCIAL ANALYSIS OF POLLUTION PREVENTION ACTIVITY

Horhota Luminita

The concept of pollution prevention, or “P2,” is emblematic of a new, proactive environmental mindset that promises more sustainable industrial management. By targeting the causes, rather than the consequences, of polluting activity, P2 seeks to eliminate pollutants at their source and thereby avoid the need to treat or dispose of those pollutants later. The P2 concept has given rise

to talk of win-win opportunities in which innovation and new ways of thinking will lead to waste reduction and, at the same time, make firms money by reducing costs or stimulating new products. Unfortunately, the vision of pollution prevention as a set of win-win opportunities is somewhat at odds with actual corporate experience. While anecdotal evidence from a number of studies suggests that such opportunities exist and that many firms have pursued them, proponents say the pace of P2 is too slow and that the private sector is somehow failing to see opportunities in front of it.

Keywords: pollution prevention, reducing costs, profit, ecoprofit

A CLUSTER ANALYSIS OF FINANCIAL PERFORMANCE IN CENTRAL AND EASTERN EUROPE

Horobet Alexandra, Joldes Cosmin, Dumitrescu Dan Gabriel

The paper studies the pattern of financial performance for listed companies originating from different industries - financial intermediation, beverage and food industry, energy, pharmaceuticals and chemicals - in four Central and Eastern European countries - Czech Republic, Hungary, Poland and Romania over a four year period (2003-2006). The financial performance is addressed by taking into account companies' return on assets (ROA) and return on equity (ROE). The research methodology consists of hierarchical and k-means clustering amalgamation techniques, in order to distinguish between naturally occurring similar groups that are statistically significant in terms of industry and/or national influences. Our analysis encompasses a dynamic approach, as it refers to changes in clusters' structure in time and searches for possible explanations of corporate financial performance in this region.

Keywords: financial performance, cluster, profitability, Central and Eastern Europe

TENDENCIES OF DIRECT TAXING OF EUROPEAN UNION CORPORATION

Ispas Roxana

The hypothesis of fiscal competition that generates an alignment “lower” than the imposed level only partially verified empirically, that is for nominal rates, and almost none for effective rates. Also, the impact upon the budgetary incomes can't be made visible. That being said, there are opinions considering that the stout of budgetary money from the companies tax income can't continue on undetermined term. That is because the “space” left for continuous reduction of the imposing rates is still vast while the continuing extending reserves of the legal imposing base have almost exhausted and the companies' rewards can't improve for ever.

Keywords: taxing, taxing rates, imposing bases, budgetary incomes, corporation, European Union

FOREIGN DIRECT INVESTMENTS AND THE KNOWLEDGE SOCIETY IN THE CEE COUNTRIES

Ivan Mihail Vincentiu, Iacovoiu Viorela

The foreign direct investments play an active role in transforming the Central and East European economies aiming at the construction of the knowledge-based society, by the development of some research-development activities with innovating character.

Generally, it has been noticed a more powerful impact either in the countries that have received massive foreign direct investments, namely the Czech Republic, Hungary and Estonia, or in countries in which the quality of the attracted foreign capital has completed, at a certain moment, their quantity (as for example Slovenia).

In this paper we are going to approach the relation between foreign direct investment (FDI) inflows and knowledge society building in an explicit manner, analysing the empirical data for the Central and Eastern European (CEE) countries, new members of European Union.

Keywords: foreign direct investments, knowledge-based society, innovation activities, research, development

SMALL AND MEDIUM BUSINESSES FACING FISCAL COMPETITION

Lazar Paula, Vuta Mariana, Filipescu Maria Oana

Globalisation is not a new phenomenon but it had opened up the national economies and created the global market, where capital and labour can move freely. Combined with the fiscal competition phenomenon it influences the evolution of the national and international businesses environment. The authors are trying to underline, in this paper, the connections between globalisation, fiscal competition and the small and medium businesses sector because these businesses are the most affected businesses by the fiscal policies decisions, that are subject to the globalisation phenomenon and the fight against the negative effects of the fiscal competition phenomenon.

Keywords: globalisation, fiscal competition, small and medium businesses sector, economic growth, tax heaven

VEHICLES TAXATION IN ROMANIA: A COMPARATIVE APPROACH

Lazar Sebastian

The taxes on vehicles are a very controversial issue nowadays, especially in Romania. The actual registration tax was much contested and, as a result, new projects were proposed by government authorities. The present paper makes a comparative analysis of the three versions, trying to see if the new versions are within the European Union requirements and to make some recommendations in order to improve the actual assessment of the tax.

Keywords: vehicles taxation, comparative analyses, progressivity of taxation, solutions for improvement

FINANCING, INNOVATION AND KNOWLEDGE MANAGEMENT DEFINING ELEMENTS FOR BUSINESS INCUBATORS

Lupasc Ioana, Nicolai Maria

Having in view the importance of creativity, innovation, financing and knowledge management in the entrepreneurial activities, this paper is focused on underlining some aspects regarding the structure of the creative and innovative approach and the business incubators which are the best background to activate creativity and innovation. Because many business incubators stopped their activity, we try to find solutions for them.

We present knowledge management as a new type of management for incubators, innovation indicators and the modern innovative structures which are the optimum background to apply knowledge-based strategies.

Keywords: Innovation, SME (small and medium enterprises), Business incubators, Knowledge management, Financing, Indicators

STRUCTURAL MUTATIONS INTERVENED IN THE SOCIAL INSURANCE SYSTEMS

Major Dan-Eugen

Social insurance doesn't stand much chance of survival to the wave of globalization. Principles, such as inter- and intragenerational solidarity or the redistribution of the national wealth are gradually replaced by completely different or even opposite ones, such as individualism and capitalism, which are closer to the mercantile spirit of the globalization movement. The principle of solidarity is dangerous to the promoters of globalization because it creates a sense of unity and empathy between people and this diminishes the effect of the “divide et impera” policy which needs to be applied even on the individual level. Actually we are witnessing a process of atomization of the society by the autization of the individuals. We can say that one of the tendencies of today's world manifesting itself in a striking manner in the social domain is represented by the convergence of social systems towards the North-Western social model which, in the absence of a credible alternative, expands rapidly to a planetary level.

Keywords: social insurance, globalization, pensions

THE MAIN COORDINATES OF THE FISCAL AND BUDGETARY ROMANIAN POLICIES: PRESENT CHALLENGES

Marcu Nicu

The fiscal and budgetary construction developed at national level is focused on the maintenance of the macroeconomic stability process in order to achieve the nominal and real convergence criteria concerning the membership of the Romanian economy to the European Union integrated monetary space. The orientation of the fiscal and budgetary national policies is subdue to some major constraints regarding their capacity of ensuring the external sustenance, of developing the non-inflation process, of forming and consolidating the financing resources necessary to the accomplishment of the post-adhesion engagements assumed by Romania as a member state of the European Union.

Keywords: fiscal policy, fiscal administration, budgetary policy, nominal and real convergence

PRESENT DIRECTIONS IN FINANCING PUBLIC EXPENSES.CASE STUDY PITESTI MUNICIPALITY

Marcu Niculina, Burtescu Claudia

The public local incomes and expenses have suffered important changes both as a consequence of the reform of public finances, in general, and of local finances, in particular, and due to the decentralization, who has added a whole series of expenses to the local budgets.

Out of the incomes of the local budget we provide the financing of expenses for the public services in the competence of the local public administration authorities. In fact, the public expenses from the local budget consist in buying goods and services necessary to the functioning of public services and institutions, by the local authorities, a series of services provided to the community.

Keywords: strategy, public finance, local finances, management

EXPECTED DEFAULT FREQUENCIES FOR THE COMPANIES LISTED AT THE BUCHAREST STOCK EXCHANGE

Miclaus Paul-Gabriel, Bobirca Ana, Lupu Radu, Ungureanu Stefan

This paper uses the structural models methodology to estimate the credit risk for the Romanian companies that are listed at the Bucharest Stock Exchange. Under the new Basel Capital Accord that is also spreading to the capital markets, financial institutions are allowed to report using internal ratings. We present a methodology for computing the probabilities of default on the Romanian capital, which constitutes the first part of the development of a rating system based on market values.

Keywords: Expected Default Frequencies, Structured Credit Risk Model, Romanian Capital Market, Credit Rating

CANTITATIV DETERMINATIONS OF THE STOCK CAPITAL EVALUATION

Micu Angela-Eliza, Coita Mirela

Since this capital gains tax liability is associated with the appraised value of the corporate assets, it is typically called the built-in gains (or BIG) tax liability. The asset-based approach analysis is often performed using the asset appraisal premise of value of: value in continued use, as part of a going concern. This premise of value assumes that the subject corporate assets would be sold as a going-concern business. The Company frequently furnished operators for the equipment that it rented to its customers, charging for both equipment and operators on an hourly basis. For example, a significant portion of the Company's revenues resulted from the renting of large cranes, both with and without operators.

Keywords: decision, stock, market.

STOCK PURCHASE VERSUS DIRECT ASSET INVESTMENT

Micu Angela-Eliza, Coita Mirela

In its review of the Tax Court decision in Jameson, the Fifth Circuit noted that the stock value for estate tax purposes depends on the timberland's fair market value on the taxpayer's date of death. Any sale of the subject company shares would cause a transfer of the timberland which would trigger the built-in capital gains tax liability. The estate's valuation experts noted that the only sound economic strategy for a hypothetical willing buyer of the holding company would be an immediate liquidation of the timberland. This discussion will summarize the various issues related to the valuation of a C corporation with appreciated underlying assets. This discussion will also present a practical framework for quantifying the appropriate valuation adjustment (if any) related to the capital gains tax contingent liability related to such corporations.

Keywords: decision, stock, market.

AN ANALYSIS OF EQUITY IN INSURANCE.

Mircea Iulian, Tanasescu Paul

The goal of the present paper is a short analysis for the insurers' foreign equity in Romania and the development of a mathematical approach for the chronological evolution of the study regarding the insurers' equity from the point of view of assessing the insolvency probabilities and the risk provision so the estimating insolvency risk will not overcome an accepted value.

Keywords: Insurer, broker, adjusting coefficient, overcharging factor, probability of ruin, compound Poisson repartition.

L'EQUILIBRE FINANCIER ET DES DEVICES ET LA DETTE EXTERNE

Mitea Neluta

This paper focuses on the synthetic analysis of the financial-currency equilibrium and the external debt. The major problems of humanity such as poverty, diminishing of the natural resources, the external debt crises, etc., showing global dimensions, cannot be solved but with common efforts, while others having specific features can be solved only within the national framework, which has to get to a specific decisional autonomy.

The main function of the global financial market is to direct the capital fluxes from the producing resources to the most efficient locations, confirming the adequate rentability, and the less risky placement. The world development of the financial market is not uniform, as a result of the various economic evolutions. Forming the capital within the developed areas, and the placement of the necessity for financing within the developing areas leads the financial fluxes towards an opposite direction than that of the beginnings of the economic increase, when the countries 'natural resources, very poor now, sustained the development of the rich countries.

Keywords: financial fluxes, currency equilibrium, external debt, deficit, and current account

MARKET NICHE IN AGRICULTURAL INSURANCES

Mitu Narcis Eduard

As the negative effects of climatic warming are more and more obvious, the demand for insurance solutions to cover the costs resulting from weather whims shall increase in direct ratio with risk exposure. Although the situation might be interpreted as a business opportunity, in order to be able to offer the proper cover it is necessary to comply with fundamental demands regarding the weather risk insurance. Thus, when conceiving viable insurance solutions of the consequences intervened in case of a catastrophic event generated by harsh weather conditions we must take into consideration factors such as measurement possibility of the respective risk, in order to decide if this can or can not be accepted. Thus, in this item we tried to illustrate some elemental aspects connected to agricultural insurances perspectives.

Keywords: agricultural insurance, weather insurance, weather derivative

THE FISCAL MECHANISM. INFLUENCES.

Morar Ioan Dan, Bota - Moisin Anton Florin, Popescu Virgil Luigi

Fiscal mechanism is part of the financial one, mechanism that refers to a large and difficult domain, namely the financial one. Fiscal mechanism' functionality is defined by two components, namely by the level of conception that outlines the structure of the mechanism and on the other side, by the influences of the environment in which it exists. Technical procedures, the instruments and the modalities of taxes administration, fiscal charge itself and the human action marked by ideologies, customs and subjective compulsions are fluctuations that determine the functionality of fiscal mechanism.

Keywords: mechanism, functionality of mechanism, fiscal charge.

CORPORATE INCOME TAXES. EVOLUTIONS

Morar Ioan Dan, Popescu Virgil Luigi, Bota - Moisin Anton Florin

Taxing the income of the companies has been an important issue for the last two decades, from the point of view of the budget and of the influence of the tax on the economic environment and on the society in general.

Keywords: tax, evolution, conciliation of the result

THE NEED OF USING INDICATORS IN SIZING THE EFFICIENCY OF EXPENDITURE FOR EDUCATION

Mosteanu Tatiana, Gherghina Rodica

In order to be used in sizing the efficiency of expenditure for education, the indicators must reflect its specific aspects and their calculation must be needed and in accordance with the requests of the educational activity.

The need of using a system of indicators is imposed by the complex character of the efficiency of expenses for education, due to the fact that each of these indices takes a certain efficiency criterion, contributing to the development, implementation and evaluation of the educational policies.

Keywords: indicators/indices, efficiency, expenditure for education

THE LOCAL DECENTRALISATION AND THE ISSUES OF MUNICIPAL BONDS IN ROMANIA

Mosteanu Tatiana, Lacatus Carmen Maria

This paper work analyses the connection between local financial decentralization and the potential of local public administration to sustain the local economic and social development by its own forces by taking part to the capital market. Next to the ordinary financial sources, which are the local taxes, the local collectivities resorted last years more and more to the loans, by issuing municipal bonds. As an effect of the local autonomy and financial independence, these kinds of financial instruments gave the chance to the local public administrations to answer all community needs in efficiency and efficacy terms. Very attractive for investors because of the rate of return offered, up to the level of the reference rate of interest fixed by the Romanian National Bank, the municipal bonds are used to reduce the risk of their portfolio.

Keywords: local autonomy, financial decentralization, local public revenues, municipal bonds, local public administration, Hunter's index

CONSIDERATIONS REGARDING GROWING FINANCING CAPACITY OF SME'S

Nanu Roxana Maria, Spulbar Cristi Marcel, Buziernesu Radu

Small and Medium Enterprises are very important part of both developed and less developed national economies. The European Union experience shows that it has a significant contribution to the GDP and to the reduction of the unemployment rate. In Romania, as in many countries in the area, there is still a long way ahead for reaching an adequate support for SME development potential. Romania has a sector which, although has recently followed a positive trend, it possess performances which are still low in comparison with the countries from European Union, including the countries which entered the European Union in May 2004. The paper highlights financing methods used by SME, the reasons for the present situation as well as the measures thought to be the best for its improvement. In order to amend the situation the Romanian SME are in, Romania must take multiply sided actions, the main role being assigned to government, banks and guaranteeing institutions, that must develop a series of transparent, efficient and correct instruments.

Keywords: SME's, financing, credit, leasing, guaranteeing funds, structural funds

VOLATILITY ESTIMATION BASED ON HETEROSKEDASTIC MODELS VS. HISTORICAL MODELS

Negrea Bogdan Cristian, Tatu Lucian, Stoian Andreea, Tatu Delia

Volatility represents the most common used method for risk estimation. The aim of this paper is to estimate volatility based on historical models and heteroskedastic models, GARCH (!,!), in order to identify the crisis moment within American capital market. The database used consists in daily observations about Dow Jones index, spanned within 1928 – 2002.

Keywords: volatility, heteroskedasticity, GARCH, capital market

PENSIONS SYSTEM AND REFORM IN ROMANIA

Nicodim Liliana, Nitu Oana

Abstract: All transition countries inherited pension systems based on the principles of pay-as-you-go and definedbenefit (PAYG-DB). In the early years of operation, such systems had advantages over a fully-funded, defined-contribution (FF-DC) system. For, under a PAYG-DB arrangement, those who retire receive pension benefits immediately and contributions initially tend to exceed the payments. These advantages, however, disappear later on, when population (and employment) growth rates decline and when people live longer after retirement. Under such circumstances, an FF-DC programme has the advantages of greater flexibility and transparency, hence greater financial viability. The changeover from PAYG-DB systems to FF-DC systems is therefore a worldwide trend.

Although Romania has undertaken many necessary and difficult reforms to public pensions to contain the fiscal cost of ageing, much more remains to be done. Replacement rates are low and falling to a degree that undermines workers’ willingness to participate in the state pension plan, particularly at contribution rates that are among the highest in the region.

Keywords: pensions system, pay-as-you-go, reform, public pension

ARE ALL FINANCIAL CRISES THE SAME ? PREMISE FOR FURTHER RESEARCH.

Nistor Ioan Alin

Abstract: The entry of Romania in the EU has brought advantages and disadvantages. This fact made Romania prone to the influence of other economies especially from developed countries. The paper examines the possible correlation of Romanian economy with other economies and like this the effects that a financial crisis would influence Romania. In case of a financial crisis many emerging markets will suffer because the investment flows will move away, as an adjustment of risk aversion.

Keywords: Financial crisis, banking distress, emerging market, risk aversion

ACTUAL TENDENCIES FOR FINANCIAL CORPORATIVE MANAGEMENT

Nistor Ioan, Vaidean Viorela Ligia

Corporate finance is mainly oriented towards the management of money resources and financial relationships that rise between economic agents in the process of pecuniary circulation. Moreover, financial management represents the process of settling the purposes for influencing finances with the help of the methods and the levers of the financial mechanism. The structure of the financial mechanism is further analyzed as well as the constitution of the financial management’s object and subject.

Keywords: corporate finance, financial management, financial mechanism

ROMANIAN FISCAL SYSTEM PROGRESSIVE QUOTATION VS. UNIQUE QUOTATION

Nitu Oana, Nicodim Liliana

Abstract : In simple terms, fixe tax means that every person is taxed with the same percentage. In such a system, in place of a complex set of taxing, the state declares a limit over which every person pays a fix tax for personal incomes. This limit is generally very low, in order to stimulate the people to pay their taxes, instead of trying to avoid them. This kind of system bases on the single taxing of incomes. In what concerns the corporatistic taxes, the idea is similar: only one rule for everybody. The analysts are disposed to take into evidence that, if the unique tax was a rule in every industrialized states in the first half of XIXth century, the first demandings that were pronounced plainly for a “strong progressive or tax gradual” system, appeared in the communist manifestation of Karl Marx in 1848. But, at least, the capitalist states adopted this system.

Keywords: fiscal system, unique quotation, fiscal incomes, fiscal evasion

SUPERVISION ON THE SINGLE EUROPEAN INSURANCE MARKET - INTERACTION BETWEEN REGULATION AND COMPETITION

Novac Laura Elly, Badea Dumitru

Even though the financial markets have developed in the last decade, new requirements became strictly needed in order to create a common ground for the national markets and in the same time to enhance the development of the global market. If the authorities in fields began their activities as simple regulators, their role included also a new scope the one of monitoring the relationship between the suppliers of products and services and the customers. Such a development can be noticed in insurance industry, all over the world, especially in the European territory, starting with the Solvency II project that intends to offer sounder financial stability for the insurance companies and higher transparency towards the clients and the supervisors.

Keywords: prudential, solvency, supervision

INTERGOVERNMENTAL FISCAL RELATIONS AND LOCAL FINANCIAL AUTONOMY IN ROMANIA

Oprea Florin, Lazar Sebastian

Since the fall of the communist regime, Romania had experienced a long period of structural reforms aimed to readjust the society and the economy to the requirements of democracy and market values. Public finances had played a major role in this assignment, but their tasks were impeded by the necessity of reforming the public finances itself. The transition from the central economy to the market economy had to be made simultaneously with the reform of the public finances. This had generated great difficulties in designing the new framework of the local finances which further, generated major difficulties for local governments. The paper tries to make a brief description of the decentralization of public finance in Romania, identifying the major evolutions and criticizing the actual system which is not yet compatible with the requirements of the EU.

Keywords: decentralisation, local revenues, local expenditures, intergovernmental transfers

OPPORTUNITIES TO FINANCE ENTERPRISES BY CAPITAL MARKET

Panoiu Laura, Gust Marius, Grigorescu Remus

The positive effects of Romania joining the European Union are business opportunities for Small and Medium Size Companies, entities that should provide products and services of best quality, in order to meet customers' expectations and to increase competitiveness. Within this context, we

consider the capital market one of the solutions that can be used without high costs, while, the Romanian capital market, in spite of its instable activity, can provide accessible financing possibilities to different companies.

Keywords: capital market, competitiveness, financing possibilities, financing sources

THE RESULT ACCOUNT - DATABASE USED IN FINANCIAL ASSESSEMENT

Pelecaci Crina Maria

The performances of a society depend both on operational management (of production, of human resources) and on the financial management. In the economic specialists' opinion the objectives of the financial management are both profits maximization and maximization of shareholders' wealth.

The management process in a company means the assembly of stages, processes through which its objectives and those of the incorporated systems are determined, work resources and processes necessary to their achievement and their executors, through which they register and control the staff's work using a complex of methods and techniques in order to achieve most efficiently the reasons that determined the setting up of the company .

Keywords: the financial management, the result account, the operational management

A TRUE AND FAIR VIEW OF IMPLEMENTATION OF THE IAS REGULATION IN THE EUROPEAN UNION

Pietraru Alina

The Regulation of the European Parliament and the Council of the European Union on the application of international accounting standards, was a key instrument to enhance comparability and transparency of financial statements prepared by public traded companies, in order to ensure the completion of a single financial services market. Never the less, Member States were allowed to extend the application of IAS to unlisted companies and to individual accounts.

Keywords: European Directives, IAS Regulation, IAS endorsement process

OPPORTUNITIES OFFERED BY THE CAPITAL MARKET FOR FINANCING PUBLIC ADMINISTRATION

Pirtea Marilen, Iovu Laura Raisa

Nowadays, covering the financial deficit of public administration in Romania is a difficult task, taking into consideration the fact that in a continuous way, this institutional sector must implement and manage investment projects, that suit the local needs of Romanian colectivity and dynamize their adaption to the social,economical and political requirements of the integration in the European Union. Therefore, the alternative of financing through the capital market is well received by the public authorities, especially because there is a lack of flexibility and variety of financing possibilities for the public administration. The interest for this type of financing has increased over the time, once with becoming familiar with the mechanisms and advantages of such a type of financing by all entities that operate on the market (issuers, investors, intermediaries).

Keywords: capital market, T-bonds, public debt management

BUDGET DEFICIT PERSPECTIVES IN ROMANIA

Pirvu Daniela, Clipici Emilia

Although Romania engaged itself through the Convergence Program to reduce its budget deficit to less than 1% of GDP by the year 2011, the recent evolution of the public revenues and expenditures contradict this hypothesis. Compared to our country, the public finance in the European Union member states will improve significantly, as the result of fiscal revenue increase.

Keywords: budget deficit, the Pact of Stability and Growth, durable convergence

THE INFLUENCE OF THE LIBERAL CONCEPT “BY OURSELVES” ON THE PUBLIC FINANCE IN ROMANIA

Pirvu Daniela, Popescu Ramona

Since the end of the 19th century, the Liberal National Party engaged to rectify the economic situation by itself without resorting to external loans, but running the policy “by ourselves”, a policy of budgetary austerity and public expenditure limitations from fiscal revenues, encouraging the state’s economic function. The liberal budgetary policy mainly relied on revenue increase from public wealth increase. This budgetary component of the liberal economic policy kept running until the first interwar decade, contributing to the normalization of public finance during the national economic crises. Similar measures were recommended after 1989 to adapt the Romanian public finance to the market economy requirements. But often their application was delayed by the respective political climate.

Keywords: provision, initiative, normalization

SOME ASPECTS REGARDING MULTINATIONAL ENTERPRISE

Popa Daniela

Firms engaged in international trade, but they produced their output only at home. In this paper, we turn attention to the phenomenon of the international company, which Romania had not enough. Traditional trade theory offers few reasons why companies should become international and conduct foreign direct investment. We seek to understand these issues here. Economics has much to say on the subject. In the beginning we provide some brief background, then we define the multinational enterprise and discuss general principles governing location, production, and sales decisions by multiplant firms. We then explore the main characteristics of the multinational enterprise.

Keywords: Multinational enterprise, foreign markets, market imperfection

THE FUTURE OF THE EUROPEAN UNION’S PROPER RESOURCES

Popa Diana Claudia, Coroiu Sorina Ioana

The time-honoured financing system of the European Union favours a certain looseness of budgetary responsibilities; while the increase of expenditures seems to be a purpose for itself for the European Commission and the European Parliament, the member states make their net balance the reason for their distinct positions on common policies.

By and large, the current own resources of the European Union formed by agricultural taxation, customs duties, VAT resource and the complementary resource on GDP correspond in fact to simple financial transfers of the member states into the communitarian budget.

The advantages of a reform of the own resource system are numerous despite the difficulties of implementation.

Keywords: own resources, reform, unique communitarian taxation, net balance

THE THEORY OF FISCAL OPTIMIZATION. AN ANALYSIS OF FISCALITY IN EUROPEAN UNION MEMBER STATES

Popa Ionela, Codreanu Diana, Marin Camelia

Taking account of the lack in revenues' popularity that is permanent and general within the entire economy, it is legitimate and extremely important to identify the best way to set up revenues in order to reach maximum acceptance of payers.

Starting from the theory of “fiscal optimization”, the article aims at analyzing the degree to which European Union member states' fiscal systems comply with the “optimization” from two perspectives: those of payers – by means of specific indices: fiscal rate, fiscal pressure, fiscal relative degree – and those of the authorities that have duties in the fiscal field – emphasizing the amount of fiscal charges in this respect.

Keywords: fiscal optimization, fiscal revenues, fiscal pressure

STRUCTURAL FUNDS - STRATEGIES, OBJECTIVES AND FINANCING

Postole Mirela - Anca, Vaduva Florin

The policy of regional development is one of the most important and complex policies of the European Union, a statute that derives from the fact, that through it's objective of reducing the economic and social disparities existing between different regions of Europe, act on significant domains for developing like economical growth, small and medium business (SMB), transport, agriculture, urban development, environmental protection, education, gender equality and so on.

Keywords: Structural funds, economic and social cohesion, community initiative, innovative actions, solidarity fund.

THE INFLUENCE OF THE FINANCIAL FACTORS ON CASH FLOW, AS DETERMINING FACTOR OF FIRM'S INVESTMENT DECISIONS

Predescu Iuliana, Predescu Antoniu

Because investment decisions are one of three categories of decision that can be adopted by firms' management (beside the financing decision and the net profit allocation decision), this paper intends to present the influence of the financial factors on firm's cash flow, as determining factor of firm's investment decisions, among the factors which are analyzed, namely dividend payment, information asymmetry, leverage, monetary policy, internal liquidity, and firms' size.

Keywords: investment, decision, cash flow

FUNDING THE STATE BUDGET WITH TAXES AND PUBLIC DEBT FROM THE PERSPECTIVE OF ECONOMIC GROWTH MODELING –THE DIAMOND MODEL CASE

Predescu Antoniu, Predescu Iuliana

The fiscal lever is of such complexity and range, that is, even in theory, linked to the phenomenon of economic growth – at least, to the phenomenon of the production of goods and services; one link is that taxation is a very effective tool for filling up the coffers of the public budget, but one point is questionable, that is whether, being as effective as it can be, it should be used exclusively, or not. Through this, the object of this paper is, consequently, built: solving the question whether, for the purpose of funding the state budget, public debt is also to be used – or, even, must be used, in conjunction with taxation.

Keywords: Cobb-Douglas, effective labor, debt

FOREIGN DIRECT INVESTMENT FLOWS AND ECONOMIC GROWTH

Radulescu Magdalena, Dascalu Maria Nicoleta

Trying to explain economic growth is one of the fundamental questions in economics and has generated a large body of research. The importance of technology for economic growth provides an important link between FDI inflows and host country economic growth. It is theoretically straightforward to argue that FDI inflows have a potential for increasing the rate of economic growth in the host country. Inflows of physical capital resulting from FDI could also increase the rate of economic growth but it is argued in this paper that the most important effect comes from spillovers of technology. MNE operations in the host country can result in technology spillovers from FDI whereby domestic firms adopt superior MNE technology which enables them to improve their productivity. Technology spillovers thereby generate a positive externality that should allow the host country to enhance its long-run growth rate.

Keywords: foreign direct investments, technology spillovers, competitiveness, economic growth

CONVERGENCE PROGRAMS OF THE CEE COUNTRIES

Radulescu Magdalena

Member States have continued to make progress, at differing rates. In most cases, steps have been taken towards meeting the commitments contained in the country specific recommendations agreed collectively by the Member States in 2007. Having examined the updated convergence program of most CEE analyzed countries, the European Commission finds that their planned budgetary consolidation is consistent with a correction of the excessive deficits.

Keywords: real convergence, nominal convergence, Central and Eastern European countries

TRANSFER PRICING APPLIED IN EUROPEAN COUNTRIES

Ristea Luminita, Trandafir Adina

This paper provides a background discussion of the arm's length principle, which is the international transfer pricing standard that OECD Member countries have agreed and should be used for tax purposes by MNE groups and tax administrations. The paper discusses the arm's length principle, reaffirms its status as the international standard, and sets forth guidelines for its application in a few European countries.

Keywords: arm's length principle, transfer pricing, OECD guidelines

TRANSFER PRICES. ROMANIA VS. NORTH AMERICA STATES

Ristea Luminita, Ceausescu Andreea

The role of multinationals in Romania has increased since 1 January 2007, due to the increased integration of national economies and technological progress, particularly in the area of communications. This type of growth presents complex taxation issues for both tax administrations and multinationals, themselves, since separate country rules for taxation cannot be viewed in isolation, but must be addressed in a broad international context. In order to apply the separate entity approach to intra-group transactions, individual group members must be taxed on the basis that they act at arm's length in their dealing with each other. In this context, transfer prices are significant for both taxpayers and tax administrations because they determine in large part the income and expenses, and therefore taxable profit of associated enterprises in different tax jurisdictions.

Keywords: Multinational enterprise, associated company, transfer prices, arm's length transaction, tax jurisdiction

APPRECIATIONS CONCERNING ECONOMIC POLICIES COORDINATION IN EMU

Roman Angela, Bilan Irina

This paper intends to put into light the particularities of economic policies coordination in general and, more specifically, in the Economic and Monetary Union. The coordination of economic policies and especially of the common monetary policy with the national budgetary policies is determined by growing interdependences between member states and by the existence of some public goods within the Union and it aims at a quicker adjustment of shocks and at stabilizing the economy in the Eurozone. Realizing an efficient coordination of economic policies represents a necessary condition for achieving a stable and durable economic growth within the Union and it implies increasing the credibility of the authorities, transparency of the economic policies and, least but not last, increasing cooperation (dialogue) between authorities.

Keywords: coordination, national budgetary policies, common monetary policy, external effects, economic interdependence, public goods

THE INFLUENTIAL FACTORS ON THE EXCHANGE RATE IN ROMANIA

Sandu Carmen

The exchange rate between foreign currencies is a variable which depends on internal and external factors. By their nature, actors which influence the exchange rate can be economic, monetary, financial and psychological.

The stability of the exchange rate determines the predictability, homogeneity and continuity of the macroeconomic policies, whilst a greater volatility in the development of the national currencies exchange rate not only affects the accuracy of the forecasts but enhances its sensitivity as well, respectively the effect of its internal or external factors. In the following, I intend to highlight and to ascertain the fluency of these factors over the exchange rate in Romania, before and after its adhesion to the European Union.

Keywords: exchange rate, influential factors (of influence), foreign currency, balance of payments, inflation rate, currency depreciation, currency appreciation

A COMPARATIVE ANALYSIS OF THE ROMANIAN AND POLISH P&L INSURANCE MARKETS

Serbanescu Iuliu Cosmin, Dragota Mihaela

The insurance market represents a significant part of the economic development. The Romanian market, even it is an emergent one, have tried, for the last 10 years, to improve the expectations regarding the main indicators of welfare: gross written premiums for both mandatory, but especially facultative insurance policies, total assets, equity, the number of insurance brokers and agents. The progress can be viewed with eyes wide opened, but we address the question whether this trend is sufficient the decrease the gap between the Romanian market and the most important insurance ones from European Union. To achieve this goal, we summarize some correlations between Romanian and Polish market, and the results are promising.

Keywords: Insurance, Pearson correlation, gross written premiums, equity

ACCUMULATION AND DECCUMULATION OF UNIVERSAL PENSION FUNDS. THE CASE OF ROMANIA

Seulean Victoria, Donath Liliana

The pension system reform in Romania initiated in 2000 is based on three pillars: 1) the public redistributive mandatory pillar; 2) the private mandatory pillar; 3) the private optional pillar. The paper tries to answer a few questions concerning the juridical and technical problems raised by the implementation of the last two pillars. The method used is that ‘of scenarios’, and the simulations are made separately for men and women, given that the duration of contribution payment and also the life expectancy at retirement are, at least in the present, different for the two categories of beneficiaries.

Keywords: private pension, universal pension funds, accumulation, deccumulation

TURNAROUND MANAGEMENT AND BUSINESS ADVISORY SERVICES PROGRAMMES

Simen Antoneta

In this paper I present the link between TAM and BAS Programme and EBRD financing. The purpose of the TAM and BAS Programme is to promote economic transition through advice and mentoring at the enterprise level and to develop a sustainable infrastructure of business advisory services. There are strong parallels between the work of TAM and BAS and investments of the EBRD, which may invest in companies after a TAM /BAS project ends. The EBRD and its financial intermediaries have invested 722 million Euro in 163 enterprises that have received funding from TAM and BAS programme. This funding has contributed to a total project value of 1,66 billion Euro

Keywords: financial intermediaries, programme, business advisory

THE USE OF CHARTS FOR THE TECHNICAL ANALYSIS OF THE SHARES QUOTED ON THE STOCK EXCHANGE

Siminică Marian, Cîrciumaru Daniel

The evaluation of the future levels, that the different shares quoted on the stock exchange will be traded at, is a complex activity, which involves gathering and processing a high volume of information and also experience and a little flair in their interpretation. The Technical Analysis is a statistical method for estimating the evolution of the shares prices depending on the past evolution of these and on the volume of the transactions. It relies on using the charts for prices and volumes of the shares and also on a series of measures based on these. Its aim is to forecast the evolution on short term of the stock prices by considering the hypothesis that the historical trends reiterate in time and that there is a logical explanation regarding this evolution.

Keywords: Technical Analysis, shares, stock exchange, candlestick chart

FISCAL POLICY AND WELFARE STATE IN THE ENLARGED EUROPEAN UNION

Slavin Mariana

It is considered that fiscal competition is able to determine a reduction of tax rates, a greater efficiency in the use of public funds and a better allocation of equity. On the other hand, fiscal competition can affect the transfer effects of taxation on the economy impeding the normal functioning of international trade and capital markets. The bitter competition inside Europe, following the elimination of the borders, of the free goods, services, and individuals' flow,

produces a huge pressure on the national protection systems in order to reduce social costs. Taxation can contribute to development and to welfare through three sources: the first foremost the tax system must collect enough funds in order to finance public services and social transfers at a high level of quality. Secondly, taxation influences the economic decisions and should offer incentive for more employment and for an efficient and lasting use of the natural resources.

