

International Conference Knowledge Economy - Challenges of the 21st Century -



OUTLOOK ON THE SOCIO-ECONOMIC
DEVELOPMENT IN THE GLOBAL CONTEXT

Pitesti, 5-6 November 2015
Constantin Brancoveanu University

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Pitesti City Hall

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- Professor Ovidiu Puiu – Rector of Constantin Brancoveanu University
- Professor Annabela Mesquita – President of the European Network for Business Studies and Languages (SPACE)
- Professor Daniela Constantin – President of Romanian Regional Science Association
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- Ph.D. Mihai Oprescu – Prefect of Arges County
- Associate Professor Cristina Ganescu – Vice – Dean of – Constantin Brancoveanu University

Conference program

Thursday, November 5th

9:30 – 10:00 – Participants registration

10:00 – 11:00 – Conference opening - Room Aula Magna

- PhD Professor Ovidiu Puiu – Rector of Constantin Brancoveanu University
- PhD Professor Annabela Mesquita – President of the European Network for Business Studies and Languages (SPACE)
- PhD Professor Daniela Constantin – President of Romanian Regional Science Association
- SR I Marioara Iordan – Deputy Director of Institute for Economic Forecasting

– Event: Official Launch of Jean Monnet Module „European Regional Policy in Action”

11:00 – 14:00 – Paper sessions – UCB Business Centre

14:00 – 15:00 – Lunch – Alkazar Restaurant – UCB Business Centre

15:00 – 17:00 - Paper sessions – UCB Business Centre

17:00 – Closing Session - Room Aula Magna

Friday, November 6th

9:30 - 10:00 – Participants registration – UCB Business Centre

10:00 – 13:00 – Workshop (PhD Professor Annabela Mesquita)

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Preface

Constantin Brancoveanu University, being a core part of national higher education system, has always paid a special attention to the research activity undertaken by teachers and students as well. The International Conference “Knowledge Economy – Challenges of the 21st Century” comes to crown this research strategy.

The topic of this year’s conference –“Outlook On The Socio – Economic Development In The Global Context”– is one of great interest in the current economic, social and political context. This subject gives us the opportunity to identify solutions in the context of opinion differences at continental and world level.

The participation of a large number of researchers from the national and international higher education academic system illustrates their concern about this subject.

The conference sections offer the possibility, for researchers, to express their options in a large variety of areas: globalization and regionalization, management, marketing, tourism, finance, law and public administration, social policies, educational policies.

In this way, their solutions cover a complex and important branch of socio – economic life.

Rector,

Professor Ovidiu PUIU, Ph.D.

Constantin Brancoveanu University of Pitesti

Section : Regional development policies and strategies

Key Enabling Technologies (KETs) vs. economic competitiveness at regional level. Romanian case study

Marioara Iordan, Mihaela Nona Chilian, Carmen Beatrice Păuna

Abstract

In recent years, KETs have become a priority for industrial policy, given their potential for the development of this sector. The European Commission has identified the following areas with a KETs label: Nanotechnology, Micro- and Nanoelectronics, Industrial Biotechnology, Photonics, Advanced Materials and Advanced Manufacturing Systems. Following the involvement in a number of European projects - Adriatic Danubian Clustering, ClusterPoliSEE -, the authors of this study conclude that the development of KETS is not the privilege of a particular region, as it occurs at the global level. It is therefore necessary to integrate economic actors in the entire value chains, irrespective of the territorial borders. Our article aims to contribute to the identification of a mix coherent policies in this respect, using a specific methodology for this purpose (results provided by literature review, European reports, key lessons from international benchmark and not least the results of their own studies carried out in the projects mentioned before).

REFUGIES' CRISIS – A NEW CHALLENGE FOR THE EUROPEAN UNION ECONOMY

Romeo-Victor Ionescu

Abstract

The paper deals to the idea of analysing the impact of the refugees' crisis on Cohesion Policy. In order to do this, the analysis is focused on three representative indicators: GDP growth rate, inflation rate and unemployment rate. The analysis approach is built on four levels: comparative analysis, regression in order to highlight the economic disparities, cluster analysis and forecasting procedures in order to quantify the economic evolution until 2020. According to the analysis in the paper, EU is not in the best economic position to finance the refugees' crisis costs. Moreover, some Member States face to low economic development and support the idea of an EU with at least two economic development speeds. Germany will achieve the greatest advantages from this new crisis, while the less developed Member States will become net financial donors. The analysis and the conclusions in the paper are supported by the latest official statistical data and pertinent diagrams. The main conclusion of the paper is that EU will not be able to achieve its economic targets as a result of this new crisis.

MIGRATION AND REGIONAL DEVELOPMENT

Elena Raluca Moisescu (Duican)

Abstract

The economic process as a whole is influenced by the economic performances of regions within a country. Each region is provided with certain inputs. These differences are reflected in the economic level of a country. There are disparities among regions of our country expressed through different rate of unemployment, migration and different levels of income. This study focuses on the relationship between migration and regional development in Romania, between 2000 and 2010. The purpose of this paper is to see if the interaction between the economy and migration contributes to development of the regions, in the analyzed period.

ROMANIA AND THE EVOLUTION OF FOREIGN DIRECT INVESTMENTS IN EASTERN AND CENTRAL EUROPE

Valentin Mihai Leoveanu

Abstract

The primary role of investment in the national economy is to provide support for economic development, so that the volume of investments, their distribution in the different sectors and their efficiency determines the pace and the level of economic growth. Evolution of inflows of foreign direct investment in the Central and Eastern Europe was followed in this study from 2000 to 2014 respectively in the period before and after the financial crisis. Regional indicator that reflects FDI as share of GDP was found to be higher in countries with the following features: higher relative incomes per capita; relatively low labor costs as share in total production costs; lower risk, measured on the basis of credit risk premium; certain or probable accession to the European Union. Among the economies in Central and Eastern Europe, during the period of 2000-2014, Romania registered the most comprehensive economic transformation; progress in terms of catching up to developed European countries was remarkable in the context of processes undergone by the decrease in GDP share of agriculture and industry and the growth of tertiary sector, followed later by a partial re-industrialization process.

INTERNATIONALIZATION OF HIGHER EDUCATION: LIMITS AND OPORTUNITIES

Anabela Mesquita, Camelia Marin, George Dinu

Abstract

In the present research we aimed to study how the subject "Internationalization of higher education" was approached by various authors in articles, conference and symposiums or publication in specialized magazines. The question that motivated this research was "How much are the researchers interested in Internationalization of Higher Education?". We searched and we used articles published from 2010 until 2015. The research method was both quantitative and qualitative, and we used keywords combination for a more effective research. All the results were centralized in tables and charts for a better observation of the development in this research field.

THE INTERNATIONALIZATION OF HIGHER EDUCATION: PRACTICES FROM ROMANIA AND PORTUGAL

Anabela Mesquita, Tudorel Popescu

Abstract

Although Higher Education Institutions have always established contact with international partners, the development of the European Area of Higher Education lead to an acceleration of the need to internationalize which is characterized by a more strategic and structured net of contacts and by the effective cooperation among higher education institutions. Internationalization of HEIs is a complex process, involving several aspects and does not happen the same way and at the same pace everywhere. Even at a national level the strategy, the objectives and speed of internationalization change from one institution to another taking into consideration the advantages and / or challenges needed to face. This paper describes the evolution of internationalization in one of the Polytechnic of Porto's (IPP) schools – the School of Accounting and Administration of Porto (ISCAP) and in Constantin Brancoveanu University from Pitesti, Romania. Lessons learned are shared and some conclusions drawn.

