

International Conference

Knowledge Economy

- Challenges of the 21st Century -



**FUTURE OF EUROPE
— DIFFERENT SCENARIOS —**

PITESTI, 24 November 2017

Constantin Brancoveanu University

Conference moderators:

- Professor Ovidiu Puiu, Ph.D. – Rector, Constantin Brâncoveanu University
- Professor Anabela Mesquita, Ph.D. – Vice President, ISCAP
- Professor Daniela Luminița Constantin, Ph.D. – President, Romanian Regional Science Association (RRSA)
- Scientific Researcher I Marioara Iordan, Ph.D. – Deputy Director, Institute for Economic Forecasting
- Professor Alexandru Puiu, Ph.D. – Founding Rector, Constantin Brâncoveanu University
- Professor Scurtu Ion, Ph.D. – Senate Chairman, Constantin Brancoveanu University
- Professor Marius Gust, Ph.D. – Vice Rector, Constantin Brâncoveanu University
- Associate Professor Sebastian Ene, Ph.D. – Vice Rector, Constantin Brâncoveanu University
- Associate Professor Cristina Șerbănică, Ph.D. – Vice Dean, Constantin Brâncoveanu University
- Associate Professor Nicolae Gradinaru, Ph.D – Head of Law Departament,Constantin Brâncoveanu University
- Associate Professor Cristina Ganescu , Ph.D - Dean, Constantin Brâncoveanu University
- Associate Professor Mihaela Asandei , Ph.D - Dean, Constantin Brâncoveanu University
- Lecturer Ion Stoica Ph.D. – Dean, Constantin Brâncoveanu University

Conference program

Friday, November 24th

9:30 – 10:00 – Participants registration

10:00 – 10:30 – Conference opening - Room Aula Magna

- PhD Professor Ovidiu Puiu – Rector of Constantin Brancoveanu University
- PhD Professor Daniela Constantin – President of Romanian Regional Science Association
- SR I Marioara Iordan – Deputy Director of Institute for Economic Forecasting

10:30 – 13:30 – Paper sessions – CBU – CORP A

13:30 – 14:30 – Lunch – Bibliotheque Bistro (Victoriei Street, no.16)

Friday, November 24th Workshop Sessions

9:30 - 10:00 – Participants registration – CBU Aula Magna

14:30 – 15:30 – Workshop Session – CBU Amphitheater no.5

CONFERENCE SESSIONS

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Preface

Constantin Brâncoveanu University of Pitești has long been one of the prestigious universities of our country, being actively involved in the theoretical and practical research activity in order to solve certain topical issues emerging at local, regional, national or international level.

The current European and international political context raises new issues, the Franco-German agenda, the Brexit, the Middle East conflict, the North Korean issue, the US policy are as current as possible, with major global implications.

The fifth edition of the International Conference “Knowledge Economy – Challenges of the 21st Century” eloquently confirms the involvement and special attention given by the researchers of our University to the current issues that the European Union and Europe in general have to face.

The main purpose of the Conference, within its six sections, is to identify possible scenarios for the development of the European Union in the years to come, concrete solutions and strategies for balanced socio- economic development.

Rector,

Professor Ovidiu PUIU, Ph.D.

Constantin Brâncoveanu University of Pitești

Special Section under the Patronage of Jean Monnet Module
European Regional Policy in Action (ERP2020)
**REGIONAL DEVELOPMENT STRATEGIES AND POLICIES
IN CENTRAL AND EASTERN EUROPE**

WITH THE SUPPORT OF THE ERASMUS+ PROGRAMME OF THE EUROPEAN UNION



Co-funded by the
Erasmus+ Programme
of the European Union

1. IN SEARCH OF TOMORROW'S (RE)UNION

Vasile Miltiade Stanciu,

Spiru Haret University, Economic Sciences Faculty, Bucharest

Abstract:

Integration, Development, Enlargement, European Citizenship, Economic and Social Cohesion, Knowledge Based Economy, European Constitution, etc. are not simple words, but some of the complex European processes through which the European dream has lasted for the last 60 years. To them have been added in recent years other words such as: immigration, terrorism, Brexit, existential crisis, unresolved issues, cord of many strands, etc. which have demonstrated the incomplete nature of our Union. Starting from these undeniable and undeniable realities, we aim in this paper to try to find answers to a question that should concern every European citizen: how should the tomorrow (European) world look like?

2. ASPECTS REGARDING THE CONTRIBUTION OF INNOVATIONS TO THE DEVELOPMENT OF ENTERPRISE IN THE EUROPEAN UNION

Dana Codruța Dăianu,

University Aurel Vlaicu of Arad, Faculty of Economic Sciences,

Denisa Abrudan,

West University of Timisoara, Faculty of Economics and Business Administration

Abstract:

The aim of the paper is to deepen the theoretical foundation on entrepreneurship and innovation, as well as to develop practical recommendations on the development of entrepreneurship through innovations. We aimed to identify and argue the role of innovation in entrepreneurship development, underlining the role of innovation as a growth factor and as an element of businesses and SMEs development.

In the paper are presented comparative analyzes, findings, advantages and disadvantages of the ways of development and financing of entrepreneurship in the European Union, which should be taken into account for the future policies in this field starting from the regional levels and continuing at the country level. At European Union level, many measures and policies have been adopted to support R&D and innovation, some of which have already been implemented or are being prepared.

3. SMART SPECIALIZATION IN CENTRAL AND EASTERN EUROPE. UNDERSTANDING CHALLENGES AND OPPORTUNITIES

Cristina Serbanica, OvidiuPuiu, AlinaVoiculescu, Cristina Ganescu, Sebastian Ene

Constantin Brancoveanu University, Pitesti, Romania

Abstract:

The reformed Cohesion Policy 2014 – 2020 puts forward a new concept - smart specialization -, to mark a policy shift towards industrial upgrading and innovation – driven growth. Smart specialization follows the "place-based" approach to economic development and takes into account the geographical characteristics to help generate growth in all regions, not only in those advanced in knowledge production. Hence, the purpose of our paper is to gain insights into Central and Eastern European countries' strategies for smart specialization, while looking at the challenges and opportunities offered by the new policy paradigm. The results emphasize the need to avoid imitation and duplication, to attain critical mass in the selected sectors and to embrace "the broader concept of innovation".

4. FOREIGN DIRECT INVESTMENTS, PARTICULARITIES FOR EUROPEAN AND COMMUNITY OF INDEPENDENT STATES

Andrei Dalina,

Economic Forecasting Institute of the Romanian Academy, Romania

Liviu Catalin Andrei,

National University of Political and Administrative Sciences SNSPA, Romania

Abstract:

This below text treats on foreign direct investments topic. First of all, the foreign direct investments origin was there about three groups of theories, the first one- international trade based one (i.e. works of David Ricardo and Neoclassic Synthesis/HOS), the second one - product life cycle one (i.e. works of Robert Vernon) and the so-called and finally third one- "eclectic paradigm" (i.e. John Dunning) treating from the viewpoint of enterprise (i.e. microeconomic) development up to its international implemented stage. And the last might have continued on a large diversity of theories on multinationals. On the contrary, our paper will approach a new view point, much simpler, on foreign direct investments flows and stocks at the international scale, as exclusively. This simple description will though challenge the above theories and first by a picture and a few facts reflecting description on all understanding. Theories above might see some of their conclusions here and there completed and/or even contradicted by this paper in context.

5. FISCAL DECENTRALIZATION IN CEE COUNTRIES

Elena Cigu,

AlexandruIoanCuza University of Iași, Romania

Abstract:

Fiscal decentralization is analyzed in the literature from several perspectives. Thus, fiscal decentralization is considered the fundamental principle of a democratic society that is manifested in practice through a process of the devolution of fiscal power and responsibilities to sub-national governmental units. Fiscal decentralization can be considered also a mechanism of increasing efficiency in public good delivery, and thus to improve democratic governance practices contributing to economic efficiency. This paper examines the fiscal decentralization process in Central and East European Countries, using the background offered by literature and the analysis of official statistics data for empirical evidences. I estimate the analysis to offer a viewpoint on the fiscal decentralization policies and processes in CEE countries with positive aspects, but also deficiencies that require some solutions and policy options.