Keywords: fiscal policy, welfare state, tax competition

TAX COMPETITION AND CAPITAL MOBILITY BETWEEN OLD AND NEW EU MEMBERS STATES

Slavin Mariana

Accession of new member states with lower corporate taxation has raised fears on tax competition within enlarged Europe. The fiscal systems can contribute to the intensification of capital mobility the development of financial markets, competition intensification, and the better allocation of resources having positive effects on the economy. The flow of capital worldwide, including Foreign Direct Investments (FDI), is subject to different conditions and determinants of the host countries. Beside the comparative or competitive advantages given by the economical environment, the labour costs, the financial market developments, etc. fiscal policy is ready to contribute to the attraction of foreign direct investments.

Keywords: tax competition, foreign direct investments (FDI), corporate taxation

EVALUATING DISCRETIONARISM OF ROMANIAN FISCAL POLICIES BASED ON STRUCTURAL BALANCE

Stoian Andreea

Structural balance represents a useful fiscal indicator to evaluate the efficiency of fiscal policy from discretionarism point of view, also, giving some relevant insights on long run sustainability. According to estimated results for Romania's case, it could be noticed only 2 episodes of fiscal adjustment. Based on the size of structural balance from following years, it could be emphasized some inconsistency of Romanian fiscal policy. On long run, the main challenge is related to achieving fiscal sustainability.

Keywords: fiscal policy, discretionarism, structural balance, GDP gap, Hodrick – Prescott filter, fiscal sustainability

KEY ELEMENTS TO DEFINE A SUCCESSFUL PENSION FUNDS MARKET.

Stoicescu Alina, Serbanescu Iuliu Cosmin

The mandatory private pension represents a step forward in order to improve the quality of future life. Due to the problems occurred in the public pension system and the continuous debate regarding the number of participants, the lottery organization and schedule, the legal framework for the minimum rate of return, the possibilities of transfer between funds, we focused on the most developed market in the region, the Polish one, hoping to find the classical pattern for success.

Keywords: Mandatory private pension, investment policy, Polish market.

THE COMPUTATION OF SOME PRIVATE PENSIONS

Tanasescu Paul, Iulian Mircea

The aim of this study is the development of few models for the private pensions such as retirement pension, disability pension and the widow pension. We also provide a numerical application of the elaborated models.

Keywords: Single net premium, computational functions, private pension, lifetime rent, disability pension, widow pension.

THE INTERNAL AUDIT AS A COMPONENT OF THE PUBLIC ENTITIES’ INTERNAL CONTROL SYSTEM

Tara Ioan-gheorghe

The internal control system is usually considered a lever into the hand of the management system to achieve their aims. Without having a good system of control it is not possible to overlook the economic and financial processes especially when they might not function well. The internal financial audit is thought to look into internal control aiming at disclosing its weaknesses. But is it possible as long as the internal audit is a part of internal control? The International Standards of Audit say that it has to be independently organized so as to be able to bring additional value to management process. Some methods to improve the internal public audit independence might be: a reduction of the state interference regarding public audit organization and its exercise as much as possible, methods to reduce the dependence of the internal public audit on the internal management system and methods to increase the responsibility of managers towards the entire internal control system.

Keywords: internal control system, internal public audit, financial audit, management system, international standards of audit

THE COMMON CONSOLIDATED CORPORATE TAX BASE – A NEW APPROACH IN THE CORPORATE TAX FIELD

Toma Elena

The Common Consolidated Corporate Tax Base, abridged „CCCTB”, represents a new concept in the fiscal theory, which in the future will become a reality of fiscal practice in each EU’s member states. The year 2007 represented a significant step in shaping the principles which will govern the CCCTB, as a result of the great meetings at the level of European Commission on the matter. We intend analyze the impact of the legislative initiative and also to describe, it’s content.

Keywords: Common consolidated corporate tax base, fiscal competition, fiscal policy

ENLARGEMENT OF THE EUROZONE – CHALLENGES AND PERSPECTIVES

Toma Ramona

EU enlargement is not complete without the new member countries joining the eurozone. This paper makes an economic analysis of some theoretical and empirical aspects on which the success of the European Monetary Union enlargement will depend. Because the new EU member states are characterized by asymmetric shocks and low flexibility on the labor market, the new eurozone cannot be classified as an optimum currency area. Our study underlines the challenges of eurozone enlargement, considering that the monetary union can be undermine if the Eurosystem continues to apply the slow and incomplete reforms that are needed to revigorate the euro area economies.

Keywords: eurozone, enlargement, challenges

WHAT ARE THE CHARACTERISTICS OF THE CORPORATE FINANCE PROCESS MAKING DECISION WITHIN EAST EUROPEAN EMERGING COUNTRIES?

Triandafil Cristina Maria, Brezeanu Petre

The European East Emerging countries represent an interest research topic both in terms of macroeconomic environment and corporate finance decision. Their evolution within the process of nominal and real convergence process requires a challenging analysis of the way the main macroeconomic environment affects corporate segment. This analysis will focus in a first stage on the macroeconomic environment, highlighting out the way it evolved during the transition process from the centralized and planed economy to the market oriented one. Secondly, the focus will be oriented on the corporations based in these countries. Their finance decision will be analyzed in comparison with the corporations located into the emerging countries and moreover a deep interest will be granted to their leverage, especially from the point of view of the way finance mechanisms can be valorized based on their balance sheet data.

Keywords: rating, sovereign risk, idiosyncratic risk

GOING PUBLIC IN ROMANIA: A REVIEW OF IPO ACTIVITY, COSTS AND PRICING

Ursu Silviu

This paper analyses the process of going public in Romania via initial public offerings of shares to investors. Various features of the domestic IPOs that took place over the period from 2002 to 2007 are discussed, with an emphasis on the volume of new listings and its explanatory factors, the costs of going public and the initial returns of the IPOs.

Keywords: Initial Public Offerings, IPO Underpricing, Bucharest Stock Exchange

BUCHAREST AND SOFIA ON THE EUROPEAN STOCK MARKET LANDSCAPE

Vancea Diane Paula Corina

The paper points out the main issues on the integration of the Romanian and the Bulgarian capital market in the European financial services market and the position that these two emergent markets can reach near future.

Keywords: capital market, Romania, Bulgaria, market capitalization, European integration.

THE DETERMINATION OF FINANCIAL COSTS STRUCTURE FOR COMPANIES IN ROMANIAN ECONOMY

Vintila Georgeta, Nedelescu Dumitru Mihai, Stanescu Cristina

Regardless their nature, all the capitals have a cost. The cost is the highest risk element, which accompanies the capital, because, is in inverse proportion to the profit: a higher cost leads to a lower profit. For attracting the sources of capital, a firm must spend certain sums, which are proportional to their price. The content of this thesis tries an efficiency of financial structure for companies based on the minimizing of finance costs. In this case, it has proceeded to a deep analysis of financial source on long term. In the purpose of efficiency of financial structure has followed the costs for variant of financial structure through point out models of analyses and assemble the costs recommended by international and national specialty literature.

Keywords: financial structure, financial sources, capital cost, efficiency

VALUE OF TAX SHIELDS FROM DEBT FINANCING OF INVESTMENT PROJECTS

Vintila Nicoleta, Filipescu Oana, Lazar Paula

Debt financing of investment projects, used to complete internal sources, has benefits that increase company value (tax shields from interest payments deduction), but also implies costs of financial distress (bankruptcy costs and agency costs) that decrease market value of debt and company value. In this paper, we discuss how taxes affect financial structure choice and we estimate tax shields from debt financing for an investment in real assets, using four different models developed in financial literature.

Keywords: real assets investments, debt financing, tax shields, marginal tax rate

CONTROL ON PUBLIC INTERVENTIONS THAT CAN AFFECT THE ECONOMIC COMPETITION

Voicu - Olteanu Cristina

“State aid policy” represents the legal approach regarding state aids, meant to ensure the predictability and an increased transparency for the initiators and suppliers of state aid, for the business environment, as well as for the internal and international financing institutions, regarding the orientation of investments and of incentives they can benefit from, the definition of the conditions to access those financial incentives, as well as the obligations thereof.

Keywords: State aid policy, low taxation, competition

CORPORATE TAX COMPETITION IN UE

Voicu - Olteanu Cristina

The taxation of corporate income creates huge difficulties in an open economy; each government tries to take advantage by undercutting the tax levels of other governments or offering superior levels of public services. The existence of a strong interrelation implies that competition between countries, interested in capturing the tax base of the whole market, becomes more significant because capital will follow the maximisation of profits in the global market. The most competitive countries will have an advantage in terms of total revenue in the short run and a greater rate of economic growth in the medium-long term.

Keywords: tax policy, corporate income tax, CCTB

REGARDS ABOUT THE STATE INTERVENTION IN IMPROVING THE NEGATIVE EXTERNALITIES OF THE ENVIRONMENT

Vuta Mariana, Gheorghe Mirela

The environment has an important role in the economic activity and in achieving a sustainable economic growth, this is way the article aims to present, starting from the economical principles of the environmental policies, the possibilities that the state has to influence the economical activity in the sense of diminishing its negative impact upon the environment. The authors have presented other economic principles then the polluter payes that can be used by the state to influence the environment policies. It is stated that applying the economic incentives supposes the acceptance of the economic instruments used by the organs of the competent administrations, the polluters community and lately by the non working organisations that are more and more affected by the damages produces upon the environment.

Keywords: environment, externality, environment policy

THE ANALYSIS OF THE RELATION BETWEEN THE EVOLUTION OF THE BET INDEX AND THE MAIN MACROECONOMIC VARIABLES IN ROMANIA

Zoicas Ienciu Adrian, Fat Codruta Maria

Starting from the conclusions which result from conducting some similar empirical studies on the great stock markets, in this work, we have set as our goal to analyze the return series behaviour of the main index of the Bucharest Stock Exchange (BSE) - the BET index, during different periods of time, compared to the evolution of some macroeconomic variables, like interbank interest rates, inflation rate or unemployment rate. The results confirm that there is a weak relation between these variables, in what monthly data are concerned.

Keywords: stock market, macroeconomic variables, empirical study

SECTION: MANAGEMENT AND MARKETING / SUBSECTION: ECONOMIC INFORMATICS

AUTOMATIC MERGING OF WORD DOCUMENTS

Anton Viorel Mihai

In this article I have presented a tool designed by me to help in multiple document concatenation. I made it available in two flavors, VBA and VB.Net 2.0, both having the same basic functionality: to unite multiple documents automatically. For VB.Net version I used the Shared Add-in technique and also created a menu button in the fluent UI (ribbon). It offers users more options related to how they can merge the selected documents (order, page breaks).

Keywords: Visual Basic for Applications, Visual Basic .Net, Microsoft Word 2007, Fluent UI, Ribbon customization, Shared Add-in, Form, Button, List, Word Document, Document Template, Page break

OPTIMIZATION AND LAUNCH OF A GOOGLE ADWORDS CAMPAIGN

Bandoi Anca, Danciulescu Daniela

The case study was performed for a company that develops its activity in the baby articles sale field. The respective firm decided that, besides the sale it had developed in the 7 own shops in Florida, it would pass on to the online sale, considering that this market offers it a real development possibility. The company's decision was that the web site should remain in the initial form and that it should be opened a new site for the online sale (decision that significantly delayed the results in the natural search motors.)

Keywords: on-line sale, commercial, pay-per-click

STRATEGIC AND FINANCIAL PERFORMANCE USING BUSINESS INTELLIGENCE SOLUTIONS

Boldeanu Dana Maria

In order to achieve better strategic goals, business intelligence has to provide employees with the right information at the right time. To make this happen, a business intelligence solution should be comprehensive, secure, integrated with all operational systems (in both ways, as capture of data and as feed-back is concerned) and always available. In concrete terms, business intelligence process manages to help decision makers by providing data models, statistical analysis and forecasting for comprehensive data analysis. Improved sales and financial performance is a major objective of a global sourcing strategy.

The research is trying to present the way of transforming existing data, gathered from different data sources in powerful managerial information, integrating “business intelligence” solutions in Romanian's companies, with the help of some famous companies which create BI products.

Keywords: Business Intelligence, business performance management, decision support systems

SOLVING THE PRODUCER-CONSUMER PROBLEM USING Cù

Boriga Radu Eugen

Cù is an extension of the C# language with two new concurrency constructs based on the join calculus: asynchronous methods and chords. We will describe both of them and we will apply to solve some variants of the Producer-Consumer Problem.

Keywords: Producer-Consumer Problem, asynchronous methods, chords

AUTOCHTHONOUS APPROACHING IN THE MANAGEMENT OF THE SECURITY RISK

Burtescu Emil

An optimal management for a corporation, no matter what size the corporation is, it must contain the management of the security risk. On the importance that is given to the risk management can depend the well functioning of the corporation. An important role in this process has the owner of the business and the way that this one understands the risk. A good understanding of the risk by the owner will have as effect the allocation of sufficient funds to implement controls meant to bring the risk level in order to be an acceptable one. The autochthonous corporations, in a great part even because of the inexistence of reglementations in this domain, have an empiric approach of the phenomena.

Keywords: approaching, autochthonous, controls, resource owner, risk, risk analysis, risk level, risk management, security, vulnerability.

KM AND LEARNING ORGANIZATIONS

Butuza Antoaneta, Hauer Ileana

The Knowledge Management(KM) infrastructure is essential to support learning organizations. A learning organization has embraced a KM initiative and is moving towards becoming a knowledge-based organization. KM infrastructure(tools and technologies) provide the platform upon which learning can be built. Effective learning is associated with increased information sharing, communication, and understanding. There are essentially two key contributors that can create learning organizations-people and technology. The importance of learning organizations and the dominant role of such organizations in a knowledge economy is only just being understood.

Keywords: knowledge management, learning organizations, knowledge economy

BUSINESS INTEGRATION

Carmen Radut, Codreanu Diana

Interest is growing among IT executives in the benefits offered by relatively new developments in the business integration arena such as service oriented architectures (SOA). By improving communication and integration between IT systems regardless of the underlying technology, SOA is just one factor that is making it increasingly easy and quick to share information and reproduce best practice, not only internally but also within an extended business partner community

Keywords: Business integration , Service Oriented Architectures, Electronic Data Interchange, Enterprise Service Bus

OPERATIONAL GAME AS SIMULATION METHOD

Coculescu Cristina, Carutasu George, Despa Radu

In this work, we'll show some theoretical and practical aspects about operational game such as modern method for optimization of decisional act.

Operational game is a simulation way wherein there are observed, in artificial conditions, the people who take the decision in reality.

The utility of operational games as optimization methods is limited but they can represent an efficient heuristic instrument for the development of models of some situation which demand the meeting of several people.

Keywords: operational game, simulation, similarity, analogical model

MENUS (VISUAL BASIC)

Cosma Emil

The menus are interface objects that offer the user a series of options, which allow the selection and running of some processing operations. In one way or another, almost every graphical interface contains a menu. A menu appears usually at the top of the application windows, has a standard structure, and, generally, every operation that could be executed within an application must have a corresponded in its menu in order to perform. The user creates for him/her a mental model of the application's structure by simply analyzing the menus and the menu articles, the menu representing a way through which the user communicates the system what operations to do at a given time.

Keywords: Basic, Financial Functions, Menus, Submenus, MenuItem, MenuStrip

DATA SETS (BASIC 2008)

Cosma Emil

The most important thing to know about data sets is the fact that they are organized into tables. Every single table contains rows and columns, also called information fields. Every row/line within a table has the name of record. The data that are organized in such manner (into independent tables) are relational data. The software application used for arranging data in such way is called relational database. SQL (Structured Query Language - programming language for querying) is the most frequently utilized programming language, being used for the retrieval and management of data stored in relational databases. The Visual Basic controls for databases play a significant role in establishing the connections between applications and data. Every table contains a primary key, which is used for the unique identifying of database's recordings. In other words, the value of a primary key within a table can not be duplicated throughout the recording processes. For instance, a primary key could stand for a personal identification number, an e-mail address or another unique identifier (the persons' names are not usually chosen as primary keys because there might be the possibility of a repetition).

Keywords: Basic, Connect to Database, Tables, SQL Server

OPTIMIZATION METHODS FOR PPC CAMPAIGNS

Danciulescu Daniela, Bandoi Anca

Generating traffic has not been an exclusive matter of optimization for natural search purpose for a long time. The PPC (pay-per-click) method generates an important amount of traffic, especially for the online large-size business. Many PPC services tendered are by far GOOGLE (by means of the Google AdWords service), Yahoo! Search Marketing (the former Overture) and MSN AdCenter. The system assumes that, depending on the search terms, the result of the search will preferentially advertise/will favour the beneficiaries of these services, the clients that pay for the respective search terms. The payment depends on the number of the received CPC (Cost Per Click) clicks, each listing position corresponding to a price that is established according to a bidding, which may reach amounts of 10-12\$/click for premium positions (1-3).

Keywords: PPC (pay-per-click), CPC (Cost Per Click), marketing

THE PROTECTION OF THE ECONOMIC INFORMATION IN COMPUTER NETWORKS

Dascalescu Ana Cristina

The Article „The protection of the economic information in computer networks” emphasizes the importance of securing the economic information in computer networks, the Internet network respectively.

It is described one of the most used encryption algorithms such as the DES algorithm ,also its improved alternative: the triple DES (3DES). In order to have a good understanding of the described algorithms, first there are presented the preliminary ideas from the cryptography domain, for example: the objectives aimed by a cryptographic algorithm, definitions, the criteria which must be accomplished so that the cryptographic system to be considered secure and efficient.

Keywords: cryptographic system, computer networks, encryption algorithms

HIERARCHICAL ORGANIZATION OF INFORMATION, IN RELATIONAL DATABASES

Demian Horia

In this paper I will present different types of representation, of hierarchical information inside a relational database . I also will compare them to find the best organization for specific scenarios.

Keywords: hierarchy, relational databases

ERP IMPLANTATION: KEY FACTORS OF SUCCESS AND IMPACT ON PERFORMANCE

Dumitru Valentin, Florescu Vasile

The implantation of an ERP (abbreviation for "Enterprise Resource Planning") system is an enterprise project that implies the remodeling of the information system, mostly the rethinking of management procedures within the organization. The expansion and the complexity of these projects demand a theoretical framework and « optimal practices » in order to model and to evaluate the key factors of implementation success and to analyze its impact on the organization's performance.

The research problem of our communication can be divided into three research questions:

- What conceptual framework for ERP implantation?
- What are the key factors of success in ERP implantation?
- What is the relationship between ERP implantation and enterprise performance?

Keywords: Enterprise Resource Planning, organizational change, integration, Key factors of success, organization performance

THE GOVERNANCE ISSUE OF THE INFORMATIONAL SYSTEMS: PERFORMANCE AND CONFORMITY

Florescu Vasile, Dumitru Valentin

The sustainable development in the globalization context asks to drive al the activities, including the informational system department (ISD) using performance and conformity criteria. During the last years we witness an increase on the researches for the elaboration of a coherent general framework and a good practices standard for the management and control of the informational system within companies.

Our paper is a scientific investigation in the specialized literature, both academic and professional, on the issue of the governance of the informational systems: (1) the concept of governance of the informational systems; (2) the principles of the governance of the informational systems; and (3) good practices standards.

Keywords: Informational system, governance of the informational systems, strategic alignment, IT risk management, good practices standard

INFORMATIONAL TECHNOLOGIES - SOCIETY KNOWLEDGE ENGINE

Fotache Marian-viorel, Mastacan Angela-Mihaela

Investment in informational technologies (IT) can represent the winning bet so much for Romania but also for the economical agents that will become aware of the importance of the implementation of performance informational systems in the context of high competition. The last years case reflects an obvious increase in the IT sector, thus in 2006, the value in the Romanian sector of the informational technologies and communication (IT&C), was 4.8 billions euro, having a 4,19% contribution in GDP (Gross Domestic Product). At the same time, the value of software & service exports was estimated at 380 millions euro for the year 2006. The firsts reports of 2007 confirm the increasing forecast of this sector, as a exemplification the IT services market only increased with 20%, reaching at over 210 million €, towards only 176,5 million € in 2006. The IT&C market is the most dynamic sector, analyses study realized by IDC, predicting also an increase by about 20% and for the year of 2008.

Keywords: Informational technologies, telecommunication, society knowledge

INFORMATION SECURITY MANAGEMENT SYSTEM

Gheorghe Mirela, Boldeanu Dana Maria

Information Security Management System plays a critical role to protect the organization and its ability to perform their business mission, not just its IT assets. Risk Management and Risk Assessment are important components of Information Security Management System Risk management is the process of identifying risk, assessing risk, and taking steps to reduce risk to an acceptable level. Information and communications technology management and IT security are responsible for ensuring that technology risks are managed appropriately. The research starts with the conceptual framework of the Information Security Management System and provides an analysis of the IT risks management to the level of the financial institutions in Romania.

Keywords: information security management system, risk management, risk assessment

DATA QUALITY IN BUSINESS INTELLIGENCE APPLICATIONS

Gorgan Vasile, Oancea Mirela

To survive an organization must develop a strategy. To develop a successful strategy it must be capable to forecast the future circumstance. This is why nowadays business intelligence applications are essential for the success of a business. The decision support system is the eye through which the business strategist can look out on the organization's environment and detect behavior trends. Making decision on poor quality data can dramatically affect the strategy of the organization. This white paper addresses issues concerning data quality from business intelligence applications, the sources of poor quality data and possible ways to overcome these problems.

Keywords: business intelligence, data warehouse, data quality, ETL, data mining

REAL-TIME MANAGEMENT AND ANALYSIS OF DSS PROJECTS

Hancu Lucian

The management and analysis of student projects become a real challenge for the teaching assistant, when dealing with a large number of students during an academic semester. Detecting fraud and guaranteeing students' originality tends to be considered a difficult human task. The use of Web technologies can significantly ease the gathering, the management and the analysis of these projects. The application we have built serves as a facilitator for increasing the student projects' originality and reduce the similarity with the sample projects discussed during the teaching classes. The Web application deals with Decision Support System projects generated from Microsoft Excel and InfoHarvest Criterium DecisionPlus, but can be easily extended to be an interface to other DSS generators.

Keywords: Project evaluation, Decision Support Systems; Fraud Detection

KM AND DATA MINING

Hauer Ileana, Butuza Antoaneta

The exponential increase in information, primarily due to the electronic capture of data and its storage in vast data warehouses, has created a demand for analyzing the large amount of data generated by today's organizations so that enterprise can respond quickly to fast changing markets. There are various tools that can be used to capture and codify knowledge, include databases, data mining techniques, and various types of artificial intelligence. The paper outlines these techniques, which dominate the technical tools for deriving knowledge from an organizations data assets.

Keywords: knowledge management, data mining, knowledge, data assets

PRACTICAL AND THEORETICAL APPROACHES REGARDING IFRS4 – ASSURANCE CONTRACTS EDGING THE ARTIFICIAL INTELLIGENCE

Iancu Eugenia, Morariu Nicolae, Pascu Paul, Horga Petru

The economic entities, which now deal with the international circulation of capital and trading operations, have spread their operations through the globalization process of companies' interests, process which is determined by multiplication factors, competitiveness and competition.

The new dynamic of their commercial and financial international activities and the integration of financial markets, which are mainly supported by the IT development, have brought out new organizational and operative issues.

The purpose of this paper is to highlight the connection between the evaluation of insurance contracts (according to IFRS4) – insurance contracts, accountancy and calculation of indispensable technical reserves of insurance companies, and the evaluation carried out by expert systems

Keywords: technical provisions, expert systems, accounting standards, insurance contracts

THE IT AUDIT – A MAJOR REQUIREMENT FOR THE MANAGEMENT QUALITY AND SUCCESS IN THE EUROPEAN BUSINESS CONTEXT

Ion Ivan, Traian Surcel, Cristian Amancei

A requirement for the improvement of the quality management for the Romanian companies that are integrated in the European environment is represented by the development of an informational partnership between the actors involved in the company network. This partnership must be characterized by credibility, conformity, performance and security. The IT&C system represent

the hardware and software support of this partnership, and the IT audit is the process that certify it's conformity. In the audit process, the main accent is on the security audit due to the importance of the vulnerabilities, threats and IT risk analysis. The list of measures that are proposed at the end of the audit to company management should be incorporated in the company security policy, that is the starting point for the ISMS – Information Security Management System, part of the company general management system. The implementation of the Business Continuity and Disaster Recovery Plan is one of the most important measures in order to increase the confidence level of the business partners and to provide safe environment for business continuance.

Keywords: Management, IT&C Systems, IT Audit, ISMS, Security Policy, Business Continuity, Disaster Recovery Plan

THE PATTERNS DEVELOPMENT PROCESS FOR E-BUSINESS APPLICATIONS

Lăzărică Marinela

The main aim of this paper is to show how e-business represents an order of magnitude increase in the complexity and sophistication of systems used by large organisations and how the patterns can resolve this. The most significant contributing factor to this complexity is the high degree of integration required by virtually all the systems that contribute to the basic act of buying and selling goods and services.

In present, it seems likely that the ability to handle complexity, and deliver systems in a timely manner, will ultimately become business critical factors; the “Patterns for e-business” initiative is a frontal assault on proliferating complexity and integration.

Keywords: e-business applications, patterns, best practices, integration of systems

THE SOFTWARE DEVELOPMENT PROCESS OF ECOMMERCE SYSTEMS

Lazarica Marinela, Surcel Traian

Today, in the new economy, while the possibilities for software are seemingly limitless, so is the growing demand. The problem is that speed and quality have typically been opposing forces in software development, and they still are. In the past, businesses could sacrifice software quality to respect the deadlines, or compromise on software features to meet time-to-market deadlines. In the new Internet economy, it have no choice: the software developers must produce higher quality software.

For this reason in the paper, we described the key points of software development process in the new economy, trends and major characteristics, the evolution of this process. In particular, the ecommerce system development methodologies which resolve the problems of e-business applications.

Keywords: ecommerce systems, software development process, CMS-Content Management Systems, new economy, new business

IMPLEMENTING E-MANAGEMENT IN SMALL AND MEDIUM ENTERPRISES

Maiorescu Iulian

This article presents the practical aspects of the e-management concept applied to SMEs (from Romania, but applicable to any new EU member): what is actually an e-management system, why to implement it in a SME and what are the key aspects to consider. The theory is demonstrated with several case studies (both positive and negative) to emphasize the importance of each step from the e-management implementation.

Keywords: SME, e-Management, e-Commerce, e-Business, Internet, Management, IT

HEALTHY BUSINESS AND INFORMATION TECHNOLOGY

Mares Valerica, Mares Marius Daniel, Babeanu Delia

The events in the life of an organization flow rapidly and the socio-economic architecture changes while the managerial actions can modify the web of significances and the health of the business. The genesis and the consacrations of the market economy is a complex process that supposes mechanisms and institutions that guarantee values, norms and principles that are adequate for competition. The future imposes more and more the decrease of functional borders, promoting competition as a solution for ensuring success in a complex and dynamic environment.

Keywords: business health, socio-economic architecture, competition

EXCELLENCE IN BUSINESS THROUGH THE NEW IT

Mares Marius Daniel, Mares Valerica

No matter what branch of activity, dimension or maturity of its business, an organization should have a management framework to survive, to have success and to obtain excellent results in the domains of key performance as well as in the relationship with clients, personal and the impact on the society. Excellence supposes discussing the current situation as well as the implementation of a set of systems, processes and interdependent and relational data, which bring changes through learning, innovation, capitalization of the opportunities of improvement that bring added value using the new IT. Modern business aims at eliminating the geographical barriers for exchanging information, experience and communication with the decision centers.

Keywords: performance, added value, excellence, modern business, new IT

UNE APPROCHE BASÉE SUR LA MÉMOIRE ORGANISATIONNELLE POUR LES SYSTÈMES INFORMATIONNELS

Marinela Vrincianu

Le concept de “mémoire organisationnelle” n’est pas nouveau mais, dans son acception courante, il répond à une problématique ancienne et récurrente, celle de la gestion des connaissances. Les défis d’une organisation qui entend mettre en place une mémoire organisationnelle sont difficiles à transcender, à cause d’un manque d’approche prescriptive sur ce sujet. Les systèmes informationnels de mémoire organisationnelle concernent le développement actuel d’outils de travail collaboratif permettant le transfert massif d’information au sein d’une organisation. Cette étude (1) présente ce que recouvre la notion de mémoire organisationnelle et (2) fait l’analyse des formes de représentation et des outils informatiques de développement d’une mémoire organisationnelle.

Keywords: Mémoire organisationnelle, base de connaissances, base de cas, Web sémantique

LES PROJETS INFORMATIQUES ET LES RISQUES DE LEUR REALISATION ET IMPLEMENTATION

Melnic Andreia - Simona

Because informatics projects are filled with risk, effective project management demands that solid risk management perspectives be factored into the overall management effort. For the most part, the best way to handle risks on projects is to carry out the project effort in accordance with good general management practice. Thus, you should plan well, monitor the team’s performance carefully, communicate clearly, treat your employees with respect, and so forth.

Keywords: informatic project, risk, management risk

E-COMMERCE TRENDS, CAUSES AND CONSEQUENCES

Mihalcescu Cezar, Firoiu Daniela

The exponential increase in internet connectivity and in electronic commerce is likely to have a lasting effect on the conduct of business activities. Consequently, the already observable changes indicate only the beginning of a long-term phenomenon, which might be labeled with the term new economy. The rapid spread of the internet as a means for business transactions has not yet been accompanied by corresponding modifications of the international framework. The potential that e-commerce has in productivity and competitiveness terms is so significant that any delay in ensuring the technological and infrastructure premises necessary to its spreading on a larger scale attracts the risk of the deepening of the digital difference and implicit of remaining behind related to the aspect of integration in the global and European structures.

Keywords: new economy, ECommerce, framework

A FUNCTIONAL SKETCH FOR RESOURCES MANAGEMENT IN COLLABORATIVE SYSTEMS FOR BUSINESS

Moca Mircea, Silaghi Gheorghe

This paper presents a functional design sketch for the resource management module of a highly scalable collaborative system. Small and medium enterprises require such tools in order to benefit from and develop innovative business ideas and technologies. As computing power is a modern increasing demand and no easy and cheap solutions are defined, especially small companies or emerging business projects abide a more accessible alternative. Our work targets to settle a model for how P2P architecture can be used as infrastructure for a collaborative system that delivers resource access services. We are focused on finding a workable collaborative strategy between peers so that the system offers a cheap, trustable and quality service. Thus, in this phase we are not concerned about solutions for a specific type of task to be executed by peers, but only considering CPU power as resource. This work concerns the resource management module as a part of a larger project in which we aim to build a collaborative system for businesses with important resource demands.

Keywords: resource management, p2p, open-systems, service oriented computing, collaborative systems

TIME-SERIES DIAGNOSTICATION AND PREDICTION WITH PATTERN RECOGNITION TECHNIQUES AND NEURAL NETWORKS

Morariu Nicolae, Iancu Eugenia, Pascu Paul

The paper presents some aspects regarding the joint use of classification and recognition techniques for the activity evolution diagnostication and prediction by means of a set of indicators. Starting from the indicators set there is defined a measure on the patterns set, measure representing a scalar value that characterizes the activity analyzed at each time moment. A pattern is defined by the values of the indicators set at a given time. Over the classes set obtained by means of the classification and recognition techniques is defined a relation that allows the representation of the evolution from negative evolution towards positive evolution. For the diagnostication and prediction the following tools are used: pattern recognition and multilayer perceptron. The paper also presents the REFORME software written by the authors and the results of the experiment obtained with this software for diagnostication and prediction of the degrees of economical development during the years 2003-2010

Keywords: time-series, pattern recognition, neural networks, multilayer perceptron, diagnostics, prediction

WEB APPLICATION FOR ON-LINE STATISTICS OVER A SQL SERVER RESPONDENTS TABLE

Nachila Catalin

The application presented in this article was developed under Microsoft Visual Studio 2005 (based on ASP.NET 2.0 platform) and Microsoft SQL Server 2005. It describes a way in which some statistic information about the data from the records of a SQL Server database can be acquired and how these data can be grouped by a continuous frequency distribution.

Keywords: on-line statistic, Sturges' rule, grouping of statistical data, continuous frequency distribution, SqlConnection, SqlCommand, Web application

THE SIMULATION OF A PROJECT CONCERNING THE MENU ENGINEERING IN A FOODSERVICE ORGANIZATION

Negoita Nicolae

The paper emphasizes the techniques referring to the strategic analysis of menu engineering with the support of specialized software – Menu Engineering. In the first part of the paper I presented a famous model in hospitality industry literature elaborated by Kasavana and Smith and the strategies applicable to each type of menu article (star, puzzle, plowhorse and dog). In the applicative, I realized the simulation of a sales project in a foodservice organization in order to manage efficiently a range of articles from a menu.

Keywords: menu engineering, foodservice, information technology

ONLINE DECISIONAL SUPPORT FOR SELECTION OF THE BUSINESS PARTNERS IN THE CASE OF SMALL AND MIDDLE-SIZED ENTERPRISE

Nicolae Marginean

From the great amount of problems the organization management is confronted to, our interest field aims at one of the current problems met by a decision factor of a small and middle-sized enterprise, namely selection of business partners. The present study has established as main objective the accomplishment of an architecture of a decisional support regarding the selection of potential business partners. From the various number of decision support systems, we will focus on those where the management sub-system of certain large data volumes constitute the dominant technological component. Data will be stored as a data warehouse so that we will can analyse it from many point of view, including economical and financial analysis, using data mining. The result of these analysis will be interpreted by a special expert system and then the final results will be display using an internet interface.

Keywords: data warehouse, expert system, DSS, data mining, decision

THE LINE UP OF ROMANIA TO THE EUROPEAN GEOSPATIAL INFORMATIC SYSTEM GEO-SPATIAL DATA PROCESS AND ACQUISITION

Nidelea Marinela

Over the past few years, within the European Community for Geographic Information a large data base has been set up in order to create the European Infrastructure for Geographic Information. The main objective is the contribution to the foundation of the Romanian Informational Society in a specific area, that of GIS, through a national spatial data infrastructure (INDS). To this end, the most recent acquisition and processing techniques for geospatial data were borrowed and

implemented. In what follows we will speak about some of these techniques and about the integration of Romania in the European geospatial Infrastructure.

Keywords: geo-spatial, geodatabase design, the process and acquisition method, geographic information

A DOCUMENT MANAGEMENT SYSTEM MODELING

Patrascu Aurelia, Tanasescu Ana

The authors propose in this paper a model for a document management system, describing, briefly, the document management system and the model concepts, as well as, the Unified Modeling Language characteristics. Finally, they are presented some more important diagrams of this language.

Keywords: Model, Document Management System, UML, Class Diagram, Use Case Diagram

THE XML TECHNOLOGY . IMPLEMENTED IN MICROSOFT SQL SERVER

Pirna Mironela

The scripting languages from the Server (ASP and ASP.Net then PHP or JSP) are nowadays advanced and mature technologies that offer the possibility of developing new and complex applications on the Web.