THEORETICAL AND PRACTICAL APPROACHES REGARDING THE INFLUENCE OF MONETARY POLICY ON INVESTMENT MANAGEMENT

Valentin Mihai Leoveanu

Abstract

The influence of monetary policy on corporate investment decision is based on the transmission mechanism of monetary policy. Monetary policy affects investment decisions, on the one hand, through the cost of capital - a mechanism called interest rate channel, and, on the other hand, changes in companies' financial statements, as a result of capital markets imperfection, can influence companies' demand for fixed capital, which highlights the balance sheet channel, as part of the credit channel. In this respect, the short-term interest rates are considered the determining factor: they influence the present value of net benefits over time through the discount rate applied; they determine the cost of financing regarding the bank loans and the rate of return required by the shareholders and they strongly influences the economic climate, as regards both financial market and real goods and services market. The risk of an investment project is reflected in the discount rate, which from the point of view of investors is the rate of return required to compensate investors for the risk involved and from the viewpoint of the company is the cost of capital.

VAR / VEC: FDI – NET EXPORTS ROMANIA

Bogdan Daniel Floroiu

Abstract

We consider it important to analyze FDI-NX relationship in Romania, in terms of econometrics to demonstrate if there is one relationship between the two indicators investigated, and how this relationship works. Econometric methodology used in this study is the vector autoregression (VAR). The choice of methodology is justified by the nature of the investigation. Macroeconomic phenomena manifest as complex dynamic systems with feedback and mutual causality. Consequently, the only type analysis system (simultaneous equations) are able to capture the interconnections between macroeconomic variables. Given that cointegration relationship exists between the two variables, we constructed the VEC model.

The main result of this study was that the FDI inflows and exports are cointegrated in the period of analysis. The finding that the time series variables were cointegrated implies that there was a long term relationship between them.

For the cases analyzed is confirmed generally valid hypothesis that there is a correlation in both direction between FDI and NX. In these circumstances, the government must find solutions to attract FDI because in this way and net exports will increase which will contribute to the economic development of Romania. For rapid expansion of exports, trade liberalization policies have to promote on sectors that will trigger FDI inflows to Romania.

THE PROFESSION OF SECRETARY – HAS IT CHANGED IN THE LAST 5 YEARS?

Anabela Mesquita, Vlad Elena Angelica, Anca Cojocar

Abstract

Professions are dynamic and evolve throughout times due to several changes, namely those happening in society and also in technology. Secretarial services are not an exception. In this paper we try to identify if there are eminent changes in this profession using document analysis and information provided by professional associations, conferences, magazines and trainings in the area. Results contribute to better understand the profession and provide some light in the possible pathways that this profession may take in the future.

LOCAL AUTONOMY OF EXPENDITURES – CASE STUDY FOR ROMANIAN LOCAL GOVERNMENTS

Elena Cigu

Abstract

Strong local autonomy or decentralization process became a goal for local governments, but one of the main question in literature remains as how strong must be the local autonomy of expenditures at the local governments' level. Given the great diversity of situations and legal framework over the period after 1990, I consider that Romania must have a stable legal framework regarding local public finances and stable strategy of local development designed to implement a sustainable process of decentralization in Romanian. The paper will try to emphasize the local autonomy of expenditures in Romania, taking into account an overview of this aspect and empirical evidences. In this regard, I will use the background offered by literature and legal framework and the official statistical data for analysis to identify the degree of local autonomy of expenditures in Romania. I estimate the analysis to confirm a normal local autonomy of expenditures, but also a need for improvement that require solutions and budgetary policy options as part undisputed positioning local government finance as an engine of development. I consider the paper can be considered a useful viewpoint in understanding local public expenditures in Romania and the degree of local autonomy, thus adding to the existing literature on financial decentralization field.

THE IMPACT OF THE EDUCATION ON THE UNEMPLOYMENT RATE IN THE SOUTHERN EUROPEAN MODEL

Amalia Cristescu

Abstract

In the current socio-economic context marked by high unemployment rates, the education is seen as an important pillar in the economic recovery process. The economic growth and competitiveness are supported by a highly qualified labor force and adapted to market requirements. By Agenda 2020 the European Union promotes and supports the education and the reducing of the school dropout. The countries from the Southern European Model have experienced in the last 10 years an upward trend in the unemployment rate, and two of the component countries (Greece and Spain) currently register the highest unemployment rates in the European Union. Given these issues in this paper I propose to analyze, through a model of panel data, the impact of educational attainment (by the rate of early school leaving and the graduation of a tertiary education), the investments made in education, the Gross Domestic Product and the total population on the unemployment rate in the Southern European countries.

EUROPEAN REGIONAL POLICY IN ACTION. THE WAY FORWARD

Puiu Ovidiu, Șerbănică Cristina

Abstract

The purpose of this study is to shed light on key achievements of the European Regional Policy, but also on the remaining challenges to be addressed in the near future. Evidence is based on European Union's and Member States' implementation reports and ongoing evaluations of Cohesion policy 2007-2013. The focus is kept on Romania's comparative performances at the EU level and on its further prospects for convergence and growth. The study is carried out in the framework of Jean Monnet Module "European Regional Policy in Action (ERP2020)" which is implemented by Constantin Brancoveanu University and co-funded by the Erasmus + Programme of the European Union.

THE HEALTH, TANGENT UNIVERSITY EDUCATION – HUMAN DEVELOPMENT BINOMIAL

Stanciu Vasile Mitiade

Abstract

The University organization is, in our view, an important and mandatory connection to a healthy human development characterized by the principle of win-win, for all parties involved in this extensive and complex process. Therefore, if the academic organizations are healthy we create the foundations of the future sustainable, healthy development. Such a development promotes social inclusion, equality, mutual benefit, wealth, fortune through honest labor, human solidarity, social community, freedom liability etc. which are founded on a healthy education. This type of education can get through healthy educational organizations, by transition from the education based on skills model to education for choosing life, based on values. In this paper we are trying to argue the need to adopt such an educational model for transition from the current incomplete development to healthy human development.

Section : Financial and accounting policies and corporate governance in the global context

THE ROLE OF DOCUMENTATION IN THE AUDIT MISSION

Niculina Stănescu

Abstract

Missions carried out by the auditors are based on extensive documentation consisting of relevant and reliable audit evidence. The audit documentation guarantee the quality of the conducted mission, perform the activities in accordance with International Standards on Auditing, Code of Ethics, rules and decisions issued by the Chamber of Financial Auditors of Romania. All information obtained by the auditor in connection with the audited entity are used as working documents submitted in the dossier of evidence to support the conclusions and expressed opinion. An audit mission without proper documentation is not only a poor quality mission but the impossibility to express an opinion with the possibility to relief the auditor.

DYNAMICS IN THE ROMANIAN BANKING SYSTEM

Marius Gust

Abstract

The banking market has undergone significant changes in recent years. The determinants of these changes were customer demand, matching the supply of banking products and services to specific market economy, penetration of foreign banks that have come to dominate our banking system.

The changes seem to have accentuated in the past two years, under the impact of the economic and financial crisis. Increasing of the banking concentration process in Romania was predictable, given that early forms had appeared even before the crisis, but also due to the large number of banks existing in Romania.