6. THE EVOLUTION OF DIRECT EXTERNAL INVESTMENTS IN THE EUROPEAN UNION IN THE CURRENT ECONOMIC CONTEXT

Alina Voiculeț,

Nicoleta, Belu

"Constantin Brâncoveanu" University of Pitești

Abstract:

Over the last decades direct external investments have been some of the most important features of the global economy and globalization. They involved the creation of new companies abroad or the acquisition of significant shares in foreign firms. Direct foreign investments recorded from one year to another, new records, positive or negative, being a natural consequence of transnational corporations intensifying their activities and efforts to liberalize markets and trade. Undoubtedly, the main reason that makes a company invest abroad is maximizing. More specifically, the basis of a decision of a corporation to operate abroad are three factors: the need to obtain cheaper natural and human resources, the possibility of entering certain markets, where export could offer higher rentability margins, the third factor is conditioned by the growth in efficiency of all the operations carried out by a world-class business. Because the European Union is a market of more than 500 million consumers, consisting of members with different levels of development, there are important differences regarding the performance used in attracting foreign investors.

7. CONSIDERATIONS REGARDING THE PROBLEMATIC FACTORS IN DOING BUSINESS IN CENTRAL AND EAST EUROPEAN EU MEMBER COUNTRIES

Dana Codruța Dăianu,

University Aurel Vlaicu of Arad

Denisa Abrudan,

West University of Timisoara

Abstract:

The study of the role of the entrepreneur in economic development over the years has shown that each researcher focuses on the specific characteristics of his business: business risks, innovative features, specific features or performance, which demonstrates that until now there is no single accepted definition of the entrepreneur and the entrepreneurial spirit. In this research we aim to make a radiography of the European business environment, paying particular attention to the Central and Eastern European states and identifying the main disturbing factors that manifest themselves in the business environment of these countries. We will identify and analyze the main disruptive factors that manifest in the business environment of these countries, making proposals to improve the situation.

8. INTERNAL ENERGY MARKET - A MUST FOR THE FUTURE OF THE EUROPEAN UNION

Cristina Necula,

Romanian Academy

Abstract:

Europe is facing a growing demand for energy, with volatile prices and with serious disruptions in the energy supply. In 2014, the EU's energy dependency was 53.4%, which meant that the EU bloc had to import more than half of the energy it consumed. To address these issues, a clear European energy strategy is needed. Still, there are many more things to do. An interconnected European electricity grid is vital for Europe's energy security in order to increase competition in the internal market, leading to more competitive prices and achieving the reduction of carbon emissions and climate policy objectives, that the European Union pledged to reach. The interconnection of isolated national electricity systems and the creation of a genuine European electricity system will generate important benefits for the European Union and its Member

States. That is why today Europe has common rules and Member States put their efforts together to access sufficient energy at affordable prices and keeping pollution to a minimum.

9. AN EVALUATION OF THE EU MEMBER STATES GOOD GOVERNANCE INDICATORS FROM THE NATIONAL SECURITY PERSPECTIVE

**Ștefan Teodoru,
Simona Bucura-Oprescu,**
"Mihai Viteazu" National Intelligence Academy

Abstract:

The aim of study is to conduct an analysis of the EU member states on the basis of good governance indicators, from the perspective of national security. The indicators are part of a new model, whose methodology is based on descriptive and inferential statistics and is meant to highlight, for example, the correlations between the good governance indicators and the GDP per capita. The SPSS Statistics 23 Software was used for data collection and analysis. The main research results consist in the development of a new scientific tool that allows the assessment of good governance from the perspective of national security. An important outcome of the research is that it identifies, based on the analysis, the strategic directions in which countries should intervene for good governance from the perspective of national security.

10. FORMS OF TRANSPORT FINANCING IN THE EUROPEAN MEMBER STATES

Mihaela Șteț,
Technical University of Cluj Napoca

Abstract:

In the current political, economic and social context, ensuring a good connectivity between Member States of European Union is an essential condition for an efficient European economy. The paper presents the main forms of financing of European transports and, in particular, financing of the nine new transport corridors for the implementation of the central network and the horizontal projects.

11. COMPARATIVE ANALYSIS OF CIVIL PLANNING IN SELECTED COUNTRIES AND RECOMMENDED SOLUTIONS FOR POLAND

**Urszula Kałol,
Marek Kisilowski,
Grzegorz Kunikowski,
Anna Ukłańska,**
Faculty of Management at Warsaw University of Technology

Abstract:

The aim of this article is to present the results of a comparative analysis of civil planning in selected countries. The analysis allowed identification of foreign civilian planning and organizational solutions in crisis management for public administration, which could be applied in Poland. In order to identify good practices which could be effectively transferred, we have applied the Hofstede model, describing the dimensions of cultural determinants. It has been assumed that cultural similarities increase the chances of effective implementation of solutions taken from other countries, and of complex relations between society and public administration. Recommended practices include: agree on business continuity plans with private parties, focus on prevention, close cooperation with NGOs, and create strong competence centers.

12. TELEWORKING IN CENTRAL AND EASTERN EUROPE

Claudiu Chiru,
Spiru Haret University

Abstract:

Teleworking is a remote activity carried out by information and communication technology (ICT) equipments so that the employee is able to perform his job duties away from his office. Teleworking is a kind of flexible work which is more and more used as a way of reducing personal costs, improving productivity, reducing pollution. This paper is an introduction to teleworking and presents concepts related to this area, also presenting the evolution and trends of this form of work in Central and Eastern Europe.

13. VARIATIONS OF REGIONAL INEQUALITIES IN ROMANIA IN THE LONG RUN

Zizi Goschin,
Bucharest University of Economic Studies;
Institute of National Economy, Romanian Academy

Abstract:

The economic, social and political significance of regional inequalities has been long and widely recognized. Given that Romania is also confronted with an upward trend in inequalities, this paper aims to explore their variations, at county level, over 1965-2015. The empirical analysis employs a variety of statistical methods, including Gini coefficient, Ricci-Schutz coefficient, Atkinson's measure, Kolm's index, Theil's entropy measure, the coefficient of variation, etc. Our option for multiple statistical measures of inequality might help mitigate the drawbacks and limits of each individual indicator by providing a multi-sided picture of this phenomenon. The analysis revealed that significant gaps between Romanian well-developed counties and laggards persisted throughout the different phases of the economic cycle and changes of political regimes. There is also empirical evidence supporting the steady increase in regional disparities in the last two decades.

14. POST-ACCESSION LABOR MARKET DEVELOPMENTS IN THE ROMANIAN REGIONS. EMPLOYEES, WAGES AND JOB VACANCIES – CONVERGENCE OR DIVERGENCE?

Marioara IORDAN,
Carmen Beatrice PAUNA,
Mihaela-Nona CHILIAN,
Tiberiu DIACONESCU,
Institute for Economic Forecasting, Bucharest, Romania

Abstract:

Access to adequate labor is, first, a problem for all the companies, irrespective of their size, location and life cycle, and, second, for all the economies, irrespective of their territorial aggregation. The mechanisms that ensure the proper matching of labor demand and labor supply are not automatic; even when they work smoothly; they function with time and spatial delays, in any national and regional/local economy.

The paper envisages an analysis of the main developments on the labor market in the Romanian regions during the post-accession period, regarding the evolutions of employees, wages and job vacancies, by the main sectors of economic activity. The results reveal that both sectorally and regionally on the Romanian labor market several evolutions may be noticed: continuity (preservation or quasi-preservation of a dynamic equilibrium previously installed), discontinuity (movement towards a new dynamic equilibrium), and also peculiarity (individualization of evolutions from a certain region as compared to those of the other regions). Such developments require necessary and careful consideration from the part of policy makers and

government authorities when ensuring compliance with the EU legislation and when drawing up and implementing the economy-wide and regional/local policies.

15. THE CONTRIBUTION OF ROMANIA TO THE PROJECT OF ENERGY UNION, THROUGH DEVELOPING REGIONAL ENERGY STRATEGIES AND POLICIES

Alexandra Diala,
Romanian Academy

Abstract:

Romania's integration to the European Union has targeted from the very beginning, a very important component of this process: the energy field. The moment of accession of Romania to the European Union, in 2007, coincided with the conclusion of the Lisbon Treaty through which has been granted a legal basis to the future Energy Union, while the European Union has received shared competences with the Member States in this area.