Despite the existence of these technologies, basic changes took place lately regarding informational needs or equipments used by a large variety of users. Therefore, today not only the computers are connected to Internet but also hand- held devices. . Taking into account these necessities it is strongly required an universal language that can be understood by all these different devices XML proved to be the answer to this need, representing a new superior stage from all points of view. In the evolution of the information age data exchange is enabled among various equipments.

Keywords: HTML, XML, IP, database, query language, web services

MARKETING DATABASES – THE SHORTEST WAY TO CLIENT’S HEART

Popa Adela Laura, Sasu Dinu Vlad

The aim of this paper is to present the potential which could be offered by managing databases in direct marketing through gathering the information that could offer the shortest and efficient way to the clients needs. The paper includes the necessary steps to make this activity a real success

Keywords: databases, marketing direct, customer database, information, databases update

THE ROLE IN ENABLING GOVERNMENT TO ORGANIZE AND OPERATE ITSELF IN A MORE EFFICIENT AND COST-EFFECTIVE MANNER BY USING THE INFORMATION TECHNOLOGY

Popeanga Vasile, Vatiuiu Teodora

This paper illustrates the value of interoperability in the delivery of Government e-services: Government-to-Government, business-to-Government and citizen-to-Government. It describes the many issues involved in achieving successful interoperability programs—together with the tools, technologies and standards that help make this possible.

Keywords: The information technology, the delivery of Government e-services, successful interoperability programs

INFORMATIONAL APPLICATION FOR THE SUPPORT OF OPERATIONAL MANAGEMENT

Rotaru Simona, Bardas Petru, Ghită Mirela

The development of the informational and communicational technology makes possible the use of a diversity of systems, instruments and technologies that offer to the decisional factors sharp and safe informations and also proper ways to process and analyse those informations in order to achieve an efficient development of their activities. We chose the internet - for theoretic and also for practical reasons - as informational technology because it stays at the base of other informational, decisional and communicational technologies - the intranet, the extranet, the web, the e-commerce, the groupware etc. Among the practical reasons we mention: low costs, fast communications and the performances inside the office and in relation with other people, especially with the clients; the market's development and the easier acquisition and fusion processes.

Keywords: the management's data base, the federative data base systems, the client/server architecture, the internet/intranet technology, the distributive application

SPREADSHEET-BASED DECISION SUPPORT SYSTEMS

Rus Veronica Rozalia, Toader Valentin

In this paper we will present an important category of Decision Support Systems (DSS), spreadsheet-based DSS. After a short review of literature, we will specify the main characteristics that make Microsoft Excel 2007 an appropriate environment for DSS building. Then, we will analyze the instruments throughout we can enhance the spreadsheet capabilities. We will conclude presenting our view about the use of spreadsheets as DSS generators.

Keywords: decision support system, spreadsheet, models

THE TRADITIONAL TEACHING-LEARNING METHOD VERSUS MULTIMEDIA TECHNOLOGY. USING THE WILCOXON TEST AND THE GAUSS REPARTITION

Serbanescu Luminita

This article highlights the ways of applying various statistic methods with the purpose of comparing modern teaching methods, which are based on the implementation of information technology, with the traditional teaching methods, tested, for a period of two years, in parallel groups: experimental and control groups.. Thus, the Wilcoxon (T) test is used for processing data in case of exams and a creativity task within the experimental and the control groups. This test applies in case of comparing ordinal dependent values and is used with the purpose of determining the correlation of indexes, within one and the same selection, measured in two distinct situations. Outlining the results is done with the help of Guassian comparative curves for both groups (experimental and control).

Keywords: test, creativity task, experimental group, control group, Wilcoxon test, Gauss distribution

BUSINESS INTELLIGENT INSTRUMENTS FOR SALES MONITORING

Serbanescu Luminita

The managerial structures need a powerful instrument for measuring, monitoring and tracking down the key business processes. Under harsh competitive conditions, managers are now forced to solve complex problems, often not sufficiently clearly- defined, which have multiple-planned implications. Their reactions to the business demand must be not only quick, but also the right

ones. They must achieve short-term results, but also have long-term orientation. The BI solutions have appeared as a response to managers' demands to obtain quickly matched synthesis information, with explanatory details, associated with the displayed synthesis. In this article, I will present a BI solution, implemented through QlikView Application, thanks to which it is possible to monitor the company sales, (by establishing the performance pointers).

Keywords: sales, business intelligence, QlikView, monitoring, evolutions

DATA WAREHOUSING AND DATA EXPLORING POSSIBILITIES WITHIN THE DECISION SUPPORT SYSTEMS

Stanciu Cristina Ofelia, Cojocariu Adrian

Data warehouse is a complex system which contains operational and historical data concerning an organization, data provided by internal and external sources of the organization. The data warehouse overtakes data from the operational data base, the data being processed and analyzed in order to support the decision system. The main means to benefit by the data from the data warehouse are the on-line analytical processing (OLAP) solutions and Data Mining techniques

Keywords: data, metadata, data warehouse, decision support systems

EGOVERNMENT ACTION PLAN IN EU AND REGIONAL COLLABORATION IN SEE COUNTRY

Stefan Veronica, Fratila Camelia

The world is undergoing a third major wave of industrial revolution brought about by rapid progress in ICT and globalization. Business processes and relationships are being fundamentally transformed. Current trends and changes regarding Internet and political actions for the integration of the Web technology in the daily life of the citizens must be observed and analyzed to evaluate current and future implications for the solutions provided in the fields of eGovernment or eEconomy. Our paper will analyze which are the European Commission policy and initiative and how will employ ICT as tools for economic growth, job creation and long-term stability in the region with specific and regional instruments for cooperation and development. In this context we will focus analyze on the Romanian stage, role, place and challenges for the development of Information Society.

Keywords: eGovernment, Information Society (IS), Information and Communications Technology (ICT), i2010 Action Plan, eSEE Agenda+

INFORMATIONAL TECHNOLOGIES IN LIFE INSURANCE

Stofo Ovidiu - Ilie

Informational technologies can increase the efficiency of the mediation in insurance by supporting the marketing activity, both through simple presentations which offer a high level of attractiveness, and by using database, simulations or graphic representations to define as well as possible the parameters existing in an insurance program.

Keywords: insurance, informational technologies, insurance marketing

SIZE AND FIELD OF ACTIVITY INFLUENCE ON WEB SITES FUNCTIONALITY FOR ROMANIAN COMPANIES

Tarca Naiana, Tarca Ioan

The internet became an important part of the company's informational system. In order to take advantage on the Internet's interactive nature, a lot of companies have created their own websites.

Companies use the website for numerous applications: to promote themselves, online shopping, and communication with targeted clients. This study reveals the fact that the company's size and field of activity have influence on website's functionality and interactivity. Small companies use the website to successfully compete corporations which do not have yet necessary stimulants to fully exploit the internet capacities.

Keywords: websites, informational system, company's promotion, market studies, on line selling, targeted audience communication

WEB SITE FOR THE INFORMATION MANAGEMENT OF A RESEARCH TEAM

Tarca Naiana, Tarca Ioan

During research project activities, an important role is played by an effective communication between research team members. A communication web site was realized in order to allow an operational and effective communication of the intermediary results between the members of the research team. Meantime, the site keeps a record of the team members' activity from the communication point of view. The web site allows an efficiency increasing for the project's activities in order to achieve the research objectives.

Keywords: web site , database, communication monitoring

E-BANKING – IMPACT, RISKS, SECURITY

Tittrade Cristina, Ciolacu Beatrice, Pavel Florentina

The evolution of electronic banking (e-Banking) started with the use of automatic teller machines (ATMs) and has included telephone banking, direct bill payment, electronic fund transfer and online banking. According to some, the future direction of e-banking is the acceptance of mobile telephone (WAP-enabled) banking and interactive-TV banking. However, it has been forecast by many that online banking will continue to be the most popular method for future electronic financial transactions.

Electronic funds transfer (EFT), refers to the computer-based systems used to perform financial transaction electronically. The term is used for a number of different concepts including electronic payments and cardholder-initiated transactions, where a cardholder makes use of a payment card such as a credit card or debit card. Card-based EFT transactions are often covered by the ISO 8583 series of standards.

Keywords: e-banking, e-commerce, e-banks

ARTIFICIAL INTELLIGENCE

Tittrade Cristina Maria, Pavel Florentina Ramona, Ciolacu Beatrice

Artificial intelligence is the science and engineering of making intelligent machines, especially intelligent computer programs. It is related to the similar task of using computers to understand human intelligence, but artificial intelligence does not have to confine itself to methods that are biologically observable.

Intelligence is the computational part of the ability to achieve goals in the world. Varying kinds and degrees of intelligence occur in people, many animals and some machines.

The problem is that we cannot yet characterize in general what kinds of computational procedures we want to call intelligent. We understand some of the mechanisms of intelligence and not others.

Keywords: Intelligent machines, IQ, human intelligence

THE MANAGEMENT OF DOCUMENTS – AN OPTIMISING COMPONENT FOR A COMPANIES IT SYSTEM

Vaduva Florin, Vasilciuc Bogdan, Postole Mirela-anca

In order to ensure success in the competitive world of business, companies must accommodate the needs of their clients, partners, employees and capital owner. Companies that pay attention to the way their documents and information are administrated are more prepared to face cost reduction and can respond much faster to the changes occurred on Basically, it is all about information and controlling it and thus the response time is minimum to any inquiries or demands that come from inside the informational system of the company. So, you need an efficient document management. Software solutions that come to your aid, in order to optimize this process are Electronic Document Management System.

Keywords: Management, document, efficient, efficiency, opportunity, safety, IT.

TECHNOLOGIES SOLUTIONS AND ORACLE INSTRUMENTS USED IN THE ACCOMPLISHMENT OF EXECUTIVE INFORMATICS SYSTEMS

Vatuiu Teodora

The role of a system for the control of the data bases and the facilities offered by it is highly important in the success and performance of an executive informatics system. From this point of view, the analyze will take into account the facilities of working with evolved data bases and storages of data, the implementation of some OLAP functionalities an data mining but also the integration of data and applications coming from different sources, the way in which the process of extraction, transformation and loading of this data in the final storages takes place, the easiness in administration and the instruments offered for the developing of interfaces. One important point of this analyze refers to the performance in interrogation, both on operational data bases and the extraction of data from data storages.

Keywords: The executive Informatics System, OLAP, Data Mining

SECTION: MANAGEMENT AND MARKETING / SUBSECTION: MANAGEMENT

Abaluta Oana Matilda, Burcea Stefan Gabriel

Over the last nineteen years public utility services have been transformed by the introduction of competition. Greater reliance on competition has been a key factor in improving the way these sectors are regulated, leading to improved efficiency, innovation and more attention to the needs of consumers. Introducing competition in different parts of public utility services is not simply a matter of removing legal barriers to entry. It is usually also necessary to introduce new regulation to ensure that new firms have access to any key inputs or services that can only be obtained from the incumbent monopoly firm. The incumbent firm may not willingly provide these inputs, especially where doing so means the potential loss of a profitable line of business to a rival. Incumbent firms can resist the growth of competition by refusing to supply essential inputs, supplying them at a lower quality, or at a higher price.

Keywords: public services, competition, monopoly, restructuring public services

INCREASE OF THE COMPETITIVENESS OF THE SMALL AND MEDIUM- SIZE ENTERPRISES BY MEANS OF THE BEST STRATEGIES OF DEVELOPMENT OF ECONOMIC ACTIVITY

Adelina Nicoleta Dumitriu

In the first part of the work, there are presented general notions on the small and medium-sized enterprises, what they signify currently and how they classify, from the point of view of the number of staff employed and annual turnover expressed in euro. It follows the presentation of the criteria, characteristics and advantages obtained, elements of vulnerability and factors determining the success or failure of the small and medium-sized enterprises. In the second part, there are shortly presented the proper strategies that may be adopted and necessity of their adoption by the small and medium-sized enterprises.

The targeted objectives are to understand the necessity of development of the small and medium-sized enterprises for the national economy, knowing the optimal strategies to be adopted by the small and medium-sized enterprises, possibility to adopt strategies of innovation by the small and medium-sized enterprises, development of the small and medium-sized enterprises by adopting some redevelopment strategies.

Keywords: Competitiveness, innovation, strategies, specialization, diversification

INNOVATIVE ELEMENTS IN ORGANIZATIONAL COMMUNICATION

Amza Virgil Danut, Bratianu Constantin, Amza Vladia Miruna

The development of digital language has caused a profound transformation of human society. Even though we can now perceive only the first stages of this transformation, we can already observe the extent in which computer networks have substantially encouraged (and helped) human interaction all over the world. Nowadays, millions of people spend a significant part of their free time surfing “cyber space.”

Internet has become a true “informational highway”, assuring a big capacity of data transmission, flexibility, decentralizing and interactivity. Sites and weblogs are now a part of everyday life, offering a large range of information, everything from public information up to personal thoughts; there’s more than enough room for everyone.

Keywords: blog, communicator, economy, innovation, internet, marketing

INNOVATION – A KEY-ELEMENT IN PRODUCT AND SERVICES COMPETITIVENESS

Amza Virgil Danut, Bratianu Constantin

Innovation is usually associated with novelty, creativity, performance. In essence, there are four key-elements: the commercialization of technology, informational transfer, receptiveness towards new ideas and innovative spirit. Considering the general vision of the European Union regarding the need of dynamics in research, development and innovation as well as in what concerns the investments of private companies in novelty, necessary in order to resist in a growing competition. Innovation is based on the principles of perpetual improvement, on the efforts of achieving perfection and those of diminishing losses. Thus, through the innovations introduced in any kind of activity, we bring an improvement to products and services, therefore offering necessities to the consumer.

Keywords: creativity, research, innovation, market competition, economical growth, innovative spirit.

DIFFICULTIES AND LIMITS IN APPLYING THE PARTICIPATIVE MANAGEMENT

Andres Solomia

The book approaches a very important domain with a significant impact in the development of the Romanian organizations, implicitly the Romanian economy, in the alert paces established by the integration in the European Union - the participative management.

Although in the last decades the participative management has known a large development and the promotion of this form of modern management has generated positive effects like: the bettering of the decisional process, the unleash of the employees' creative thinking, the increase of their level of information, their preparation and responsibility, the change in their attitude concerning the organization, still it encounters difficulties in the organization, determined by many causes.

The book clearly shows these causes, difficulties as well as some solutions to eliminate them, so that the specialists in the field can bring improvements because the issue can be approached from more perspectives.

Keywords: participation, creativity, motivation, performance, management

NEW MANAGERIAL MODELS CONCERNING THE ORGANIZATION'S GOVERNANCE, USED IN EUROPE

Andres Solomia, Andres Ion Ilie

The book presents the conceptual background and aspects concerning the governing that means the system by which the organizations are lead and controlled, covering the ensemble of dispositions that allow the insurance that the objectives wanted by the managers are legitimate and the means put to work are adapted to reach these objectives.

Considering that the presented models (Stareholder and Stakeholder) are stakes of power between those who lead and those that finance the organization, the convergence of the European and international governing models and systems that involve the existence of some superior governing models, economically, socially and political efficient, the approach of these issues presents special interest being a challenge to Romanian economy.

To conclude, the governing model of a country's organizations is a political, juridical, economical, financier, social and book-keeping construction, the addition of the society's nature and it's

evolution. The globalization gives a plus to the convergence - pleading for the Stakeholder model and the cultural differences plead for the resort to one of the Stakeholder model's variants.

Keywords: ownership right, enterprise, agencies, governance, control

THE EU OCCUPATION POLICIES AND THE MAIN TRANSFORMATIONS IN THE ACADEMIC ENVIRONMENT NEEDED TO DEVELOPE THE PROFESSIONAL EURO-CAREERS

Androniceanu Armenia, Abaluta Oana Matilda

The paper contains a research study developed by the authors concerning the content and the evolution of the European and Romanian labor market from the perspective of the European policies. The paper also presents main changes in the European labor market. Other direction of approach is based on the opportunities of the European market for the Romanian qualified people. The last part of the paper contains the main changes in the European System for Higher Education and the main actions already established at the European level for the period 2007 – 2010.

Keywords: labor market, occupation policy, developpe, euro careers

CAREER MANAGEMENT WITHIN THE EUROPEAN UNION ORGANIZATIONS

Antoniou Eliza, Isac Nicoleta

The analysis of the career management practices within the European Union organization allows the procurance of a general vision over the necessity of their existence, applying and development within the Romanian business environment. The present economical-social context requires a reconsideration of the importance granted to the activities specific to the human resources career management at an organizational level.

Keywords: career, human resources management, planning

ANALYSING THE PRINCIPAL ELEMENTS WHICH INFLUENCE THE ETHICS

Avram Laurentia Georgeta

Along with increasing the influence of the private sector in the economical and financial life, the interest in the business constantly grows. It isn't enough for organizations to offer new more qualitative, accessible and safer products on the market for the customers or these to offer better conditions for the employees, they must analyse the elements which influence ethics in the business, eradicating poverty, sustaining the healthy system and protecting the environment

Keywords: endogenous intern factors , exogenous factors

THE DEVELOPMENT PHASES AND CURRENT STATUS OF THE WORK-RELATED STRESS RESEARCHES

Bălan Leonard Sergiu, Băra Eva

Psychological stress has been the object of the global scientific attention, due to its negative consequences upon the individuals' organism, psychic and every day life, especially in work related activities. Scientists have focused on it because of the Δ and negative effects of the many types of stress factors over individuals and organisations, such as illnesses, accidents, lack of efficiency and many other side factors. Both the cause and the effect were defined, also the cause-effect relations between stress factors and their consequences.

The accent is mainly on the elaboration of prophylactic - therapeutic management programs derived from pathogenesis theories already successfully tested, in coping strategies and stress management at all levels.

Keywords: Development, stress, motivation

THE IMPACT OF MANAGER-EMPLOYEE RELATIONSHIP ON IMPROVING PERFORMANCES IN TOURIST INDUSTRY

Babaita Carmen Mihaela, Istodor Daniela, Ionel Marian

The specific tourism activity, its complexity given by the variety of its components, is important for recruiting and selecting the necessary personnel, its structure, and training in order to maximize the efficiency of work force. Employees' motivation refers to a right correlation between their personal needs and the objectives of the organization. The role of the manager is to identify and decide to what extent the organizational objectives are similar to employee's personal needs. The motivating-coaching function covers up the set of work processes that determine the staff of a company to set up and achieve the planned organizational objectives. There is no standard pattern of motivating the staff, employees' motivation is based both on personal and external factors.

Keywords: human resource management, motivation, reward, satisfaction, manager-employee relationship

USING STRATEGIC MANAGEMENT STUDY CASES IN ROMANIA

Bacanu Bogdan

The paper discuss the use of study case in the teaching of strategic management and the translation of the method from United States to Romania. Some technical aspects of American experience in strategic management case researching are underlined, with a focalised approach on financial analysis and their informational context. The basic weaknesses of the method are also analysed in order to understand the practical problems in Romanian educational environment. The general value as a tool in achieving participation and in developing communication is magnified with a specific Romanian one: gathering direct information.

Keywords: case study, strategic management, qualitative data, financial analysis, firm classification

WAYS TO IMPROVE SALES MANAGEMENT FOR ROMANIAN RETAIL COMPANIES

Badea Ruxandra, Voicu Vlad

Modern commerce stimulates retail expansion. In Romania this market finds itself in a continuous expansion as can be seen in the growth registered every year. This phenomena is sustained, most of all, by the increasing number of superstores and supermarkets. In the same time mentalities change and people become more and more receptive to what the market has to offer.

Therefore it is necessary to answer the needs of the market with innovative measures, in order to sustain a new approach of the selling process for all companies acting in retail. Combining classical methods and new advanced tools, we intend to show non conventional ways to improve sales management for Romanian retail companies having as a starting point the Western-European Experience.

Keywords: sales management, retail companies, modern commerce

STRATEGIC OBJECTIVES IN HUMAN RESOURCES MANAGEMENT

Balan Adriana, Popescu Loredana

This communication concentrates on personnel strategies at Oltchim SA Ramnicu Valcea. There is a problem at human resources department in recruiting qualified employees, therefore they have to focus on implementing HR strategies in such way they could reach their objectives in the area of attracting valuable personnel as well as respecting their general management policy.

Here are some ideas in doing all of these by developing training and mentoring services either from inside or outside the company.

Is this for sure that implementing such services inside Oltchim SA is about organizational culture, managerial skills and effectiveness, and the role of emotions in organizational life.

Keywords: Human Resources(HR), HR Management, motivation, mentoring, emotional intelligence, personnel strategies, training.

THE MEDICAL-ECONOMICAL EVALUATION OF THE HEALTH PROGRAMS ACCESSIBILITY OR HOPE IN THE PERFORMANCE OF THE MANAGEMENT IN THE SANITARY INSTITUTIONS?

Batca Viorel, Stan Cristian, Dumitru Graziella - Corina, Batca Tiberiu

Appreciated as a brave and complex practice, having as object the finding of the efficiency, through the prism of the report cost-performance marginally maximally acceptable, the evaluation medical-economical is regarded with quite reserve, even reticent by the sanitary environment, the elements which explain this concern being of ethical nature. In exchange, for an economist, taking into consideration the economical aspects represents an ethical necessity which leads to the permission to the maxim level of health with a given budget and distributed in a good manner, taking into consideration the existent compulsions. Questions like: “From what perspective are we treating the evaluation? What are its instruments? What is the typology of the costs and how do we quantify them? Are we taking into consideration the time and space effect? It constitutes problems specific to the analyzed models, opened to debates and controversies capable to combat the famous line “The cost is an illusion”

Keywords: the lottery method, The time trade off method, Quality adjusted life years, Decisional shaft, Willingness-to-pay, Cost-utility, Cost-efficiency, Cost-utility

SOCIAL ENTREPRENEURSHIP IN THE CONTEXT OF ROMANIA’S EUROPEAN INTEGRATION

Bibu Nicolae Aurelian, Orhei Loredana

The social sector or social economy is still in the developing stage and the concept of social entrepreneurship is just in the emergence phase in Romania. There is still a lot to do in this field, in order to create sustainability among the actors of the social economy or social sector.

The paper will attempt to emphasize the differences between entrepreneurship in NGO’s and social entrepreneurship and clarify the two terms in relationship with the Romanian social sector. It will discuss what needs to be taken into consideration for the future development of this sector in Romania, in the context of EU membership.

Keywords: social entrepreneurship, non-profit organization, social enterprise, sustainability

CONSIDERATIONS ABOUT THE INFLUENCE FACTORS ON THE COMPETITIVENESS OF SME'S FROM WESTERN REGION OF ROMANIA

Bibu Nicolae Aurelian, Sala Diana, Pantea Marius, Bizoi Gabriel

There are many ways in which the firm competitiveness can be understood in the related literature. The purpose of this research is to undertake a better understanding of expectations and concerns of small and medium sized enterprises from Romanian Western region, in term of competitiveness. This study presents preliminary results of a finished grant focused on SME's competitiveness. There are some positive and negative factors in our research which are influencing firms' competitiveness. This study has confirmed our hypothesis. The external environment influence on the competitiveness of SME's is strong and contributes decisively to their performance.

Keywords: SME's, competitiveness, growth, external factors, Romania

THE IMPACT OF ORGANIZATIONAL CULTURE OVER THE COMPETITIVENESS OF CONTEMPORANEOUS COMPANIES

Birsan Mihaela, Susu Stefanita, Balan Alina

The study of organizational culture represents nowadays a constant preoccupation of researchers, managers, companies, due to its part within any organization. Just as, by studying national culture certain similarities or differences between cultures can be established, both weak or strong points being identified for an entity, the study of organizational culture allows differentiation and in accordance to this criteria, of the contemporaneous enterprises. Within this present article, we tried to identify the impact that organizational culture, over the enterprises' competitiveness, observing the fact that knowing this concept, being aware of organizational culture existence, as well as preoccupation towards its improving become very important, in the view of achieving better results.

Keywords: Competitiveness, organization, organizational culture, performance, quality, price, human resources

CUSTOMER RELATIONSHIP MANAGEMENT – SOURCE OF EFFICIENCY IN BUSINESS

Birsan Mihaela, Susu Stefanita, Balan Alina

The customer relationship management is one of the most dynamic fields within organizations' management. The simplest possible truth, as specialists say, is the fact that all profits are provided by customers: if there is no profit, there will be no business; and if customers aren't, there will be no profit; therefore, if there aren't customers, there will be no business. The opened and sincere orientation towards solving the customer problems is the key with which the marketing opens the gate to success. For business, there are only two ways of creating and supporting the superior performance on long term: an exceptional care towards the customer and a constant innovation. The reality of these affirmations is supported by the fact that a transition from one management model focused on product towards a model focused on customer can be observed.

Keywords: Management, customer, efficiency, business, competitiveness, performance

STRATEGY IMPLEMENTATION - CASE OF THE EUROPEAN TELECOMMUNICATION PROVIDERS

Bocean Claudiu, Meghisan Flaviu, Meghisan Georgeta-Madalina

Most strategies stumble in the implementation phase. This paper outlines the ways for optimizing implementation. This implementation process focuses on the critical timeframe immediately following formal strategy selection, when broad objectives need to be translated into specific actions, schedules, budgets, and metrics. Often strategy development receives significant attention and resources, but its implementation is often neglected, with disastrous consequences. Using a straightforward approach, format and process, managers can bridge the gap between rhetoric and reality; they can succeed in accomplishing what they set out to do, thinking and acting strategically. Implementation lies at the core of strategy, and deserves as much attention as the formulation of the strategy.

Keywords: strategy, telecommunication, providers

LE MULTISYSTEME DES COMPAGNIES DE THEATRE EN EUROPE

Boureau Alexandru, Carstea Gheorghe

Le milieu externe international de la compagnie de théâtre, le cadre économique du secteur théâtral de l'Europe des 27 pays et le comportement du consommateur de culture sont les principales préoccupations de notre recherche. Les multiples différences entre les systèmes de théâtre de chaque région européenne sont un sujet de grand intérêt dans la réalisation des stratégies et du futur « projet » de la compagnie théâtrale. La caractéristique commune, si on peut la nommer ainsi, c'est l'unité dans la diversité, chaque compagnie ayant un système unique d'activité concernant la création artistique. L'attraction du public vers le théâtre offre à celui-ci la purification et l'enthousiasme dont il a besoin dans la société contemporaine, dominée par la violence, les drogues, la vulgarité, les nouvelles incendiaires etc., en la conduisant sur le chemin de la normalité existentielle de l'être humain vers les valeurs morales et spirituelles naturelles.

Keywords: le management theatral, compagnie de theatre, culture.

KAIZEN OR REENGINEERING

Bretcu Angela

While the adepts of the concept of quality propose a continuous betterment, a gradual improvement (Kaizen), a systematic restructuring, correction, modification, the adepts of re-engineering suggest profound actions of reinventing, reconstruction, rethinking of the entire activity of the organisation. By re -engineering, in a radical manner, one proceeds to major and immediate changes, sometimes we witness a total reinventing of an organisation. Nevertheless, between these two concepts there is a significant connection and only by acquiring and mastering both activities successful business actions can be performed.

Keywords: quality management, reengineering, kaizen

LA LUTTE CONTRE LA DISCRIMINATION EN ROUMANIE DANS LE CONTEXTE EUROPÉEN (RESSOURCES HUMAINES)

Brînză Victoria - Mihaela, Brînză Diana - Elena

In the Romanian society, the fight against discrimination is both a necessity and a challenge. A necessity, because Romania committed itself on a way without compromises, that of building a real democratic society, a society in which the respect for the human rights and fundamental liberties is a reality and the european models and values are transposed on a social, legislative and

administrative level. A challenge because this fight does not only mean the building of an integrated institutional legislative system, but also, in many cases, the changing of the deep rooted mentalities.

Keywords: les droits, la discrimination, l'égalité des chances, le cadre législatif

RATIONALIZING THE STRUCTURAL ORGANIZATION OF THE SALES ACTIVITY

Brutu Mădălina

When we intend to improve the performances of the sales activity, rationalizing its structural organization can prove to be a successful solution. The work presents the possibilities for improving the structural organization, by analyzing two methods for dimensioning the sales personnel (The method of the sales potential and the Incremental Method) and by proposing a range of complex organization structures.

Keywords: sale, structural organization, rationalization, the method of the sales potential, the incremental method

THE APPLICATION OF THE TOTAL PERFORMANCE SCORECARD (TPS) PROCESS IN THE SALES MANAGEMENT

Brutu Mădălina

Total Performance Scorecard represents a combination and also an extension of the concepts Balance Scorecard, Total Quality Management and Competences Management, being defined as a systematic process of continuous, gradual and routine improvement, development and learning, the process being focused on the solid increase of the personal and organizational performances. When we intend to improve the sales management, TPS can represent a feasible solution. This concept can be more successful than traditional ones (where improvement is often cosmetized), since real change and organizational improvement can be obtained if people change and improve themselves from the inside, this interior involvement being an integrant part of TPS whose purpose aims at maximum involvement and loyalty of all the involved persons, as well as encouraging individual learning, learning within a team and creativity.

Keywords: Total Performance Scorecard, Personal Balanced Scorecard, Organizational Balanced Scorecard, Total Quality Management, Competences Management, Kolb learning cycle, Sales Management

INNOVATION - THE CHARACTERISTIC TOOL OF ENTREPRENEURS

Bucurean Mirela

The entrepreneur's actual innovation and innovative spirit are of great importance. Many entrepreneurs are very capable and obtain expected results in production or product opening, but very few know how to sustain a creative innovative activity or to stimulate the creativity and innovative spirit of the staff he is working with in research. The implications are the more obvious if we consider the fact that the force of modern development consists in the capacity of inventing and then in the capacity of creating new products based on innovations. To be able to adapt to these imperatives, the entrepreneur needs to embrace the new and challenge it.

Keywords: innovation, creativity, entrepreneur, challenge

THE MAIN PERFORMANCE CRITERIONS FOR BUSINESSMEN

Bucurean Mirela

The purpose of this paper is to describe the main performance criterions for businessmen. This criterions are appreciated differently from one region to another or from one social class to another. Businessmen's morality is more important than profit, than the power of their businesses, their organizational structure or their creativity. The company of the future is a moral company, a company where the changes will appear; all the companies will have to keep up with these changes if they wish to stay competitive. But what remains unknown is the nature of these changes, their magnitude and the fields in which they will be most obvious.

Keywords: criterion, morality, innovative, change

MANAGERIAL DECISION. STUDY REGARDING THE INVESTMENT DECISION FOR REALIZATION OF “SLANIC MOLDOVA SKI PARK”

Caprioara Florin Mihai, Paraschivescu Andrei Octavian

The decision represents the center of management activity, because it insures the fulfillment of the organization functions. This paper aims to analyze the decisional system of a public organization: Bacau County Council in association with Slanic Moldova Local Council. The study attempts to mark out, in the limit of possibilities, the modality in which the decision of investment in Slanic Moldova Ski Park was made. The opportunity of studying the necessity of this investment consists in the appearance of the Phare Program 2004 – 2006 Large Projects for Regional Infrastructure which is financing, up to 90%, the investments in tourism infrastructure, like ski tracks with necessary equipment or balneary centers. The structure of case study develops three important directions of analysis: identifying and definition of the problem, formulation of alternative decisions and decision making.

Keywords: managerial decision, economic development, project

STRATEGIC ANALISYS OF CARGO TRAFFIC THROUGH CONSTANTA PORT

Ceausescu Andreea

Constanta Port is both a maritime and a river port. Daily, more then 200 river ships are charged or discharged or waits to be operated in the Port. Constanta Port facilities allow the entrance any tip of ship. The link between Constanta Port and Danube is realized through the Danube – Black Sea Canal and represents one of the major advantages of Constanta Port. Due to low costs and high volume of cargo transported, Danube represents one of the most advantageous transport routes, representing an efficient alternative road and railway transport of Europe. Large cargo quantities are transported between Constanta Port and Central and East European countries: Moldova, Bulgaria, Serbia, Austria, Slovakia and Germany. For Constanta Port, river traffic has an increased importance, representing about 23,3% of total traffic in 2005, when about 8.800 river ships had arrived in the Port.

Keywords: Traffic analysis, harbor, berth, seaport, strategic analysis, cargo

TO THE EDGE OF MARKETING WARFARE. APPLYING MILITARY STRATEGIES IN A COMPANY FROM THE MOBILE TELECOMMUNICATION SECTOR IN ROMANIA

Cernat-Gruici Bogdan, Constantin Laura Gabriela, Chiciudean Alina

As military strategy preceded firm strategy, it is natural to state that firm strategy took the majority of its main concepts from the military. Nowadays, the business environment plays an important role in adopting strategic decisions. This implies that in the center of a company's view, competition stands for one of the important factors. The interactions between economic agents become more and more intense, leading to firm cooperation, strategic partnerships, firm cluster and firm networks. However, there are also many ways for companies to engage in conflict. For smaller companies the most suitable approach on conflict is guerrilla warfare. We considered a company from the mobile telecommunication sector in Romania and showed how the several identified military techniques improved the company's performance. In addition, we made a number of recommendations based on the principles of running a guerrilla war.

Keywords: guerrilla warfare, marketing strategy, military strategy, corporate strategy

Needs for highly skilled human resources of private businesses in Oradea

Chipea Floare, Hatos Adrian

The article presents the results of a survey realized with representatives of 660 private enterprises located in Bihor county and addresses the needs of academic institutions to plan their educational offer in correspondence with the requirements of the business sector. In the first part of the article we describe the personal profile of the researched enterprises and a prognosis of the need of qualifications for the next future. In the second part we present an evaluation of the quality of human resource provided by the University of Oradea.

Keywords: human resources, highly skilled human resources

ORGANIZATIONAL LEARNING AND KNOWLEDGE MANAGEMENT

Chivu Iulia Mirela, Stanescu Aurelia, Nen Madlena

Although at first the terms organizational learning and the learning organization were interchangeable, slowly the two concepts separated into two streams at the beginning of the 90s. The learning organization is at this point the prescriptive stream, oriented towards practice. This perspective centers on the characteristics of an organization that promote learning and facilitates the creation of a certain type of organization.

On the other hand, organizational learning is the descriptive model, centering on the process of learning in the organization. The roots of this concept are in social and cognitive psychology, and it has a strong academic orientation. The main question being how do organizations learn, this type of research often quotes the work of Argyris and Schon (1978, 1996), although an analysis these authors make of the two streams (1999) positions them as integrators.

Keywords: knowledge management, learning organization, organizational learning

KNOWLEDGE MANAGEMENT IN THE PUBLIC SECTOR

Ciobanasu Marilena, Iliescu Elena-Mihaela

Knowledge management represents one of the greatest challenges in the life of any organization. Implementing the information and knowledge management is essential especially in the case of

organizations using an important amount of information during their activities, as well as of organizations where the access to information is restricted or simply of organizations where structuring the available knowledge and disseminating it to all the employees are set objectives. At present, document management and preparation have become an increasingly difficult task for companies, as they are time and space-consuming activities; as a consequence, finding documents is an extremely exhausting activity, involves an enormous amount of human effort, while stocking them supposes major costs.