The crisis amplified the process as a result of the difficulties of many banking actors, the appearance of losses due to overdue loans and last but not least the helplessness of shareholders, unable to provide new capital for the survival of Romanian banks

NATIONAL AND INTERNATIONAL NORMALIZATION OF LEASING OPERATIONS

Dorina Luță, Laura Filofteia Pănoiu

Abstract

The current economic context requires companies to have the capacity for innovation, dynamism and flexible approach of techniques to finance business, namely choosing the best solutions, both in terms of costs and in terms of the accounting impact. A financing decision must be the result of the involvement of both managers and the accounting department. The changes of the economic environment where companies operate require reconsideration of financing sources and using all the solutions, including leasing. The dynamics of the leasing sector, increasing the use of this technique as a financing source both due to lending restrictions caused by the eligibility conditions imposed by the banking sector and due to increasing the level of economic culture, make it necessary to know how leasing operations are reflected in accounting. Based on these considerations, the present work aims at analyzing the accounting treatment applied to leasing operations as a result of using the IAS17 standard.

SOME COORDINATES CONCERNING THE FISCAL TRANSPARENCY FROM ROMANIA

Carmen Comaniciu

Abstract

Due to the economic and social phenomena and processes, the local, national and international size of taxation, the effects of international financial crisis, under the current circumstances, fiscal transparency has an important role in the public domain for any nation. When reference is made to fiscal reporting, to the fiscal and budgetary forecast, to public finance sustainability, to fiscal risk and fiscal management, increasing fiscal transparency must be the key for good governance, in order to develop fiscal performance. In this context, through this article we present some aspects relating to fiscal transparency from Romania, taking into account how to assess, the achieved level, the best practices and the size and sources of vulnerability. Without claiming an exhaustive approach, we believe that the issues of this article provides possible solutions for increasing fiscal transparency from Romania, so that, be establish a genuine fiscal credibility, aimed at ensuring economic and financial stability.

THE ACCOUNTING RESULT BETWEEN THE ENTITY'S PROFITABILITY AND LIQUIDITY INFORMATION

Florin Dima, Corina Ducu

Abstract

The financial position of an entity is influenced by the economic resources it controls, by its financial structure, liquidity and solvency as well as its ability to adapt to the changes in the environment where it operates. The information about the economic resources controlled by the enterprise and its capacity in the past to modify these resources is useful to predict the company's capacity to generate cash or cash equivalents in the future. The information about the financial structure is useful to anticipate the future needs for crediting and the way in which the future profits and cash flows will be distributed among those who have an interest in the enterprise; this is useful to predict the company's chances to receive funding in the future. Therefore, the information about liquidity and solvency is useful to predict the company's capacity to honor its mature financial commitments.

THE BREAK-EVEN POINT, A KEY INDICATOR FOR THE ENTERPRISE MANAGEMENT

Florin-Constantin Dima

Abstract

The development of this paper started from the need to establish the break-even point in the cases when it is necessary to make a business planning of the entity. The establishment of the break-even point is closely related to the level of the sales and of the constant consumption. The importance of the break-even point for the management of the entity lies in the fact that it separates the level of activity that generates profit from the level of activity that records loss. Based on this, the paper presents methods for determining the break-even point, its usefulness, as well as the advantages and the limitations of using the break-even by the management of the entity.

THE INSTABILITY OF THE MODERN ECONOMIC SYSTEM

Alina Pop

Abstract

The economic developments in the first part of the twentieth century, characterized by low inflation and accelerated economic growth, have led a lot of the economists to believe that the problems regarding the economic cycles have been resolved. This new period of relative calm was called "The Great Moderation". However, the economic crisis of 2008 came to challenge these new economic theories reopening the debates on the causes that lead to the emergence of a crisis and the efficiency of the measures taken so far. The paper aims to identify and analyze the factors leading to instability in an economy, trying to find out if economic instability is a normal phenomenon faced by an economy or if it is just an anomaly.

PUBLIC DEBT DEVELOPMENTS IN EU COUNTRIES

Ionela Popa

Abstract

In the current phase of economic and social development, in order to provide the resources needed to cover the general needs of the society, countries are forced to procure from financial markets the difference between their own incomes and expenses. At this moment, public debt comes into being. Thus, public debt can be defined as all pecuniary obligations at a time, resulting from short-, medium- and long-term loans contracted by the state itself or guaranteed by it, as well as the state's obligations to its own treasury for the amounts temporarily stated to cover state budget deficits. Public debt is the sustainable level of debts that can be repaid with public authorities to achieve future adjustments of revenues and expenditures.

After the onset of the global financial crisis, the increase in public debt and budget deficit have become crucial economic issues to many countries of the world. In this context, the paper aims at analyzing the evolution and sustainability of public debt in Romania and in other European Union countries during the current period.

CONTINENTAL AND INTERNATIONAL NORMALIZATION OF ASSET IMPAIRMENT

Dorina Luță, Sorin Grigorescu

Abstract

This paper introduces a comparative approach of accounting regulations regarding the impairment of assets under the standards in our country and according to International Financial Reporting Standards. Impairment is the loss of an asset's value reported during a year, due to specific factors that make the net selling price or the replacement cost lower than the book value. The size of impairment is rendered by the difference between book value and stock value. There are differences between the impairment of assets as perceived in the Romanian theory and practice, and the devaluation in terms of international rules.

As regards adjustments for impairment, at first sight they are similar to cases of asset devaluation. Although the final effect is the same, reducing the value of assets, the devaluation according to IFRS refers to damage with few chances of disappearing in the future, whereas adjustments for impairment in the sense of Ordinance of the Public Finance Ministry 1802/2014 envisage a reversible impairment.

PROVISIONS AND VALUE ADJUSTMENTS. ACCOUNTING, TAX AND FINANCIAL ISSUES

Sorin Grigorescu, Dorina Luță

Abstract

Nowadays, more than ever before, it is necessary that an economic entity, either a trade company or a credit institution, should make profit. Profit ensures the entity's future development and also renders a meaning to the respective business. At the same time, any economic entity wants financial comfort that can also be achieved by small amounts paid as taxes and fees. Additionally, annual financial statements are meant to reflect a true and fair view of the financial status and of the financial performance achieved. Among true and fair view, accounting principles and tax issues a number of differences may occur which can complicate the life of an enterprise. In terms of accounting and tax issues, the most frequent in the core of such differences are provisions and value adjustments. The paper aims at capturing some financial, accounting and tax issues of provisions and value adjustments.

THE NECESSITY FOR A FUNDAMENTAL RELATIONSHIP BETWEEN ACCOUNTING EDUCATION AND PROFESSION ON THE BASIS OF ACCOUNTING STANDARDS APPLICATION

Diana Andreea Trăistaru

Abstract

This work is meant to analyze the way in which the contributions of specialists in the field are illustrated for the future of the accounting profession, the manifestation of accounting judgement and ethics in the present context of harmonization of Romanian accounting system with IFRS and European regulations. The accounting profession is targeted by students and young economists of academic institutions in the economic area. Professional and academic organizations should get more involved in managing the turning from a traditional role to a modern one, adapted to the new demands of the business environment.

The present research brings a contribution to the debates on the future of the accounting profession and the effects on the accounting education in Romania.