Europe is currently facing a growing demand for energy, with volatile prices, energy supply disruptions and it has to reduce the impact of greenhouse gas emissions on the climate. The need to stimulate the economy of the European Union, to ensure the security of its Member States in terms of energy and at the same time, to reduce the negative consequences caused by climate change have prompted the European Union to call on the Member States to rethink their energy policies, to harmonize their provisions and alignment to the new context. Thus, it appeared the idea of establishing a fully functional Energy Union, in order to provide more opportunities for choice of sources and lower prices for all consumers in the European Union.

This article aims to address the measures proposed by the European Commission, the Member States, in the field of energy and the level of their assumption, with an energy security dimension, by developing energy policies in line with the requirements proposed by the European Union.

16. MAIN FACTORS OF ECONOMIC DEVELOPMENT AND THEIR INFLUENCE ON THE ROMANIAN ECONOMY

Bianca Cristina Procopiu,
Armand Calinescu

Abstract:

Economic growth is desirable in any country as a possibility for the population to consume more goods and services, but also helps to provide a greater amount of social goods and services, such as health and education, thus leading to a real improvement in living standards. In Romania, as in many other Central and Eastern European countries, the transition to the market economy essentially meant the evolution of two components: the transfer of property rights to state-owned enterprises to private persons, that is to say the so-privatization, irrespective of the method applied, as well as the emergence of new private enterprises as a result of private, independent initiatives that arose as a result of the changes in the state-owned units. While privatization has led to a reduction in employment, thus increasing unemployment, especially in the long run, the new private sector has created the bulk of new jobs. The SME sector absorbed most of the redundant workforce, and at the same time contributed to the formation of a new generation of employers and employees.

17. STRATEGIES FOR THE TRANSFER OF DRY CONTAINER TRANSPORT ON THE DANUBE RIVER IN THE ROMANIAN SECTOR

Florin Iordănoaia,
Maritime University, Constanta, Romania

Abstract:

In this paper is analyzed the situation of the transfer of container transport, from the road, to the inland waters and especially on the Danube river, in the area of Romania. This is an EU program idea, which is far

behind the forecast. The situation in Romania is much more difficult than other EU Member States. The paper reviews the real situation on the river artery, the possible intermodal connections and the strategies necessary for the transfer of containers on the Danube.

18. EUROPE 2020 – SOME CONTRIBUTIONS OF THE REGIONAL POLICY IN ROMANIA

Lia-Alexandra Baltador,
“Lucian Blaga” University from Sibiu

Abstract:

The year 2017 was an anniversary one, as it marked 60 years from signing the Treaties of Rome, considered to be the most important milestone for today's European Union. But it also coincides with unforeseen internal and external challenges it faces. Considering that one of the most important objective is the welfare of all its citizens, the EU has always relied on development policies. If initially these were of minor interests and more or less coherent at times, nowadays the cohesion policy relies on more than one third of the EU budget. This paper aims to indicate some outcomes with regards to reducing the differences in economic and social development between the 276 European regions and creating a more sustainable, smart and inclusive EU. Further, it will analyze the impact that the EU's Regional Development Policy has brought about in Romania, particularly in the Development Region 7 – Center, during 2007-2014 (2017). Some considerations on the current financing period will complete the paper, as this year proves to be crucial for accessing funds, as the debates for the new financial planning period 2021-2027 will start soon and its revision might come with some major changes.

19. METROPOLITAN AREAS – A SOLUTION FOR SUSTAINABLE REGIONAL DEVELOPMENT

Tudor Pendiuc,
ConstantinBrancoveanu University, Pitesti – Romania

Abstract:

Metropolitan areas were initially designed as forms of association between territorial administrative units, to help "strengthen the complementarity between these units and the decision-makers interested in the development of the territory." Nevertheless, these areas can be further seen as intermediate forms in the vast and complex process of regionalization in Romania, the more that they provide numerous good practices. This paper presents the framework, the challenges and the perspectives of Romania's "metropolization" - as a solution for sustainable regional development.

20. THE QUALITY OF PLANNING, A BAROMETER OF THE EFFECTIVE USE OF STRUCTURAL FUNDS IN ROMANIA – STUDY CASE: REGION FOR DEVELOPMENT “CENTRU” 2007-2013

Aida Catana,
Academy of Economic Studies

Abstract:

The enlargement of the European Union has generated a series of debates on the structural funds to the most appropriate level of government. The resulting planning documents were unable to be the basis for an essential contribution of the structural funds to reduce disparities, the ultimate goal of the regional development policy. The quality of the planning documents at regional and local level is given by several factors such as: the existence of an unclear and insufficient legal framework, the modality in which there was perceived and used the partnership or the involvement of all stakeholders in the preparation of the planning documents or the extent to which certain methods or development tools in support areas such as statistics, are used. Therefore, the quality assessment for the planning documents could be a barometer for estimating what will be generated by using structural funds.

21. THE PUBLIC FUNDING OF ROMANIAN UNIVERSITIES: FACTORS AND CHANGES

Lucian Belaşcu,
„Lucian Blaga” University of Sibiu

Abstract:

The situation of public financing of Romanian universities is among one of the most precarious in Europe, because the university public education system is consistently under-funded for 27 years. At the same time, research and public reports show that education is one of the most important contributors to the long-run development in a country. The paper addresses the major trends of public financing of Romanian universities after 2011 - the first year when an official ranking of national universities based on academic performance was released. Our research, which is the first tackle this topic, has as main objective to highlight the most important factors contributing to differences in funding between the Romanian universities in recent years and to observe whether the hierarchy of universities in terms of academic performance is one of the determining factors for these differences. Second, we discuss the options available to managers of Romanian universities to increase the level of funding, by using practices borrowed from the business environment, thus leading the university to a new status, that of entrepreneurial university.

22. SPORTS DEVELOPMENT, A RESPONSIBILITY FOR LOCAL AUTHORITIES

Roşu Iulian Ciprian Pupaza,
Counselor, Pitesti Municipality

Abstract:

Sports are widely appreciated as one of country's best ambassadors around the world and the management of this area of activity as a whole and particularly its funding mechanisms generate large debates at the national and local level. This paper presents the legal framework for the organization of sports by the local public administration, while emphasizing the challenges it faces nowadays. The conclusions prompt to the need for finding appropriate solutions to encourage sport performance, as a mean to contribute to local development.

23. THE ROLE OF THE PUBLIC ADMINISTRATOR IN FOSTERING LOCAL DEVELOPMENT

Tudor Pendiuc,
Constantin Brancoveanu University of Pitesti, Romania

Abstract:

As the provider of the most important public services to members of the local communities, local public administration has a crucial role in fostering local development. To this end, the management of its executive apparatus, as well as the quality of the human resources fulfilling the responsibilities of the local public administration are important drivers of success. In this context, the role of the public administrator is both complex and relevant. The purpose of this paper is to present the legal framework for the public administrator function and to emphasize its role in the local administration and in fostering local development processes.

24. FINANCIAL STABILITY – SOME THEORETICAL ASPECTS

Silviu Marius Şeitan
Center for Financial and Monetary Researches, Romanian Academy

Abstract:

The field of financial stability, in general, is something new for the international research – field of activity which is both related, as shown by the existing researches, and motivated as research interest – by the different aspects of the financial instability, as they have been and still are perceived, these years, at the international economic level. In terms of the approach, the mentioned research interest was mainly directed towards the macroeconomic level, probably because both the effects and the responsibility of managing the

associated risks have macroeconomic origin. From the microeconomic point of view, the research on financial instability mainly analysed the strictly local aspect of this matter, such as the financial balance of a company in terms of the associated indicators.

Both at the macroeconomic and at the microeconomic level, the novelty of the research on financial instability, proved, first of all by the current situation of the economic events occurring on the international markets, is mainly associated to the aspect of actuality of the economic phenomena and processes, whose theoretical analytical facts (generating sources, forms of manifestation and evolution, factors of influence, indicators of evaluation) are yet to be fully ascertained.