Keywords: knowledge management, information, public sector, transparency, innovation

THE PREPARATION OF REGIONAL EU-FINANCED DEVELOPMENT PROJECTS: A STAKEHOLDER-BASED APPROACH FOR THE ROMANIAN WATER SUPPLY PUBLIC SERVICE

Cioc Marian Mihai, Ursacescu Minodora, Dogeanu Ion

The performances of water supply public service are influenced by a large number of organisations from public or private sector, of different importances and sizes. The actions of those “actors”, defined in the context of this paper as “stakeholders”, have a great impact on the key performance indicators related to the water supply market. By identifying the connections between the importance and influence of the key stakeholders, on the one part, and the management performance and service quality, on the other part, we can evaluate the efficiency and the potential risks of the current organisational and functional framework of the supply system. This analysis can be used to identify way of action in order to implement european directives regarding the operators regionalisation and the promovation of local council associations in order to access the financial resources needed to sustain regional development projects.

Keywords: stakeholderi, POS, apa

AN EFFICIENT RECRUITMENT USING DIVERSE METHODS

Ciucescu Nicoleta, Feraru Andreea

At present the organizations develop their activity in competitive conditions, some of them operating in an environment characterized by rapid changes, other operating in low-speed environments. Top managers and implicitly the Human Resources Departments face situations when they have to choose the recruitment method. The recruitment result is also determined by the chosen recruitment method. That is why knowing all the existing recruitment methods is so important, marketing actions contributing substantially to the efficiency of these methods.

Keywords: recruitment, method, candidate, vacancy, marketing activities

RISKS MANAGEMENT. A PROPENSITY SCORE APPLICATION

Constangioara Alexandru

Risk management is relatively unexplored in Romania. Although Romanian specialists dwell on theoretical aspects such as the risks classification and the important distinction between risks and uncertainty the practical relevance of the matter is outside existing studies. Present paper uses a dataset of consumer data to build a propensity scorecard based on relevant quantitative modeling.

Keywords: managementul riscurilor, management cantitativ

RISKS MANAGEMENT. DATA ISSUES WITH RISKS ESTIMATIONS IN CONSUMER CREDIT

Constangioara Alexandru

Risk management is relatively unexplored in Romania. Present paper follows previous research of Constangioara on issues relevant to risks management (Constangioara, 2008). Particularly I use a Hungarian dataset of consumer loan investigating the maturity of the sample and its implications on default estimates.

Keywords: risk management, risk scoring

A STUDY OF HUMAN RESOURCE MANAGEMENT PRACTICES IN ROMANIAN PRIVATE COMPANIES

Conțiu Lia Codrina

In a society based on knowledge, the human force becomes the best card to get a competitive advantage. The HRM practices can make the difference in an environment in which competitiveness becomes the main element and the economic growth is influenced by diverse factors.

In the past, researchers focused almost exclusively on how changes in HRM practices affect employee performance or satisfaction, but now researchers are beginning to ask how organizational conditions shape HRM practices.

In our paper we aim to diagnose two private organizations from human resource management practices perspective, the hypothesis being that HRM practices differ based on the company's size and activity length.

Keywords: human force, human resource management practices, private companies

THE COMPETITIVE ADVANTAGE AND THE BUSINESS STRATEGIES USED BY ROMANIAN COMPANIES

Cordos Malina, Mihalcea Alina - Daniela

Business, as an object of the strategy, has been an attraction point for many established strategic management writers - I.H. Ansoff (1965), M.E.Porter (1980), H.Mintzberg (1988), M.Gervais (1995), J.Chevalier (2002), etc. In what follows, I will try to foreground a few of the most complex and pertinent typological approaches.

Keywords: Strategy, strategic management, generic strategies

STRATEGIC CONTROL AND THE PERFORMANCE MEASUREMENT SYSTEMS

Craciun Liviu, Girboveanu Sorina, Ogarca Radu

Performance measurement techniques historically developed as a means of monitoring and maintaining organisational control, which is the process of ensuring that an organization pursues strategies that lead to the achievement of overall goals and objectives. This paper compares two of the most widely adopted performance management frameworks – EQFM and Balanced Scorecard. These methods are used to explain how strategic control and performance measurement can aid in the implementation of strategy and the improvement of organizational performance.

Keywords: Performance measurement, Strategic control, EQFM, Balanced Scorecard

MANAGERIAL COMMUNICATION IN THE ROMANIAN PRE- UNIVERSITARY EDUCATION SYSTEM

Criveanu Ioan, Radut Eugen, Lazarescu Adrian

Human relations are very complex and important; they represent, in fact, the texture on which life itself stands, the structure of successes, the miracles or human disasters. Characters and attributes, human facts (good or bad), looks and gestures – all can create a code, a model or a style of inter-human communication. Communication, in its full meaning, as a transactional act, unavoidable in interaction situations, becomes essential, fundamental, for personal life as well as for individual social life. Therefore, concepts like “communication”, “idiom”, and “language” have many meanings. This fact arises not only from the intrinsic complexity of each concept, but also from the fact that they represent the researching object of many scientific fields of study, such as linguistics, psychology, sociology, cybernetics etc.

Keywords: concept, study, communication, knowledge, education, information

SMART STRATEGIES ARE KEY TO TEXTILE INDUSTRY SURVIVAL

Cuc Sunhilde, Tripa Simona

Intense competition from low cost producing countries presents a number of challenges for Romanian textile and apparel firms. Managers of firms in textile industries face major challenges in coping with the day-to-day crises that arise from constantly changing operating conditions. But they also face more subtle strategic challenges that have to be addressed successfully if the firm is ultimately to survive. This study analyzes the impact of European textile companies corporate strategies on the performance of the textile industry and examines the pending strategic issues for maintaining Romanian textile companies competitiveness in global markets. In order to remain competitive, these companies must find strategies in order to adapt to the changing dynamics. One direction in which Romanian firms are moving is to focus on specialization and a better marketing

Keywords: textile industry, strategy, Technical Textiles, Home Textiles, Interior Textiles, information technology, communications

BENCHMARKING, A NEW FASHION IN THE STRATEGIC MANAGEMENT?

Curpan Alina Mihaela, Nisulescu Ileana, Manea Cristina Lidia

In the actual conditions of the globalization and extension of the markets throughout the world wide, the realization of the comparison between products and services, between economic entities, has become an indispensable instrument in the establishment of the real situation of the own firm comparing with that of the other firms and for the identification of the most appropriate practices of improvement of the existent situation. By using some modern management instruments, the firms try to increase their competitiveness in the actual business environment. Benchmarking comes to help the firms surpass the problems, to gain durable competitive advantages through the development of the strengths and by reducing the weaknesses. The paper proposes to emphasize the necessity of using benchmarking, the application methodology, the advantages and the disadvantages of the new process, as well as the concerned critics.

Keywords: Benchmarking, benchmark, the benchmarking application methodology, performance, the best practices, the advantages and the disadvantages of the benchmarking

LES APPROCHES PSYCHOSOCIOLOGIQUES DES ORGANISATIONS

Deaconu Alexandrina, Rasca Lavinia

Les préoccupations pour bien comprendre la complexité des organisations sont bien connues dans la théorie et la pratique du management. La motivation la plus fréquente pour toutes les recherches et les investigations faites a été fondée sur le besoin de savoir gérer les situations diverses en vue de maximiser la performance organisationnelle.

En ce qui nous concerne, pour enrichir les informations disponibles, nous voulons élargir, dans notre communication, les approches traditionnelles, focaliser l'attention sur la dimension psychologiques des organisations et présenter les mécanismes qui favorisent l'implication des salariés.

Keywords: organisation, approche psycho-sociologique, management de l'implication, engagement des salariés, changement organisationnel.

THE UNIVERSITY ROLE IN ADAPTING THE STUDENTS PROFESSIONAL EDUCATION TO THE NOWATHE UNIVERSITY ROLE IN ADAPTING THE STUDENTS PROFESSIONAL EDUCATION TO THE NOWADAYS AND FUTURE ECONOMICAL ENVIRONMENT REQUIREMENTS DAYS AND FUTURE ECONOMICAL ENVIRONMENT REQUIRE

Diaconu Mihaela, Puiu Ovidiu

The academic environment, through its activities and through its role in the society consists into a method of cultural answer to the social and professional elites need. Between the academic environment and society exists an interdependence relation, meaning that the well-functioning of the activity from the university level influence the society good development? The universities can transform in researching laboratories for the business environment (surroundings), with the condition of existing reciprocal opening and will.

Keywords: knowledge management, cultural/intellectual capital, professional training

THE PROFILE OF HUMAN RESOURCES INVOLVED IN MARKETING - OIL COMPANIES APPROACH

Dimian Mihai, Dimian Gina Cristina

By its own role, interface between the internal and the external environment of the company, the marketing function needs highly trained human resources, capable to sustain the activities that must be ventured in order to achieve the strategic objectives allocated and to offer to the top management, in real time and in accuracy conditions, with the support of a performant information system, the data needed in order to update the strategy, at this firm function level being concentrated the most important part of the feed back mechanism.

Also, owing to its special character, the labour relations must be developed on trust, a higher value having, compared to the formal, written contract, the so called psychological one, this being the base for realising the dynamic equilibrium between employee desires (how is he appreciated, his expectations, his possibilities to prove his competence, involvement, workplace stability, etc.) and the company's requests (loyalty, responsibility, commitment, professionalism).

Keywords: human resources, marketing, conflict, negotiation

THE DECISION - MAJOR ELEMENT OF PRODUCTION ACHIEVEMENT

Dina Ionela Claudia, Ravas Doru Bogdan

In management process, we appreciate that decision represents the engine for any economic-social activity, who's effect can be felt in present or on longer period of time and sometimes it reflects even in career of person which had adopted.

Keywords: decision, management, objectives

THE GROWTH OF ORGANIZATIONS COMPETITIVENESS THROUGH THE DEVELOPMENT OF SOCIAL RESPONSIBILITY INVESTMENTS PROJECTS

Dobrea Razvan Catalin, Ciocoiu Carmen Nadia

In terms of globalization and intensification of technology and information transfer, the assurance of a economic competitiveness corresponding level represent a major concern for the organizations. Their efforts concentrate on different parts of the activity, one of the most important is the intensification of investments projects. Classic investments projects orientated on solving precise problems on short and medium term pass now in the sphere of complex preoccupation, with a systematic view towards everything which assumes the substantiation, accomplishment and the exploitation in a strong connection with the environment. Even if the social responsible investments are a new economic concept, it constitutes one of the elements with a significant impact for the organizations competitiveness. The present working presents some aspects regarding the way in which the involvement in social responsibility investments project could assure the growth of the competitiveness related to the actual context of the social and economic development.

Keywords: competitiveness, investments, social responsibility

THE ORGANIZATIONAL CULTURE AND THE FACTORS OF ITS FORMATION

Doina Rosca, Mirela Sirbu, Constantin Rosca

Organizational culture is defined as an assembly of traditions, values, procedures, conceptions and attitudes which creates the context of activities in the organization (McLean and Marshall).

The elements of organizational culture, in opinion of many authors, are structured on many levels, depending on more criteria such as:

a) from point of view of behavior, these elements are structured in three levels: trust and beliefs imprinted in consciousness of staff ; values and attitude for which employed made an option; individual and group behavior inside the organization.

b) concerning the content, the elements of organizational culture can be structured in three levels (D. Roberts): surface level – behaviors, slogans; second level – values and standards regarding of good and wicked in organization, development of organization and employed; deep level – believes, convictions of staff.

c) considering the action area and his characteristics, inside of organizational culture we distinguished: institutional subculture – at the level of the component parts of organization; professional subculture – concerning the professions inside the organization.

The main factors who determine the organizational culture are presented in this paper and they are: founders and owners; managers; group of work; characteristics of organization; the environment (juridical, economic, cultural, technologic).

Keywords: organizational culture, levels of the organizational culture, the factors of the organizational culture

STRATEGY OF REORGANIZATION AND ADAPTATION OF ROMANIAN VITICULTURE AND VINIFICATION TO CMO STRICTNESS

Dorin Popa

Integration of Romanian viticulture in CMO must reckon to apply the negotiated community acquis. This accepts a four year period (until December 31st, 2010) to make an inventory of vine plantations and to manage them in a community register and a transition period of 8 years (until December 31st, 2014) to eliminate from the culture the direct producers hybrids. From 2007 to 2014, by the negotiated strategy, Romania has the following objectives: accomplishing a program of restructuring and reconverting vine plantations by improving sort structure and modernizing vine plantations, building up the viticultural patrimony up to an area of 240.000 ha by using production potential of the rights to plant or replant, replanting the area of 30.000 ha resulted after clearing the forbidden hybrids, improving wine quality by changing the ratio of DOC sorts and table sorts during the reconverting-restructuring process.

Keywords: viticulture, marketing, wine, plantation

ORGANIZATION'S COMPETITIVE ADVANTAGES RELATED TO SOCIETAL KNOWLEDGE MANAGEMENT

Doval Elena

In the knowledge-based society, the corporations and the global and international companies are involving more and more in developing environmentally sustainable products and production processes, as a consequence of the new industrial system that generates individual, organizational and societal knowledge. Some general aspects regarding knowledge, knowledge management and knowledge societal management are presented in the paper. The main issues of the societal knowledge management are based on several organizations' competitive advantages that are nowadays fundamental: intellectual capital creation, the life cycle management, the integration of societal requirements into business strategies and the knowledge work force development. The fourth strategic capabilities discussed in the paper bring benefits to individuals, organizations and society into the societal knowledge system.

Keywords: knowledge, knowledge management, societal knowledge management, competitive advantage, societal knowledge system

RÔLE ET LIEU DU PERSONNEL POUR UNE MEILLEURE ORGANISATION DE LA PRODUCTION ET DU TRAVAIL

Draghici Constantin, Popescu Elena Daniela

Dans des conditions de la révolution technico-scientifique contemporaine, un facteur essentiel pour le perfectionnement des activités économiques est l'organisation de la production et du travail. Le passage à ce ``mécanisme du marché``, représente un processus essentiel, très complexe imposé par la période du rétablissement actuelle de l'économie Roumaine.

Keywords: Production, employes, organisation

ASPECTS CONCERNING THE PARTICIPATIVE MANAGEMENT

Feraru Andreea, Ciucescu Nicoleta

The essence of the principle of the participative management is referred at the implication of the staff of the company to exert the most important and complex processes and relations of the management. The participation of the staff at the running of the processes and relations of the

management is necessary to be realized differently, with a plus of the intensity at the level of great and middle companies, in the activity domains with a high complexity and dynamics for the high level staff. The major forms of participation of the components of the company and of some specialists outside of the company at the management is regulated by documents through which is based its make up: the statute, the company's contract etc.

Keywords: individual management, participative management, methods of participative management, organisms of participative management, attributions

IT GOVERNANCE – A GLOBAL APPROACH AT COMPANY LEVEL

Florin Ionita, Mihai Cioc, Sorin Burlacu

Statistics show that the IT expenditures recorded a constant growth during the last 20 years, which shows a continuous growth of the effort of the companies or states dedicated to the extension of the IT sector. Unfortunately, these efforts have not always resulted in a similar growth of the competitiveness and performance of the organizations. In the the authors' opinion, in the large IT projects (more than 1,000,000 €) the success rate does not exceed 1/7 in Romania and 1/4 -1/5 at the world level. The causes should not only be searched in the way these systems are designed and implemented, but also inside the beneficiary organizations, where the information systems subject to updating cannot always successfully adapt themselves to the level of performance of an IT solution. This paper tries to prove that the management of IT activities in a company is not only a problem of the IT department, but one of the top management, and its amplexity justifies the usage of the term „governance” instead of „management”.

Keywords: IT Governance, Maturity model, Maturity levels

ASPECTS CONCERNANT LE MANAGEMENT DE LA QUALITÉ DANS L'ENSEIGNEMENT SUPÉRIEUR. ÉTUDE DE CAS – UNIVERSITÉ „CONSTANTIN BRÂNCOVEANU” DE PITEȘTI

Gănescu Cristina, Ene Sebastian

Providing a high quality education represents a priority for any higher institute. quality teaching and learning contribute to the student's evolution, to society's welfare and to the preservation and improvement of the environment. An educational institution must function in such a way as to satisfy the public trust by the quality of its activity and facilitate the affirmation of education as one of the public goods.

Keywords: la qualité des services éducationnels, le management de la qualité, le système de management de la qualité, la garantie de la qualité, l'évaluation de la qualité des services éducationnels

MANAGEMENT IMPROVING METHODS FOR PRE-UNIVERSITY

Gheorghina Liliana Bîrlădeanu

Educational Management is a new discipline necessary for efficiency and productiveness in educational relations and for the stimulation of personal development both for learners and teachers. The management of the learning and teaching system has a real and primordial importance due to the fact that the manager has an active role in the work of children or young learners who represent the future of society. The evolution or involution of any nation depends completely on them. This is the reason why we should pay a special attention to this section of management. There are material competences which were given to collectivities and teaching competences strictly belonging to the detriment of the state. This gives a general endowment of

decentralization in local collectivities for the latter to be able of competences regarding the functioning of teaching institutions, other times belonging to The Ministry of National Education.

Keywords: educational management, educational system, educational institution, decentralization, administrative responsibilities

THE PROGRESS AND STRUCTURE OF THE INTERNAL AND PUBLIC AUDIT IN ROMANIA

Ghita Emil, Stanculescu Mircea

Since 1999, Romania has seriously got involved in the System of Internal and public Financial Control. Together with experts of the European Community, we obviously started this process with the elaboration of a strategic document - Policy Paper - finalized in October 2001, by means of which it was set out the architecture of the coming system of internal audit within the public sector.

This new conception is based on the managerial responsibility and liability on an efficient management of the budgetary funds, especially of the European ones. Thus, it is supposed to be adopted the management modern principles, the control systems based on risks assessment, the concise and complete regulations and proceedings, in order to perform the activities and implicitly, an efficient position of internal audit.

Keywords: internal and public audit, internal control, internal control system, managerial control, the Ministry of Public Finances the Central Unity for Internal and Public Audit Harmonisation, the Central Unity for Management and Financial Control Systems Harmon

REMARKS ON THE IMPORTANCE AND NECESSITY FOR PUBLIC ENTITIES TO ASSOCIATE IN ORDER TO PERFORM EFFICIENT ACTIVITIES OF INTERNAL AUDIT

Ghita Emil

In Romania, due to territorial extend of the audited entities, we deal with a great number of isolated departments for internal audit, consisting of 1 to 2 auditors.

The international audit standards recommend that the number of internal auditors should cover at least the minimum of activities performed by the departments for internal audit. Related to this matter, the first-class international practice recommends that their number should be of three internal auditors at least.

The internal auditors of these departments consisting of 1 to 2 individuals encounter particular problems concerning the documentation, standards acquiring or implementation.

Keywords: internal and public audit, obligatory procedures of internal audit, risk analysis, realizing the function of internal audit through association (employment or office), chief employment or office for internal public audit, the Ministry of Public Finances t

CERTAINS ASPECTS REGARDANT L'EFFICACITÉ DE L'ACTIVITÉ DANS L'ADMINISTRATION PUBLIQUE

Giurescu Daniela

Le management de la fonction publique et des fonctionnaires publics est un ensemble de processus en changement continu, en fonction des mutations dans le système administratif interne et international. L'étape de la réalisation de l'analyse-diagnostique de la situation existante au niveau du management de la fonction publique est nécessaire pour la formulation d'une stratégie cohérente regardant le management de la fonction publique et des fonctionnaires publics. Dans la vision des États Membres de l'Union Européenne on promeut l'idée de la

réalisation d'un nouveau type d'administration qui soit mis au service du citoyen. Dans une autre perspective, il est normal que la formation continue et le perfectionnement du personnel dans l'administration publique représente aussi bien les priorités des gouvernements qu'une coalition fondamentale pour la réalisation d'un acte d'administration efficient.

Keywords: Fonction publique, formation professionnelle, management des ressources humaines

VIRTUAL WORKPLACE AND TELECOMMUTING: CHALLENGES THAT REDEFINE THE CONCEPT OF WORK AND WORKPLACE

Gorski Hortensia

Virtual organizations that perform the activity in the virtual workplace (cyberspace) will play a more and more important role within the global economy. Telecommuting (teleworking) is a concept strongly related to cybecorporation and cyberspace. In order to determine: (a) the usage level of telecommuting according to the field of activity and the size of the organization; (b) the reasons that determine the organizations to appeal to telecommuting; and (c) the teleworker profile, I carried out a survey based on a sample of 150 managers from all types of organizations: commerce, production, services. The survey highlights the fact that only a reduced number of organizations have started „to make a move” related to teleworking. Some of the organizations do not understand the concept; others have heard about it but are still reluctant to it, while other organizations have not heard of this concept.

Keywords: telecommuting, teleworker, information technology, cyberspace, cybrcorporation

MANAGERS' TRAINING AS PROMOTORS AND USERS OF MODERN INFORMATION SYSTEMS

Gorski Hortensia

In the Information Age managers have to face complex and radical changes, many of those being related to the new information technology (IT) proliferation. The ability to transform the information technology in a threat or an opportunity, in a challenge or an impediment, greatly depends on the managers' professional training in the field of IT. In order to find out the usage level of the tools provided by IT and to point out the managers' attitude towards these, a survey was realized. By analyzing the results we can notice that the marks obtained by managers for the knowledge in the computer science field are rather unsatisfactory. Taking into consideration the fact that in the new age the information technology will be available in all industries and in all activities, enterprises should focus more on training the users – managers and employees.

Keywords: information technology, informatics, information system, manager, training

LE MANAGEMENT DE TYPE KAIZEN

Gradinaru Puiu

Le concept Kaizen désigne le perfectionnement continu du management et des activités de l'organisation qui impliquent l'employé, et inclue les exécutants mais aussi les managers. Kaizen représente une pratique managériale courante et constitue qui tente à définir la mentalité Japonnaise.

Keywords: Le management visuel, le management est orienté vers la réingénierie des affaires

LE STRESS PROFESSIONNEL DANS LES SECTIONS DE PRODUCTION

Grădinaru Puiu

La préoccupation pour le stress au lieu de travail est relativement nouvelle pour les Compagnies Roumaines que dans celles de l'Occident. En voyant les résultats, un sur trois employés de UE (40 millions de personnes) est soumis au stress au lieu de travail. A cause de cela, on perd chaque année 1 million de jours de travail. Aproximativement la moitié des employés manquent le travail à cause de la perte d'intérêt. On peut expliquer ça parce que les compagnies imposent des conditions de travail très dures ce qui conduisent à un haut niveau de stress, on constate aussi le taux croissant d'absentéisme au lieu de travail.

Les problèmes créés par le stress dans les conditions industrielles et les grandes dépenses pour maintenir la santé, imposent aux chercheurs du monde entier, l'élaboration des méthodes de combattre les facteurs qui sont des "inducteurs" de stress.

Keywords: inducteur de stress, le management des changements organisationnelles, réducteur de stress, ergonomie

LE MANAGEMENT DE LA PROGRAMMATION DE LA PRODUCTION AUX LIGNES TECHNOLOGIQUES POLYVALENTES (MULTIOBJET)

Grădinaru Doruleț

La projection des lignes en flux multiobjet doit assurer des conditions adéquates de manière que, dans leur exploitation, elle puissent réaliser plusieurs produits ou pièces avec de moindres pertes de temps et avec des dépenses aussi réduites que possible concernant les opérations de règlement nécessaires au passage d'un produit à l'autre. En fonction des caractéristiques constructives des outillages et des produits programmés à être exécutés, les lignes en flux multiobjet peuvent être exécutées en deux variantes, c'est-à-dire: des lignes en flux multiobjet avec outillage principal et produit représentatif et des lignes en flux monoobjet sans outillage principal et sans produit représentatif. Les éléments nécessaires à l'organisation des lignes en flux multiobjet sont les mêmes que pour les lignes en flux monoobjet, qui sont calculées de la façon mentionnée ainsi de suite

Keywords: ligne technologique polyvalente en flux continu et cadence imposée, fonds de temps mensuel disponible de la ligne polyvalente, rythme de fabrication, normatif de programmation, équation des dépenses de production, méthodes des trajectoires hamiltoniennes

L'OPTIMISATION ÉCONOMIQUE DU VOLUME DU LOT DE FABRICATION DANS LE MANAGEMENT DE LA PRODUCTION EN SÉRIE

Grădinaru Doruleț

Le dimensionnement optimal des lots de fabrication d'après le critère économique implique l'établissement de leur quantité dans les conditions du coût unitaire minimal. Dans le modèle d'optimisation présenté on distingue seulement les facteurs ayant un rôle important dans l'évolution des coûts, ce modèle soulignant les principales corrélations entre ces facteurs..

Keywords: Lot de fabrication, Dépenses de préparation-achèvement de la fabrication, Dépenses avec l'immobilisation des moyens circulants, la transposition en lots de la production, le Coefficient des travaux de préparation-achèvement

THE ROLE AND IMPORTANCE OF MANAGERIAL GAMES IN IMPROVING THE COMPANY’S MANAGEMENT

Grosu Oana

Managerial games were created in order to test the abilities, the decision capacity and the degree of reaction under risk conditions of those who took part in such activities. By means of these simulations the managers or the managerial teams subject to test, get in touch with a real working environment, based on all the data, reports and working situations of two or more firms situated on competitive positions. After learning the rules of the game, each participant has to put into practice all the strategies he knows in order to place the firm he manages on the first place of the managerial top.

Keywords: strategy, simulation, knowledge

CLUSTERS OF COUNTRIES ANALYSIS BY RESPONSIBLE COMPETITIVENESS, NATIONAL COMPETITIVENESS AND CORRUPTION

Herciu Mihaela

The Global Competitiveness Report, the State of Responsible Competitiveness and the Global Corruption Barometer elaborate annually a countries ranking that emphasize the progress or regress of each country. Using this reports the paper try to make a clusters analysis of world country by responsible competitiveness, national competitiveness and corruption. The main idea of this paper is to split the countries in three categories of clusters – innovators, asserters and beginners – in relation between responsible competitiveness and national competitiveness – and – stars, asserters and beginners – in relation between corruption and national competitiveness. Within the three clusters, countries may be able to improve their performance through real and suitable policies.

Keywords: cluster, responsible competitiveness, national competitiveness, corruption

THE CONFIGURATION OF THE ROMANIAN CONCEPTS ENTREPRENEUR AND MANAGER IN FRONT OF THE EUROPEANIZATION

Holban (Oncioiu) Ionica

In the context of the new type of economy, as a result of the European integration and of the striking necessity to increase the adjustment’s capacity of the Romanian enterprises to the exigencies of the social-economical environment, one of the problems which must be solved is, without doubt, the transition from the model of the good manager, executor of the received tasks from the superior hierarchical levels and directed especially to the administration of the current problems- widely, product of the totalitarian system- to the model of the dynamic and prospective manager, with capacity to observe and to anticipate the changes, to plan the actions which must be undertaken to realize them or to come across them, but also to stimulate and to activate the others members of the organization with power of decision.

Keywords: entrepreneur, manager, european integration

HUMAN CAPITAL, INVESTITION IN FORMATION AND REMUNERATION AT ORGANIZATIONAL LEVEL

Jacob Doina, Varzaru Mihai, Varzaru Anca

Work quality depends on intellectual and physical capacities of the employees. The theory of human capital supposes that persons can improve productivity by voluntary activities of investment in education and health and even by migration. Wage differences translated this way the fact that persons are not willing to make investments in the same manner, in formation. Mincer establishes, in 1974, a relationship that can be easily tested between salaries, number of study years and professional experience. Other studies impugns the justification of salaries increase during active life, only by investments in formation, made by the unit, bringing as an example in the increase with ancientness and / or experience. Even so, studies measuring the impact of continuous formation, realized in units, on salaries and productivity, are multiplied. The present article presents these evolutions with their nuances, showing that higher efficiency at ancientness is tightly connected to formation episodes and that the hypothesis of asymmetry can not be permanently invoked in this field.

Keywords: human capital, education, continuous formation, productivity, winner title

MARKETING MIX ELEMENTS IN THE MATERIALS' INDUSTRY

Adrian Ioana

This paper presents an algorithmic analysis of the marketing mix in metallurgy. It also analyzes the main correlations and their optimizing possibilities through an efficient management. Thus, both the effect and the importance of the marketing mix, for components (the four “P-s”) are analyzed in the materials' industry, but their correlations as well, with the goal to optimize the specific management.

Keywords: Marketing Mix, Management, Correlations, Materials Industry

MANAGEMENT ELEMENTS OF THE ENVIRONMENT PROTECTION

Adrian Ioana

Environment protection, like a new religion consists of: environmental programmes, objectives and targets, training, incentive schemes, audit frequency, site inspections, administration and community relations.

This paper presents the main environmental performance indicators. They should therefore be cost-effective and appropriate to the size and type of organization and its needs and priorities.

Organizations should make the optimum use of the environmental information they collect. To this end the indicators should fulfill the dual purpose of assisting the management of the organization and providing information to stakeholders.

Keywords: Management, Environment Protection, Performance Indicators

SUPPLY CHAIN MANAGEMENT OR ADAPTIVE BUSINESS NETWORK? – COORDINATION VERSUS COLLABORATION

Ilies Liviu, Crisan Emil

You are not the only company capable to create value for your clients. For making valuable products, for performing high standard services, one company is no longer enough in this new informational era, in this new needs era. Better business performing means now to satisfy more complex needs quicker than ever. Could one company face this challenge alone? Is there another way? Collaboration may be the answer. Maybe the most well-known term when it comes to

collaboration between companies is Supply Chain. Why Supply Chain, why Supply Chain Management (SCM)? This article presents the answers to these questions, but also presents different approaches regarding SCM: the logistics approach regarding supply chain management, the strategic approach, the new entrepreneurial approach, supply chain as a win-win game. New paradigms regarding collaboration appeared regarding business collaboration: Adaptive Business Network (ABN). Do these new concepts imply the dead of SCM? Or are they only a new wave in SCM terminology and business orientation?

Our conclusion is that these new approach is a normal change in business: businesses are made by people and people don't like to be conducted (managed). The old-fashioned SCM was based on a coordinator versus several obedients relation. It is absolutely normal to dream at freedom and to be not very efficient while you have to play after somebody else rules. ABN is in the other side of human relations and also business relations – it insists on partnering. Everybody is a part of a chain which has as its main goal customer satisfaction, has the right to make proposals, to negotiate, and to be a winner. Of course, ABN appearance does not involve SCM disappearance, but change in how some chains are managed, in how some chains function. We shall see for the future if an organization with several brains is more successful.

Keywords: Supply Chain Management, Adaptive Business Network, Collaboration

THE LINK BETWEEN ORGANIZATIONAL CULTURE AND CORPORATE PERFORMANCE – AN OVERVIEW

Ilies Liviu, Gavrea Corina

The object of this paper is to examine organizational culture and organizational performance through an analysis of the existent culture models and the empirical studies conducted to examine the corporate culture and organizational performance link. Even though a wide literature has focused on this relationship, the link between these two variables remains unclear because of the mixing results of the empirical studies.

Keywords: organizational culture, organizational performance, competitive advantage.

HUMAN CAPITAL - A STRATEGICAL RESOURCE FOR KNOWLEDGE ORGANIZATIONS

Ipate Dragos Mihai, Pârvu Iuliana

Immaterial value of contemporary organizations is on continuing growing, but these, approach in a new manner the aspects about their performances and timelines of development, they are intensifying the investments into the human capital, the organizational capital, respective into relational structure of the company. On the same time, the instruments of the financial reporting and traditional management are not able to quantize the investment's efficiency into the intellectual capital of company. This essay, had not it base a vast study about the measure methods of the intangible's contributions at the company's value, show a calculation model of contribution of human capital at grow of knowledge value based company's.

Keywords: knowledge management, human capital, intangible assets

DISTINCTIVE ASPECTS OF THE SERVICE STRATEGY

Isac Florin Lucian

Services have certain peculiarities (immateriality, unstorable, heterogeneity) which distinguish them from the material goods. Due to these peculiarities, the strategies adopted by the service firms have distinctive features, mainly with the aim of creating a competitive advantage

Keywords: strategy, services, competitive advantage

METHODS OF ASSESSING THE QUALITY IN SERVICES

Isac Florin Lucian

The present study presents the main methods which may help the manager of the service firm to investigate the level of the services which the firm performs. The utility of these methods should be taken into consideration even by the Romanian firms, especially because this branch of economy is in full development

Keywords: management, quality, services

EVOLUTION AND PERSPECTIVES OF PERSONNEL EMPLOYMENT WITHIN THE SMALL AND MEDIUM ENTERPRISES IN ROMANIA

Isac Nicoleta, Antoniu Eliza

The present paper dwells on the evolution of employment during the period 2006-2007 within the SME-s and on the perspectives of the year 2008 in order to measure the intentions of the employers regarding the increase or the diminution of the number of employees.

Keywords: employment, enterprise, jobs

TO FUNDAMENT FINANCIAL DECISIONS FOR PREVENTIVE MANAGEMENT

Lăcătuș Viorel Dorin

Nowadays not few are the companies undergoing crisis, whose management doesn't control these situations. The globalization of markets, the competition pressure, the continuous need to have efficient activities, low costs and the increasing dynamics of the contemporary economic environment impose the continuous perfection of the planning, control and management processes, in order to assure the profit. As to complete the classic financial-accounting function, the concept of strategic controlling rises, i.e. a way of approaching the business, from the financial perspective, as well as from the business processes' perspective, of their interdependencies, having as a final purpose to identify the elements with a significant impact upon the business, before they become accountancy information.

Keywords: management, financial decisions, preventive management

Modalités pour apprécier les performances économiques et financières d'une entreprise

Lăcătuș Viorel Dorin, Buda Andrada

La performance n'est pas seulement un chiffre: elle peut prendre toutes les formes informationnelles si elle répond à ces deux fonctions –la conduite d'action et l'évaluation de résultats. Les performances techniques et technologiques mettent en valeur le progrès qui se développe sans cesse et marque la capacité d'une entreprise à réaliser des biens et des services concurrentiels. Les indicateurs financiers ne permettent d'apprécier que partiellement les performances d'une entreprise; le diagnostic des performances vise les problèmes stratégiques, organisationnels, sociaux, technico-économiques, commerciaux ainsi que financiers. L'appréciation de l'efficacité d'une entreprise, de ses performances, ont un contenu plus vaste; le diagnostic financier n'en est qu'une composante.

Keywords: diagnostic financier, performances économiques,

A STATISTICAL INTERPRETATION OF ANSWERS TO A QUESTIONNAIRE FROM ETHICS’ POINT OF VIEW TAKEN BY STUDENTS FROM ECONOMIC SCIENCE FACULTY FROM “AUREL VLAICU” UNIVERSITY IN ARAD

Lile Ramona, Vizental Mihaela

Those two notions, “business” and “ethics” should not be regarded separately, they should interfere, bond to each other through a significant series of means or ways that ignore amoral business myth. Jean Jacques Rousseau said that “man was born free he is in chains everywhere” and that, the citizen’s duty to obedience cannot be set simply by the power of those who exercise authority. For this power to be legitimate, it should rely on a sort of freely expressed consent.

Adam Smith, besides the value of change and division of work, examines the value of free labor market and business, competition and maximization of income. Smith has shown in his studies, as clear as possible, that an individual who follows his own interest, involuntarily works for the benefit of the society, as a whole.

Keywords: morality, business ethics, responsibility, ethical values, attitude.