THE AMPLITUDE OF TAX EVASION AFFECTS FAIR COMPETITION

Adrian Ducu Matei

Abstract

The article highlights the importance of the fight against tax evasion; it has reached an alarming level in Romania, thus affecting the competitive environment. Most of the consumer goods are to be produced or reproduced, which involves a series of costs: using energy, the human resource for the work provided, etc. Therefore the producers of these goods are to regularly obtain the means which allow them to produce the goods. This is where two fundamental mechanisms become relevant: commercial payments and taxes. People pay in both cases, but there are two different situations. The commercial payment is done by the buyer, namely the person purchasing a product or a service for which one pays a price. In this case, producers can manage their business based on self-financing, which means they can cover at least the production costs from selling the goods produced; thus the continuation and development of their activity is motivated. The sales volume defines the dimensions of their activity. If there are producers among them who do not pay the taxes established by the state, and that amount is not paid to the budget and is used to finance the business, it represents an unequal and unfair encounter with the honest producers. We shall present ways which can contribute to the diminishing of tax evasion in Romania.

THE INFLUENCE OF GOVERNMENT SPENDING, FINANCIAL, MONETARY AND FISCAL POLICIES ON THE GDP. COMPARATIVE ANALYSIS ROMANIA - LITHUANIA

Sebastian George Ene, Danut Chilarez

Abstract

The analysis of the way in which the economic growth is achieved represents one of the fundamental problems of economics. Recent research is based on the econometric models based on multiple regression. This research aims to analyze how government spending, fiscal, monetary and financial policies influence the dynamics of the GDP. In this sense, it is constructed an econometric model in which the dependent variable is the gross domestic product and the independent variables are: fiscal freedom, government spending, monetary freedom and financial freedom.

A comparative analysis between two former communist countries of different sizes, with different economic features, is performed in order to capture and analyze the phenomenon better. They used data characterizing the period 2000 – 2012. The model of multiple regression shows the way in which the independent variables influence the economic growth in the two countries.

**CONSUMER PERCEPTION REGARDING CORPORATE RESPONSABILITY.
CASE STUDY: THE ROMANIAN OIL FIELD**

Sebastian George Ene, Iulia Mihai, Madlena Nen

Abstract

This paper intends to measure consumers' perception of social responsibility that they have to their companies. We have identified experimentally the independent variables that influence the dependent variable - consumer perception. The model is based on an econometric equation through which highlights the links between the independent variables (price, quality, protection, perception, information). The existing correlation is tested between the dependent variable and the independent variables, the intensity of the links created and how each independent variable influences the dependent variable. Knowing the way consumers perceive corporate social responsibility in a sensitive area such as that of fuel allows the extrapolation of research in other areas of interest with significant impact on the relationship between companies and consumers.

Section: European law and public policies

JURIDICAL ASPECTS CONCERNING THE INSTITUTION OF ADOPTION FROM ROMANIA AND MOLDOVA

Carmen Comaniciu

Abstract

The powerful social, emotional and economic impact of adoption requires clear and concise legal provisions, which does not give rise to misinterpretations, with well-defined features for the national and international levels. Starting from the classic definition of a child adoption, respectively legal operation by which is created the ties of filiation between adopter and the adoptee, as well as kinship ties between the adopted child and adopter's relatives, through this article we present similarities and differences regarding the institution of adoption from Romania and Moldova. Thus, we will refer to the institutional and legal regulations on adoption, the substance of adoption, the national and international adoption procedure. Without claiming an exhaustive approach, we consider that through issues highlighted in this article can be identified both positive aspects and shortcomings of the adoption process in these two countries.

CHARACTERISTICS OF THE AUSTERITY POLICY IN THE EUROPEAN COUNTRIES – SOCIAL AND ECONOMIC IMPLICATIONS

Livia Chisagiu

Abstract

In the context of the global financial and economic crisis, and of the one of the Euro Area, the EU Member-States have initiated measures for safeguarding the financial sector against the systemic risk of the financial industry's collapse and, at the same time, for supporting the economy and employment for avoiding a huge depression as the public deficits of these countries exceeded in many instances 10% of the GDP, and the public debt 100% of the GDP, or was at a level close to this rate. Several European countries characterized by such levels of the deficit and of the public debt had no other alternative but fiscal consolidation this being also the main perspective forwarded in order to strengthen the European economic governance. Practically, all European countries save for Sweden implemented fiscal adjustment measures which had a high speed after the year 2009. From the viewpoint of the fiscal consolidation's constitution, measures such as layoffs of public sector employees, wage cuts, the increase of the working time and pressures on those who remained employed in the sector, but also the increase in taxes on consumption can be held as accountable for significant social and economic implications.

WILFUL MISCONDUCT VICE OF CONSENT ACCORDING TO THE NEW CIVIL CODE

Nicolae Grădinaru

Abstract

The wilful misconduct represents the misleading of a person by another person by using evil means to cause him/her to clinch a legal act to which he/she would not have consented otherwise.

Similarly to error, the wilful misconduct falsifies reality, but this false reality is caused by evil means by the other contracting party. Some authors define wilful misconduct as "an error caused" by the other contacting party.

The party whose consent was vitiated by wilful misconduct may request cancellation of the contract, even if the error which he/she was involved in was not essential. The penalty is relative nullity of the legal act concluded, because the rule of law protects a private interest with the right of the wilful misconduct's victim to claim damages, that is to say damages compensation to cover the loss suffered.

Being a relative nullity, it can only be invoked by the party whose consent was vitiated, the heirs having no active procedural standing to invoke the relative nullity because it is a personal action; they may continue the lawsuit if after initiating the action the victim of the wilful misconduct died.

THE RIGHTS OF JUVENILES IN DETENTION IN THE INTERNATIONAL DOCUMENTS

Raluca -Viorica Gherghina

Abstract

International documents extensively regulate children's rights also in the case of committing an offense stipulated by the criminal law.

Criminological research has shown that delinquency among minors must be prevented primarily through measures of protection, education and rehabilitation of juvenile offenders. School and family are two important factors for juvenile integration into society.

The educational measures meet this preventive nature, being a function of training, of educational and professional training, of delinquent behaviour correction. Unlike educational measures, the punishments perform coercion and exemplarity functions.

GOVERNMENTAL STRATEGY TO COMBAT CORRUPTION IN ROMANIA

Isabela Stancea

Abstract

Corruption in the public administration is an act, attitude or behavior of a person who holds himself a dose of power in certain spheres of social, politic, economic, legal, etc, or in certain profesional fields whereby fulfills/does not fulfill certain tasks and aims to obtain goods, benefits, services for himself or for his family. Thus, corruption is directly related to the holding of power in a certain field and constitutes a threat to democracy, the rule of law, social equity and justice, eroding the principles of efficient administration, undermining the market economy and threatening the stability of state institutions.

MANAGING THE EXTERNAL INFLUENCES THAT CAN SHAPE AND HAVE AN IMPACT ON A TRANSLATION

Georgiana Mîndreci

Abstract

The external influences that can shape and have an impact on a translation mainly refer to the social and cultural contexts of the target text translator's country in a certain historical period of time. Thus, such factors can prove helpful if we are looking for a holistic image on the creation, production, reception and translation of a certain text or novel in two or more cultures and its status in contemporary society.