25. CHALLENGES AND DEMAND FOR WORKERS IN SOCIAL CARE FOR OLDER PEOPLE

Mihaela Ghența

Researcher, Second Degree, National Scientific Research Institute for Labour and Social Protection (INCSMPS) Romania

Aniela Matei,

Researcher, Third Degree, National Scientific Research Institute for Labour and Social Protection (INCSMPS) Romania

Abstract:

The aim of this article is to assess the labor force needs in social services for older people in Romania, considering the challenges of the social care sector. Similarly to other European Countries, the social care for older people in Romania is characterised by a growing demand for care and a lack of human resources. At national level, the provision of care for older people relies on unpaid care of family members, formal carers, as well as on publicly and privately social services. The article points out differences between urban and rural areas in terms of strategies to tackle the labour force shortages, as well as solutions and recommendations to these problems. Data presented and analysed within the present research were collected using a questionnaire based survey among managers of private and public providers of social services for older people. Results suggest that the low level of wages, the low status, the predominance of older workers and difficult working conditions are among the factors that made this sector unattractive.

26. THE CHILDCARE SERVICES SECTOR DEVELOPMENT: ROMANIAN SITUATION IN EUROPEAN CONTEXT

Aniela Matei,

Researcher, Third Degree, National Scientific Research Institute for Labour and Social Protection (INCSMPS) Romania

Mihaela Ghența,

Researcher, Second Degree, National Scientific Research Institute for Labour and Social Protection (INCSMPS) Romania

Abstract

Early childhood education and care services are closely linked to other social policy developments. Therefore the evolution of this sector influences substantially how social policies for the family are defined. In this article authors describe the current situation and the recent development of the early childhood education and care sector in Romania. The sector's challenges will be analysed in the context of baseline scenario regarding the evolution of population from 0 to 6 years. The analysis of the administrative data will be complemented by the results on the perception of Romanian parents regarding the development of the child care system obtained from a quantitative research (questionnaire based survey) developed by the authors in October 2017. The results show a poor development of the nurseries system in Romania compared to that of kindergartens in a context of a country where issues of reconciling work and family life are quite difficult for parents with low wages.

SECTION: FINANCIAL AND ACCOUNTING POLICIES AND CORPORATE GOVERNANCE

1. ANALYSIS OF FISCALITY'S INFLUENCE UPON ECONOMIC DEVELOPMENT

**Manole Sorin
Pănoiu Laura**
Constantin Brancoveanu University

Abstract:

In order to fulfil economic and social policy objectives, it is necessary to define a proper fiscal policy as a constituent of a country's financial policy. Moreover, economic development means a priority to any government. For these reasons, the survey aims at analyzing fiscality's impact upon Romania's economic development by means of a linear multifactorial model. In order to quantify economic development, gross domestic product has been used (shown in US Dollars), whereas factors of fiscality are regarded to be indirect and direct taxes shown as percentage of the GDP. The results show that indirect taxes in Romania have a positive influence upon economic development and direct taxes have a negative influence.

2. THE ACCOUNTING MANAGEMENT : AT THE LIMIT BETWEEN TRADITIONAL AN MODERN

Guni Claudia Nicoleta
Spiru Haret University

Abstract:

The profound mutations of the Third Millennium Society have transformed the informational administrative accounting system into a "black box", the most important source of information in a socio-economic context. The administrative accounting is a guidance tool, a management adviser providing the "database" needed for leadership in decision-making.

3. THE IMPACT OF INTERNAL/MANAGERIAL CONTROL OVER ACCOUNTIN

Guni Claudia Nicoleta
Spiru Haret University

Abstract:

The increasing need for information in the public sector entities, corroborated with the need to provide comparable and transparent information, have constituted consequences of the development and popularization of IPSAS standards, high quality standards inspired by IFRS, which, since 1996, have led to the development of an original doctrine on all public sector issues. The process of developing the accounting of public institutions, includes the adoption of accrual accounting in the assessment and reporting of the financial performances in accordance with IPSAS, according to which the use of accrual accounting is a principle of accounting by which transactions and events are recognized at the time of their occurrence and not at the time of their materialization in cash or cash equivalents received or paid.

4. ACCOUNTING FOR THE PROSPECT OF DISINVESTMENT IN ROMANIA'S AGRICULTURE

Florentina Moisescu

"Dunarea de Jos" University of Galati

Abstract:

The fixed assets held for sale have a special accounting treatment, being used by companies as a result of managerial decisions aimed at creating new sources of financing during financial crisis situations. In this context of economic instability, companies are oriented towards financial stability rather than towards achieving steady profit growth. As a result of the sale of assets, the disinvestment process has been achieved, which has gained amplitude in recent years. This paper presents the phenomenon of disinvestment and the accounting characteristics of fixed assets held for sale by a company, analyzing the principles of recognition, classification of fixed assets for sale, as well as the accounting treatments applicable to them, referring to the specialty literature, the national and international norms.

5. ANALYSIS OF THE ROMANIAN MUTUAL FUND MARKET PERFORMANCE WITHIN PRE-CRISIS, CRISIS AND REVIVAL DURING 2008-2014

Ioana Pop-Radu

Mircea-Iosif Rus

Babes Bolyai University of Cluj-Napoca

Abstract:

The study was developed in evaluating the performance of Romanian mutual funds highlighting the results of several selected key indicators. A comparative analysis was developed in order to define the benefits and risks assumed by these investment vehicles beside other available investment alternatives on the Romanian market within the last 8 years' horizon from 2007 to 2014. The aim of our research is to examine the classical rates performance measurement (Sharpe, Treynor and Jensen) and to get an overview of the hierarchy based over the domestic mutual funds market. In determining these rates, it was necessary to obtain coefficients of correlation and volatility, including standard deviation for each category of the mutual funds - equity funds, diversified funds and funds bond. We exclude from the analysis the money market funds as their yield is folded in relation to the exposure of monetary instruments included in the portfolio and which confers a relative stability.

6. BENCHMARK AND TREND ANALYSIS OF THE COMPETITION IN BANKING SECTOR

Belobrov, Angela

Academy of Economic Studies of Moldova

Abstract:

Competition in the banking sector brings a wide range of benefits: to clients-individuals, to clients-legal and as a whole to the economic development. Comparing to other sectors, where competition policies are oriented towards the promotion of a level near to a perfect competition, the banking sector faces a continuous trade-off between competition and stability: too much competition increases instability, but too little competition will also have dire consequences for consumers. There is a number of researches dedicated to this domain, however until today a consensus have not been reached yet.

In the absence of this consensus, were decided to be applied to the benchmarking analysis. Trend analysis identifies which areas are getting worse.

For this purpose were selected a list of 8 countries in the region that are comparable either by territorial size, population size or cultural characteristics, including Armenia, Estonia, Latvia, Moldova, Romania, Russian Federation, Slovak Republic and Ukraine. The study contain analysis of concentration indices and of measures of market power.

The results of the study emphasize the existence of different levels of concentration and performances on the banking markets of the analyzed countries, as well as some similarities which allowed us to make some conclusions and recommendations.

7. INCIDENTS OF THE FISCAL RELAXATION ON FISCAL PRESSURE

**Mariana-Cristina, Cioponea
Raluca-Ana-Maria, Dumitru**
Spiru Haret University

Abstract:

As a component of economic policy, fiscal policy has to mediate two totally opposite interests: the state's intention to collect higher levels of public revenue, which corresponds to a large fiscal pressure versus the willingness of taxpayers to pay taxes as small as possible, to withstand lower tax pressure. The tax measures adopted in our country in recent years reveal a fiscal policy aimed at promoting the financial function of tax deductions, to the detriment of the economic and social function. This reflects the lack of a coherent vision with objectives proposed on medium and long terms.

Thus, the phenomenon of fiscal pressure remains a topical issue alongside other fiscal policy coordinates, such as: the type and size of taxes that support budget revenues; the adoption or not of tax incentives; respecting tax equity with regard to taxpayers; tracking and quantifying tax administration costs etc. The paper also presents a pertinent point of view, including possibilities of fiscal relaxation applicable in the Romanian economy.

Research into the phenomenon of fiscal pressure must be an equidistant approach to the taxpayer and to the state, as the state must not become stronger on the basis of increasing public revenues, but must ensure the sustainability of these revenues, which implies that on the one hand, to represent the interests of individuals and economic agents and, on the other hand, to be the guarantor of their prosperity.