A STATISTICAL INTERPRETATION OF ANSWERS TO A QUESTIONNAIRE FROM SOCIAL RESPONSIBILITY’S POINT OF VIEW TAKEN BY STUDENTS FROM ECONOMIC SCIENCE FACULTY FROM “AUREL VLAICU” UNIVERSITY IN ARAD

Lile Ramona, Vizental Mihaela

Managers’ performances, regarded as aspects of social performance represent the process of identifying important strategic issues and estimating their potential impact on the organization and defining an adequate strategic answer, through estimations of legal, social, and technological environment; and, the competitive tendencies of business organization.

Managers must undertake a comparison of environment tendencies and organizational abilities that enable them to identify strategic issues that need an analysis and involve alternatives assessment and development. In order to achieve organization development an alternative must be chosen and the selected strategy must be implemented. Organizations assess the results of strategic issues of management process in order to establish whether the organization will further develop or not.

Keywords: morality, business ethics, responsibility, ethical values, attitude.

ASPECTS REGARDING THE APPROACH OF THE PROBLEMS OF THE EMPLOYEES AND OF THE PROBLEM-EMPLOYEES

Lukacs Edit

The procustian approach of the job design is widely spread in actual society too. Several researches in European countries regarding working conditions, employees’ satisfaction and work stress marked the fact that there are many stressful jobs. The most serious consequence of work – stress is the lack of balance between private and professional life. Western organizations offer various support instruments to their employees in order to improve the balance between work and private life. There are employees who have difficult demeanour due to stress and exhaustion. The approach of problem-employees demands great skill and ability.

Keywords: Bed of Procrustes, working conditions, balance between work and life, support company politics, problem-employees

THE CHARACTERISTICS OF MANAGEMENT WORK MOTIVATION

Lupu Otilia - Alina

The Romanian society, even considered to be no longer in the transition period, still endures deep changes in all its spheres, all these changes being absolutely necessary for obtaining the desired progress. This is possible firstly due to the fact that the main capital used in this market is the human capital and thus the present labour market is unable of balance.

For many of us labour is an important part of our lives, possibly more important than any other activity. In modern societies, having a job is very important for self-esteem, but being a manager or “employer is something extraordinary. Even when labour conditions are relatively unpleasant, labour seems to be a structuring element in the psychological constitution of individuals.

Keywords: labour, motivation, motivational factors, motives

HUMAN DEVELOPMENT ISSUES IN ROMANIA

Manolescu Aurel, Marinas Cristian - Virgil, Puia Ramona - Ștefania

During the last sixteen years, Romania, like other south-eastern European countries, import managerial principle, methods and techniques from the western developed management systems. It is important to notice, that in this period, the managerial practices were influenced by the multinational companies. The recent managerial evolutions and the socio-economical, political, juridical and technological factors had directly consequences on the human development level in Romania.

Keywords: human development index, Romania, GDP, adult literacy rate, gross enrolment ratio, life expectancy

APPROCHES MANAGERIALES DANS LES RELATIONS DE TRAVAIL

Manolescu Aurel, Balaneasa Maria Cristina, Ungureanu Ciprian

These paper presents concisely how managers deal whit work relations, strategies and managerial stiles used and also the factors which influence the choise of all these. A part of the papers presents also a explanation for the let-down of the collective work relations and the development of those without unions in different oganisations from EU states.

Keywords: employee relations, union, management styles, types of strategy

THE MAIN PARAMETERS AND LEVELS OF HUMAN RESOURCES AUDIT

Marin Costel Irinel

Human resources audit is an expertise which is carried out periodically to the administration system of human resources, including monitoring and collecting information, their analysis and assessment on this basis of the efficiency the organization uses human resources with. The main goal is to improve the employees' performance and job satisfaction

The purpose of human resources audit is to emphasize the strengths and weaknesses in the nonprofit system of human resources and managing the possible issues and the auditor is the landmark in the correct and legal carrying out of the audit.

The human resources audit domain is much more comprehensive than the mere personal activity control. Human resources audit requires the study of the human resources system within the organization on different hierarchical levels..

Keywords: parameters , levels, human, resources, audit

LEADERSHIP AND MANAGEMENT – PARTNERS IN SUCCESSFUL BUSINESS

Matei Roxana, Tapliga Pusa

The aim of the paper is to reconsider the notions of leadership and management in the present business environment. These concepts are reevaluated, proving that business leaders who do not understand the difference between the functions/roles of leading and managing are quite likely to misinterpret how they should carry out their duties to meet organizational goals. While some managers are high-quality leaders, others only manage resources and don't lead their subordinates. Leadership is one of the primary activities that are used to influence others, it is a subcategory of the management concept that focuses mainly on behavioral issues and opportunities. Managing is more comprehensive than leading. It involves dealing with resource issues as well as behavioral factors. Generally speaking, not all managers are necessarily leaders, yet the most effective managers, over the long term, are leaders.

Keywords: Leadership, Management, Proactive, Reactive, Strategic thinking

ETUDE DES CARACTERISTIQUES QUI DONNENT UN SENS AU TRAVAIL DES JEUNES ENSEIGNANTS

Mazilescu Crisanta-Alina

In this article we study the characteristics which give a sense to the work and more exactly which give a sens to the work of the young teachers. The study has on the base the model of the characteristics of employment of Hackman and Oldham (1976) and uses the instrument JDI elaborated by both authors. The results are globally analyzed on the whole sample of the teachers, but also partial and comparative degree enters teachers' university and teachers of the secondary school.

Keywords: travail, caracteristiques du travail, sens du travail, profession d'enseignante

SATISFACTION PROFESSIONNELLE ET CARACTERISTIQUES D'EMPLOI DES ENSEIGNANTS

Mazilescu Crisanta-Alina

The places of depart of my study aim of at one quote, the report that the young people with university studies are attracted by the professional offers of countries Westerner and they leave in these countries, and the other one quoted than there is a general indifference, in our country, on the phenomenon of " migration of brains ".

Having on the base this perception of the social reality, my research centres on the analysis of the problems connected to the motivation and to the professional university satisfaction of the assistants professors.

The echatillon of the subjects which participated has this research consisted of 30 young teachers. For studied the relation enters the potential motivator of work and the professional satisfaction (with all its constituents) were used the following ones instruments: J.D.S (Job Diagnosis Survey) JDI (Job Descriptive Index) and JIG (Job in General) The resultats of this recherche has just put the bases of a program of reconfiguration of employment of the teachers of universities, by valuing the information on their motivation and their professional satisfaction.

Keywords: job satisfaction, job characteristics, motivation

THE IMPORTANCE OF A GOOD COMMUNICATION IN MODERN ENTERPRISES

Medinschi Silvia

Communication is best achieved through simple planning and control, that's why a good communication is so important. Ambiguity in communication can generate a lot of inconvenience and mistakes. Mistakes suppose waste (money, or time, or any resources)

How to practice a good communications in enterprises? How can you be sure that your communication is efficient and you will gain a good feed back? .Why do we use oral communication in the 21's century enterprises?

Those are questions to be answered in this article.

Keywords: communications, enterprises, ambiguity, efficiency

LABOR FORCE MIGRATION IMPACT IN THE EUROPEAN SPACE UPON THE BUSINESS FIRM IN ROMANIA

Mihalcea Alina-Daniela, Cordos Malina

This paper intend to present a personal opinion regarding the evolution of the labor force within the organization in Romania, namely the business firm, mostly affected by this phenomenon: the labor force migration. Having a human resources management, adequate to this new tendency in Romania: emigration and immigration may be an alternative solution to this tendency. Romania and the entire Europe face the migration of both qualified and unqualified labor force on the background of the demographic factor.

Keywords: Exodus, migration, the emigrants' absorption

CULTURE AND CORRUPTION

Mihuț Ioan

National culture and the organization's management are interdependent systems of values, which generate human performances that can reach levels of excellence. But, in certain crises situations, generated and supported by turbulent economic frames, by the transition from one economic system to another, the cultures specific to the organizations' management become vulnerable. In such conditions, when an economic system is chaotically dismantled, as it happened to the communist one, “an organized anarchy” appears, a system which is good for some individuals and interest groups that assimilates rapidly the deficiencies specific to a “marginal culture”.

Our study is trying to underline some characteristics of the Romanian managerial culture, specific to the transition period from real socialism to capitalism and pre-adhesion to the EU.

Keywords: national culture, management and organizational culture, managerial style, corruption.

THE PERFORMANCE OF HUMAN RESOURCES DEPARTMENT – THE PREMISE OF ORGANIZATION'S SUCCESS

Pandelica Ionut, Pandelica Amalia, Negulescu Cristian

In '90s the topic of HRM and performance was popular not only among managers, but also among academics. There are many researches which point out the importance of human resources for building organizational competitive advantage. Starting from the most popular researches from the field, through this article, we want to point out the role and the importance of human resources department in order to ensure a level of performance necessary for a high competitiveness.

Keywords: human resources department, competence, performance.

THE NECESSITY TO PROMOVION THE MANAGEMENT BASED ON KNOWLEDGE

Sirbu Mirela, Rosca Doina, Rosca Constantin

Taking into consideration the current conditions, in which “information is often assimilated with power” the major interest for most organizations stands in collecting the necessary knowledge at a high qualitative level and using it with maximum efficiency, through its materialization into adequate managerial conducts, actions and decisions. Together with the assurance of the material, human resources, both international and financial, the performing organizations are more and more preoccupied by the production, transmitting, usage, depositing and protection of knowledge, especially of the strategic ones, essential for the companies’ development. The information became more and more a resource, a major asset, a main product and at the same time a strategic advantage for organizations, fact that has a significant influence over the content and the way of manifestation of the management, imposing with acuteness the promotion of the management based on knowledge.

Keywords: management based on knowledge, information, culture of knowledge, a learning organization.

ESTABLISHING THE REGIONAL OPERATING COMPANY – A CHALLENGE FOR ACCESSING EU FUNDINGS FOR PUBLIC UTILITIES SERVICES

Mocanu Carmen Monica, Mocanu Marius Mihail

Romania had started a dramatic process of restructuring of the entire society and institutional organization, on the rough road between a dictatorial communist regime to a European democracy. One of the most important domains in which in the last 18 years major changes were realised through a multitude of changes, modernising, restructuring, splitting or merging actions, during a desperate try to create an efficient system of the public services. The entire structure of the existing operators must be redesigned in the near future, development of these institutions that will work in the future on the basis of performance indicators, defined by the National Authority of Public Services.

Keywords: Regional Operator, investments, management redesigning, EU funding

A COMPARATIVE STUDY: THE ORGANIZATION AND FUNCTIONING OF THE FINE ARTS INSTITUTIONS

Mudura Mariana Lioara, Pantea Ioan, Porumb Camelia

This paper draws a parallel between the organizational management of some academic institutions of fine arts in Romania and Germany comparing their organizing and functioning mode, taking into account the cultural, political, social and economical differences and also considering the fact that both countries are part of the same Europe

Keywords: management, organization, art, education

LE NOUVEAU CONTRAT PSYCHOLOGIQUE : UN DÉFI POUR LES PROFESSIONNELS ROUMAINES EN RESSOURCES HUMAINES

Muresanu Doina

The multiplication of research concerning the psychological contract has appeared as a result of the changes undergone by the work relations where we witness a process of enterprise restructuring, dismissal and uncontrolled proliferation of temporary work taking into account the

economical globalization and the necessity to rethink the human resource management from its strategic approach. Moreover, we admit that there is a paradigm change, from employment security to employability. In this context, the psychological contract which eases the analysis of the work relation starting from the individual perceptions concerning the existent obligations between the employee and the employer provides the means for a better understanding of the attitudes and behaviors with the purpose to improve the commitment and the loyalty of Romanian workers within the European work market.

Keywords: psychological contract, breach, violation, consequences on the attitudes and behaviour.

CRITICAL ANALYSIS OF THE SCRUM PROJECT MANAGEMENT METHODOLOGY

Năftănăilă Ionel

Considering the fast-paced changes in the economic and technological environment, the organizations are placed under increasing pressure for agility and efficiency. As a consequence, the traditional structures tend to be replaced by newer, flexible structures, adapted to various events occurring inside and outside companies. With regard to Information Technology in particular, the science of project management has become crucially important. The paper critically analyzes one of the most modern project management technologies in this field – SCRUM, by identifying its strengths and weaknesses from both a theoretical and a practical point of view. The paper is relevant from a scientific perspective because it can be considered as a starting point for researchers looking into project management methodologies; the paper is also relevant for practitioners, by presenting the main benefits and disadvantages of using SCRUM in Information Technology companies.

Keywords: SCRUM, Project Management, Software development, Information Technology, AGILE, Methodology, Iterative

OBJECTIVES AND OPTIONS WITHIN A STRATEGIC PROCESS

Neamțu Liviu

Either is considered in a wide or limited meaning, the strategic system of a firm invites the strategist to pay attention to the complex relations among its components. It forces him to become explicit in what concerns the wanted and equilibrated arrangements which should be mentioned among the different parts of the system. The concept of strategic system distinguishes the importance the system architecture has and helps to understand the fact that the strategic innovation often consists in new forms of relations, in new arrangements between the constituent parts or in a new definition of its strategic domain which could take economical advantages undetected until then.

It should be understood that for building a strategic system, the management needs a clear vision of the way in which such a system should be formed and function, as well as a total engagement for its realization. The management from all levels is invited to make the proof of great responsibility in front of the decisions and interventions which could unbalance a performing system, and transforming it unwillingly in a self-destructive system.

Keywords: objectives, strategic process, strategic sequence, strategic levels, options

HOW TO ESTABLISH OBJECTIVES WITHIN A STRATEGIC SYSTEM

Neamțu Liviu

Managers should understand that the domains of establishing some objectives are different and therefore the diversity of objectives to which the concrete actions are reported, is big. From capital and active accounts, to competences and costs and up to technologies, know-how and production factors there will be numerous long term plans over which the managers should establish the targets and leadership formula. Their hierarchy and managing on more plans are aspects which are necessary for the organization success. Only in this way the values supporting the organization become phenomena which reinforce the system and can also uphold the rhythm of accommodation to the new realities of the market. Having the analyses hierarchy and the targets as a model, the managers should also choose the most well adapted ways to the own specific of the organization, considering that the objectives are part of its strategic system and does not represent an individual act with no connection to the concrete reality.

Keywords: objectives, domains, ranging, strategic system, system of values

STUDENT MOBILITY IN EUROPEAN PROGRAMMES. COMPLIANCE WITH THE CRITERIA FROM THE EUROPEAN QUALITY CHARTER FOR MOBILITY 2000-2006

Nen Madlena, Popescu Dan, Chivu Iulia

In the last years, progress has been made at European level to develop and adopt a European Qualification Framework (EQF), a sort of Esperanto of qualification that allows an easy translation of all national qualification frameworks into one common language and that covers not only vocational training but also higher education. This will allow all European citizens to have their qualifications easily recognised when moving to another country.

A major aim of Bologna processes is to increase the mobility of students, The Diploma Supplement, the ECTS, Europass and the harmonization of the structure of higher education are several measures that can have a positive impact on students' mobility.

The current study aims at elaborating an in-depth analysis of the conditions for outgoing students from Romania within Erasmus activities as well as compliance with the criteria from the European quality charter for mobility 2000-2006. The study uses quantitative (on-line questionnaires) research methods.

Keywords: mobility, ERASMUS, quality charter, study, career, human resources

INNOVATION MANAGEMENT AND FINANCING APPLIED IN RURAL PUBLIC POLICIES AND SME IN FRANCE

Nicolai Maria, Totolici Sofia, Lupasc Ioana, Lupasc Adrian

The accelerated globalization and technical changes determined, in France, starting with 1980, the adoption of new communitarian strategies focalized on: the development and the adaptation of the agriculture both in view to increase the added value of agricultural and the creation and improvement of the local agro-food channels, the application of agricultural practices that assure the environment protection and the improvement of the life quality in the rural space.

Keywords: local activities development, enterprises incubators, regional centers of technological transfer, patrimony economy poles, local productive systems, competitiveness poles, rural excellence poles, SME.

LA VISION MANAGERIALE CONCERNANT LA CONCEPTION DES INDICATEURS SPECIFIQUES AU CONTROLE DE PERFORMANCE DANS LE DOMAINE DES PRODUCTEURS DE CONFECTIONS TEXTILES EN ROUMANIE

Olaru Adriana, Capatina Alexandru

The organisational performance is determined by the way in which companies try to adapt to the new „game’s rules” imposed by the information era; the control system of the performing companies must be focalized on the implementation of the Balanced Scorecards that are developed in the context of the insufficiency of financial indicators within the processes referring to the performance measurement. Our paper emphasizes the results of a research that we made in view to determine the principles concerning the vision of Romanian managers from textile producers on performance control management; after the analyze process of the information gathered from the research, we outline the strategic orientation adopted by the organizations that influences their performances, the manners in which is projected the system of performance indicators and how are applied the benchmarking techniques and the most important indicators exploited in performance control process on the four dimensions of the balanced Scorecard.

Keywords: vision, performance, Balanced Scorecard, organisational culture

EDUCATION SERVICES QUALITY – A MUST FOR A COMPETITIVE EDUCATIONAL SYSTEM AT A EUROPEAN LEVEL

Olaru Silvia

Considering the present economic development, human resources represent the essential element of competition, at both national and international level. In the global competition of the IT economy, quality and human resources ingenuity are the main factors that differentiate countries. Taking into consideration Alfred Marshall’s statement: “the most valuable of all capital is that invested in human beings”, we consider the quality of human resources in general and that of education in particular to be a key factor for general economic growth.

Keywords: human resources, quality, education, quality management

MANAGEMENT OF INTERDISCIPLINARY RESEARCH PROJECTS

Pantelica (Serbanica) Cristina, Diaconu Mihaela

This paper introduces interdisciplinary research as a key point on European Union’s and Romania’s research agenda. It identifies specific programmes that aim to reinforce this type of research in European context and itemizes the main barriers to interdisciplinary research projects. Considering team integration as the biggest challenge to interdisciplinary research, the paper suggests the use of sociometric technique as a good instrument in facilitating group cohesion. The sociometric technique allows managers of interdisciplinary projects to identify leaders and isolated disciplines/individuals in the team, to uncover asymmetry and to map chains of connections. The case study undertaken within the paper demonstrates the opportunity of such a technique in an interdisciplinary context.

Keywords: research project, interdisciplinarity, team integration, sociometric technique

WORK IMPROVMENT IN HIGHER EDUCATION FROM MANAGEMENT PERSPECTIVE ON TEACHING-LEARNING-EVALUATION PROCESS

Parvu Iuliana, Ipate Dragos Mihai

European statistics on higher education place Romania among last places of all the countries that entered Bologna Process. The present paper presents the results of a study concerning the

identification of causes that lead to the fact that Romanian higher education is mistrusted evinced a lot of deficiencies in the organization and functioning of work process within the universities. Although the study was more complex, here we present just the results which concern on the teaching – learning – evaluation process along with some proposals for rising the efficiency of it, sustaining the necessity of managerial competence rather than pedagogic of those who conduct educational processes at different levels, including the implementation of managerial principles in the activity of teachers that is so useful in actual development of educational activities with a group or class of students.

Keywords: higher education, teaching-learning-evaluation process, educational management

USE OF ICT IN SMES MANAGEMENT WITHIN THE SECTOR OF SERVICES

Plumb Ion, Zamfir Andreea

This study investigates how the use of ICT could contribute to the success of small and medium enterprises (SMEs) within the sector of services. Within the knowledge-based economy, SMEs are facing both opportunities and challenges due to the information and communication technologies development. We consider that ICT should be used in small business management within the sector of services because ICT are key tools in management processes and could improve managerial practices. The study is based on evidence provided by articles and research reports. The research question was answered by analysing published sources and interpreting evidence. Another way of approaching this question could be collecting and analysing empirical data from the SMEs within the sector of services and comparing the results with the findings of this study.

Keywords: information and communication technologies, small and medium enterprises, management, services, knowledge-based economy

PURCHASING MANAGEMENT OF NPR GOODS AND SERVICES

Pop Sitar Corina, Hordau Anne Marie

This paper investigates the current practice with regard to the involvement of the purchasing department in NPR purchasing. First we review the literature about NPR purchasing, and especially the major benefits and challenges of involving purchasing department in NPR purchasing. In order to see how are things in practice we conducted an empirical study. The findings of the empirical research are presented at the end of the paper. The main conclusion is that top management – at least in theory – could improve its grip on NPR-purchasing by more clearly creating the conditions for a self-regulating ‘economic system’ within the firm which offers internal departments different possibilities for organizing their respective purchasing activities. These conditions must allow for letting the internal customer be in charge of purchasing themselves, but also offer the possibility of buying purchasing assistance on a ‘market’ and/or developing co-operative relationships with a purchasing specialist.

Keywords: purchasing management, control, NPR goods and services

A STUDY ON HONEY AUTHENTICATION. A COMMODITY SCIENCE PERSPECTIVE

Popa Maria, Axinte Roxana, Tomescu Ada Mirela

Honey is the sweet viscous substance elaborated by the honey bee from the nectar of floral plants. It is produced in almost every country of the world and is a very important energy food, used as an ingredient in hundreds of manufactured foods, mainly in cereal based products, for sweetness, flavor, color, caramelization and viscosity. An important role in establishing the authenticity, the origin and quality of honey is held by the microscopic analysis of pollen at the origin of each

honey variety. There are several criteria that help identify pollen grains and therefore find the plant of origin: The exine structure and markings; The shape of pollen grains; The colour of pollen grains; The size of pollen grains; The density of pollen grains; The percentage of pollen grains specific to monofloral honey.

Keywords: honey, origin and quality, identify pollen grains

TOTAL QUALITY MANAGEMENT: A CONTINUOUS IMPROVEMENT PROCESS

Popescu Daniela, Popescu Cristinel Sandu

The highly competitive economic conditions that exist in today's construction industry require that construction companies seek to achieve excellence to remain competitive. This excellence can be achieved with a new style of management that focuses on customer satisfaction, the elimination of waste, continuous improvement, and employee involvement.

To be competitive in today's market, it is essential for construction companies to provide more consistent quality and value to their owners/customers. Now is the time to place behind us the old adversarial approach to managing construction work. It is time to develop better and more direct relationships with our owners/customers, to initiate more teamwork at the jobsite, and to produce better quality work.

Such goals demand that a continuous improvement (CI) process be established within the company in order to provide quality management.

Keywords: Key words: Total Quality Management, Deming Theory of Management, Cost, plus Profit, Price

L'EFFICACITÉ DE L'UTILISATION DU PERSONNEL

Popescu Marian, Popescu Emilia

Un concept particulièrement complexe, l'efficacité économique comporte dans le plan de sa définition opérationnelle une multitude de dimensions et de variables dont le groupement nécessite un découpage préalable dans les structures, fonctions et flux participatives du personnel dans ce processus.

Keywords: Efficacité, organisation, personnel

L'INTERESSEMENT DU PERSONNEL EN TANT QUE MOBILE PSYCHOSOCIAL DE L'ACCROISSEMENT DE L'EFFICACITE ECONOMIQUE

Popescu Marian, Popescu Emilia

L'organisation reçoit, formule et résout les intérêts collectifs et se préoccupe de ceux personnels. Elle représente le laboratoire où est produite l'analyse, jusqu'à l'élément individuel et personnel du travail, et la synthèse, jusqu'au complexe social, humanitaire et universel des deux catégories d'intérêts humains sociaux et individuels.

Keywords: Efficacite economique, organisation, sisteme

MULTICULTURAL LEADERSHIP

Popescu Doina

The paper presents the necessity for a more profound understanding of the leader's relationship on a cultural and national stage, while considering several factors: globalising economies, internationalising businesses, the existence of work teams that contain people of various cultures.

The personality, efforts and style of a leader can result or be in conflict with the working environment. Therefore, a leader belonging to a certain culture should adopt various attitudes and behaviours so as to generate a range of influences, adequate for achieving the organizations objectives. Leaders must know the culture, history and expectations of the working environment in order to develop a style of leadership suitable for each unique and complex context.

Keywords: organizational culture, national culture, heterogeneous workforce, multicultural leadership

THE USE OF MULTIFACTOR MATRIX FOR HUMAN RESOURCES MANAGEMENT ASSESSMENT

Popescu Alina Cornelia

The multifactor matrix is often used in order to analyze and improve the general management system. This method is also successfully used in order to carry out the human resources management analysis. The present paper shows the way in which the multifactor matrix method may be used with a view to carrying out the human resources management, having as starting point the model supported by Shingo Konomoto . The case study was conducted at the Valeo Electrical Connective Systems company; the company carries out international activities and it was created based on French capital; the analysis performed focuses on two factors: strategic vitality and organizational vitality.

Keywords: Strategic Vitality, Organizational Vitality, Multifactor Matrix

LA SORTIE DE L'IGNORANCE DES PETITES ET MOYENNES ENTREPRISES

Popovici Norina

Faced with the new challenges of the contemporary economy such as the discovery of new production methods, intense competition, rapid economic, social and political changes, companies need to improve their economic performance by increasing their competitiveness. The human resources represents one of the most important investments of a company. This investment, whose results becomes clear once the time passed, is the best way to ensure the enterprise competitiveness and success. To this end, the managers may use three main tools: projects and coherent strategies of action, enterprise organisation, and human resources motivation.

Keywords: Organisation, motivation, strategy, small and medium enterprises, competitiveness

VENTURE CAPITAL STRATEGIES FOR INNOVATIVE SME'S

Prelipcean Gabriela

We analyze the venture capital strategies for optimizing the financing of SME's, considering that this aspect might contribute to the innovation process. We analyze the special role of VC finance in influencing innovation strategies. VC can push towards building absorptive capacity and towards more permanent in-house R&D efforts. Public funding relaxes financial constraints, but does not lead to a build-up of absorptive capacity. Our focus is on the special role of VCF's venture capital in shaping companies' innovation strategies and the company's ability to attract VC investors. There is also a strong contribution on the role of VC in the commercialization stage of innovations.

Keywords: venture capital (VC), VC funds (VCF), innovative SME, foreign direct investment (FDI)

APPROACHES ABOUT HUMAN RESOURCES PLANNING

Puia Ramona, Marinas Cristian

Human resources planning must be an integral part of the business planning because the human resources are nowadays considered to be the main source of competitive advantage in organisations. It is very important to have a vertical integration of the human resources strategies with the global strategy of the organisation and that can not be achieved without planning. The article also presents issues about the workforce future hiring in Romania and the methods to improve retention of human resources in organisations.

Keywords: Human resources planning, hard planning, soft planning, human resources retention.

AN EFFICIENT PACKAGING WASTE MANAGEMENT SYSTEM- A PATHWAY TO EUROPEAN ECONOMIC INTEGRATION

Purcarea Anca, Purcarea Irina

Our research focuses on the challenging subject of package management, including here the main possibilities of capitalising on, recovering and recycling package waste. A current trend ascertained by experts is connected to the increase of the volume of waste correlated with economic growth. The package industry experiences an increase in the competitive environment. There is a real need of all organizations for increased package management.. Undertakings must conduct a process of change to move to a future culture based on continuous improvement and, to really understand what their customers are worth. Through the functions fulfilled and the way it was made, the package satisfies the highest demands of the consumers, goods producers and transporters but equally becomes an active pollution source for large urban centres and the environment.

Keywords: package management ; environmental challenge ; efficient packaging waste management system ; cost competitive solutions ; consumer safety ; consumer behaviour ; continuous improvement

EDUCATIONAL COMMUNICATION IN THE ROMANIAN SOCIAL SPACE

Răducan Ramona, Popovici Adina, Cismaş Laura Mariana, Răducan Radu

Communication in a psycho-pedagogical context is influenced by three major factors: similarity, proximity and group integration. Educational communication lies at the junction between a scientific discourse and an artistical one, because the teacher is also an actor who plays his part so well, that spectators are interested in his performance not only during the ongoing course, but also during the ones that are to follow. Wherever he comes from, the Romanian person can be kind and gentle, hospitable, faithful, and so in love with the nature to the point that the two cannot be separated. Predisposed to meditate, to philosophize, faithful, bold and courageous, silent sometimes, but voluble other times, able to overcome many obstacles, with an extraordinary sense of humour, any Romanian listens with great pleasure to a story and immediately looks for its meanings, respects other people and likes to be respected, and is also endowed by nature with the ability of building beauty.

Keywords: education, communication, the Romanian social space, the Romanian culture

THE MANAGEMENT OF THE PROJECT CONCERNING THE INITIAL AND CONTINUOUS FORMATION OF HUMAN RESOURCES THROUGH THE ANALYSIS AND THE DEVELOPMENT OF VIRTUAL ORGANIZATIONS

Rada Ioan Constantin, Pacala Anca, Abrudan Caciora Veronica Simona

The project harmonizes with the general objective of Program 4 „Partnerships in priority fields” – and might contribute to the enhancement of the CD competitiveness, through the stimulation of partnerships in priority fields, and is applicable for the initial and the continuous formation of human resources, from the point of view of quality and the creative potential, and the formation of the Simulation Laboratory of a Virtual Organization, as means of implementing the project.

It also applies to the specific objectives in the field of „Socio-economic and humanistic” research, since it identifies and provides solutions for one of the main drawbacks of the Romanian society: „THE ABSENCE OF EFFICIENCY IN THE FORMATION OF HUMAN RESOURCES, FROM THE PERSPECTIVE OF EDUCATION AND THE CREATIVE POTENTIAL”, directly connected to education and the initial and continuous formation of resources. The project also connects with the aim of Program 4 - „Partnerships in priority fields” – since it creates the conditions for an efficient collaboration between partners and participants to the project of CDI development, having in view to find a solution to the problem: „THE ABSENCE OF EFFICIENCY IN THE FORMATION OF HUMAN RESOURCES, FROM THE PERSPECTIVE OF EDUCATION AND THE CREATIVE POTENTIAL”.

Keywords: reform; partnerships; quality; human resources; research

THE MANAGEMENT OF THE PROJECT CONCERNING THE INCREASE OF THE EFFICIENCY OF MANAGERIAL CONSULTANCE AND TRAINING BY MEANS OF VIRTUAL ORGANIZATIONS

Rada Ioan Constantin, Pacala Anca, Abrudan Caciora Veronica Simona

The project harmonizes with the general objective of Program 4 „Partnerships in priority fields” – and might contribute to the enhancement of the CD competitive spirit, through the stimulation of partnerships in priority fields; it is meant to enhance the organizational competitive spirit and improve human resources through managerial consulting and training, and create the Simulation Laboratory of a Virtual Organization, as means of project implementation.

It also applies to the specific objectives in the field of „Socio-economic and humanistic” research, since it identifies and provides solutions for one of the main problems of the Romanian society: „THE ABSENCE OF EFFICIENCY OF MANAGERIAL TRAINING AND CONSULTANCE IN ECONOMIC SYSTEMS”, directly connected to the improvement of resources by means of managerial counsel and training. The project also connects with the aim of Program 4 - „Partnerships in priority fields” – since it creates the conditions for an efficient collaboration between partners and participants to the project of CDI development, having in view to find a solution to the problem: “THE INEFFICIENCY OF TRAINING AND MANAGERIAL CONSULTANCE IN ECONOMIC SYSTEMS”.

Keywords: reform; partnerships; quality; human resources; research

THE REENGINEERING OF MANAGERIAL PROCESS IN PUBLIC ADMINISTRATION

Radu Ioan, Sendroiu Cleopatra, Ionita Florin

The base of this research was a comparative analyse of the international practices in the field, in order to identify the most important tendencies in public services management. Considering the results of this research, there were identified the fundamental principles of an intelligent management model for public management (subsidiarity, public value and deliberative governance). Starting from this point, we proposed a new intelligent management model applicable in romanian public sector, which can be structured into three major components: top management component (executive and deliberative), operational management component (back office) and communication component (front level). As a case study, we focused in particularry on the water supply public service and we developed a methodology for projecting the front-office component starting from the necessity of optimising stakeholder satisfaction.

Keywords: public management, intelligent services, intelligent public organizations, top management, back and front office

EMPLOYEES SATISFACTION, CENTRAL ELEMENT OF THE STRATEGY OF COMPETITIVE ORGANIZATION

Rasca Lavinia, Deaconu Alexandrina, Dumitrescu Dalina

In the more and more competitive environment, managers are concerned with employees' satisfaction, as a key factor for organizational effectiveness, efficiency, and development, and for the successful implementation of corporate strategy. In this paper, we analyzed the relation motivation-performance-satisfaction, and the importance that intrinsic and extrinsic rewards have for increasing employees' satisfaction. The individual is satisfied if he is intrinsically and extrinsically rewarded. On the one hand, the employee perceives that own performance that results from the effort he expended, and that was enhanced by personal competence and commitment, is important, interesting, challenging, stretching. On the other hand, the employee feels that peers and superiors recognize (praise)and fairly reward (pay, promote) his contribution to organizational effectiveness, efficiency and development. Different studies showed that employees' motivation to achieve good performance increases when they have a positive perception on managers, company, and coworkers. Statistics demonstrate that top 100 employers in Europe and The United States of America enjoy annual growth rates bigger than 20%, and receive each year six times more job applications than the number of employees. Most of the employees in these companies show commitment, reporting that they would stay with their organization for more than five years. Research performed in Romania by GFK, starting with 2005, confirm the results released by the international studies. Romanian employees appreciated respect, recognition, challenging work as more important than fair payment. Research showed that job satisfaction leads to defensive behavior, sabotage, absenteeism, turnover. Dissatisfied employees will not perform at peak level, even if they do not leave the organization, which has negative consequences on organizational performance. That is why we presented in the paper a program meant to maintain and increase employees' satisfaction within organizations.

Keywords: strategy, performance, motivation, satisfaction, reward

THE LOGISTICS IN ROMANIA

Romanescu Marcel Laurentiu, Rabontu Cecilia

The present paper intends to make the synthesis of the logistic situation in the last period of time in Romania, period marked by some major transformations with direct repercussions on this domain of activity. The situation of logistics in Romania isn't a very happy one, the Romanian market being confronted nowadays with a crisis given by the reduced offer of such spaces. They tried to realize the implementation of the management supply chain in Romania too, together with other techniques, both modern and benefic to this domain, wishing to considerably reduce the losses from the operations related to logistics. The IT technologies and the new communication systems made no delay in making their presence and necessity felt. Thus, “the electronic logistic chains” appeared, and they have as their purpose the realization of some durable collaborations and long term partnership networks. The logistic services will emphatically develop, due the change of the companies' work style.

Keywords: supply chain management, electronic logistic chains, advantages of the LEAN system

THE EVOLUTION OF LOHN AS A MANAGEMENT TECHNIQUE FOR THE INTERNATIONAL AFFAIRS OF ROMANIA

Romanescu Marcel, Boncea Amelia

Businesses in lohn evolve differently, according to the partner country and to the activity sector. In certain cases they go all the way to consolidate partnership relationships between foreign and native companies. In other cases they delay the adaptation of local companies to environment changes. In conclusion, business contribution in lohn to the dynamics of regional integration is very much diversified.

Keywords: : businesses in lohn, evolution of the lohn, the lohn in European Union states

DETERMINATION OF THE BEST MAINTENANCE METHOD BASED ON THE TOTAL MEDIUM MAINTENANCE COST

Romocea Marius

When approaching the maintenance activity, cost represents a complex element due to the fact that the performance parameters of the operation of the equipments are fundamented on statistical basis. This paper presents different cost categories, depending on the applied maintenance method, fact that allows the department Manager adopt the best decision for extending the lifetime of the equipment or replacing it.