The presentation of these contexts requires an interdisciplinary approach, focusing on the historical, political, economic, social and cultural aspects of both the source language and target language texts. A good example in point would be the analysis and comparison of a text that was translated in very different historical periods of time and cultural contexts. This is one of the reasons for using J. D. Salinger's novel, "The Catcher in the Rye", for this type of approach the main focus is to present the huge impact that the Second World War had, mainly on the USA –the democratic context – and Romania – the communist context – and on how it affected life, developments and social evolutions in these two different countries. These external influences refer to the main events in the history of these two countries (or any other countries considered for comparison and analysis), as well as the political regimes and their impacts on each nation and on the developments from various fields of activity, as well as their impact on people's lives and ways of thinking. Closely connected to these factors and recent perspectives on Translation Studies is the aim of this article: to draw attention to certain problems that may occur in a translation, especially when different cultures are involved and when these cultures have the power to shape a translation, and not only.

THE LINGUISTIC CONSTRUCTION OF LEGAL TERMINOLOGY

Camelia-Andreea Rizea

Abstract

Terminologies have a faster construction rate than the general lexicon under the influence of extra-linguistic factors. The causes that lead to the emergence of new legal concepts are social needs and the harmonization of legislation with the international legal system. The emergence of these new terms is unpredictable and, therefore, legal terminology is not in a stable state, due to its conservatism, but in a continuous process of change.

In this article, we intend to analyze and classify the Romanian legal terminology (based on examples from international law terminology) depending on the processes/methods of linguistic construction. Thus, we observe that most terms, with a neological structure, are borrowed from French. The Romanian legal terminology has boosted the influence of French derivation by adapting an inventory of words and affixes from classical languages. We can also observe that the terminology syntagms are more numerous than the simple derived terms. Consequently, the large amount of compound legal terms allows us to state, without fail, that the process of syntagmatic structures is more productive in legal terminology than in other specialized terminology.

APPEAL IN THE INTERESTS OF THE LAW WITHIN CURRENT REGULATIONS

Licuta Petria

Abstract

The paper approaches theoretical issues of appeal in the interests of the law, emphasizing the role of such legal institution which aims at ensuring the uniform interpretation and application of the law across the country.

The constitutional attribute of ensuring the uniform interpretation and application of laws by all courts rests with the High Court of Cassation and Justice which should only refer to the interpretation of the law.

Key Words: *appeal, appeal in the interests of the law, uniform application of the law, law court*

Section: Strategic management and entrepreneurship

RATIONAL EXPLOITATION OF NATURAL RESOURCES – A PRIORITY STRATEGY OF THE ROMANIAN ECONOMY

Alexandru Puiu

Abstract

Romania has a large variety of natural resources, both in the ground and underground, and, it also has a long tradition in research, exploration and exploitation thereof.

For over a century the Romanian state, though with some inequalities in time, showed a constant concern for the development and institutionalization of geological research and mining industry development, as well as some branches that have processed these resources.

The present paper tries to answer some specific issues of relevance in the present, but also to the future of our country, namely: the need for rational exploitation and, especially, the superior usage of these resources, the requirements for optimizing the ratio between the foreign and the local capital in terms of investment in this area, the improvement of legislation to prevent the irrational exploitation of these resources, which undermine sustainable development. Also, we try to offer some suggestions for the ways to increase the use of natural resources exploitation contribution to the increase of national wealth and well-being of our society.

AGRICULTURE DEVELOPMENT STRATEGY IN ROMANIA; CASE STUDY: HORTICULTURE

Ion Scurtu

Abstract

In 2014, the Ministry of Agriculture and Rural Development has published its strategy for developing agri-food sector in the medium and long Horizon 2020-2030. The document presented the current state of development of agriculture and agricultural products processing industry compared with the agricultural situation in other European countries. The document insists on the challenges that face them food sector, namely climate change, population growth, rural population decline, aging European population and that of our country. In the present study we analyzed the document and bring new data and our vision of the current situation and development prospects of two important sectors to ensure a healthy diet, fruit growing and vegetables respectively.

STUDY ON THE PSYCHOLOGICAL IMPLICATIONS IN DECISION-MAKING

Diana Şerb, Nicoleta Cicioc

Abstract

We can't just talk about decisions at management level, they appear in every step in the life of everyday individual. In an organization decision making is reserved to the management (top managers, middle managers and lower level managers), but also to their subordinates, resources with which they come into contact with the purpose of good collaboration. With the theme of psychological implications of the decision, this article is structured in two parts. In the first part it is presented the concept of decision, and during the part number two a research based on a survey among human resources of the Centre for Resources and Educational Assistance Maramures is carried out.

The working hypothesis of this article assumes that the decisions inside an organization have implications not only on economic-organizational level, but also reflects at the psychological level. The most important lessons learned as a result of the research carried out show that the decision maker must possess handling and management skills in order to reach consensus, and finally to make the best decisions.

THE ROLE OF COMMUNICATION IN IMPROVING THE PERFORMANCE OF THE SERVICES PROVIDED BY THE WORKFORCE RECRUITMENT AGENCIES

Constanța Popescu, Diana Șerb, Carmen Andreiana

Abstract

The performance is not only multidimensional, but also contingent. It is multidimensional because it involves different action variables and numerous criteria that assess their relevance. Certain performance indicators focus on the customer satisfaction and on the impact created by the organization's products/services, while others assess the performance of the organization with reference to the competing organizations (market shares).

Having as theme the performance management, the article aims to identify the impact of external communication in order to achieve performance. The working hypothesis of this article has assumed that the efficiency of the information flow regarded in two ways (agency-beneficiary and beneficiary-agency) generates the performance of the agency. It is essential to talk about the communication, not only between the staff from AJOFM Dâmbovița and its beneficiaries (informing about the services, resolving the claims), but also from beneficiary to the agency (presenting the demands in order to be satisfied).

In the first part we have analyzed the concepts from the perspective of national and international literature, focusing on the specialists' opinion in this field. In order to support the argument during the scientific approach, we have used as tool a Benchmarking on external communication. The conclusion of the article is that the role of communication is essential in achieving performance.

ROMANIANS PERCEPTION ANALYSIS REGARDING UNETHICAL BEHAVIOR MANAGEMENT

Constanța Popescu, Constanța Funieru

Abstract

To hold an ethical conduct means to always act with a high moral character. Moral issues are those that target individual about what is good to do and what not. Ethical issues are diverse: employee conflicts of interest, corruption, bribing and taking bribes, sexual harassment, unauthorized payments, employees' private space, environmental issues, occupational safety, pricing policy, discrimination of any kind. The article title „Romanians perception analysis on unethical behavior management” aims to showcase how individuals perceive contemporary society unethical behavior and the extent to which they adhere to such behavior. The starting point of the article is represented by the fact that corruption affects people's lives.

Ethics are being presented in the theoretical part, and the practice is done by a research focused on the analysis of secondary sources, and the instrument used for this part is the questionnaire. The database was taken from an European site and from an International one, both sites specializing in surveys. Research findings highlighted the fact that corruption is widespread and exerts influence on the individual.

MANAGEMENT METHODS USED IN ROMANIAN EDUCATIONAL SYSTEM ANALYSIS

Constanța Popescu, Maria Păun

Abstract

Education is the most important step that people take to adapt to changes in the environment. Among the strengths of the individual receiving education are: the ability to discern right from wrong, through education he learns skills to fend for himself, he becomes independent and doesn't allow those around him to manipulate him because he benefits from varied information. With the theme of education methods of analysis this aims on the one hand to present education system diagnosis, and secondly to highlight the Romanians' perception on equality and trusting the university education.