8. THE PUBLIC BUDGET - FROM EQUILIBRIUM TO IMBALANCE

Mariana-Cristina, Cioponea
Spiru Haret University

Abstract:

For many countries, in recent decades, a characteristic feature of public finances was the budget imbalance, so the situation in Romania in recent years does not appear to be out of the question. Taking into account the fact that the fiscal-budget flows are formed and operate on the real circuit of the economy, they are influenced by decisions of economic, political, social or personal nature. A high-performance of fiscal policy must know and anticipate the potential disruptive factors for the public budget in order to adopt "on the go" measures to limit and counteract the adverse effects that may arise.

The budget deficits that have succeeded in our country since 1989 are chronic. These are not dangerous simply because they prove the lack of financial means for the normal functioning of the state, but rather the complexity of the factors that have generated and maintain them, as well as the financial and economic implications that follow.

9. GLOBAL ECONOMIC EFFECTS OF INTERNATIONAL TERRORISM

**Corina – Maria Ene
Carmen Uzlău**
Hiperyon University Bucharest

Astract:

The purpose of our approach is to highlight a few elements regarding the economic impact of the international terrorism phenomenon, in which context its manifestation takes place globally, and the threats to the world's states are permanent, almost impossible to anticipate and very difficult to counteract. Although terrorism in the contemporary world is predominantly anti-Western, generated by distorted perceptions, frustrations, doctrines and deformed realities, it cannot be framed by generally accepted perceptions, theories or mechanisms of characterization. The impact of the phenomenon is felt on world Gross Domestic Product, capital, foreign investment and capital markets, trade, tourism and international transport. For this purpose we presented a series of statistical data regarding the evolution of the mentioned economic indicators with the aim of pertinent highlighting of the dynamics of the phenomenon related to the impact on the economic activity and the economic costs of terrorism.

10. THE ECB'S MONETARY POLICY AND THE ACCESSION OF THE EASTERN EUROPEAN COUNTRIES TO THE EURO AREA

Valentin-Mihai Leoveanu

University of Bucharest

Abstract:

Developments in the monetary policy measures of the ECB due to the effects of the international financial crisis strongly influence the monetary policies of the central and eastern European countries and their actions for the purpose of joining the euro area. This paper highlights the ECB's monetary policy measures in the post-crisis period and its effects on East European countries, analyzes the stage of meeting the convergence criteria for their euro area and highlights the issues of accession and integration within the euro area. In this analysis, special attention is paid to Romania's situation in terms of macroeconomic developments, monetary policy and fulfillment of nominal and real convergence criteria in juxtaposition with the needs of development and elimination of disparities at regional level.

11. CREATIVE ACCOUNTING AND FRAUD: A COMPARATIVE APPROACH

Ciocan, Claudia Cătălina

Alexandru Ioan Cuza University

Abstract:

The famous scandals of the past few years, the collapse of Enron, Parmalat, Xerox, WorldCom, have highlighted the creative manifestations of accountants. These manifestations, on the limit of legality, or, more severely, outside of it, have seriously affected the way in which, on a side, the profession and its accountability were to be seen in the future, and, on the other side, the activity of the companies. Even if it is considered that we have overcome the financial crisis, the business world is still a risky one, a real jungle where the strongest survives. In order to win in the „struggle for survival”, the accountants were and are still using in some cases creative or fraudulent techniques. The concepts to which these techniques refer (creative accounting or fraud) are often considered synonymous in practice. In this paper we aim to present the characteristics, and to identify both the common points and the differences between the two.

12. PROSPECTS OF THE RELATION BETWEEN ACCOUNTING AND TAXATION IN THE CURRENT CONTEXT OF THE ECONOMY

Rebeca Ioana Bostan

Cristina Mihaela Toma

Valahia University of Targoviste

Abstract:

After 1990, Romanian accounting and taxation had significant developments and this was also influenced by Romania's integration into the European Union. The theme of this article is and will remain topical, because the two areas of Romanian accounting and taxation are in a disconnection and connection relation, being in a process of continuous improvement. The theme of this article is always green, due to the frequent changes in the fiscal field. The relationship between accounting and taxation is a much discussed and interpreted one, currently representing a source of convergence and divergence or controversy. Having as starting point the fact that the separate presentation of some tax and accounting aspects does not imply the satisfaction of the practical requirements, we consider that it is opportune and useful research that is focused on the two areas namely accounting and taxation.

13. EVOLUȚII ÎN DOMENIUL CREDITĂRII, ÎN ROMÂNIA

Marius, Gust

Constantin Brancoveanu University

Abstract:

In my opinion, the crisis through which the Romanian economy passed between 2008 and 2012 had a turning point in lending. At the time of 2008, in Romania, most of the economic equilibria had deteriorated strongly. The bank financing, made through the credit lines that the Romanian banks received either from the parent banks

outside the country or from other sources, was the engine of economic growth. That is why I believe that the evolution of domestic credit needs to be monitored permanently in order to quickly diagnose the "bubble" dynamics. From the data analyzed, it can quickly be concluded that the dynamics of domestic lending has been on the rise in recent years, but did not reach the 2006-2008 values. But it should not be forgotten that in those years the increases were related to much lower credit volumes than current values. Regarding the structure of credit, we see a change of structure noted and in the years of crisis, the credit for the population exceeded the credit given to enterprises. As a major difference to the 2008 crisis, when the credit engine was its currency component, the dynamics of domestic credit is currently traced by the RON component. This structural change is associated with lower risks. So the main question is whether the current credit values are long-term bearable, and future earnings expectations of borrowers will not be realized and they will no longer be able to honor their debt service to banks.

14. ROMANIAN BANKS AND DIGITAL TRANSFORMATION

Marius Gust

Constantin Brâncoveanu University

Abstract:

Digitization and digital transformation radically changes society, business, and models, and financial operations seem to know the most important remodeling. Hence, the concerns of banks and their efforts towards digital transformation. Banks that have advanced positions on the digital transformation line have clear strategies, offer interfaces that shape the bank's profile rather than impose uniformity on the client. The Romanian banks, analyzed by their actions, appear to be easily offset in time, disadvantaged not only by their inertia due to the 90% share in the Romanian financial market, but also by the Romanian client profile. The Romanian uses the card because he received it from work, frequently for cash withdrawals and rarely or sporadically for shopping. Banks are the ones who have stimulated using cards, imposing costs and other negative barriers, so the customers have to use the card.

15. ANALYSIS OF RCA INSURANCEDURING 2010-2017

Maria-Elena, Gheordunescu

Constantin Brancoveanu University

Abstract:

Insurance, is a very important field but also a segment of commercial sales that have a permanent development. Currently, the RCA insurance market is going through one of the most chaotic periods of time confronting with various issues that that put under question its operation and evolution.

The Romanian insurance market is characterized by the excessiveaddictionof the auto portfolio - auto insurance represents 74% of the total gross written premiums for general insurance and 60% of the total gross written premiums at the market level.

Through the presented data, the present paper is focuses on the analysis of the evolution of the RCA insurance which is until now the only mandatory general insurance requirement imposed by the romanian state.

To understand better, theoretical and practical information we used as methods of research synthesis, comparative analysis, classification.

16. ACCOUNTING FOR SUBSIDIES WITHIN ENTITIES IN ROMANIA

Oana, Bogdan

Moise, Domil

West University of Timisoara

Abstract:

Through this paper we want to present a study of the subsidies obtained in order to develop the activity of the entities and to analyze the impact they have on the profit and loss account, the balance sheet and the main economic and financial indicators. This paper is intended to be a systematic work on operating grants to show how important they are to the continuity and expansion of an economic entity.

Given that the goal of any entity is to obtain profit as a result of resource consumption such as: time, human, technological, material or monetary resources, it is expected that the investments made will result in accordance to the effort made to ensure good continuity of work and to ensure job security.

The aim of this paper is to present the theoretical and practical aspects regarding the accounting of grants and their impact on the performance of an entity's performance.

17. NEED FOR A UNIVERSAL ACCOUNTING LANGUAGE IN THE CONTEXT OF NATIONAL ECONOMIES' GLOBALIZATION

Dorina Luță

Constantin Brancoveanu University

Abstract:

Deepening the globalization process of national economies, integrating financial markets and information systems, the need to have unrestricted access to foreign capital markets all imply the protection of investors via information containing comparable data; access to international funding sources, opportunity for pertinent evaluation of performance and decision making. For accounting information users to be certain of such information, the latter must be the product of accounting that operates in accordance with certain rules and regulations accepted by both accounting information producers of and users.