The exemplifications in the present study case confirm the fact that the preventive maintenance policy is the most profitable one, the corrective one being extremely costly. The conclusions given at the end of the study case serve the elaboration of the maintenance amelioration plans.. The most convenient cost will be obtained if we replace the equipment at the MTBF moment, but this fact will lead to extremely high investment expenses

Keywords: maintenance, cost, repair, disturbance

THE PROQUALITY NATIONAL PROGRAMME – THE MAIN APPROACH TO IMPROVEMENTS IN COMPETITIVENESS ON THE GLOBAL MARKET, TO REDUCING THE GAPS AND TO INSURING A LASTING

Rosca Remus Dorel

The Japanese miracle is not a miracle. The outstanding evolution of the Japanese economy after the Second World War owes to both the cult for labor present in the Japanese society and to the influx of knowledge on quality passed on by the two American scientists, Deming și Juran in the 1950s. The postwar economic recovery programme of Japan focussed mainly on the high quality of products.

Based on the realities of the Romanian economy, we thought it mandatory for a person preoccupied and dedicated to the field of quality to conceive a project for promoting the cult of quality in the Romanian society, aimed at improving the individual, organizational and national performance in this respect, for the ultimate increase in general welfare.

Keywords: quality, The National Proquality Programme, mission, objectives, strategic model, specific projects and activities

PARTICULARITÉS DU MANAGEMENT DES SERVICES DANS LE COMMERCE DES PRODUITS NON ALIMENTAIRES

Rusu Corina, Pocol Adrian-Gabriel

Together with the products` high degree of quality, the performed services and their high degree of quality, can significantly contribute to orienting the commercial companies towards their clients. This aspect has been emphasized in the last years, especially in those fields where there is a limited freedom of action upon production programmes of the product or types of products, as at this stage, interventions were performed in terms of subsidiary service range enlargement. An extremely dynamic field of Commerce & non-alimentary trade, presents certain particularities regarding not only the system of service performance, but especially the management of these services. Throughout the scientific paper, we have focused on the particularities of service management within non-alimentary trade.

Keywords: management des services, orientation vers les clients, services complémentaires, qualité des services

THE MANAGERIAL CHANGE – A PERFORMANCE PREREQUISITE IN CONTEMPORARY MANAGEMENT

Scărlătescu Iuliana, Ganescu Cristina

The change has become a fundamental indicator for contemporary economy, from society to organization, every component being submitted to a continuous modification process of constructive and functional parameters. The current market economy is chiefly marked by the globalization tendency of the competition, by major and rapid changes of technologies and human resources.

Adapting organizations to the changes emerged in the external environment represents one of the managers` constant preoccupations focused on maintaining the organization`s effectiveness as well as on increasing its performance.

The organizational change aims at some aspects extremely different from the point of view of its complexity, starting from the reorganization of the working teams to the elaboration of some new strategies or the improvement of the organizational structure.

Keywords: managerial change, organizational development, models of change

THE RECRUITION AND SELECTION OF THE COMMUNITARY OF THE CIVIL SERVANTS

Secara Carmen

This article analyzes all the aspects about the career of the public administration personnel, specifically: the recruiting, time of probation, the public functionary probation.

A public servant must be judged by what he does not do as a professional in his own sphere of responsibility. Towards this end, a system to judge the qualitative and quantitative output of an employee has to be devised.

One of the sectors of public administration reform in Eastern and Central Europe is the development of human resources as well as improvement of it. Though the new EU countries are rich in educated and well-qualified public servants, imperfect legislation and currently existing training system impede the progress of public administration

Keywords: career, human resources, public administration

THE IMPORTANCE OF THE CIVIL SERVANT'S DEONTOLOGY IN ACHIEVING THE CAREER

Secara Carmen Gabriela

In order to have a career, the two basic conditions must be concomitantly fulfilled, namely stability and continuity. A professional civil servant will know that, besides the two conditions, will also have to prove a dignified behaviour inside the organization. He will have to know the legislation which rightens the professional deontology and to appropriate it, both theoretically and practically.

The reason for which we opted to present this theme lies in the acknowledgement of the fact that, no matter how competent and professionally performant a civil servant would be, if he hasn't got an ethic behaviour, everything is useless.

Keywords: career, legislation, ethic behaviour

FEE SETTING OPTIONS

Sendroiu Cleopatra, Dogeanu Ion

Water supply and sewerage providers usually operate as natural monopolies. A natural monopoly occurs on a specific market if a single company can provide services to that market at lower costs than any combination of two or several companies. The present article deals with methods of setting fees for water supply services.

Keywords: water supply, monopoly, full recovery of a cost, fee setting policies

COSIDERATIONS REGARDING THE COMPETITION OF IMMS (SMALL-SCALE MANUFACTURING COMPANIES) FROM THE WESTERN PART OF OUR COUNTRY

Vlad Silvia, Saratean Elena, Munteanu Valentin

In the present paper we have started from the definition and evolution of the enterprising concept, then we defined competition and we also presented the conclusions that we had drawn as a result of the analyze and the interpretation of data from he questionnaires that had been debated upon.

We will approach only 2 domains of study, from the total of 7, those being: 1. The firm and the evolution of business in the last 5 years; 2. The effects that integration in the Unique European Market had upon the competence of the business.

Furthermore, based on the established and studied pattern, we have started by defining one IMM (Small-Scale Manufacturing Companies) and by talking about its evolution, according to present

Romanian legislation, which classifies them according to three levels: micro, small and middle – scale manufacturing companies, in accordance with the rate of turnover, net worth and number of employees, issues that have to be analyzed for 2 years one after another.

Keywords: enterprising man, competition, earning capacity

FROM TQM TO GQM - A NEW SHIFT IN A GLOBALIZED WORLD

Sitnikov Catalina Soriana

We witness today a tremendous intensification of global competition that turns to be and to become an obvious reality for new and old businesses, for the companies that meet complex challenges in every phase of corporate management. Among the management areas that should come under a careful examination, quality management is one of those that must be examined afresh when economies, markets and industries operations become global.

As practice proved, quality management concept evolved from the engineering and statistical concepts, centered on the statistical quality control, to the large view of the concept that encompasses broad organizational issues and scopes. Today, the quality concepts are under the domination of Total Quality Management(TQM). Concepts standing out as main factors in TQM implementation are these days well established and used: customer value satisfaction, continuous improvement, total organizational involvement.

Though TQM is successfully used by many firms, many conceptual and practical questions remain unanswered while global markets and industries are a fact of economic reality.

In this context, Global Quality Management (GQM) is a new and emerging area of quality management practice but, despite its frequent use, it is not yet defined, analysed and researched. This paper makes GQM its research focus in order to contribute to the understanding of the concept, and to establish a track for new and future research.

Keywords: quality, management, total quality management, global quality management

THE PLACE OF MEDICAL EVALUATION IN THE SELECTION SEQUENCE

Sofica Aurelian

The paper explores in a phenomenological manner the importance of medical evaluation in selection process sequence. The topic of research is narrow and follows apparently microscopic aspects of human resource management. This level of reduction for the research theme is supported by the disproportionate effects a small choice can have over various actors involved directly or indirectly in the process. The paper is mainly theoretical and tries to provide new lenses in understanding the construction of a specific reality.

Keywords: human resources, selection, medical evaluation

THE INTERNATIONAL DIMENSIONS OF MRU

Spinu Marian Nicu

The international human resources management becomes more and more important as the international market of goods and services is developing continuously, and the process of adhesion to the European Union is more and more intense, including our own country, at the European Union structures.

Keywords: organization, human resources, external influences, risk exposure

PLANNING HUMAN RESOURCES

Spinu Marian Nicu

Planning human resources is a strategy used in order to acquire, to use, to improve and to keep human resources of a company, consequently planning human resources is a strategic activity, which has as purpose assuring working personal for longer periods of time.

Keywords: planning, human resources, organization, organizing objectives

SOCIAL INNOVATION – MODERN INSTRUMENT FOR SOLVING THE PROBLEMS OF LOCAL COMMUNITIES

Stanciu Pavel, Hapenciuc Cristian Valentin, Năstase Carmen

In present there is a certain perception along free time of the young. Messenger, internet and television are the new recreation and amusement ways that favours sedentary life, in the detriment of tourism and fresh air walks.

The counteract of the phenomenon can be materialized through social innovation principles, concepts that suppose a new vision upon sustainable development of local communities.

The elaboration of Suceava city development strategy has to take into account the potential problems of the community. The green spaces that are insufficient and the complete detach of the young from nature can be the strategic points of the new strategy. This work wants to offer possible solutions regarding sedentary life problems of the „Messenger Generation” and the lack of green entertainment areas.

Keywords: social innovation, development strategies, local authorities, Messenger Generation, Active Park

THE DECENTRALIZATION OF DECISION MAKING IN THE ROMANIAN PRE-UNIVERSITY EDUCATION SYSTEM

Stancu Ioan, Radut Carmen, Lazarescu Adrian

Intuitively, we understand that a problem is a difference between an existing situation and a desired one. We will issue the solution of the problem, according to the current legislation framework and to some education arguments strongly anchored in the social and economic reality of present and future. Regarding the psychological aspect of the problem, we point out the fact that its formulation requires clear determination in time and space to the related components of the decisional situation. Therefore, within the structure of a decisional situation we will distinguish: action options or possibilities to solve the given problem and nature conditions reflecting the framework where the analyzed process goes on, being detached from the problem body by the analyst or decision maker.

Keywords: decision, centralization, education system, research, strategy.

ENVIRONMENTAL VALUATION METHODS USED FOR IMPROVING THE ECONOMIC-ECOLOGIC BALANCE

Szentesi Silviu, Cristescu Gabriela

The air, water, and land on Earth, form the environment, which can be harmed by man's activities, especially by the economic activities. A lot of chemicals and waste are resoulted directly or indirectly from economic activities. Some of these chemicals and waste are verry damaging to the environment, who is the major support of our life. The soiety must be awared about political, social, tehcnological, economical and ecological importance of realization the economic-ecologic balance for the new investments projects. The key issue in measuring and realizing this balance is

to determinate the cost of damage caused to the environment by economic activities. The determination of this cost start with finding out the value of environment and the calcutate to lost of welfare, if possible in monetary terms for having a proper comparison with the economic and social benefits. The porpuse of this paper is to present shortly the possible method of environmental valuation. Environmental changes are difficult to value because there is no price or market associated with the change. If we could buy and sell nitrogen in local waterways we would be able to measure the value of changes in nitrogen levels. Unfortunately, we can't buy and sell nitrogen emissions, and a nitrogen market can't exist unless local waterways are fully privatized and all sources of nitrogen are identified. How then do we measure the value of a change in nitrogen levels or beach erosion, or reforestation, or snow mobile restrictions. This paper is about the valuation methods of the environment. In the teory are four major typs of method : Market-oriented methods, Surrogate market method, Contingent Valuation Methods, and Benefit-Cost Analysis.

Keywords: environment, balance, evaluation methods, markets, contingent evaluation, cost benefit

CHANGE MANAGEMENT - RESISTANCE TO CHANGE

Tanasoica Laura - Georgeta

Changing the way employers operate is hard, but all signs indicate that innovation and transformation are here to stay. Success in the workplace of the future will heavily depend on the ability to anticipate change, understand its impact and apply practical methods to turn chaotic situations into opportunities for growth. Efforts naturally center on the problem, measurement and analysis, and potential solutions, but they often fail to consider factors affecting how improvements will be permanently integrated into daily work. Making the quality system operable was chaotic. The key to coping with resistance is to understand the needs of people who are affected by change. There are practical steps to follow for successful navigation through the uncertainty: 1. Seek accurate information to avoid needless worry. 2. Express concerns to a trusted few. 3. Remember your value. Focused, organizational change management is the prescription that leads to successful programs.

Keywords: change management, strategy, resistance to change, processes, technology

THE REENGINEERING OF ORGANIZATIONS WITH ERP IMPLEMENTATION

Tanasoica Laura - Georgeta

The use of the re-engineering, as a technique of "strategic self-improvement," within the competitive and financial context, needs to be qualified by organization culture as a key contingency. A lot of organizations have significantly changed their business processes in order to remain competitive in the global market. Such process improvements were obtained mainly by business process re-engineering (BPR or BPRE) efforts. The objective of re-engineering is to eliminate non- value-added activities and administrative barriers. The hostility of the context, made by multiples changes that occur, has forced decision makers to undertake strategies of re-engineering, restructuring, delayering and downsizing, also with the adoption of Enterprise Resource Planning (ERP) systems whose implementation projects seek to streamline an organization's processes by integrating the information flow into a single system.

Keywords: reengineering, information, technology, change, manager

ROMANIAN BUSINESS ENVIRONMENT. PRESENT AND PERSPECTIVES

Tănăsioiu Georgiana Lavinia

Business environment faced some constant pressures for permanent change. Romania traversed important steps in simplification and settlements of the procedures to start business. In the past years have been adopted a series of measures which had as purpose the improvement of the business environment, supporting private investors and stimulation of free initiative. In this sense, main action directions have observed: fiscal relaxation, especially by reduction of tax quota on income and introduction of the quota of 16% for tax on income of physical persons; increasing budget incomes, especially by alienation of exemption practices or of re-echeloning debts to budget, diminishing underground economics and fighting against fiscal evasion; perfecting financial market, development of capital market; promoting concurrence, transparency in the process of public auctions, renunciation at monopole position in supply of public utilities.

Keywords: business environment, measuring administrative costs, reduction of the administrative barriers.

OBJECTIVES AND OPTIONS OF COMMERCIAL POLITICS OF THE COMMERCE COMPANY

Tănăsioiu Georgiana Lavinia

In the commercial field, objectives are on hierarchies, depending on their importance in strategic objectives (or general) which aim a long term and objectifies the finality of the commerce company - for example the strategic objective to be leader on a certain market by taking over some concurrent, diversification or concentration ect and operational objectives, which aims shot term, aiming to fulfill strategic decisions, for example the increase with 25% of the business figure and 5% of the profit; obtaining a double linear in comparison with the main concurrent in a great commercial surface, etc.

Keywords: commerce company, strategic objectives, operational objectives, general objectives and of performance,

PERSPECTIVES ON CHANGE MANAGEMENT. STRATEGIES AND TRENDS

Tapliga Pusa, Matei Roxana

Organizations are constantly changing, often as a result of events which affect their existing condition, such as process improvements, introduction of new technology, organizational restructuring or mergers. The greatest challenge for companies is to achieve the cultural or behavioral change that is often required to attain the planned benefits, even when it is recognized that change is required. Behavioral change in organizations does not just happen. Typically, change will only occur if an initiative has direction, leadership, very clear goals and benefits for its key stakeholders; and of course, if all these are well communicated and in a timely manner. For Change to be successful, change management needs to be practiced for some time, to ensure sustainability. Lasting change will only be achieved by creative planning, skilful communication and by developing a coherent change strategy that will drive, achieve and sustain real change.

Keywords: Change Management, Resistance to Change, Organizational Change, Organizational Development.

THE EFQM MODEL OF ACADEMIC ORGANIZATIONAL EXCELLENCE

Todericiu Ramona, Muscalu Emanoil

The higher education quality assurance system in our country is not completely developed yet. That is why higher education institutions must take the responsibility of assuring the quality of all of their activities, at all levels, according to the standards.

In order for this process to take place in all higher education institutions, an internal system of quality management was created, or is being developed. The quality management system in a higher education institution focuses on quality assurance and self assessment at all levels according to the standard, but also to the requirements of the external systems of quality evaluation. The implementation of the quality management system in higher education institutions involves both an internal institutional development and an external one, that is, certain mechanisms of institutional control that can somehow guarantee for the quality of the educational process.

Keywords: Quality, leadership, client, university

QUALITY IN HIGHER EDUCATION – A CONTINUOUS REVOLUTION

Todericiu Ramona

Quality is nowadays a frequently used term in a society in which the competition of products and services on the market has very much increased.

Quality is, without a doubt, not a new, unknown notion. Our ancestors knew, as well as we know, how important quality is. However, the twentieth century has induced major changes in the production of goods and services, extending the area of the quality notion, and, thus, a series of new concepts appeared, like for instance: quality planning, quality control, management of quality, the continuous improving of quality, quality audit etc.

Keywords: Quality, competition, client, educational services

THE IMPORTANCE OF A BUSINESS MODEL IN AFFAIRES DOMAIN

Todoruț Amalia Venera

This paper introduces the business model and explains why it's important for a new venture to develop a business model early in its life. In everyday language, a model is a plan that's used to make or describe something. More formally, a business model is a firm's plan or diagram for how it competes, uses its resources, structures its relationships, interfaces with customers, and creates value to sustain itself on the basis of the profits it earns.

Keywords: affaires, business models, development, customer

MANAGERIAL REENGINEERING-NECESSITY, OPPOTUNITY AND CHANGE

Todoruț Amalia Venera

Re-engineering, a new conceptual and functioning pattern in the dynamic and diverse world of business, is an answer or for some reluctant specialists, an attempt to answer to an obvious reality of our times, the deeper and deeper sometimes radical and sped up alterations that mark the evolution of the society. These alterations have a tremendous impact upon the business world and firm management, yet cannot find correspondances in similar actions, as deep and radical. Speeding and rapid diffusion of alterations yields at the firm management level, deep and multiple effects that imposes increasing the decisional reaction speed and all the more for adjusting the firm to alterations

Keywords: reengineering, change, business, management, development

ORGANIZATIONAL CHANGE IN A ROMANIAN COMPANY. LESSONS FROM CFR SA

Toma Sorin-George, Naruo Shinji

After the fall of the communist regime, Romania entered in the transition phase from a planned economy to a market economy. As former state-owned enterprises have been transformed in private companies, organizational change has become a subject of interest in the management studies. Our paper aims to contribute to the increasing European debate regarding the organizational change in ex-communist countries, to demonstrate that organizational change faces higher resistance in transitional countries from Eastern and Central Europe and to propose a four stages model of organizational change in a Romanian railways company. The objectives of the paper were achieved by reviewing the literature, and by using a study case. The company that is the subject of our research is a large, complex organization which is in transition from a state-owned enterprise to a private one.

Keywords: organizational change, management, Romania, railways, CFR

REFLECTIONS UPON MANAGEMENT CONSULTING AS PROFESSIONAL SERVICES

Tomescu Ada Mirela, Botezat Elena

Management consulting helping organizations improve their performance, primarily through the thorough analysis of existing business problems and development of plans for improvement. There is probably no activity about which the opinions are so divided as management consulting. The purpose of this paper is to make some reflections upon what role play the consulting management services as professional service to the firms and how offering these services affects the offering and delivery of other services of the firms. The study is based on an office documentation research within consulting firms and resources. The approach tries to be critical and reflective, examines different consulting roles by developing a typology. The purpose is to aware of these professional services young business people. The FAQ of this service are: “How to choose the best consultant?” and “Why did fail consultant?”.

Keywords: management consulting, performance, plans of improvement, type of consultancy

PERSPECTIVES OF THE FORMATION AND DEVELOPMENT OF THE HUMAN RESOURCES IN THE CONTEXT OF THE INTEGRATION IN THE EUROPEAN UNION

Truta Ana

The purpose of this paper is multiple. On the one hand, it is utilitarian, meant to be useful in the formation, development and retraining of the human resources at regional level, through a specific strategy. On the other hand, it leads to the deeper cognition of the managerial methodology (systems, methods, techniques) usable in developing processes in the context of the European integration.

The data and information known through observation and experiment lead to the formation of the following directions that highlight:

- the development of the continuous formation of the human capital and the improvement of the training of the manpower, and the efficiency of the human resources;
- the improvement of the quality management and the increase in the economic and social potential, in compliance with the European integration requirements.

Keywords: building-up, development, human resources.

DECISION – A KEY ELEMENT IN THE MANAGERIAL SYSTEM OF THE COMPANY

Tureac Cornelia Elena, Chirila Angelica

The management, as a central social function, following the words of Peter Drucker, concentrates its concepts and instruments around the phenomenon of change, a trend that, evidently, gets the size of a managerial revolution in the entire world.

The company is a subsystem of a wider complex system – its environment.

The main management function in a company consists in the adjustment of its way of functioning and of the relations between the organization and the environment as well as between different parts of the organization. Nowadays, management theory and practice are based upon the concept of „Total Quality Management” (TQM)

Keywords: Decision, managerial system, TQM

THE DIAGNOSIS IN MANAGEMENT SYSTEM

Udrescu Margareta, Dobre Ioana Claudia

This article is about an introspection that combines the two theoretical aspects of intern and extern diagnosis concluding in a analysis that offer us a vision of the company competition and perfecting. The global diagnostic has a special importance because it allows the evidence and structuring of those problems that need one or more strategic answers. The SWOT model and the other study methods of positioning the company on the market remain the starting point of any action regarding competition context analysis.

Keywords: diagnosis, SWOT analysis, economical performance, competition environment, market, competitive advantage, strategy

THE CAREER AND THE MANGERIAL SUCCESSION

Urban Violeta

I have began my paper with some of definitions of the term “career” offered by a series of books on this direction. Further on, referring to a career in managing, I have described the four stages undergone by a person which begins his career as a head of a department, head of a section, of an office, etc, and obtain a job in the executive area and later on, a job as a consulting agent or advisor for the younger managers.

At the end of my paper, I have mentioned the planning and the administrating of one’s career, underlying their importance both for the organization and for the individual.

The term “career”, in the way in which it is explained in the Encyclopedic Dictionary, refers to a job, an occupation, a good position in the society.

Keywords: career, managerial career, managerial succession, career planning, career administrating, programs for managerial development

THE MANAGERIAL CULTURE, VIEWED AS ECONOMIC CATEGORY

Urban Violeta

The managerial culture, part of the organization culture, is a major form of manifestation of the human factor at the organization level. During their existence, organizations are seen in different ways due to the powerful influence of the top managers’ professional style and personalities on the people forming the organization.

Keywords: organization culture, managerial culture, corporative culture, organizational culture

INTEGRATED WATER RESOURCES MANAGEMENT – A WAY TO SUSTAINABLE DEVELOPMENT

Ursacescu Minodora, Radu Ioan, Burlacu Sorin

The United Nations Conference in the field of environment and sustainable development that took place in Johannesburg in 2002, has proclaimed the concept of sustainable development as being a major one, both at local, regional and national level, and at global level, that reunites simultaneously economic rentability, social equity and the respect for the environment. At international level, the water crisis is, as a matter of fact, a government crisis, resulted from an inadequate gestion process. In this conditions, the integrated gestion of water resources is necessary as a major process, that must consider the exploitation interests, the existent restrictions and at the same time the principal political, juridical, economical, administrative, social and environmental aspects.

Keywords: sustainable development, water resources management, water quality

THE IMPORTANCE OF ANN (ARTIFICIAL NEURONAL NETWORKS) TO ORGANIZATIONS MANAGEMENT

Vancea Romulus

The work entitled The importance of ANN (artificial neuronal networks) to organizations management desires to point out the importance of ANN (artificial neural networks) to the development of firms management.

Keywords: management by objectives, holonic firm, artificial neural networks, bankruptcy risk

THE CORELATION BETWEEN EMPLOYERS' EVALUATION AND ORGANIZATIONAL CONTEXT EVOLUTION

Vârzaru Mihai

Despite the controversies appeared upon evaluation, the specialty literature notices the existence of an agreement relating its necessity (Morazain, 1999; Lanciaux, 2000). economical needs are highlighted, requiring a better answer from the organization for the market pressures, checking the level of employers' expectations to duties and structures, and thirdly, human requirements, in accordance with employers' motivation. On the other hand, even the personnel evaluation instruments are fought against by various American and European authors (Lee, 1996; Layole, 1996; Flecher, 1992; Nelson, 2000, David and Landa, 1999; Coens and Jenkins, 2000 etc). Both the studies and their subjects go towards the same conclusion, paradoxical apparently, according to which personnel evaluation systems are, on one hand, simple regarding their principle or ways, very promising in theory and broadly spread in enterprises, and carrying insatisfaction also. The present study supposes the exploitation of this paradox terms and its character explanation persisting at organizational level.

Keywords: evaluation, procedural justice, 360 ° retroaction, informal appreciation

CONTEMPORANEOUS IT TRENDS IN THE HUMAN RESOURCES MANAGEMENT

Voicu Vasilica, Voicu Andreea Raluca

ERP System (Enterprise Resources Planning) has a positive impact upon the corporate performance, offering the possibility to adjust the main economic processes already applied by its organizational diagram, so as the decisions are done in real time.

A contemporaneous tendency in area of the market of human resources applications consists in mixturing these ones with the ERP systems among the companies.

The use of ERP systems involves:

- Identification of needs
- Control of data reliability
- Control of divisions during implementation
- Involvement of a mix of division in the process of implementation

Keywords: corporate, performance, systems

COMPETITIVENESS THROUGH PROMOTIONAL STRATEGIES

Voicu Vlad Mihai, Badea Ruxandra

There are several research papers in the national and international economy literature regarding increasing the competitiveness of the organization. All of them recognize the importance of the strategy in order to achieve long standing competitive advantages. There also authors which treat competitiveness theme closing to the image of a company, how powerful its brand is acting on the market. Therefore, the present article describes a promotional strategy for gaining potential clients and for improving the image of the company for the existing customers. The case study is based on a meat food company production. We are also providing short strategy premises in order to have a substantial fundamentals base for the strategy design.

Keywords: competitiveness, promotional strategy, SWOT, M.Porter's model

USING MANAGERIAL SIMULATIONS IN THE PROCESS OF TEACHING AND LEARNING MANAGEMENT

Zamfir Andreea-Ileana

Currently, there is a major interest in economic and managerial education and training because of the knowledge society development. New ways to equip teachers and learners with the competences and skills they need for the knowledge society and economy should therefore be found. Development of the information and communication technologies has opened new perspectives both for the students and teachers. Computer applications, computer games and simulations are often used within the teaching and learning processes. The aim of this paper is to present the managerial simulation used in the process of teaching and learning Management at the Faculty of Management from the Academy of Economic Studies in Bucharest.

Keywords: information and communication technologies, web-based education, management, managerial simulation, PRELEM XXI

SECTION: MANAGEMENT AND MARKETING / SUBSECTION; MARKETING

MARKET ORIENTATION: AN INTERDISCIPLINARY AND COMPLEX CONCEPT

Pandelica Amalia, Pandelica Ionut, Negulescu Cristian

From '90s many researchers was interested in a new concept: market orientation. First academics, which studied this concept was Kohli and Jaworski (1990), Narver and Slater (1990). Beginning whit their theories, many others academics and practitioners show a growing interest for this concept and for how the implementation of this concept can improve the performance. Marketing literature contains many definitions of the concept some of them being divergent concerning whit what is market orientation and how could be implemented in the organization. This proves the complexity of the market orientation concept. Beginning from the most important researches from the field, through this article, we propose to emphasis the most important element that show the interdisciplinary and complexity of the concept.

Keywords: market orientation, marketing concept, interdisciplinary approach

ENTROPY AND THE ECONOMIC SCIENCE

Anton Lucian Vasile

The paper presents the evolution of the entropy concept, from its introduction by Clausius, by the particular formulation of the second principle of thermodynamics, to the present theories. Thus, there are emphasized the essential aspects of the second principle that most specialists have agreed upon, which led to particular formulations concerning the existence of entropy and its growth in irreversible processes. The most importance approach concerns the second aspect of the second principle, the one related to the growth of entropy, fact that generated most contradictions in interpreting the concept. There can be identified, within this context, two important tendencies: A. researchers who state that, for development entropy has to decrease or to remain constant, fact that generated a multitude of well-known paradoxes (Maxwell's demon, irreversibility paradox, the universe thermic death etc.); B. researchers who state that entropy, and implicitly the reversible processes cannot be controlled, the evolution having as price, the entropy. This paper does not try to reconceptualize the entropy, nor to diminish the dispute fluctuations, but rather to rearrange in human nature's norms a constraint that we cannot separate yet: entropy and its growth.

Keywords: entropy, isolated system, unbalance processes

THE ROLE AND IMPORTANCE OF MARKETING RESEARCH IN RETAIL

Balasescu Simona

The work approaches the features of collecting and using information in retail commerce, as well as the characteristics of the marketing research in this area of activity. In a successful retail distribution field, the information must move freely and efficiently between the three main parts of commerce (supplier, merchant and consumer). The result is a better communication and a better anticipation of the expectations of all three parts. The entrepreneurs who rely on unsystematic or incomplete research, e.g. intuition, increase the failure possibilities. The information system specific to commerce anticipates the data required by the retail managers,

collects, organizes and stores, systematically, relevant data and directs the informational flux towards taking the right decisions. This kind of system implies retail marketing research.

Keywords: retail, data, research, consumer, profit.

THE NECESSITY OF STUDYING BUYING BEHAVIOR, CONSUMPTION AND USE OF INDIVIDUAL CONSUMPTION GOODS BY COMMERCE FIRMS

Balasescu Simona

The quality of a selling strategy depends on how well a company can identify and understand its clients, and on how well it can make the market strategy mix so that it can be attractive to clients. This leads to the identification of characteristics, needs and attitudes of the consumers, to the acknowledgement of the way people make decisions, and in the end, to the creation of a proper marketing plan. Selling strategy also implies studying the environmental factors that influence buying decisions.

Keywords: buying behavior, influence factors, retail, market strategies.

CONTRIBUTION TO THE DEFINITION OF THE PARTICULARITIES OF CONSUMER GOODS DISTRIBUTION MARKETING

Balasescu Marius

Both producers and consumers are separated within contemporary society by different aspects, such as distance, needs, etc.. These gaps must be filled – therefore results distribution marketing, as intermediary phase between production and consumption, meant to assure the equilibrium on the market, as well as the flow of selling-buying processes. The necessity of distribution marketing is emphasized by competition, the need of integration within the market, solving different problems, and so on. Companies, no matter their nature and size must always know and observe the needs of the market by the means of research, studies and analysis, in order to be efficient. Distribution marketing implies not just market research, but complex studies – technological, economic, demographical, psychological, and so on.

Keywords: distribution, marketing mix, policy, market, objectives

ACQUIRING AND USING INFORMATION STRATEGIES IN RETAIL

Balasescu Marius

In an efficient retail distribution channel, information flows freely and efficiently among the three main parties (supplier, retailer, and consumer). As a result, the parties can better anticipate and address each other's performance expectations. Retailers often have a vital role in collecting data because they are in direct contact to buyers. Either developing a new strategy, or modifying an existing one, good information reduces the risk of taking incorrect decisions. Useful information should be acquired through an ongoing, well-integrated process. A retail information system anticipates the data needs of retail managers; permanently collects, organizes, and stores relevant data; and directs the flow of information to those who take decisions.

Keywords: retail, information, distribution channel.

MARKETING INFORMATION PORTALS

Barbu Andreea Mihaela, Olteanu Valerica, Angheluta Alin Valentin

This paper highlights the importance of marketing information portals in a competitive and rough business environment. Every portal presented here can offer a large palette of latest news, accurate information, needed forecasts, analysis, reports, figures, or even unstructured data. The choice of every company can be difficult because the portals offers data from various business domains, the price depends on the amount or complexity of the necessary data and the specialized employees or the collaborators are well-trained. Moreover, the sites are friendly, and sometimes there is the possibility for the organizations to try a free trial. The companies, even if they are big corporations or small and medium enterprises, have now an extra-chance to survive on the market and even to be successful, due to these marketing information portals.

Keywords: marketing information portals, data basis, marketing research, secondary data

A NEW CHALLENGE - THE MARKET REPRESENTED BY WOMEN

Bija Suzana Monica, Mateoc-Sirb Nicoleta

This paper tries to explain some reasons why big corporations assign increasingly funds, in order to conquer a billion dollars market: a market represented by women.

Keywords: marketing to women, publicity, advertising campaign

THE NEED AND IMPORTANCE OF APPLYING CMR STRATEGIES

Bob Constantin, Saseanu Andreea Simona

Customer Relationship Marketing represents a relatively new approach for the companies that wish to create a profitable long term relationship with their clients. CRM applications allow companies to collect and to use information about their customers in order to customize their offer for every client, to increase client's trust in the company and to coordinate their relationship with clients a lot more efficient in all market stages. Every company may take advantage of a relationship marketing approach. In the present work paper we propose to examine the most important strategies necessary for companies to implement relationship marketing and also we would like to expose the benefits for the firms that already use relationship marketing strategies. In some situations, this approach is easier to implement (business to business situations or service industries), in others, such as consumer goods industries, it is more difficult. In conclusion, a relationship marketing strategy is becoming a must for surviving on market.

Keywords: customer relationship, management, relational marketing, strategy

THE CONSUMER OF PUBLIC SERVICES. BEHAVIOR AND DECISION

Bodog Simona Aurelia, Daina Lucia, Silaghi Simona

In public services as well as in private services, the clients are given by consumers or users of the respective service and constitute the fundamental element of the firm environmentn bor of the respective institution. Being a heterogenous variable, diversity gives them a special power on the activity level of the institution, thus the user can, through his decision of buying or not a service; train the institution into a vicious circle. In choosing goods or services, the consumer needs information which allows him to choose the ones offering him a maximum of satisfaction. But the consumer does not always hav e the necessary operational information to take the respective decision.

Keywords: consumer, public services, buying behaviour, decision of buying.

THE SEGMENTATION OF THE ROMANIAN CLOTHING MARKET

Bota Marius, Boriceanu Monica, Cosma Smaranda

The Romanian clothing market is a crowded one with a lot of powerful competitors, especially Asian firms with their cheap products. In order to survive on this market the Romanian clothing companies should adapt their products offer to well defined segments of customers. In this paper we split the Romanian clothing market into segments. We used the chi-square test to find if there is a relation between income, age, sex and education of the Romanian people and the monthly amount spent on clothes.

Keywords: Romanian clothing market, segmentation, chi-square test

USING MARKETING RESEARCH IN ORDER TO IMPROVE CRM - A CASE STUDY FOR MOBILE TELEPHONY IN ROMANIA

Brandabur Raluca Ecaterina, Popescu Andrei

Present work is a case study that illustrate how can be used marketing research concrete in order to improve CRM in a company.

Keywords: Qualitative marketing research, CRM, loyal customers

MARKETING STRATEGY SUBSTANTIATION IN THE AUDIOVISUAL DOMAIN

Budacia Elisabeta Andreea

The marketing strategy represents the main direction towards which an enterprise focuses its human, material, financial and informational potential in order to fulfill its objectives. The market strategy in the audiovisual domain is a wide one in terms of the nature of its objectives and the proportions of its material and organizational resources. This is the starting point for the other strategies and represents the finality of a television's activity. Regarding the mix marketing for the services in the audiovisual domain, one should take into account both its classic components, namely the product, the price, the placement and the promotion, and modern concepts and the specifics of the audiovisual services, such as: the celebrities and the viewer (the relationship with the audience).