The article is structured in two parts. The first part is the theoretical one and during the second part (the research) are used the SWOT analysis and the analysis of secondary sources (data taken and processed after applying a survey among Romanians by a website specialized in the analysis of the values of the world). The central conclusion of this paper highlights the fact that the Romanian educational system presents both strengths and weaknesses.

STUDY ON RESISTANCE TO ORGANIZATIONAL CHANGES IN S.M.E.s IN DÂMBOVIȚA COUNTY

Maria Păun, Constanța Funieru

Abstract

For the individual, but also for the organization it is essential to adapt to changes imposed by the competitive environment and the economic and political context. Resistance to change makes the one that's prepared and informed to gain ground. There are a variety of reasons that make people be reluctant about accepting the change. On the one hand people are scared by what's new and on the other hand they have strong personalities and hardly accept something that comes from outside. Among the factors that generate resistance to change are the psychological ones, but also the material ones.

In the first part of this study we approached the concept of resistance, and in the second part we conducted a research based on a questionnaire survey. The goal of the research is to observe the extent to which the human resources within an SME in Dambovita county shows resistance to change.

ANALYSIS OF SUSTAINABLE DEVELOPMENT USING FUZZY LOGIC PREDICTION MODELS AND ARTIFICIAL NEURAL NETWORKS

Daniel-Petru Ghencea, Mihaela Asandei, Miron Zapciu

Abstract

Sustainable development is a priority of policies in countries all over the world, regardless of their level of development; this is a dynamic and complex concept based on indicators with vague and difficult to measure characteristics such as resources, labor, education, infrastructure, the existence of modern equipment to ensure manufacturing performance and flexibility. A model of approach and analysis of sustainable development using these indicators with vague characteristics can be achieved by combining prediction models: artificial neural networks and fuzzy logic. Artificial neural networks are used in the study, as they have the advantage of working with hidden layers, and recursive backpropagation algorithms to predict the size of indicators for a certain period, while fuzzy logic is used for three-dimensional interpretation of interdependencies and trends of indicators. The model provides long-term, flexible management decisions by eliminating bottlenecks and assessing deviations from a target defined so that the final result ensures a fast and flexible solution through fast and durable reconfiguring.

STRATEGIES TO IMPROVE THE QUALITY OF PERSONNEL RECRUITMENT AND SELECTION IN PUBLIC ADMINISTRATION

Jaradat Mohammad, Nicoleta Camelia Cicioc

Abstract

Managers over time have become more and more demanding and want people which are more balanced emotionally and a more relaxing environment with a sense of collaboration and respect. They realized that people set on your own thoughts and decisions are more determined and persevering.

The working hypothesis of the article assumes that placing the right individual in the right place and at the right time will generate benefits for both the organization / public institution as well as for himself.

The theme of this article is looking at the strategies to improve recruitment and selection process and it consists of two parts: the first part-approaching the concepts according to the literature, and the second part- presenting a diagnosis of human resources within a city hall in Dâmbovița, as well as the presentation of measures of how to improve the shortcomings occurred in the selection and recruitment process.

THE ROLE OF THE FORECAST IN THE COMPANY'S MANAGEMENT

Raluca Podașcă

Abstract

The changes occurring in various areas of society caused a permanent research for the specialists in various fields in order to anticipate economic phenomena. Economic forecast has a fundamental role in the decision making process, primarily by reducing risk. Knowing the relative future is a modality that the company is ready to face the unexpected. Using forecasts, any manager can anticipate the future of the company, is able to appreciate the consequences of technological evolution determining methods of organizing to meet market demands. For both the manager and the company, the forecast is a necessity. The quality of the forecast determines the profitability, the economic and social growth, the entire process of renewal and changes that are required throughout the company's activity. In the last decades, there were noted important advances in the forecast activity, especially in the management process. At the theoretical level, the expression of this progress is the shaping of the business planning as an independent area. At the operational level there were noted a multitude of methods used in forecasting the company's activities, which includes: graphical methods, trend methods, extrapolation, interpolation, scenario method, the Delphi technique, correlation analysis and more.

FROM MILITARY STRATEGY TO BUSINESS STRATEGY

Sorin-George Toma, Cătălin Grădinaru

Abstract

Enterprises need business strategies for several reasons such as to give direction and purpose, to deploy resources in the most effective manner, to coordinate the decisions made by different individuals, or to obtain revenues. Many of the concepts and theories of business strategy have their antecedents in the military strategy. However, the evolution of business strategy has been driven more by the practical needs of business than by the development of theory. The aim of our paper is to present the theoretical foundation of business strategy starting from the military domain. The methodological approach is literature review.

CHALLENGES OF ENTREPRENEURSHIP IN ROMANIA

Nicoleta Belu, Alina Voiculesț

Abstract

Being an entrepreneur nowadays is truly a challenge, a joint synergy between active, innovative behaviour and risk in all its forms, resulting in changes within the socio-economic environment, namely in values to individuals and the society. Personal satisfactions, independence, work safety, the chance of unlimited earnings, power and influence are doubled by major risks such as: loss of invested capital, full responsibility, affecting one's career and own image, personal and family damage. The importance of start-ups in any economy cannot be denied: they create jobs, generate sustainable economic growth, lead to progress in all forms. In Romania at present, there are about 51,000 active small and medium enterprises accounting for 9% of the total number of companies, yet contributing 24.5% to the total added value. Now, more than ever, there should be emphasis on financing, on the tax environment, regulations, coordinated support, as well as on education and training. Under these circumstances, both the private business environment and the state by its government policies must create conditions for the development of SME's, generate a competitive entrepreneurial environment, and support the Romanian entrepreneurial culture.

HOW MANAGEMENT ACCOUNTING SYSTEMS CAN SHAPE INSTITUTIONAL LOGICS IN A PUBLIC HOSPITAL

Paulino Silva

Abstract

Thornton and Ocasio (2008) argue that “causal mechanisms for institutional change reside not in competition per se, but on a combination of the effects of market selection pressures, power of institutional actors, and changes in the relative prevalence of societal-level institutional logics, which unfortunately in many studies is typically unspecified”. This paper tries to respond to this call for studying the causal mechanisms for institutional change. We found evidence that suggests professional logics that were in place within the public health sector over the years were challenged by the introduction of management accounting systems. Nevertheless the power health professionals have within the public health sector maintained professional logics as prevalent comparing with the market logics that were behind the introduction of NPM (new public management) practices such as management accounting systems. The study also showed how health professionals react to this change, especially how the introduction of activity-based costing enabled a higher level of legitimation of market logics before these professionals. Health professionals questioned their medical practices in a management efficiency point of view and tried to adapt themselves to a different equilibrium of forces between market and professional logics. This study adds value to other previous studies in the health sector, such as Broekab et al. (2013), Scott et al. (2000), Dunn and Jones (2010), Sonpar et al. (2009), Reay and Hinings (2005), Kitchener (2002), Novotna (2013), Reay and Hinings (2009), just to mention a few. Evidence collected encompasses semi-structured interviews (in and out the organization), observations and internal archival data from a public hospital. Directors, physicians, nurses, managers and accountants were among the interviewees. Other informal contacts were considered not only within the hospital, but also with other professionals that are connected somehow to health public sector. Some complementary documentary sources of public access, such as legislation, newspapers, and websites were also used.