18. INFLUENCE OF IAS 2 STOCKS INTERNATIONAL STANDARD ON AN ENTITY'S ECONOMIC PERFORMANCE

Dorina Luță

Constantin Brancoveanu University

Abstract:

The objective of financial reporting prescribed by IFRS is to provide accounting information about financial status, effects of transactions and other events that change the economic resources and performance of a reporting entity.

Applying the IAS 2 standard allows the influence over an entity's performance. The entity has some opportunities of embellishing its reported performance either improving it artificially or decreasing it. The possibilities of handling economic results through accounting processing of inventories are limited in time, as in accounting there is the principle of acquisition of closing balances of accounts at the end of the previous year as opening balances at the beginning of the current year.

19. FISCAL AND ACCOUNTING ASPECTS RELATED TO VAT SYSTEM IN ROMANIA

Oana Alina Bogdan

Dorel Mateș

West University of Timisoara

Abstract:

New regulations related to VAT generate significant changes in the accounting of economic entities operating in Romania. The purpose of the research is to present the main accounting and tax issues regarding value added tax, especially the new regulations related to the split VAT system. This paper seeks to identify the advantages and disadvantages and the impact of implementing this system in Romania. To achieve the objective, an empirical analysis was conducted on a group of accounting experts. For this study, a questionnaire was used as a research tool. The survey was conducted between October 1-31, 2017, in the Western Region of Romania, on a target group of 150 chartered accountants.

20. PLANNING INTERNAL AUDIT ACTIVITIES USING THE GANTT CHART

Georgiana Susmanschi (Badea)

Spiru Haret University

Elena Ruse

Andrei Saguna University

Abstract:

The internal audit registers a large range of activities, which means that the internal auditor spends much of his time on documentation on missions, workbooks, delimitation of auditable objects and identification of significant risks. The internal auditor must "be covered with papers" for each opinion, recommendation, idea, written official/justificatory evidence is required to certify the auditor's statements. Planning internal audit (both annual planning and mission planning) it is a time-consuming stage, a recurring activity, the same documents are planned to be elaborated in every mission (Service order, declaration of independence, mission statement, etc). This paper aims to identify and show a computerized way of planning internal audit activity, so that this stage could be streamlined and done in a more efficient manner. In this aspect, we are working on a Gantt chart template searching for efficient ways for planning activities.

21. Sustainability of public debt in the context of the new fiscal fiscal policy

Ionela Popa

Constantin Brancoveanu University

Abstract:

The Emergency Ordinance to Amend the Fiscal Code, adopted in November 2017, spurred the spirits about the sustainability of Romania's fiscal policy.

The main provisions of the normative act are the transfer of contributions from the employer to the employee and the decrease of the income tax from 16% to 10%. These were criticized by employers, trade unions, but appreciated by the current government.

To what extent will the "fiscal revolution" prove effective and what will be the end of this "economic and fiscal adventure"?

22. COST CALCULATION SPECIFIC PROCEDURES OF

Florin-Constantin Dima

Constantin Brancoveanu University

Abstract:

The purpose of the article is to present the main processes used by management accounting for the cost calculation. The main procedures specific for cost calculation are: the process of deducting the value of the secondary production, the method of quantitative equivalence of the secondary product with the main product, the process of equivalence indices. Their specific objectives pursue: identifying the cost calculation objectives, the delimitation of main and secondary cost carriers, delimitation o separation of the quantitative and value - related unfinished production, quantitative and value – related separation of the qualitatively rebuted production.

23. THE MIGRATION AND ECONOMIC DEVELOPMENT

Sebastian Ene

Constantin Brancoveanu University

Iulia Mihai

ECOIND Bucharest

Abstract:

The migratory phenomenon is not a recently one. The migration causes is multiple, even multiple is the effects. Beyond the factors which provokes the migratory phenomenon, the impact against economic development it is huge. This research paper analyze quantitative and qualitative the impact at this phenomenon against economic development.

SECTION: EUROPEAN LAW AND PUBLIC POLICIES

1. ROMANIA'S AGRARIAN ECONOMY AND STRUCTURAL MUTATIONS FOR PASSING TO THE MODERN EPOCH

Ion Gr, Ionescu

Camelia Isabela, Marcu

“Dimitrie Cantemir” Christian University – Bucharest

“Virgil Madgearu” Technological High School – Constanta

Abstract:

The world has always been a complicated conglomerate, in a continuous dynamic. The transition to the modern age in the Romanian agrarian economy was a complex, lasting process with structural changes in the economy, in the technical activity, in the social life followed by mutations in the thinking of the entire society. The change of one mode of production, with one another, of a social class, with another, has been carried out with the help of large determinisms, leaving visible traces, not only in rural areas, but also in urban areas. It was a lawlike, necessary and beneficial passage, that resulted in the placement and connection of Romania to the modern age. My study is the result of archival research, published papers, periodicals, general and special works, and is intended to be a synthesis of the most important legislative, economic, financial, social measures that have been necessary to restructure of a romanian society, in general and the agrarian economy, in particular.

2. THE PROCEDURE INTERNATIONAL ADOPTIONS

Isabela Stancea

Constantin Brancoveanu University

Abstract:

Phenomenon adoption is an international legal and social phenomenon which provide for children in risk situations, vulnerable and without parental care corresponding to the integration into another family. UNICEF granted in respect short the following definition: “The Adoption adoption is a legal institution of public order and the social interest which allows the creation, by a court ruling issued in this respect, a voluntary family ties between persons who do not possess natural”. Thus, the adoption is a term used to describe a personal and legal act, but also a service office.

3. THE MANAGEMENT OF THE EUROPEAN FUNDED PROJECTS – ERASMUS +

Adina Valentina, Mihai

Constantin Brâncoveanu University

Abstract:

This paper aims to provide a minimum of theoretical knowledge of the European funded projects management, the importance of developing post-experiential skills of teachers through project development, the impact of ERASMUS + on the development of knowledge and understanding of European cultural and linguistic diversity among teachers and students, in order to help students gain languages skills and personal development skills needed for future employment and active citizenship. The public educational policies also focus on training students and teachers in applying for European funded projects ERASMUS + because this modern method of teaching and learning through European projects has the advantage of producing changes in the attitudes and behavior of managers, teachers, students, parents, local community members.

4. CONNECTIONS OF THE TRIAD OF STATE FUNCTIONS

Stanciu, Vasile Miltiade

PhD Candidate in legal sciences at The Bucharest University of Economic Studies,
Romania

Abstract: *The exercise of state functions implies the complex of tasks of common nature that the specialized state bodies carry out according to their own competencies, in order to contribute to the life and functioning of the state, resulting in a distinction between the rest of the functions and the legal functions of the state. Based on these prerequisites, we propose in this paper to invent the triad of state functions (economic, social and cultural) and to identify the connections between them.*

5. ASPECTS REGARDING THE MEASURES AVAILABLE FOR A HIGH LEVEL OF SECURITY OF INFORMATION NETWORKS IN THE EUROPEAN UNION

Isabela, Stancea

Constantin Brâncoveanu University

Abstract:

Networks, together with computer systems and services, have a vital role to play in society. Their reliability and security are essential for economic and social activities and, in particular, for the functioning of the internal market.

The extent, frequency and impact of security incidents are increasing and are a serious threat to the functioning of networks and information systems. Those systems may also become a target for deliberate harmful actions aimed at affecting or interrupting the operation of systems. Such incidents can hamper the conduct of economic activities, generate substantial financial losses, undermine users' confidence and cause major damage to the Union's economy.

Networks and information systems and, in particular, the Internet play an essential role in facilitating the cross-border circulation of products, services and people. Due to their transnational nature, a major disruption of these systems, whether intentional or unintentional, and wherever they happen, can affect each individual Member State and the Union as a whole. Therefore, the security of networks and information systems is essential for the smooth functioning of the internal market.

6. LABOUR MARKET – SOCIAL AND ECONOMIC ASPECTS IN ROMANIA AND THE EUROPEAN UNION

Dumitru Cornelia

Institute of National Economy, Romanian Academy

Abstract:

Currently the labour market in Romania and the European Union undergoes accelerated changes due to changes triggered during the crisis as mitigation and for creating premises of resuming economic growth.