Keywords: marketing strategy, audiovisual domain, market share

THE ANALYSIS OF THE GREEN PRODUCTS' DEMAND

Burja Camelia

The current trends on the world market regarding the safety insurance for food are heading towards the consumption of green products. Reaching this option requires to direct the production in accordance with the consumers' preferences on the basis of some thoroughly made market studies. The paper presents aspects regarding the gathering and analysis of market information about the demand of green products

Keywords: market, green products, dispersion analysis, demand analysis

THE IMPACT OF GLOBALIZATION ON DISTRIBUTION PROCESS

Buzila Nicoleta, Costea Simona Cristina, Gordean Raoul Sabin

Globalization represents a fundamental transformation of the structures, organization and nature of international commerce. The extension of globalization and the emergence of transnational societies has brought along an increased preoccupation for the components of the marketing mix, especially the distribution policy.

Keywords: globalization, distribution process, international retailers

SEGMENTATION, TARGETING AND POSITIONING OF THE SUPPLIERS . BASIS ELEMENT IN STRATEGIC PLANNING ON BUSINESS TO BUSINESS MARKET IN ROMANIA

Caescu Stefan Claudiu, Dumitru Ionel, Ionescu Florin Tudor

In Romania the use of the strategic marketing as a basic element in the relationship to the suppliers by the companies from the B2b market is at an incipient level, sometimes even at the level of the “subconscious”. In order to be able to develop the practice it is necessary to have a theory well organized and adapted to the nowadays requirements of the field of the suppliers relationship marketing on the B2b market. Therefore a need of information about the present degree of implementing the strategic marketing by the companies on the B2b market in their relationship with the suppliers in Romania and especially the identification of the ways in which the organizations use these methods and techniques of segmentation, targeting and positioning in order to develop the relationships with their suppliers appear as necessary. Starting from this premise the following research has as its goal the analysis of the way in which the organizations which are active on the Romanian B2b market use the strategic marketing in the segmentation, targeting and positioning of the suppliers.

Keywords: supply – chain management, segmentation of the suppliers, targeting of the suppliers, positioning of the suppliers

MEASURING THE EFFICIENCY OF THE PROSPECTING ACTIVITY

Caragin Andreea Raluca, Dragoi Mihaela Cristina

Trade shows and exhibitions are an important marketing instrument, as they help companies in completing their main objective: to obtain profit. As they are expensive for small companies it is very important to be able to measure the result of the prospecting activity and the process starts by establishing specific and measurable goals. We will present also some instruments that companies can use in order to establish if their event was or not a success.

Keywords: prospecting activity, instruments, trade fairs efficiency

COMPETITIVENESS OF ROMANIA AS A TOURIST DESTINATION

Cătăneț Alina, Radu Catalina

The aim of this paper is to summarize the importance of the competitiveness concept for the Romanian tourism sector, bringing in front of the analysis the last Tourism & Travel competitiveness report of the World Economic Forum.

Keywords: competitiveness, competitive advantage, comparative factors, tourism

SOME ASPECTS REGARDING THE IMPORTANCE OF POINT OF PURCHASE COMMUNICATIONS IN THE MARKETING COMMUNICATIONS MIX

Chitu Ioana Bianca, Tecau Alina Simona

In our days, corporate managers are becoming more and more aware of the important benefits of relationship marketing and integrated marketing communications. Point of purchase communications are a powerful marketing tool, because they reach the consumer at the moment when, and the place where, they take a decision. This paper tries to present some aspects such as objectives, tools and effectiveness of point of purchase communications.

Keywords: point of purchase communications, interior displays, store image

THE COMPETITIVE ADVANTAGES OF SMALL AND MEDIUM ENTERPRISES

Ciochină Iuliana, Manole Daniel Sorin, Decuseară Răzvan

The changes in the competitive environment determined the small and medium enterprises to identify new ways to satisfy their clients and to offer them constantly value in a way much more efficient than their competitors. In order to gain competitive advantage, the firms must choose the type of competitive advantage that she is trying to obtain and the field in which she will obtain it. The choice for the competitive field or for the activities of the firm can play an important role in determining the competitive advantage because the firm aims to establish a profitable and sustainable position against the forces that determine the competition in its field of activity. The survival of small and medium enterprises in a highly globalized and competitive environment suggests that these firms have different competences and they use them efficiently.

Keywords: competitive advantage, strategic competitive advantage, small and medium enterprises

ENTREPRENEURIAL DEVELOPMENT WITHIN THE EUROPEAN CONTEXT

Ciochină Iuliana, Decuseară Răzvan, Chițu Ramona

Although many people believe that entrepreneurs are born like this and they cannot be trained, experience has proved that they can be taught, and a positive environment encourages entrepreneurial thinking, improves the innovation concept and leads to a higher level of economic and social support.

Business development involves studies on the desires and choices made by people. Never can be the economic system self sufficient to meet completely people's needs that is why an efficient system of supplying resources, insufficient related to the unlimited desires of goods and services, has been always asked for.

The present market is characterized by an increased competition, its challenges calling for new solutions and techniques. World competition, taxes, profits, wealth, inflation, recession, jobs, unemployment, abundance, lack of resources, modern devices, all these aspects have a strong impact upon the options and action strategies in business.

Keywords: entrepreneurship, small and medium enterprise, competitiveness

A MARKETING STRATEGY ON PHOTOVOLTAIC MARKET

Coita Dorin Cristian, Rosca Remus Dorel

Abstract: Photovoltaic is an increasingly important energy technology. Deriving energy from the sun offers numerous environmental benefits. It is an extremely clean energy source, and few other power-generating technologies have as little environmental impact as photovoltaic. In this article we explored some dimensions of photovoltaic market and suggested a marketing strategy for solar panels manufacturers

Keywords: Photovoltaic Market, Solar Panels, Strategy

CRAZY ONLINE BUSINESSS

Cretu Alina, Peptan Elena, Bancescu Mioara

Online business is an easy way to make money, using the tools of internet sourcing and multinational purchasing. There are many business opportunity review sites on the Internet. The internet business opportunity is also used for global sourcing. The earning potential in an internet

business is very high with little investment. To evaluate a business opportunity the first and foremost things to do is to search the internet to get views on the area of business exploration. A Google search will give a number of official forums for any business opportunity. It is also advisable to monitor the website traffic of the website of the business. Prediction market is “new Web tool”, which is used to transform the idea pipelines inside their companies.

Keywords: online business, e-commerce, business trend

TOWARDS AN ORGANIZATIONAL EXCELLENCE THROUGH COMMUNICATION

Cristache Nicoleta, Susanu Irina, Iancu Lorin

The communication searches to take action in each of these concepts, helps to the interrelationship between the different categories of public from the internal organization of the company as well as with the external organization and influences. The organizations use communication in order to promote the interests, but a loyal and reliable message is that which answers to the public's needs and expectations. Thus, the main purpose is to search and realize continuously balance between the interests of each public category in order to know it better and to collaborate with it.

Keywords: communication, organizational excellence, transparency

ROLE DE LA FORCE DE VENTE DANS LES ENTREPRISES ROUMAINES

Cruceru Anca Francisca, Zaharia Razvan

Cette étude a eu pour but de faire une tour d'horizon du niveau et des formes d'implémentation des forces de vente dans les entreprises roumaines. On a utilisé une recherche directe parmi les entreprises, pour obtenir des informations spécifiques et, puis, le cas échant, on a réalisé une comparaison avec les informations concernant le niveau et les formes d'implémentation des forces de vente dans autres pays. L'étude a couvert une multitude des aspects (organisation, recrutement, motivation, évaluation de la force de vente) et a permis d'identifier quelques particularités intéressantes concernant l'utilisation de la force de vente dans les entreprises roumaines.

Keywords: force de vente, marketing, recherche de marketing, entreprises roumaines

THE PROTECTION OF THE ROMANIAN PANIFICATION PRODUCTS CONSUMERS

Csorba Luiela - Magdalena, Brinzan Oana, Tigan Eugenia

Consumer protection is one of the most controversially contemporary issue, which became more important in our country in the postaccession period. Beginning with the Romanian integration in the European Union in our country is underlined the relationship between the producers and the consumers for all economical fields, activities that are covered by the Consumer Code. The present paper analyses the problems relating the protection of the bakery products consumer.

Keywords: Consumer protection, panification products, bakery products, hazard

INTERNATIONAL MARKETING STRATEGY

Csorba Luiela-magdalena, Tigan Eugenia, Brinzan Oana

International marketing has a wide interest area comparing it with internal marketing. The enterprise that develops international marketing activities has to support some risks that are not common and usual for an enterprise that operates only on national level. The risk level is directly

increasing with the investment level. Before the investment is done, the enterprise should understand that the risks that are taken in an international market are not the same than in the internal market. The criteria that are taken into consideration to evaluate this risk, are: political stability, attitude for foreign investments, inflation, balance of payment, economic development, monetary stability, legislation, infrastructure, available financial resources.

Keywords: International marketing, international strategies, investments in external market

ANALYSIS REGARDING THE POPULATION'S PERCEPTION ABOUT PRIVATE HEALTH ASSURANCES

Daina Lucia Georgeta, Bodog Simona Aurelia, Bodog Florian Dorel, Sarvasan Claudia

The appearance in 2004 of the law nr. 212 of private health assurance created an alternative to social assurance from which any contributor can benefit. Putting into practice and developing the private health assurance system is an activity form which takes care of health, imposing the implementation of market relationships with all legal regulations characterizing it, being one of the possible ways of improving the health of the population from our country. The...for the market period of more health assurance forms proved to be the most adequate form of organizing the health system. The intervening concurrence in these relationships imposes that medical units offer quality services, determined both by the practice of performing investigation and treatment methods, and by the growth of quality and serving conditions.

Keywords: market, private health assurance, medical services, population

PRODUCT POLICY, A STRONG SUPPORT FOR THE SUCCESS OF ORGANIC PRODUCT

Danciu Victor

The relevant green characteristics and particular benefits for the consumers and the environment of organic products as a major category of green products explain their growing importance in both developed and developing countries, Romania included. Supporting and promoting organic products in both domestic and international markets require strong efforts in green marketing area. The green marketing philosophy asks for a new thinking and acting towards new responsibilities and solutions. A green customer value system and a particular product policy seem to be major claim for the success of organic products. The solutions in organic product policy should aim at the maintaining and improvement of the health of green consumers.

Keywords: organic product; organic product policy; ecological conscience, green consumer, green marketing

ACCESIBILITY OF SOCIAL TOURISM OFFERS FOR THE POPULATION – STUDY CARRIED OUT FOR BRAILA COUNTY

Dumitru Nicoleta - Rossela, Neagoe Cristina

Abstract: In the actual Romanian social and economical environment, where for a large part of the people their income can barely fulfill their basic needs and where only 8% of the population can afford a holiday a year, social tourism is the only option to raise the number of tourists. The study of the social tourist services consumer behavior aims to shape a touristy profile of such a person. The accessibility of the social tourism offers has been studied in this paper, through means of a market survey, basing on a questionnaire, being interviewed 211 persons from the Brăila county. Among the main targets of the research, we mention: the determination of the degree/frequency of practicing tourism, generally, by the population of the Brăila county; the establishment of the

Braila tourists' preferences for the practiced tourism form; the assessment of the tourists' options regarding the travels from the point of view of the season, the duration, the motivation and the chosen traveling destinations, generally; the determination of the degree of knowledge and of information as regards the social tourism offers, etc.

Tourism operators might find this study's results useful by adapting their offer according to the needs of their target consumer.

Keywords: social tourism, motivation, market research

LE MARCHE MONDIAL DU VIN ET LES NOUVELLES ORIENTATIONS DU MARKETING

Epuran Gheorghe

Le marché mondial du vin est caractérisé par un développement sans précédent en ce qui concerne la production, mais aussi l'aire géographique qu'il comprend. La surproduction qui a tendance à dégénérer en une crise est due premièrement à l'apparition de nouveaux acteurs sur ce marché, c'est-à-dire les pays du nouveau monde du vin: les Etats-Unis, le Chili, l'Afrique de Sud, l'Australie.

Dans ce contexte, les grands producteurs traditionnels de l'Europe sont soumis à une forte pression concurrentielle aussi bien sur leurs marchés qu'à l'extérieur.

Même si en matière d'image et de notoriété les vins de ces pays sont restés encore très connus, les pays du nouveau monde des vins ont réussi, par un marketing «à l'américain», à pénétrer en force sur plusieurs marchés, inclusivement sur les pays qui étaient pas traditionnellement consommateurs de vins (la Russie, la Chine, etc.).

Keywords: Marché, vin, offre, demande, marketing, distribution, marque

PRACTICAL EXAMPLES CONCERNING APPLICATION OF THE Q FACTOR ANALYSIS FOR MARKETING DATA

Gabor Manuela Rozalia

The Q methodology or the Q factor analysis as it is named in foreign literature, it is a relatively new tool not only driven by its approach but especially driven by a recent discovery of its usefulness in those fields for which the psychometric knowledge of individuals have thorough implications. For marketing, consumers' preferences, opinions, attitudes are subjective and this is the reason why, a Q factor analysis outlines subjective structures or even subjectivity itself. Fields with applicability of the Q factor analysis are many but a better efficiency could be achieved for marketing data as well, where subjectivity plays a major role as a variable that provides important information about consumers.

Keywords: Q methodology, marketing data, factor analysis, subjectivity

Q FACTOR ANALYSIS (Q-METHODOLOGY) AS DATA ANALYSIS TECHNIQUE

Gabor Manuela Rozalia

Data analyses involves the use of some statistical methods. Q methodology or Q factor analysis as it is named in the foreign literature, is a relatively new tool not only as approach but particularly following the quite recent rediscovery of its usefulness in those fields where psychometric knowledge of individuals have thorough implications. For marketing, consumers' preferences, opinions, attitudes are subjective and this is the reason for which a Q factor analysis outlines subjective structures or even subjectivity itself. The purpose of Q factor analysis is to identify

factors and based on them, several individuals can be compared, wherein variables are not grouped but respondents are discriminated among them. The paper shows the technical and methodological aspects of the Q factor analysis

Keywords: Q - methodology, data analyses, subjectivity

ENHANCEMENT OF THE SOCIAL POLICY IN ROMANIAN COMPANIES WITH INTERNATIONAL ACTIVITY BY IMPLEMENTING SOCIAL RESPONSIBILITY PRINCIPLES

Gangone Andreea - Daniela, Asandei Mihaela

Today, the horizon of economic affairs is submitted to more and more pressures coming from different pressure groups, a very active one being the society on the whole. To stay competitive, contemporary organizations must face these pressures in an efficient and creative way, by integrating various ecological, ethical and social responsibilities in their organizational culture. But, taking the new responsibilities must not jeopardize the organization's existence or efficiency; it must integrate the new responsibilities and respect some essential conditions by implementing a new and clearly-defined model of ecological, ethical and social responsibility that can establish the steps and the concrete measures needed to change their organizational culture.

Keywords: organizational mission, social responsibility of the company, social audit

STRATEGIES REGARDING THE TOURISTIC PRODUCTS AT SC INTER TOUR SRL BACAU

Gherasim Daniel

The Romania's geopolitical position reveals the necessity to proper evaluate the attributes of the area that means the natural, human and economic potential, to draw the policy strategies aiming to enlarge a regional or continental cooperation.

INTER TOUR SRL agency has been present on the market, as well as a regional one since 1994, trying to offer quality services and products at a competitive price for the clients. The agency established an important and fruitful collaboration with accommodation units from the area and from abroad. The marketing policy of the enterprise has as a nucleus, the marketing strategy, and as a realizing instrument, the marketing mix. Marketing mix elements are: the product, the price, the distribution and the promotion, which in turns, depend upon other factors.

Keywords: tourism, marketing strategy, business tourism

METHODS OF GETTING INFORMATION IN TOURISM

Gherasim Daniel, Gherasim Adrian

The information concerning the tourism activity and the kind of tourism services is taken from the so-called secondary sources such as: statistic catalogues, magazines and bulletins published by the national, tourism offices or other organisms, data banks of the professional unions and of the firms specialized in market research and from the records of the tourism firms.

Keywords: information, market research, questionnaire

ESTIMATING THE CONSUMER'S DEMAND

Gherasim Toader

There is no marketing issue more difficult than estimating the consumer's demand. In order to solve it, one must refer to everything that has been established until now regarding the regress and correlation theory, the one of the foresights (mainly, economic and demographic foresights), of

the consumption, of the prices, etc. There are two categories of information sources which can be used in quantizing the request:

1. The series of the statistic data regarding : the evolution of the request for a certain merchandise, the evolution of the stocks, the evolution of the main factors influencing the level of the demand (the prices, the incomes, the interest rate, the request for other goods – complementary and replaceable ones – etc.) as well as the evolution of the coefficient of demand elasticity related to the factors that have been mentioned.
2. The family budgets as well as all the types of surveys that the company organizes.

Keywords: Keywords: demand, consumer, needs

THE ROLE OF ADVERTISING IN THE PURCHASE DECISION PROCESS

Girboveanu Sorina - Raula, Craciun Liviu, Meghisan Georgeta - Madalina

The purchase process is a decision-making process under risk. The selection of one brand over all other brands is a process of optimizing the consumer's utility. This optimization is done under uncertainty, since the buyer does not have perfect information. According to this process, buyers must always choose between making an immediate decision (to buy or not to buy) or delaying this decision to seek additional information, and thus reduce the decision risk. To purchase a product or a brand, buyers need a certain level of information; pre-purchase information-seeking activities depend on four factors: two factors are purchase-situation related, and the two other factors relate to the type of product and market.

Keywords: purchase decision, uncertainty, advertising, pre-purchase information-seeking

STRATEGIC JAPANESE BUSINESS VISIONS – POSSIBLE TRANSPOSES IN PUBLIC SERVICES

Grigorescu Adriana

Frequently, the „Japanese miracle” was a subject of discussion. The book „The Strategist Brain Power – The Business Art in Japan”, by Kenichi Ohmae (Japan, 1975) when the business environment was confronted with serious problems. The book brings, also in Romania (1998), a number of tools that can be used by businessmen in working out strategies ment to lead to performance. Even if the author is declaring himself „an enemy of governments and bureaucrats, and a great supporter of entrepreneurial initiative and private companies”, we believe that the use of the strategist's comprehension can be „a very powerful weapon, comparable with the laser” for the eradication of some problems in the public services sector. The paper aims at transposing some strategic schemes used in business, in public services, especially by the idea of extent of freedom versus constraints.

Keywords: strategic vision, Japanese business, transposition, public services

TRENDS IN PROMOTING ROMANIAN ECOTOURISM CERTIFICATION PROGRAM

Hornoiu Remus Ion, Zamfir Ana-Maria

An ecotourism certification system must create a demand for its services among travel intermediaries and tourists as well as among tourism providers, in order to be successful. As one of the recent certification program, and focusing on multifaceted, worldwide industry, successful marketing will require sustained and dedicated support from a wide variety of stakeholders. This paper provides recommendations for promoting and marketing Romanian ecotourism certification program in order to increase consumer demand for certification and to grow the supply of certified ecotourism businesses.

Keywords: Ecotourism, certification, marketing

BUSINESS PORTFOLIO ANALYSIS – HOFER METHOD

Ionescu Florin Tudor, Caescu Stefan Claudiu, Cruceru Anca Francisca

The business portfolio analysis represents an analytical approach by means of which managers have the possibility to view the corporation as a set of strategic business units that must be managed in a profitable way. Also, by taking into account features specific to the area in which the company operates, by taking into account the competitive advantage and the modalities of earmarking financial resources thereof, the business portfolio analysis provides managers the opportunity to approach companies from a different point of view and to pay increased attention to all activities that need to be undertaken.

The present paper aims at presenting from a conceptual standpoint the Hofer method of business portfolio analysis, its strategic consequences and the characteristic advantages and disadvantages. Moreover, the paper will emphasize the importance and part that the business portfolio analysis holds within a company.

Keywords: business portfolio, strategic business units, strategic planning

THE TOURISM DESTINATION MARKETING – A MANDATORY COURSE FOR THE STUDENTS OF TOURISM

Ispas Ana

In higher education it is important that the sometimes unfashionable public sector is included in programs. Tourism is a relatively new academic discipline. The study of tourism as a focal subject has sometimes been treated with derision in academic circles, perhaps because of its novelty, perhaps because of its superficial fragmentation, perhaps because it cuts across established disciplines. Tourism destination marketing is now widely recognized as an essential component in the management of destinations, an integral part of developing and retaining a particular location's popularity. This paper focuses to understand that the Tourism Destination Marketing is a mandatory course for the students of tourism.

Keywords: destination, marketing, organisation, skills, tourism

THE CONSUMTION OF CULTURE THROUGH TOURISM IN TIMISOARA

Istodor Daniela, Babaita Carmen Mihaela, Ionel Marian

Tourism is one of the few phenomena that have stood out in the contemporary age, its spectacular development being a common feature of the 20th and 21st centuries.

Internationally, tourism has become a business worth billions of dollars, with many national economies depending on it. In the developed countries, it grows annually faster than the normal growth of the economy. The income from tourism reaches (and even exceeds) 30% of the GDP.

Cultural tourism has always been present, but in the last few decades it tends to become an industry, along side: mountain, spa, spelunking, pilgrimage, and cruise, institutional, religious and literary tourism. Actually, there are many forms of tourism for almost each activity area; thus, the spectrum of cultural tourism is the most varied and diverse.

Keywords: cultural tourism, tourism offer, tourism demand, journey

MARKETING IN ROMANIAN HIGHER EDUCATION IN THE CONTEXT OF EUROPEAN INTEGRATION

Kánya Hajnalka, Szűcs Enikő, Kánya Endre

The article refers to marketing challenges for Romanian higher education organizations in the context of European Union integration. It underlines the importance of the EU directives related to education, to lifelong learning, to development of information society and knowledge-based society, of the Bologna Process, of the role of the national educational policy and strategies. It sheds light on the importance of marketing awareness of higher education institutes, on their role of contributing to the development of the knowledge-based society and knowledge-based economy, on their main objective of educating the students to become well-trained and competitive human resources. It presents the results of a research made among students about their needs, attitudes, perceptions related to higher education and higher education organizations, and how they define the Christian character of higher education organizations.

Keywords: marketing in higher education, information society, knowledge-based society, knowledge-based economy, e-learning, lifelong learning

PUBLIC DIPLOMACY AND ITS ROLE IN BUILDING A NATION'S COMPETITIVE IDENTITY

Macovei Iustina

Governments use two main means of communication, depending on their partner of dialogue: traditional diplomacy (in their communication with other governments) and public diplomacy (for the communication with the population of other countries). In this article I will analyze both the concept of public diplomacy from a theoretical approach – the way it is defined and its meanings in different countries-, and its potential contribution to building a nation's competitive identity. A special attention will be given to the Romanian public diplomacy activities, the funds allocated to those activities and their efficiency.

Keywords: competitive identity of a nation, public diplomacy, propaganda, brand.

THE EFFICIENCY OF APPLYING HACCP SYSTEM IN MILK INDUSTRIE.

Madar Anca, Neacsu Andreea Nicoleta

Food safety – in fact consumer safety for the physical, chemical and biological risks transmitted through food products – in the globalization era that we are living in currently, has a bigger and bigger importance through: the changed/changing way of living, socio-economic causes, demographic objectives, the growing degree of pollution of the environment that we are living in, the discovery and knowing a larger area of food transmitted microorganisms, as well as through the growing sensibility of mankind towards various food components.

From this point of view, the core of the modern food hygiene has been moved from the classical hygiene and its prevention and control, towards a critical and systematic analysis of the whole food chain through a risk management situated in a system optics, based on preventing probable risks. HACCP is defined by Codex Alimentarius as: a system that defines evaluates and controls important risks from the food safety point of view.

The aim of the paper is to follow the way in which the modern system of quality assurance (in the present situation the HACCP system) can contribute to the production of a food product (in this paper consumption milk 1.8%) in maximum security conditions as well as the rebuilding of the consumer's trust in the product of a nutritional, biological quality, which is almost unique.

On the basis of hazard analysis done by the HACCP team, at the factory of dairy products S.C.COVALACT S.A. taking into account only the fabrication flux of the milk consumption

1.8%, 4 critical control points have been identified: 3 critical biological points and a chemical one.

Keywords: food safety, biological risks, Critical Control Point, Codex Alimentarius

COMPARATIVE ADVERTISING

Marcu Mihaela

Using comparative advertising a company compares its brand, directly or not, to one or several brands. The comparison must be loyal, truthful, undeceiving and objective.

At the European Union level the comparative advertising was accepted through 97/55/CE Directive and defines comparative advertising as the one which identifies, explicitly or not, a competitor or the goods or services that it offers.

Comparative advertising generated a lot of law suits between competitor companies starting with imitating the features presented in an ad (the law suit between Lever and Procter & Gamble companies concerning the use of “whiteness” theme in laundry detergent ads) until price comparisons (the law suit between Carrefour and Leclerc related to online comparison of their products` prices).

Keywords: comparative advertising, law, advertising investments

MARKETING’S TALE ON THE WEB

Mastacan Angela - Mihaela

Although the Internet’s early burst of youthful exuberance is over, the steady march to maturity is only beginning. The Internet and digital technology will continue their inexorable penetration into all aspects of life and business. Also, they had changed how marketing is done. While the underlying principles of marketing remain the same, digital technologies provide new ways to improve the efficiency and effectiveness of strategic marketing activities.

Keywords: Internet, e-marketing, e-world, consumer

IMPLEMENTATION OF BENCHMARKING IN MARKETING

Mateoc-Sirb Nicoleta, Bija Suzana Monica

This paper contains a few basic notions concerning the theory of benchmarking and its marketing applicability.

Keywords: benchmarking, marketing benchmarking, continuous assessment process

THE PRICE POLICY ROLE IN THE FIRM POSITION ON THE MARKET

Micu Adrian, Coita Dorin, Mazilescu Vasile

In most companies, there is ongoing conflict between managers in charge of covering costs (finance and accounting) and managers in charge of satisfying customers (marketing and sales). Accounting journals warn against prices that fail to cover full costs, while marketing journals argue that customer willingness-to-pay must be the sole driver of prices. The conflict between these views wastes company resources and leads to pricing decisions that are imperfect compromises. Profitable pricing involves an integration of costs and customer value. To achieve that integration, however, both need to let go of misleading ideas and form a common vision of what drives profitability.

Keywords: decision, pricing, cost

THE DISTRIBUTION STRATEGY ROLE IN SETTLING THE FIRM POSITION ON THE MARKET

Micu Adrian, Mazilescu Vasile, Dianu Dragos

Accounting journals warn against prices that fail to cover full costs, while marketing journals argue that customer willingness-to-pay must be the sole driver of prices. The conflict between these views wastes company resources and leads to pricing decisions that are imperfect compromises. Profitable pricing involves an integration of costs and customer value. In most companies, there is ongoing conflict between managers in charge of covering costs (finance and accounting) and managers in charge of satisfying customers (marketing and sales). To achieve that integration, however, both need to let go of misleading ideas and form a common vision of what drives profitability.

Keywords: decision, pricing, cost

SIX DIMENSIONS OF PRICE SATISFACTION FOR BANKING SERVICES

Micuda Dan, Dinculescu Elena Natalia

Customer satisfaction, one of the central marketing objectives, is closely linked to customer loyalty, the likelihood of recommendation to others, cross-buying behavior, up-grading and lower price sensitivity.

Price satisfaction is a complex construct consisting of several dimensions, i.e. price-quality ratio, price fairness, price transparency, price reliability and relative price. These dimensions constitute the determinants of price satisfaction, and consequently their satisfaction and relative importance should therefore be measured continuously

Keywords: Prices, Banking, Customer satisfaction

EVENTS AND THEIR IMPORTANCE IN STRATEGIC MARKETING COMMUNICATION

Moise Daniel, Serbanica Daniel, Constantinescu Mihaela, Filip Alina

In our days society confronts itself with an important series of transformations, in what involves the manner in which organizations can communicate with their target public. We can discuss about radical changes that appear in the way of transmitting messages to the stakeholders, taking into account the importance and the role of public relations, especially of marketing events concomitant with lowering of the advertising power. In Europe, a larger number of companies are starting to implement activities of marketing events. The Marketing of events has an impact on the environment in which the company is developing: the internal public of the company (employees, the management team, shareholders) but also on the external public of the company (contractors, clients, competitors, state organizations, the press, nongovernmental organizations).

Keywords: marketing communication, public relations, events

DIGITAL MARKETING – AN OPPORTUNITY FOR THE MODERN BUSINESS COMMUNICATION

Morozan Cristian, Enache Elena, Vechiu Camelia

The people who receive the information and buy products/services migrate, nowadays, from traditional to on-line media; a greater number of them are accessing the desired news from specialized sites and from mobile devices, anywhere and anytime. The fast adopting of new technologies affects – and transform – manufacturing, distribution and consume, but to optimize on-line channels is necessary to act objectively, and to found the decisions on performance key indicators. In the process of adapting to these market changes, the marketers have the opportunity

to reach a different audience through on-line and mobile instruments. This approach based on real data, facilitated by web analysis, helps companies to focus the efforts and to have success with the new offer versions.

Keywords: digital marketing, blog, mobile marketing, interactive television

MARKETING POLICIES CONCERNING THE TOURISM IN PROTECTED AREAS FROM ROMANIA

Muhcina Silvia, Botezat Elena

With its natural environmental attraction and the original cultural life, Romania may become an original product as tourism destination. Between its natural riches, Romania has various species of fauna and flora, many of them considered with unique and specially value, and that's why are protected through special measures. The areas where these species are located are considered protected areas and some of these can be considered as tourism destinations, and can be visited in condition of strict preservation of nature. Between other aspects, marketing must allow tourism organizations to create, promote and distribute these areas like sustainable products, in such a way that can generate profit and can satisfy tourists' needs, but in special conditions as to assure the natural environment' preservation.

Keywords: marketing, policies, tourism, natural, area

PACKAGE, IMPORTANT MARKETING COMMUNICATION TOOL FOR AGRO-ALIMENTARY PRODUCTS

Muhcina Silvia, Condrea Elena, Popovici Veronica, Tomescu Ada

To be known on the market, to exist for the consumers and to influence their behavior, to be positioned from competitors, to have a distinctive image, the organizations must realize an efficient marketing communication policy. Included in the large sphere of communication tools, package is, in the same time, an important tangible element of the product, and also, one of the most visible mean that is used by the organizations to communicate with the public. In the marketing approach, together with label, the package of agro-alimentary products has multiple functions. The goal of this paper is to show some of different aspects concerning the importance of package for marketing communication process.

Keywords: agro-alimentary, marketing, communication, package, label

THE IMPACT OF THE CONSUMERS' SATISFACTION ON THE SOCIAL EFFICIENCY OF THE BANK

Muntean Andreea Cipriana, Stremtan Filimon

The consequences of bank consumers satisfaction refers to its implications on the bank's economic and social efficiency. This paper aim to demonstrate the link between consumer satisfaction and the social efficiency of the bank.

Keywords: consumer satisfaction, social efficiency, services quality

SUPPORTING TOURISTIC DEVELOPMENT OF GORJ COUNTY BY POSITIONAL PROMOTING POLICY

Neamtu Adina Claudia

A special opportunity for the local travel agencies is represented by the development of the incoming activity, i. e. attracting Romanian and foreign tourists in Gorj. In this field, the touring operators have highlighted issues that sometimes occur in the relationship among touring agencies

and accommodation units, the communication between them being sometimes faulty. In the future, using a unitary strategy at the level of the entire county, the accomplishment of an efficient communication and promotion is proposed to take place between the tourism operators and the Group for Local Tourism Promotion in order to coordinate actions at a local level. By this partnership there shall be created conditions to accomplish sophisticated tourist programs having as destination Gorj.

Keywords: objectives, direction for promoting, promotion projects, action plan

THE DEMOGRAPHIC AGEING AND CONSUMER MARKET

Nedelea Alexandru, State Mihaela

Abstract: This paper identifies the major demographic trends and their implications for consumer market. It is important to know how will demographic change influence the tourism market in particularly and how can the tourist industry adapt to these. The advancing ageing of society will result in far reaching changes, particularly on the demand side. To profitably seize the opportunities, managers must understand how senior markets evolve and adapt products and service offerings along multiple dimensions to meet the needs of senior consumers.

Keywords: demographic change, consumer market , senior tourism, travel behaviour,

KEY FACTORS IN TARGETING ONLINE CONSUMER

Negricea Costel Iliuță, Rațiu Monica Paula

The online environment represents a new promise through which the organization may offer value to the consumer, to the partners or to his own staff. As offline environment the identification, involvement and keeping the online consumer, represents activities around the entire online activities are actually acting. The main activities for obtaining these goals are tied of the acknowledgments and understandings of activities that determine the intention of initiating an online action, embracing special online consumer behaviour and also the satisfaction and loyalty modalities of consumer through organization online offer.

Keywords: online customer satisfaction, online customer loyalty, perceived value

A POSSIBLE MODEL TO BE USED IN DESCRIBING THE STANDARDIZATION - ADAPTATION STRATEGY IN INTERNATIONAL ADVERTISING

Nichifor Bogdan

Although there are various opinions about advertising standardization and adaptation alternatives and the influence factors of these strategies, we believe that is still necessary to identify and clarify the motivations and the factors supporting these alternatives. For better clarity, we suggest to categorize these factors in two broad categories: factors explaining the influence of general business environment and factors explaining the business motivations and practices of the organization. In other words, adaptation, standardization, and compromise as international advertising strategic alternatives appeared because of existence and simultaneous manifestation of the context factors and the motivation factors.

Keywords: adaptation, standardization, equilibrium, contextual factors, motivational factors, advertising strategy, model.

LE MARKETING RELATIONNEL AU NIVEAU DU MARCHE D’AFFAIRES : LES AVATARES D’UN MODELE

Nichifor Bogdan, Zait Luminita

L’orientation vers un marketing de relation n’est plus aujourd’hui une nouveauté pour le spécialiste. Même dans les conditions de la reconnaissance du moment et de la valeur des différentes orientations, comme le marketing relationnel, il y a une tendance au niveau de certains marchés (spécialement pour les marchés moins développés) de juger les affaires dans des termes de transaction et d’ignorer la relation entre les composants de la filière. Il est évident que, dans le contexte présent d’affaires, la relation à long terme n’est plus une opportunité comme les autres, mais une nécessité générée par le souhait d’être compétitif sur le marché.

Keywords: marketing relationnel, marché d’affaires, relation, processus

EMPLOYEE’S MOTIVATION AS A CRITICAL ELEMENT OF INTERNAL MARKETING. CASE STUDY: THE USE OF NON-FINANCIAL MOTIVATION THROUGH SPORT ACTIVITIES

Onete Bogdan, Constantinescu Mihaela, Filip Alina, Georgescu Bogdan

Internal marketing is a much debated subject in international economic literature, being the topic of many books, journals and conference proceedings; therefore it has become a strategic objective in the relationship marketing theory and practice. The term received in the last twenty years a vast number of definitions and this is the reason why our paper will present both a conceptual approach and a specific way in which internal marketing is applied in Romanian companies. The originality of the present research results from a non-financial approach of employees’ motivation by implementing sport activities in their daily work schedule. The main results of the research highlight the need of integrating sports in the company’s internal marketing programs with the aim of achieving employees’ satisfaction, trust and loyalty.