PERFORMANCE MANAGEMENT IN PUBLIC PRIMARY HEALTHCARE: A CASE STUDY

Daniel Moreira, Paulino Silva

Abstract

The present article explores how primary healthcare providers in the Portuguese public sector measure and manage their performance. To do so, after a literature review, we used an extended framework of performance management created by Ferreira and Otley, in 2009. This framework was used in order to inquire key members of each organization about how they work, as well as a deeper analysis of the current individual, group, and general assessment. Internal documents were also collected and analysed to validate method triangulation.

In general, it can be said that the initial proposed objectives were achieved. We were able to contact several primary healthcare providers, which were able to open their doors to us and answer our questions. This study was able to analyse the way they operate, understand how their staff is assessed and check if the law was, or not, being followed, opening avenues for future research.

ENTREPRENEURSHIP IN THE TOURISM AND HOSPITALITY INDUSTRY

Iuliana Ciochină, Carmen Maria Iordache, Alexandrina Sîrbu

Abstract

The tourism and hospitality industry is a complex sector, a distinct domain of activity, a component of socio-economic life that offers multiple opportunities for developing small businesses, but is also a large consumer of capital and highly competitive. In this context, its relationship with entrepreneurship is concerned with the economic development of tourist attractions, pursues the creation of new, durable enterprises through increase in capacity and desire for the development, organization of a business, to balance risks with profit. This paper, by recognizing the factors that influence the development of local micro-entrepreneurship, in the tourism and hospitality industry, sought to analyse the behaviour of enterprisers in concordance with the existence of limitations in starting businesses, a limit in entrepreneurial spirit. Romanian entrepreneurship in the tourism and hospitality industry must stimulate competitiveness, in order to raise productivity and promote economic development.

CONFLICT IN ORGANIZATIONS

Maria Elena Gheordunescu, Laura Filofteia Pănoiu

Abstract

Any organization brings together individuals working in groups of personalities , attitudes , education, value systems and different behaviors. Maintaining a perfect harmony is difficult, conflicts are inevitable. Conflict is a fact pervasive social reality there is no area that is not animated by a series of conflicts, and different magnitudes . By limiting the scope of the approach, we can say that organizations are always and in every aspect and animated troubled by conflict. Organizational conflict can occur when a person, group or department within a firm , for example, frustrates the objective to another .

CUSTOMER LOYALTY USING CUSTOMER RELATIONSHIP MANAGEMENT

Marius Spinciu, Carmen Răduț

Abstract

Customer Relationship Management has developed into a major element of the business strategy of many companies and is based on creation and development of personalized relationships with customers to increase their profitability. A Customer Relationship Management strategy enables a firm organizational behavior rapid adaptation to changes occurring in the market and thus the company will be able to satisfy the wishes and demands much better clients. Managers of companies performing rationale "is difficult to conquer a customer than to keep an existing one," come to support this research on the costs of these alternatives; those determined by winning a new client are 3 to 15 times higher by branch and product than those implied by an existing customer loyalty. Customer orientation means that everything that makes a company must be based on its care of you fulfill all requirements, whether internal or external customer, whether public sector or a non-profit organization. This should mean that everything is made-setting priorities, making decisions, participating in meetings or discussions with management - to consider customers requests and demanding. This paper aims to address system - Customer Relationship Management customer service perspective as the reason why there are organizations, organization and its leadership must adopt a customer orientation and to show more attention to its demands.

OPERATIONAL RISK & CYBERSECURITY

Carmen Răduț, Laura Pănoiu

Abstract

The impact of the Internet has had strong growth in the last two decades. The entire economy depends on ICT. The open and free cybernetic space, promoted social and political inclusion allowing easily interaction and exchange of information between communities and citizens from different countries. The Information and communication technology has become the backbone of our economy determining economic growth. Complex systems in key sectors of the economy such as finance, healthcare, energy and transport use powerful computer systems. Meanwhile many business models are built on the continuous availability of the Internet and the proper functioning of the informatics systems. The online environment requires high reliability, protection incidents, malicious activity or abuse. Cyber criminals are using increasingly sophisticated methods to steal critical data or economic espionage activities in cyber space. All these factors explain why governments worldwide have begun to develop strategies and act properly in cyberspace as an important international issue. The paper has a special goal, to approach informatical security segments concerning operational risks generated by the informatic systems used by regulated entities authorized / approved and / or supervised by the FSA.

EMPHASIZING THE PERFORMANCE MANAGEMENT OF THE PROJECT CYCLE

Cristina Voicu-Olteanu

Abstract

Investment projects financed from European funds is performed in a sequence of steps, starting with a strategic development document which shows the need for a project in a particular area (infrastructure, environment, tourism, etc.), then it is formulated, implemented and finally its results are evaluated in order to create conditions necessary for the development of future actions.

A specific feature is the emphasis on performance management, resulted in two key points of the project cycle, relative accepting the grant application by the Intermediate Bodies / Managing Authorities and final reporting of the results.

This requires coordination of activities, cooperation of all relevant actors in order to achieve coagulation efforts managing budgets and investment programs should be better integrated in order to have better results in the implementation.

THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON HUMAN RESOURCE POLICY. STUDY ON TRANSNATIONAL CORPORATIONS

Cristina Gănescu

Abstract

Often, transnational companies are accused of selfish human resource policies that focus on profit maximization without taking into account the needs of different stakeholders. This way, transnational companies are harmful both to employees in the country of origin, who lose their jobs, and employees from emerging countries, who carry out activities similar to those in developed countries, but in exchange for lower wages. Transnational companies bring many counterarguments, including: practicing fair human resource policies, ensuring higher salaries than average salaries in the countries where they operate, ensuring safe working conditions, employing fair recruitment and selection rules. This paper is based on the premise that corporate social responsibility supports the rethinking of human resource policies, as it favours the respect of ethics in human resource matters. The analysis we carried out showed a positive correlation between corporate social responsibility and corporate human resource policies. Organizations with a high level of corporate social responsibility are inclined to establish relevant and correct human resource policies.

ROMANIA'S CAPACITY TO CHANGE REFLECTED BY CHANGE READINESS INDEX

Iuliana Talmaciu

Abstract

The changes that take place on the world stage affect people, companies, countries and continents alike. Numerous changes, significant for our century, can be economically, politically and socially identified, having major effects on a long term. In many cases, the change is inevitable and considered to bring risks and disadvantages, being much more difficult to identify the opportunities and advantages it can offer. In order to survive the changes and especially to benefit from them, a high level of adaptation is required. The purpose of this article is to analyze a country's capacity to change adaptation, the complexity of this process and the factors influencing it. To identify Romania's level of adaptation to change, the research method we have used is the content analysis of the latest three reports which examine the Change Readiness Index.

Section :Marketing and tourism

A STUDY ON ORGANIC FOOD MARKET DEVELOPMENT IN ROMANIA

Alexandrina Sirbu, Carmen Maria Iordache, Iuliana Ciochina

Abstract

This paper aims to provide an analysis of available data on organic food market in Romania given the premises and with its growth insights.

As it is known, organic agriculture is a sustainable form of agriculture, a production system implemented in accordance with the principles of the lasting development as well. The organic farming in Romania has been officially recognized and regulated since 2000. An overview on Romanian organic farming is introduced and the data show organic market has increased in Romania in the last decade, but its sales volume was not so significant raised as in other European countries. Beyond that organic production as quantitative registered data is lower, still is mostly imported foodstuffs, with higher added value, while the Romanian exports consist mainly of raw materials. Although it is considered organic food industry as an evolved industry globally, in Romania is not sufficient developed.