Employment forms diversified regarding work conditions and working time, and the types of labour contracts in the market. At the same time, there are significant changes of policy and perspective that signal both opportunities and risks related to industry 4.0 transition. An example is the implementation of minimum wage in Germany, a country lacking such a mechanism up to now.

For the European Union, just like for Romania this means a stage of redefining and accelerating for attaining the objectives set by the Europe 2020 Agenda but also a clear signal that the knowledge-economy and society in full process of consolidation needs a holistic, integrated approach based on and characterised by a strong social component.

The paper intends a brief analysis of the current conditions on the European Union labour market and of the mechanisms contributing to achieving the employment related objectives according to the Europe 2020 Agenda, by analysing also the elements representing arguments and counter-arguments for the existence of a minimum wage by analysing shortly the effects of its implementation in Germany where it is used for the

first time. By comparison, in Romania this mechanism was already in place but the country continues to be faced with significant issues on the labour market, the lack of labour force becoming more marked, especially in key areas for sustainable economic and social development.

7. CODE OF GOOD PRACTICES – DEVELOPMENT MEASURE OF LOYAL PARTNERSHIP BETWEEN MARKET ACTORS

**Caraganciu, Anotolie
Tiuhtii, Constanța**
Lucian Blaga University

Abstract:

The activity and development of market actors is conditioned by their interaction with downstream and upstream market players. Signing of long-term cooperation contracts ensures the stable activity of economic agents. In most cases, the economic agent with a higher market power tends to express his superiority and consolidate his position on the market. He claims contractual conditions, which the other party has to accept from the necessity to survive on the market. Anticompetitive contractual conditions are likely to take the form of abuse of a dominant position. This way, networks directly push suppliers to sell at a certain price or quantity, as well as requiring customer selection. At the same time, they can take the form of a cartel agreement, which leads to the creation of entry barriers for other suppliers.

An effective measure to prevent and remove breaches in contractual relationships between retailers and suppliers is to undertake commitments to correct and avoid anti-competitive practices by market actors. As a consolidation of good practices, The Code of Good Practice is the agreement of loyal relations with market players, ensuring a free competition market.

8. STANDARDIZATION OF INTERNAL MANAGERIAL CONTROL SYSTEMS AT THE LEVEL OF PUBLIC INSTITUTIONS IN ROMANIA

Iulian, Miserciu
Valahia University of Targoviste

Abstract:

The European Commission, through the standardization of the internal control systems at the level of the constituent institutions, pursues the achievement of its objectives by setting-up a rigorous financial management resulting into a proactive and effective decision-making process. In order to use the financial resources granted by the European Union, specific instructions were issued in close correlation with the standards on the internal managerial control. The present article aims to synthetically present both the specific Community regulatory bases, the internal control standards adopted at national level, the evolution of these systems, as well as the minimal logistics necessary for the implementation of these standards at the level of the public entities in Romania.

9. THE CASE SHOULD BE EXAMINED BY AN INDEPENDENT, IMPARTIAL TRIBUNAL, ESTABLISHED BY LAW, A COMPONENT OF THE RIGHT TO A FAIR TRIAL

Nicolae, Gradinaru
Constantin Brancoveanu University

Abstract:

Establishing by law the tribunal, as an element of a fair trial, takes into account the jurisdiction to solve the case, both from a material and a territorial point of view.

In this context, the legal provisions in the internal legislation are clear and precise, clearly delimiting the competences of the courts involved in the execution of the act of justice.

The right to a fair trial also departs from a technical detail, namely the random assignment of causes. This random criterion, however, has proven to be essential in the way the process is going on for many of those who are the subjects of Justice. The current regulation effectively assures the right to a fair

trial from the perspective of the existing regulation in Romania regarding the random assignment, thus, according to art.11 of the Law no.304 / 2004, the trial activity is carried out in compliance with the principles of the random distribution of the files and the continuity, except in cases where the judge can not participate in the trial for objective reasons, and Article 53 paragraph 1 of the same normative act stipulates that the distribution of the cases on a complete court is done randomly in a computer system.

10. CONSIDERATIONS ON FORCED EXECUTION ON INCOME EARNED BY INDIVIDUALS

Nicolae, Grădinaru

Constantin Brancoveanu University

Abstract:

Considering the principle according to which the forced prosecution of the goods should not lead the debtor to be unable to provide his means of subsistence, the legislator establishes in art. 729 of the Code of Civil Procedure, which are the limits of the pursuit of the money income. The setting of the limits for the pursuit of salaries and other regular income is done exclusively by reference to certain parts of them (one third or a half) without interest in the amount of the periodic income. In the lawyer's view, regardless of the type of debt or debt, and regardless of the amount of regular income, creditors will not be able to pursue more than half of the debtor's regular income. In this sense, it is also aligned. (3) of art. 729, which establishes the maximum limit of traceable income, when the amount of the debtor's income is less than the amount of the net minimum wage in the economy. In such a case, only sums exceeding half the amount of the net minimum wage in the economy can be traced. Therefore, irrespective of the claim, it will not be possible to track the monthly income of the debtor, the amount of which is less than or equal to half of the minimum income for the economy.

11. IMPORTANCE OF SPECIALISED LANGUAGES IN TRANSLATION

Georgiana Mirela, Mîndreci

Constantin Brâncoveanu University

Abstract:

Language has different dimensions in communication, according to the purpose of its use. This is the reason why scientific researchers have distinguished between common language and specialised language. The aim of this article is to offer some theoretical insight on the issue and the importance of Language for Specific Purposes, especially on English for Specific Purposes since in this global era, English is the universal language operating as main communication mediator and facilitator between the Source Language and the Target Language. Much of the success of any business is based on good and efficient communication and that is why the correct use of a specialised language has a key role. This article also tries to pinpoint the main problems related to knowing how to use correctly and how to convey the information properly through translation of specialised languages, which is only possible based on expert knowledge and use of the specialised fields and of the language used for communication.

12. A TRANSLATOR'S POSITION IN DIFFERENT CULTURES AND EPOCHS

Georgiana Mirela, Mîndreci

Constantin Brâncoveanu University

Abstract:

This article aims to present facts and critics' points of view on two different social and cultural contexts that are related to an author's, in this case J. D. Salinger, creation and publication of a novel, namely "The Catcher in the Rye." The first is the American culture of the 1950s and the second is the Romanian cultural and social context at the time of the publication of the first Romanian translation - the 1960s. The presentation of these contexts is beneficial for deeply understanding the influences and the period in which a writer lived and created his fiction. This approach also involves an interdisciplinary perspective, focusing on historical, political, economic, social and cultural aspects of the two cultures involved in the

translation process: the Source Culture and the Target Culture. This approach can reveal how important it is for a translator to take into account the specific cultures in question and to use the “tools” specific to each of them. The main aim of this outlook is to help explain how the decisions and choices made by translators can be affected by socio-cultural contexts.

SECTION: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

1. THE DISCRIMINATION OF EMPLOYEES ON THE EU LABOR MARKET

Moisevici-Şerb, Diana
Cicioc, Nicoleta Camelia
Colegiul Economic "ION GHICA
DRDP Cluj

Abstract:

Discrimination is not limited only to work, many people experience it at a certain stage of life, and the reasons vary. The law seeks to regulate these areas where discrimination is widely known. Discrimination on grounds of gender, race or disability is the most common form, but a person may also be discriminated against on other grounds: age, religious beliefs, sexual orientation, or a criminal record. The anti-discrimination legislation makes vulnerabilities during the recruitment process of recruiting minimized. The article aims to present the phenomenon of discrimination at the workplace from two perspectives: the stage of knowledge of concepts and the dynamic analysis of relevant indicators. The research method used is the analysis of secondary sources and the sample consists of employees of organizations from the territory of the EU member states.