Keywords: internal marketing, non-financial motivation, sport activities, relationship marketing

QUALITATIVE MARKETING RESEARCH THROUGH USABILITY TESTING

Orzan Mihai, Orzan Gheorghe, Stanculescu Anca - Maria

Usability is an attribute of any good product, just as its functionality. It refers mainly to the utility of a product for its intended users, as well as to its ease of use. And whilst a correct functionality is critical for the commercial success of any product, its value comes through the human needs that it fulfills, which is determined through various marketing research techniques. In parallel, the IT&C community has developed in the last two decades its own type of research, called usability testing, used mainly to evaluate interface ease of use and all usability problems associated with software products. This article aims at finding the right place for usability testing and usability professionals in the marketing community, as well as drawing a wider picture, from a marketing research perspective, on one of the most popular topics in IT&C community for the benefit of marketing scholars and professionals.

Keywords: usability, marketing, marketing research, computer human interaction, qualitative research

THE TOURISM CAPITALIZATION OF TOWNS – AN APPROACH FROM THE MARKETING PERSPECTIVE

Padurean Ana Mihaela, Minciu Rodica Elena, Tala Madalina

The changes which took place on an international level at the end of the XX-th century determined the amplification of the economic, social, political challenges which gave to be

managed by the municipality according to the interests of the local communities, taking into consideration that the competition between the towns has become more and more powerful. Presently, the urban marketing has become a remarkable feature for the local economic development strategy and it is used for many economic and social objectives, but also for the creation of some positive image for the community, attracting companies, institutions, tourists, labour force representing “a measure by which one can conquer some profitable markets after analysing the potential needs and making for these an adequate offer”.

Keywords: urban, marketing, tourism

THE IMPACT ANALYSIS REGARDING THE MARKETING ADVERTISING OVER THE GROUP DACIA

Paicu Claudia Elena

Specialists consider that we live in a brand background. An invasion of consumers' minds occurred, to the most personal and intimate place in their minds. As a reaction to this aggressive form of advertising and mind invasion, people started to have a negative attitude towards commercials. People who work in advertising must be aware of this danger and have to be careful in the advertising campaigns not to bore, not to pollute, not to over inform. I present in this paper a new perspective of advertising, analyzing the effect of tradition, creativity and innovation in advertising. To support all these ideas I present a case study on the advertising campaign of Dacia, showing also the effects of these campaigns over the sales of Dacia.

Keywords: advertising, creativity, innovation, tradition, impact analysis

THE ROMANIAN CONSUMER AND ONLINE MARKETING – AN EXPLORATORY RESEARCH APPROACH

Pantea Carmen, Veghes Calin

In recent decades, online marketing has been quickly overtaking the traditional means of marketing due to several reasons, such as: low costs, the growing number of internet users and the long lasting relationship developed with them, the effortless usage of the web and of the online marketing tools. Online marketing is done by those individuals or organizations which exchange ideas and offers by using computers, online networks and interactive media, in order to reach their marketing objectives.

The results of an exploratory research in terms of the consumers' exposure, their behavior in relationship with the specific campaigns oriented toward them and the future of the online and offline direct communication at the level of the pre-defined target segments are presented in a comparative manner: online versus offline direct communication tools.

Keywords: Consumer behavior, Direct communication, Online marketing

OPTIMIZATION AND DEVELOPMENT OF RESOURCES ALLOCATED IN MARKETING

Pater Liana

A certain level of results can be obtained by means of several various combinations of resources. Each of these combinations will achieve a certain level of efficiency. Thus, variable resource ratios can be combined to create several efficient projects with the aim to solve the marketing issues by achieving the objective established. This is a fundamental concept for the system analysis as it offers the motivation for the search of several alternative projects even after a potential solution has been identified.

Keywords: Advantages, resources, costs, income

CONTROLLING ELEMENTS IN THE DISTRIBUTION POLICY OF A COMPANY

Pelau Corina, Pop Alexandru Nicolae

In a permanent changing environment, the measurement and monitorisation of the performance of a company has become one of the key issues for its success. This fact increases the capacity of each company to adapt to the conditions of the environment, because only by a permanent monitorisation of the performance, a company can discover both its strenghts and its weaknesses and in time, it can react according to these.

This paper concentrates on the controlling and performance measurement of the distribution policy of a company. It analyses both the efficacy and efficiency of the distribution channels as well as the succes of the logistics activity.

Keywords: controlling, marketing-controlling, distribution, distribution channels

MARKETING ENTROPY

Peptan Elena, Cretu Alina, Bancescu Mioara

A customer focus is widely seen as desirable and necessary to business success. This paper focuses on the obstacles that prevent firms from adopting and maintaining a customer focus. The authors suggest that the marketing concept is intrinsically difficult to implement. A failure to focus effectively on customer needs may be the normal state of affairs; it is not an aberration or a shortcoming peculiar to poorly run businesses. Only a deliberate effort on an ongoing basis can overcome the natural tendency to lose touch with customers.

Keywords: marketing, entropy, customer, business

MARKETING ENVIRONMENT - PARTICULARITIES OF AUTOMOBILES MANUFACTURERS

Petrescu Nicolae - Daniel, Petrescu Mariana

In the marketing concept an important place is occupied by the environment where organizations are developing their activities. Technology occupies the most important place in automobile manufactures industry, and we can even says that if you have not a product in compliance with technology development you disappear or you will be buy by which is most adapted to "new". For the automobiles manufacturers the globalizations means the fusion between important companies like Renault-Nissan group or Daimler-Chrysler group (that functioned till recently) Philip Kotler defines the internal marketing environment "The actors around the organization that influence the capacity to serve the customers: the organization itself, the marketing intermediaries, customers markets and public categories."

Keywords: marketing, enviroment, technology , globalizations

EVOLUTION OF AUTOMOBILES MARKET

Petrescu Nicolae - Daniel, Petrescu Mariana

Marketing analyze the condition that defines the mechanism and market evolution. Being in a permanent movement because of new models, permanent changes, development of technology and market penetration by Asian car manufacturers, the auto market can be characterized as one of the most dynamic markets.

Using of a proper strategy will let to survive and even to success in the hard competition from auto market.

An important place for success in automobile international market is represented by the product promotion, positioning it in the consumer mind.

Automobiles are products capable of a pronounced difference; the difference is made by shape, attributes, characteristics, durability, liability, style, qualitative performance.

Keywords: marketing, market, automobile, sales

METHODOLOGICAL ASPECTS OF STUDYING CONSUMER BEHAVIOR IN THE ROMANIAN INSURANCE MARKET

Petrescu Eva-Cristina, Ionică Maria, Petrescu Marian

Nowadays, insurance products are seen in developed countries as products for basic needs. In order to successfully adjust to changes in the environment insurers need a thorough knowledge of the characteristics of the market achieved through a coherent marketing activity. The paper aims to present a methodology of how to analyze the consumer behavior in the Romanian insurance market, which are the proper ways of analyzing the influence of endogenous and exogenous factors on the insurance consumer behavior using desk research as well as direct market research so as to study the most important factors in the decision making process.

Keywords: Multicultural Marketing, Global Marketing, Consumer Behavior, Endogenous Factors, Exogenous Factors, Documentary Study, Qualitative Direct Market Research, Quantitative Direct Market Research

SOME ASPECTS OF MARKETING IN KNOWLEDGE SOCIETY

Petrisor - Mateut Oana

In the last decade, the strategy and marketing practice have passed through many spectaculars changement. The great technological progresses, inclusive the explosive development of the internet, exercised a strong impact on the buyers and marketerilor that serves them. To prosper and even to survive in this digital era, marketerii has to re-think their strategies and to adjust them to the new today's environment.

Keywords: tehnological progresses, digital information, e-business", electronic business

ASPECTS CONCERNANT LES STRATÉGIES DE PRIX DANS LE CADRE DES STRUCTURES D'ACCUEIL TOURISTIQUE DU MUNICIPE DE CLUJ-NAPOCA

Pocol Adrian - Gabriel, Rusu Corina

Pricing the tourism product is an action that strongly influences the potential customer's decision of buying it. Therefore, before setting the price of the product, any enterprise must develop a certain price policy and strategy. We reckon that, within the tourism industry, we can identify a various range of price strategies which can be embraced by the tourism enterprises such as: price strategies depending on the costs of the product or on the tourism performance, price strategies depending on the correlation existing between price and demand/offer ratio, price strategies depending on the tourism market competition, price strategies depending on the stages of the life cycle of the tourism product, price strategies depending on the distribution of the tourism product, etc. Moreover, we consider that the commercial success of the marketing strategy is closely related to the decisions in terms of price, as they concern numerous parameters of the marketing activity (demand, profitability, positioning, comparison with competitive products etc.).

Keywords: clé: produit touristique, prestation touristique, stratégies de prix, structures d'accueil touristique ayant le rôle d'hébergement

TENDENCIES OF INTERNATIONALIZATION IN RETAILING

Pop Nicolae Alexandru, Dabija Dan Cristian

Manufacturing companies took advantage of internationalization as early as in the seventies and eighties of the last century, whereas retail companies have used these chances not before the last few years in order to improve access to resources, to increase sales and to extend activities to external markets. Once a retail company has decided to penetrate a foreign market they must be aware of the unfamiliar working of external environment that they cannot control. Even the world's leading retailers make mistakes when approaching markets they do not understand properly.

Keywords: retailing; internationalization; elements of external environment; behavioural polyvalence; consumers' orientation

MARKETING STRATEGIES FOR WINEGROWING PRODUCTS IN THE CONTEXT OF EUROPEAN INTEGRATION

Popa Dorin

Transition from centralized to market economy after revolution signified a long period of restructuring and delays, generating major changes, most of them negative, regarding Romania's status worldwide. Most of the markets were lost, Romanian wine lost its identity and only a third of the production potential was capitalized. The internal wine market, as well as the European and world market, will demand restructuring of viticulture by sorts. Red wines increasing tendency in prejudice of the white ones is entirely detrimental to the present structure, mostly formed by white sorts. This situation calls also for the development of the DOCG wines, these quality wines covering only 10 % of the total production in Romania. The market strategy for the wine-growing products has to consider first the improving of the internal business environment, for the benefit of wine-growing production channel.

Keywords: marketing, consumption, price, product

POSITIONING - A CONCEPTUAL FRAMEWORK

Popescu Andrei, Brandabur Raluca Ecaterina, Tatu Cristian

Positioning is an already popular subject, mentioned in almost every marketing book throughout the world. Although there is consent on what positioning means, there is still some debate on how this concept could become more operational. This paper aims to help organizations introduce positioning as a part of their everyday marketing activities.

Keywords: Marketing, positioning, marketing research, framework

THE ROLE OF THE CATEGORIES IN INTERESTS IN CONSOLIDATING THE IMAGE OLTCHIM SA RAMNICU VALCEA

Popescu Loredana

Oltchim SA, as a modern organization is functioning in a real context very complex, the result of combination of the three categories of production factors getting in relation with Oltchim SA.

This scientific communication is a research of the role of three categories of production factors getting in relation with Oltchim SA as components of the its environment: suppliers of material resources or services, suppliers of financial resources (banks) and personnel suppliers.

For realizing his objectives, Oltchim Rm Valcea, during the activity period, it was and it is obliged to face the date situations, to utilize at the maximum material capacities, technical - scientific and human for assure and keep the competition success by anticipating the evolutions in the area of research, developing technology and innovation.

Keywords: Key words: financial environment, external environment, local environment, financial communication

THE SMES COMPETITIVENESS AUGMENTING, IN THE CONTEXT OF SUSTAINABILITY POLICIES AT EUROPEAN LEVEL, TROUGH IDENTIFICATION OF INNOVATIVE SOLUTIONS FOR THE MARKETING COMMUNICATION DEMARCHES

Popescu Ioana Cecilia, Vranceanu Diana, Tatu Cristian

The sustainability represents a direction which has to be followed by the Romanian enterprises, but unfortunately, it is adopted by a few of these companies. One of the causes of this situation is the lack of some rules and instruments meant to help this orientation implementing in the business, especially at SMEs level, which don't have the possibilities and capacities of big enterprises. Such a scientific demarche is very useful, especially when sixty percents of Romanian enterprises are small and medium, so that the identification of some innovative solutions regarding marketing communication, in order to augment the small and medium enterprises' competitiveness, in terms of sustainability, involve an important part of the Romanian business environment

Keywords: Competitiveness, SMEs, unconventional communication, marketing, sustainability

ETHICAL ASPECTS RELATED TO THE POLITICAL MARKETING

Potincu Cristian

The present work deals with the legal and ethical aspects related to the development of the electoral campaign. A correct electoral campaign induces the choice of capable political actors who will develop an effective administrative and legislative activity.

Keywords: ethics in marketing, political marketing, election conduct

MARKETING THE HOME BASED BUSINESS

Preda Oana, Tion Monica Daniela

Lots of people are living their entrepreneurial dreams by running a business from home. Many entrepreneurs start with an idea to sell a product or service, working part-time out of a home office, kitchen or garage. Some leave the corporate world to become independent consultants, offering their skills to companies on a per-project basis. Still others turn their hobbies or sidelines as eBay sellers into successful home based operations.

The paper presents an alternative way of running a business – from home. That's where e-mail marketing can do the difference. Here are some tips of how one should run a home based business, starting with describing the ideal marketing tool to be used in such a case, some ways to grow the business, tips to get started and tips for getting the emails opened.

Keywords: : home based business, e-mail marketing, e-newsletter, promotional e-mails

LEGAL FRAMEWORK SETTING UP ADVERTISING ON THE AUDIOVISUAL MARKET IN ROMANIA AND THE EUROPEAN UNION

Prihoanca Diana

In most of the Member States of the European Union, the audiovisual market is regulated by: laws, administrative practice, individual regulation – in many countries the main actors on the audiovisual market, either as they represent an initiative or the reaction to the regulations introduced by the country.

Keywords: audiovisual media service, television advertising, audiovisual transmission, sponsorship, teleshopping, product placement

CONSIDERATIONS ABOUT GROUP INFLUENCES ON CONSUMER BEHAVIOR

Puiu Carmen

Each consumer is a member of a culture, various subcultures, and a social class; most of us belong to a number of different groups and almost would like to belong to several others. A group is defined as two or more individuals who share a set of norms, values, or beliefs and interact to accomplish individual or mutual goals. A group becomes a reference group when an individual identifies with it so much that he or she takes on many of the value, attitudes or personal standards of group members. The degree of reference group influence varies across product and brands with factors such as (1) the visibility to the group, (2) the necessity/nonnecessity nature of the product, (3) the level of commitment the individual feels to a group, (4) the relevance of the behavior to the group, and (5) degree of individual's confidence in his own judgement in the purchase situation.

Keywords: reference group, norms, social power, cosumption subculture

MARKETING APPLICATIONS OF THE LEARNING PROCESS

Puiu Carmen

Understanding consumer behaviour is an important task for marketers in their attempt to offer consumers greater satisfaction. Each individual consumer is influenced by his or her perceptions, motivations, learning, attitudes and personality. Learning refers to changes in a person's behaviour caused by information and experience. Learning can occur through simple associations between a stimulus and a response, or as a result to a complex series of cognitive activities. There are two basic types of learning – conditioning (classical conditioning and instrumental conditioning) and cognitive learning

Keywords: classical conditioning, operant conditioning, cognitive learning, incidental learning, marketing wareout

ON EFFECTS OF THE PRODUCER-RETAILER-CONSUMER RELATIONSHIP'S KNOWLEDGE ON THE MARKETING FUTURE

Purcarea Theodor, Ratiu Monica Paula

The main purpose of this paper is the today's interactive information (data) exchange between producers, retailers and consumers that takes place on the market. It focuses on the creative process of investigating and making connections between different ways of thinking about marketing future. We also try to develop some thoughts in understanding this “marketing world” by analyzing the significance of distribution channels knowledge to consumers' benefit.

Keywords: marketplace challenges; trade marketing; consumer experience; efficient consumer response, consumer insight; critical marketing; participation marketing; revolution in marketing; new distribution channels; selling solutions; enhance communication; strateg

THE TOURISTICAL CONSUMPTION

Rabontu Cecilia Irina, Boncea Amelia

The objective action of the socio-economical conditions of the contemporary society represents the basic argument of the extreme mobility of the touristical consumption demands. Given the fact that these contemporary conditions in themselves are permanently changing, at the present

time, more than in the past, the necessity of permanently analyzing and getting to know the touristical consumption's demands and the factors that determine them is imposed

Keywords: touristical consumption, the touristical demand's, touristical products, equilibrated touristical balance, the measurement of the touristical consumption

IMPROVING QUALITY STRATEGIES IN THE HEALTH SERVICES MARKETING

Radulescu Violeta, Cetina Iuliana, Barbu Andreea Mihaela

Strategies of quality assurance in health services mean a new approach of primary medical assistance, focusing on the consumer. This can be achieved by the development of the integrated services of primary assistance within a group of medical practice that gathers more doctors with the sanitary and auxiliary medical staff.

Sometimes in hospitals quality is difficult to be measured, especially when it is about the carrying out of an individual or a team, at certain departments or therapeutic interventions as operations or complex treatments. The quality of the services offered by the hospital can be appreciated from the consumer's point of view, by means of the following elements: staff, physical support of carrying out, hospital environment, and process of creation and delivery of service, the result of the treatment.

Keywords: marketing in the field of health care services, health care service, the market of health care services, marketing strategies, product strategies, improving quality strategies

COMPARING THE EFFECTIVENESS OF THE WEB SITE WITH TRADITIONAL MEDIA IN TOURISM INDUSTRY MARKETING

Gruescu Ramona, Pirvu Gheorghe, Nanu Roxana

Customer satisfaction depends on the accuracy of specific information on destinations's accessibility, accommodations, facilities, attractions and activities. The Internet satisfies the needs of consumers for convenient access to transparent information. It allows them to compare information. They are able to cover the entire variety of choices of travel, accommodation, transportation and leisure services, holiday packages, prices and availability. This type of information will naturally help tourists to plan complex tourist activities, such as long trips. Today, the Internet is assumed to be an important channel for services marketing and is leading to profound changes in the way firms interact with consumers. Consumers now have increased access to informational electronic marketplaces and use this information in a sophisticated way to select their services. The Internet provides accurate and specific information that can reach the target audience with the accuracy of more personalized information sources.

Keywords: marketing, destination, internet, site, market, consumer

CUSTOMER EXPERIENCE MANAGEMENT – THE MOST IMPORTANT DIMENSION OF THE SERVICE FIRM STRATEGY

Ratiu Monica Paula, Negricea Costel Iliuta

For the customer driven companies, clients' satisfaction represents a marketing objective and instrument, at the same time. Companies that wish to be successful – but also those which want to survive – need a new way of thinking: final success belongs to those which will put the customer in the centre of their activity, and will offer him a superior value.

Our paper is focusing on Customer Experience Management as a coordinated effort to accomplish specific goals by improving the quality and consistency of customer interactions – or touchpoints.

Using this strategy, a service company can gain important advantages like: constantly positive customer experiences, achieving differentiation, increasing sales, customer retention and referrals.

Keywords: customer experience, customer interactions, Customer Experience Management, customer centricity

COOLING DRINKS PROMOTING STRATEGIES RELEVANCE ON SUCEAVA MARKET

Roman Costică, Stanciu Pavel, Moroşan Andrei, Condratov Iulian

Cooling drinks are an important piece of our everyday life. The most important segment of the cooling drinks market is that of the aerated products as cola. These non-alcoholic drinks are frequently associated to free spirit and rebellious lifestyle of our days young. The fight for the young Romanian market is hard, even though the main actors-Coca Cola, HBC Romania and Pepsi Co and their followers promote some products alike.

Naturally, on this market segment appeared and developed specific promoting techniques. This work proposes to analyze these penetration strategies and the consolidation of the cooling drinks producers presence on local market of Suceava, trying partially to quantize the efficiency of the promoting activities. The correct appreciation of the efficiency of those techniques, as well as general ones is very important, because only by a well association the wanted impact might be achieved.

Keywords: cooling drink, promoting strategies, promotings, young consumers

SUMMARY OF DOCTORAL PAPER - THE IMPACT OF ECOLOGICAL MARKETING

Rosca Mihai Ioan, Catoiu Iacob

This article is a summary of doctoral paper “The impact of ecological marketing on the Romanian Enterprises” sustains in November 2006 by Mihai Rosca and coordinated by prof. Iacob Catoiu at the Bucharest University of Economics.

Keywords: green marketing, eco-marketing, environmental marketing, ecological behavior

THE EFFICIENCY OF PR MANAGEMENT

Saseanu Andreea Simona, Braicu Cezar, Ploesteanu Mara

Creating a brand and protecting it are two key functions of a marketing programme. Public relations create the brand, using a series of on-line communication, elaboration and transmission tools. Through these tools, public relations must be creative, permanently original, new and different, with a creativity value at the highest level. It is necessary that public relations lead and show the way to a marketing programme through which the company's ascent will establish the brand's strategic guidelines. According to the specialists' estimates, marketing has entered the public relations age, and the large brands are built with the help of public relations.

Keywords: public relation, marketing, management, efficiency

LOYALTY PROGRAMS WHICH INFLUENCE THE DECISION PROCESS IN CHOOSING TOURISM DESTINATION

Sasu Dinu Vlad, Popa Adela Laura, Secara Oana Maria

The aim of this paper is to present the specific of the decision process in choosing tourism destination and the role of the loyalty programs existence as a factor that influence the choosing tourism destination. It also includes a case study based on an internet research that refers to the existence of the loyalty programs offered by some chain hotels in Romania.

Keywords: decisions process, tourism destination, loyalty programs, hotels

VALUE CHAIN APPROACH IN CRAFTING A CREDIT DELIVERY STRATEGY FOR RURAL AREAS IN ROMANIA

Savescu Roxana Florenta

Even if there is a general consensus among the theoreticians and practitioners involved in international development on the importance of the role that different financial services (especially credits) play in strengthening the rural economy to foster growth and to fight poverty, there is a disagreement on how these services can be provided in rural areas. Today, the majority of the financial sector is still reluctant to extend business to rural areas due to higher risks and higher costs in comparison to doing business in urban areas. In consequence, ways have to be found to supply financial products in rural areas on a profitable basis. This paper was written based on the author's experience and empirical field research in Romanian microfinance sector and presents some recommendations that can be used by financial institutions in building up the delivery strategy of credit products for rural area.

Keywords: credit, financial institutions, delivery chanel, rural market, milk value chain

TOURIST EXPERIENCES BASED ON INTIMACY

Seitan Oana

This paper deals with some aspects regarding the destination image, romance and place experience. In some forms of tourism it can be argued that tourism encounters are service relationship with emotional attachment through the special interest focus and a level of enduring involvement on the part of participants. It also suggests that location may be secondary in that the quality of experience is primarily determined by the intimacies that exist between people at that place, especially that existing between visitors.

Keywords: Tourist, Intimacy, Experience, Relationship

CORPORATE SOCIAL RESPONSIBILITY IN ROMANIA

Serbanica Daniel, Militaru Gheorghe, Georgescu Bogdan

The purpose of this paper is to identify the main opportunities and limitations of corporate social responsibility (CSR). The survey was defined with the aim to involve the highest possible number of relevant CSR topics and give the issue a more wholesome perspective. It provides a basis for further comprehension and deeper analyses of specific CSR areas. The conditions determining the success of CSR in Romania have been defined in the paper on the basis of the previously cumulative knowledge as well as the results of various researches. This paper provides knowledge which may be useful in the programs promoting CSR.

Keywords: Corporate social responsibility, Supportive policies, Romania

HEADHUNTING CHALLENGES AND OPPORTUNITIES FOR THE HOTEL INDUSTRY IN ROMANIA

Simon Cristina, Popescu Dan, Chivu Iulia

The purpose of this paper is to present the challenges and opportunities faced by the Romanian hotel industry in regards with the recruitment and selection of the employees and to present some suggestions conducive to making more efficient the hiring process. The ideas and specific recommendations can be applied in other industries confronting with similar challenges related to the attraction of talent and work force shortage.

Keywords: Human Resources Management, attracting talent, employment, hotel industry

THE ROLE AND IMPORTANCE OF THE COMMERCIAL SERVICES IN THE FIRM'S DEVELOPMENT

Stanciu Anca Cristina, Bucur Crina Raluca

On a global level, the current development stage of diverse societies is characterized through strong product-service interference in the satisfaction system of numerous needs, the services and, especially, the innovations within them, tending to determine the report, respectively to win new domains. The phenomenon is favoured, on one hand, by the strong development of new technologies, on the other hand, by the continuous growth of the consumers' expectations. This leads to the fact that the distribution's domain appeals, increasingly, to the use of commercial services, for succeeding to dynamically adapt to the new consumer's requirements. This adaptation is conceived in a complex frame, regarding, mainly: the merchandise; commercial network; commercial technologies; the services offered to the consumer in the purpose of individualizing the products or personalizing the commercial units.

Keywords: complex sales, product increase, market, distribution/sale strategies, services

CITY IMAGE – AS TOURISM DESTINATION

Stanciulescu Gabriela

Tourism is a competitive industry, even on a global scale. If access to a destination or attraction is too complicated, time consuming, expensive or not providing adequate capacity, even the most spectacular attraction will remain a secret to most tourists, as they will prefer competitive alternatives” (Smiths, 2003). And to continue this, it is considered that „that cultural differences and uniqueness are important if one wants cultural products to become a commercial success” (Lindenberg, 2004). When cultural tourists are looking to experiment or to improve their knowledge, the question is: “Which are the best strategies and practices to market that experience and knowledge for the cultural tourists” (Kantanen, 2005).

This paper will be dedicated to presenting city tourist destinations, their marketing and market positioning, also to analyze the way in which potential customers' perception is built and how the process can be influenced, and to analyze the way the tourist product is assembled.

Keywords: City, Tourism destination, Competitive advantage

THE TRIPLE HELIX OF ROMANIAN ACADEMIC RESEARCH: A COMPARATIVE ANALYSIS OF ECONOMIC AND MEDICINE FIELD

Stancu Alin, Zaharia Rodica Milena, Dragoi Cristina

Research and development activities are considered to generate and improve new technologies. This paper presents the relationship between academic and business environment in the field of research using the triple helix model and focuses on a comparison between economic and medicine researchers. Two focus groups were conducted in order to identify which are the most

important aspects that determine the cooperation between academic environment and business environment regarding research activities. Despite the differences between these two universities, the conclusions reveal common characteristics of the cooperation between academic and business environment and the fact that is still room for improving this relationship.

An important issue of sustainable development of a country is the research that generates new and improved technologies. One of the most important promoters of research is the European Union, which included in its strategy to invest 3% from GDP in research. This paper focuses on the relationship between academic and business environment in the field of research. This paper presents the results of two focus groups conducted with economic and medicine researchers. The article begins by pointing out the strategy of EU regarding research, and then we present the Romanian national strategy, a short literature review is explaining the triple helix model.

Keywords: academic research, focus group, triple helix,

WHAT IS PROFESSIONAL MARKETING ALL ABOUT?

Steriu Alexandra Cornelia

Nowadays, companies have to address more than one target market, with multiple messages and multiple communication tools in order to be successful. In this context, arises the necessity of Professional Marketing towards both consumers and representatives of the professional world. These key role players should be addressed by supplying as much useful information as possible and by carrying out specific actions with the aim of being recommended. Thus, professional marketers should know as much as possible about the motivations of their potential supporters and integrate these findings into professional communication activities aiming at developing brand awareness, and improving and maintaining brand image towards the different target populations.

Keywords: Professional Marketing, professional communication, brand awareness

ELEMENTS OF MARKETING IMPLEMENTATION IN RELIGIOUS ORGANIZATIONS IN ROMANIA – A QUALITATIVE RESEARCH APPROACH

Strambu - Dima Andreea, Veghes Calin

Romanian integration in European Union stresses the necessity of marketing evolving toward social and cultural fields and, in the same time, brings a new interest in analyzing religious field and modernizing its approaches, in order to have a bigger contribution to the development of Romanian society.

The present paper lies at the convergence of these trends, recommending the use of religious marketing in Romania, in order to solve some problems appeared in religious organizations or society, at large. This idea, presented in other papers as well, is now enriched with the first reactions of Romanian clerics over the religious marketing. These reactions will be analyzed varying their main cultural organization features.

Keywords: Religious organizations, Organizational culture, Religious marketing

PRACTICAL STUDY ABOUT THE IMAGE OF POȘTA ROMÂNĂ ON THE MARKET OF GALATI

Susanu Irina, Cristache Nicoleta, Iancu Lorin

The post is unanimously acknowledged as an essential public service that meets a fundamental need, namely the ensuring of the right to communicate. Poșta Română (Romanian Post) is the responsible entity for fulfilling the obligations resulting from Romania's joining the Universal

Postal Union. Thus, it has to ensure the conditions of integrating the national postal services in the international ones and adopt the latest technology in the field. As a result of these trends and modifications, we consider as opportune the analysis of Romanian Post's image in order to know, quantify its results and establish a competent management imposed by Romania's integration into the E.U.

Keywords: image, satisfaction of target public, strategy

MEASUREMENT IN MARKETING RESEARCH

Szentesi Silviu Gabriel, Sabau Florentina Simona, Sanda Grigorie

This article discussed the concepts involved in measurement of the subjective properties of marketing phenomena. We began by reviewing the three basic question-response option formats of open-ended, closed-ended, and scaled-response and then we introduced you to the four types of scales used in marketing research: nominal or simple classifications; ordinal or rank order; interval scales, which include number scales and other equal-appearing spaced scales; and ratio scales, which have a true zero point. As you move from the lowest (nominal) to the highest (ratio) type of scale, you gain more information in measurement.

Marketing researchers have a set of commonly used scale types. First, there is the modified Likert scale, which appears as an agree-disagree continuum with five to seven positions. Next, we described life-style questions, which use a modified Likert approach to measure people's attitudes, interests, and opinions. Third, we illustrated how the semantic differential scale uses bipolar adjectives to measure the image of a brand or a store.

Keywords: measurement, marketing research, scale, reliability , validity

MARKET STUDY IN THE CONTEXT OF GLOBALIZATION

Teodorescu Nicolae, Stancioiu Felicia, Dumitru Ionel, Daniel Moise

The nowadays globalization process has been generated some significant changes in the field of the international marketing research projects. More and more international market studies must solve specific issues in terms of communications, methodological approach, translation of the market research material and define the type of information based both on the field and desk sources. In this context the authors emphasize on the high value of the direct market research.

Keywords: globalization, research project, international project, methodological approach, direct market research

ROMANIAN AGRO-ALIMENTARY MARKET'S EVOLUTION FROM THE POINT OF VIEW OF THE REQUIRES MANIFESTED BY POPULATION

Timiras Laura Catalina

Using as research sample – the secondary data investigation sources, the article presents the Romanian agro-alimentary market's dimension and dynamics by means of few characterization indicators of population's demand. The latest official statistical available data have been used, noticing, after their analysis, that in the 2001-2006 period, the agro-alimentary market from Romania known an ascendant trend, for some categories of products being registered even doublings of the manifested demand. Different rates of change for demand from the different markets also testify changes at the level of alimentary consumption behaviour of Romanian population for the considered period.

Keywords: agro-alimentary market, effective demand, potential demand, consumption expenses, expenses for agro-alimentary products, drinks and tobacco

A NEW GENERATION OF AGRO-ALIMENTARY PRODUCTS ON ROMANIAN MARKET – NUTRITIONAL PRODUCTS

Timiras Laura Catalina

The present study constitutes a succinct description of the evolution status of nutritional products on Romanian market, as well as the context of its appearance on the market. Constituting the latest generation of agro-alimentary products, the nutritional products are adapted to metabolic needs of different segments of consumers. Appeared relative late on the Romanian market, nutritional products’ penetration in consumption constitutes, at the present time, one of the tendencies manifested in agro-alimentary marketing at the level of European Union, as a result of increased interest of consumers for alimentary safety and security, interest manifested (even though with a more reduced intensity) at the level of the Romanian market also.

Keywords: agro-alimentary market, nutritional product, competitive advantage, alimentary safety and security

THE MARKETING POLITICS FOR RECRUITMENT AND SELECTION OF PERSONNEL SERVICES

Tion Monica Daniela, Preda Oana

In this paper it is presented the marketing strategy development for a company that offers recruitment and selection of personnel services. This company is addressing, mainly, to the customer (companies) which are having the intentions of having top positions in large, and well coated companies.

The recruiting company accomplishes the head-hunting process for finding the best candidate for working successfully at the recommended job. For this recruitment process to be the most efficiently and the most effectiveness, the companies that are offering this type of services must be aware of the existing marketing politics and they also have tot tray to use them talking in consideration their resources and their needs. So, in this paper I have developed the marketing mix specific for the recruitment and selection of the personnel services (the 8th P).

Keywords: candidates, services, employers, employee

COMPETITION OF BRANDS BY POSITIONING

Todt Horst, Dabija Dan Cristian

A very specific but quite common modelling of brand competition is analysed where the properties of two goods are represented as points in the two-dimensional Euclidian Space. The analogues of the Cournot and Stackelberg case are considered. The remarkable point about this situation: There is no equilibrium. Competitors are forced to permanently reposition their brands.

Keywords: brands, positioning, competition, Cournot, Stackelberg

MARKETING RESEARCH IN ADVERTISING

Vranceanu Diana, Popescu Ioana Cecilia, Tatu Cristian Ionut

21th century advertising might just be the most powerful weapon a marketer haves and a quite efficient one if we think about the way it changed our world. But all that power comes with great responsibility: used accordingly by planning everything in the smallest detail possible it can be the best thing that ever happen to a company, used without any kind of strategy it can very well be a large scale disaster. Because of the great costs that advertising is much too often associated with and also the long term affects it haves on the consumer a company should never start an advertising campaign without knowing every single last detail concerning their product and consumers. The study of the promotional message will show its capacity to gain the attention of

the targeted audience, to stand out from other messages, to be associated with the product/service it promotes, to generate a positive reaction towards that specific product/service and to encourage its purchasing.

Keywords: marketing, research, advertising

QUALITATIVE RESEARCH METHODS: A COMPARISON BETWEEN FOCUS-GROUP AND IN-DEPTH INTERVIEW

Zaharia Rodica Milena, Grundey Dainora, Stancu Alin

Qualitative research methods tend to be used more and more in academic research. The cost for these methods is quite low and the results may be very interesting and useful for many fields of study. However, the utility and the characteristic of qualitative research methods differ from subject to subject and from discipline to discipline. This paper comes close to a comparison of two qualitative research methods (focus-group and in-depth interview) used in investigating the opinion of academics, analyzing by comparison the results founded in a research conducted in the Bucharest University of Economics using focus group and in-depth interviews. The conclusions of the study reveal that apart of the limits states in the literature, there are other elements that can contribute to obtaining unrealistic results.

Keywords: Qualitative research methods, focus group, in-depth interview, academic research

IDENTIFYING THE NEEDS FOR INFORMATION OF THE ORGANIZATIONS FROM BUCHAREST, MUNTENIA AND OLTENIA REGIONS

Zaharia Razvan, Rosca Mihai Ioan, Anghel Laurentiu

This paper is the result of some marketing researches about organizations informations needs. For identifying the needs of marketing informations of the organizations in the south region of the country, a series of qualitative research where made, totalizing two focus groups and 5 in-depth interviews. From the research were detained aspects about: present informations sources, needs of informations, and utility of a new portal with marketing information named INFOMARK and the trust in it.

Keywords: Marketing research, information needs, organization from Bucharest, Muntenia and Oltenia