In this regard the national market for organic food is still at an emerging stage of development. Nevertheless, the same main constraints for the organic market development have been identified, demonstrating that management and marketing tools should be adapted for organic growth in the food chain.

COORDINATES OF DEVELOPING THE BALNEARY TOURISM

Carmen Iordache, Alexandrina Sirbu, Iuliana Ciochina

Abstract

Health is not only the absence of the disease or infirmity, but a state of wellbeing as physical, mental and social. In this context, the acquisition and maintaining of physical and mental health is regarded as "a component of the quality of life".

Modern people, over whelmed by professional and personal problems' solving, often neglect their own health, but for all of that there is a viable alternative, namely health tourism or balneary tourism.

Balneary segment belongs to the health tourism market, together with medical tourism, thalassotherapy, hydrotherapy, wellbeing/ spa and fitness. Balneary tourism is one of the forms with constant tourist traffic having a relatively stable clientele, and that contributes to increasing of the utilization coefficients of accommodation's capacity and to achieve greater average revenues per day / tourist.

Given the need to adapt the balneary resorts to the requirements of the tourists, this paper aims to highlight some aspects regarding the content and quiddity of the balneary tourism, but also about adopting the repositioning policies of balneary resorts and prospects for development of balneary tourism in Romania/ Valcea County.

FOCUS GROUP INTERVIEWS ABOUT THE CITY BRAND –AN EXPLORATIVE STUDY IN THE CITY MARKETING OF PITESTI

Asandei Mihaela

Abstract

The purpose of the present paper is to bring together theory and practice in the field of city marketing given the example offered by the City Brand of Pitesti. The focus group is an interview with a constructed group, which is focused on a specific topic and a specific category of subjects. The study introduces the focus group methodology applied to some groups of students to understand the young people's perceptions about an event held by the local community and to establish the correlation between the city brand Pitesti and the Tulip Symphony. Exploring the young people's perceptions about the city brand helps formulate a slogan of the city brand and constitutes the first step in the city brand design strategy. The instrument used here was the interview guide, the replies being registered with the help of a recorder. The results of the group discussions have shaped the idea that the city is perceived as the city of tulips and Dacia cars.

Section: Social policies

CHINA'S REFORM AND THE TRANSITION FROM NATIONALISM TO MODERNISM DURING THE DINASTIC PERIOD

Ioana-Iulica Mihai, Mihaela Savu, Georgiana Mindreci

Abstract

China is a multimillenary civilization that has survived throughout its troubled history demonstrating that tradition and culture reinforce the national values and keep alive the social body. The paper analyzes the period of the Chinese dynasties, which reformed the management system and influenced the economic development, but without taking into account the human and natural potential of the country. The Chinese leaders' desire to impose their power and domination over the native population generated an undemocratic society and influenced the mentality of the people who accepted tyranny quite easily.

Section: Educational policies and strategies

THE STRATEGIC NEED FOR COHERENCE IN THE EDUCATIONAL SYSTEMS

Cătălin Grădinaru, Sorin-George Toma

Abstract

Educational policies are generally very difficult to be put into practice, since their objectives vary depending on several factors such as the doctrines of the ruling parties, the demands made on the educational policy of the European Union and, obviously, the market demands. For this reason, reforms seem to be harder and harder to be implemented and have a sense of completeness and continuity. Quality standards in education - and especially in higher education - to which Romania acceded led to their difficult implementation.

The aim of our paper, is to introduce into debate the concept of strategic coherence in educational policies and strategies regarded as the main factor for generating the necessary strategic expertise for decision making for the Romanian educational systems.

Research methods will be limited to the analysis of specialized work (literature review) and strategic reflection on the new educational paradigm.

The debate is both principled and algorithmic because coherence - and particularly strategic coherence - cannot be generated, above all, without proper scientific approach.

ERASMUS FOR UNIVERSITY STUDENTS OPPORTUNITY CONSTANTIN BRÂNCOVEANU

Camelia Marin, Loredana Rădescu, Mădălin Govoreanu

Abstract

This paper is the result of research conducted during the summer in the Higher Institute of Accounting and Administration of Porto. The question that motivated is "How appropriate is an International student mobility for our students?". To answer this question we conducted a questionnaire clear evidence that we apply of young students who participated in an internship or practical studies at a partner university abroad. As such, I used as a method of research, quantitative research. This case study of the whole picture made by us based on research in the field on the benefits and opportunities of Erasmus.

BLOOM'S TAXONOMY AND INTERROGATIVE SCHOLARLY DISCOURSE

Constantin-Georgel Stoica

Abstract

Our communication is a linguistic and pragmatic analysis that we realize, having as support the interrogative structures extracted from alternative textbooks related to the subject "Romanian language and literature" at high school level. Our intention is to evaluate the effectiveness of the language used in these auxiliary materials and therefore, we analyze the raw material through a series of grids, watching the way in which the interrogative scholarly discourse is used from a lexical, morphological and syntactic perspective, but especially a pragmatic one. Literature obliges us to take into account Bloom's Taxonomy, which proposes to conduct the educational process in stages considering the cognitive processes that are ordered themselves from simple to complex.

ROMANIA'S ECONOMY IN ITS CURRENT FUNCTIONALITY

Mihaela Savu , Dumitru Ciucur

Abstract

This paper is part of the specialists' engagement to help deepen economic knowledge and empower people in their double function: that of shareholders and direct beneficiaries of the optimal functioning of the economy. We consider the undeniable reality that the economy is always a complex human activity, organically framed in our society. The research was conducted on the basis of four defining coordinates: understanding the economic phenomena as permanent social phenomena; the gradual tension between the limited economic resources and the unlimited human needs; the complex functioning mechanism of the economy; matching Romania's economy functioning with the demands of the European integrated economic model. The conclusions of this paper can be used for elaborating and implementing various policies to improve the Romanians' quality of life in the context of international integration.

MARKOV CHAINS METHOD- FORECASTING TOOL OF THE STRUCTURE OF HIGHER EDUCATION GRADUATES BY GROUPS OF SPECIALTIES

Delia Teselios , Mihaela Savu

Abstract

The number of graduates in higher education has seen a downward trend in recent years, with significant declines in economic sciences specialization group. The choice of specialization group by future graduates should be made depending on whether the labor market has the requested specialized jobs, this choice showing, in fact, the supersaturation of certain areas. This paper uses the theory of Markov chains to forecast the share of graduates in higher education by groups of specialties. Knowing future trends allow an appropriate educational strategy based on reality and the requirements of the labor market.

E-LEARNING

Mihaela Bursugiu

Abstract

Contemporary culture has generated a huge scientific and technological progress. Information society is based on using electronic means in order to stock, work out, send and use information and knowledge. Information society is a new way of life, of working, of developing society, a new level of the human civilization.

Under this context, many students choose to attend e-learning courses. E-learning, "electronic learning" is a new and convenient way of studying.

Many universities around the world offer distance learning degree courses via the Internet. Students can take a course from a university in England or the United States without leaving their home.

Good time management skills are very important for successful e-learning. You must not waste time, you must study a little every day. Attending e-learning courses can be more difficult than traditional courses, but there are many advantages to studying for a degree at a distance.