2. BEHAVIOR OF THE HUMAN RESOURCES FUNCTION IN THE ORGANIZATIONS FROM THE REPUBLIC OF MOLDOVA

Alic Bîrcă
Academy of Economic Studies of Moldova, Republic of Moldova

Abstract:

The present scientific approach addresses the issue of the behavior of the human resources function in the organizations of the Republic of Moldova. Last researches have demonstrated the direct link between human resources management and organizational performance. At the same time, HR provides a wide range of services to its clients or stakeholders, and at the same time conducts a large number of activities targeting employees of the organization. Starting from the increasing role that human resources have on organizational performance, we considered it important to evaluate the human resources function in local organizations both in quantitative and qualitative terms. In this context, a survey was carried out involving 115 organizations from the Republic of Moldova with more than 75 employees. The obtained results have proved that the organizations in the Republic of Moldova are still far from achieving a good management of human resources, due largely to the shortage of specialists in the field, but also to the superior management attitude towards this subdivision.

3. CONCEPTUAL ELEMENTS AND CHARACTERISTICS CONCERNING PUBLIC-PRIVATE PARTNERSHIP

Florina Popa
Romanian Academy

Abstract: *Public-private partnerships are forms of cooperation between the public and, respectively, private sector, in order to achieve infrastructures or services, through which there are expected to optimize the experiences of the two entities.*

Knowledge of the collaboration between the two sectors is important from the perspective of the contribution to promote economic development, regeneration of urban areas, in the context of the participation of a wide range of actors belonging to central/local governments, private actors.

The emergence of this new form of cooperation, in the last period, can be considered, among others, as a consequence of governments' constraint on avoiding the growth of public spending, paying attention to new forms of financing.

The paper proposes a brief presentation of the defining elements about the concept of public-private partnership, respectively, its motivation and objectives, the history of the emergence of partnership forms and

their evolution until the modern age, the definition and characteristics of the concept, as expressed in the opinions of some theoreticians or international bodies.

4. INDUSTRIAL SYMBIOSIS PROMOTING THE CIRCULAR ECONOMY IN ROMANIA

Simona, Frone

Andreea, Constantinescu

Institute Of National Economy, Bucharest

Institute Of National Economy, Bucharest

Abstract:

In the efforts to develop a sustainable, low carbon, resource efficient and competitive- ultimately the green economy- in the European Union, the industrial symbiosis is an important conceptual and practical approach with essential contribution. Latest developments in eco-innovation in Romania are those dedicated to implementing the circular economy, as will be analyzed and highlighted in the paper.

The main objective of the research is the analysis of the regional eco-innovation potential to play a decisive and major role in the transition to a green economy in Romania, by implementing industrial symbiosis as a high form of circular economy. Methodology is based on previous research outcomes of conceptual and empirical analysis in the areas of sustainable development, resource efficiency, green economy, sustainable forest management, eco-innovation parks as well as on a case study. The case study presents the main features, the environmental and economic drivers and benefits of the industrial symbiosis adding value by recycling wooden waste from logging within the ECOREG pilot eco-industrial park of Suceava County. The conclusions and policy recommendations are that planning, implementing and development of industrial ecosystems is needed in Romania, in view of sustainable regional economic development and a green growth.

5. THE IMPLICATIONS MICROECONOMIC IN SOCIOECONOMIC DEVELOPMENT STAGES AND TRANSITION TO "NEW ECONOMY"

Silvia Elena Isachi

"Victor Slăvescu" Centre for Financial and Monetary Research, Romanian Academy

Abstract:

In the present paper we propose to make a presentation of the characteristics of the stages of socio-economic development culminating in the "new economy". At the same time, we want to highlight the implications of the "new economy" characteristics for the organization / economic entity. The "new economy" (called "post-modern", "post-industrial", "post-capitalist", "poststructural", "post-traditional") reflects the current transition from industrial society to a new type of "informational society " or " knowledge society" that is marked by complex and profound transformations in all areas of activity, with great economic, social and environmental implications, a process that has an unprecedented scale in the history of the world. The speed of change in the age in which we live and do our work has produced mutations and the way things look and do not correspond to current moments, and the shocking speed with which these mutations occur causes us to change our way of thinking in the near future and even in the distant one.

6. ABOUT FISCAL BEARABILITY OF ROMANIAN ENTERPRISES AND THEIR ECONOMIC COMPETITIVENESS

Mihăilă, Nicoleta

Centre of Financial and Monetary Research „Victor Slăvescu”

Abstract:

In this paper we aimed to define the concepts of fiscal bearability and economic competitiveness of enterprises in Romania and try to establish a correlation between these two indicators. In our approach we expressed fiscal bearability through tax burden of enterprises and economic competitiveness through their turnover (both expressed as chain based indices). Regarding the correlation between fiscal bearability and competitiveness of firms, it does exist, and is inversely proportional. To be competitive, turnover should be inversely proportional to the tax burden (turnover increases, tax burden decreases), as demonstrated on the basis of the annual economic and financial situations of economic agents in the real economy of Romania, provided by the Ministry of Finance.

7. AN EMPIRICAL STUDY ON THE RELATIONSHIP BETWEEN HUMAN RESOURCES MANAGEMENT PRACTICES AND LABOUR PRODUCTIVITY

Ionut, Antohi

Doctoral School of Economics and Business Administration, A.I.Cuza University

Andreea-Daniela, Moraru

Ovidius University of Constanta

Abstract:

Human resources management represents an intensely debated subject in the specialized literature. One particular issue regarding this field is represented by the specific human resources management practices and their influence on organizational performance.

The modern companies regard their employees as valuable resources and recognize the need for their development. The human resources exert a great deal of influence on the evolution and performance level of an organization through their specific skills, involvement, and individual activity results. Therefore, the study of the relationship between the human resources management practices and the organizational performance represents an important issue. Among the indicators used to express the performance level, the most frequently encountered is labour productivity.

Based on an empirical study, this paper intends to analyse this relationship in the case of the Romanian companies. The structure of the paper is the following: firstly, an overview of the human resources management practices and the relationship with the organizational performance, especially the labour productivity, is presented, and then the results of several previous studies on this topic in Romanian companies are discussed in relation to the subject approached. The next section presents the research methodology, followed by a section reserved for data analysis and interpretation.

8. THE ROLE OF INFORMATION RESOURCES IN THE EDUCATION PROCESS

Funieru Constanța

Colegiul Economic ” Ion Ghica” Târgoviște

Păun Maria

Școala Gimnazială Nr. 1 Hulubești

Fenechiu Cristina

Colegiul Economic ” Ion Ghica” Târgoviște

Abstract:

In the 21st century, having a computer and using it for educational purposes is very important because it contributes to the development of individual and group competences. Internet access has become the main tool for socializing, informing and collecting data. An improper use of computers and the Internet may have

repercussions on young people's development, their mental health and can generate addiction among them. The success of the instructive-educational process, carried out within the educational units, is conditioned by the access of teachers and pupils to information resources. There are also nowadays situations where school units, especially those in rural areas, face deficiencies in the domain of computers and computer labs.

Having as theme "Information and Communication Technology in the Instructive-Educational Process", the article proposes, through two parts (the stage of the knowledge of the concepts under analysis and the research of the educational process from the point of view of the statistical indicators, but also of the school infrastructure), to present the importance of adapting the schools to the changes in the environment, including those in the field of technology.

9. THE ROLE OF NICT IN THE IMPLEMENTATION OF THE STRATEGY OF CREATING THE DIGITAL SINGLE MARKET

Oana-Mihaela, Ilie

Valahia University of Târgoviște

Silvia Elena, Iacob

Academy of Economic Studies, Bucharest

Abstract:

New information and communication technologies (NICT) are no longer a specific sector, they are the foundation of all modern innovative economic systems. Digital technologies and the Internet transform our lives, drive us the way we work - as individuals, in business, and in our communities as they become integrated into all sectors of the economy and society as a whole. This paper highlights the importance of digitizing the economy in promoting growth and employment and boosting EU competitiveness. The starting point of the study is to determine the opportunities offered by the creation of the single digital market, but also the barriers to the completion of a single digital market. Therefore, in this paper, we have been pursuing to focus on the strategy for a digital single market that transforms European society, ensuring that it can confront the future with confidence.

10. MOTIVATION OF EMPLOYEES AND ITS ROLE IN ORGANIZATION'S OBJECTIVES

Bogdan Ștefănescu

Diana Elena Ștefănescu

Valahia University of Târgoviște

Abstract:

Motivation has become a concept designed to help organizations to achieve their goals. Studies have shown that there is a direct relation between employees' motivation and organizational performance.

The purpose of this article is to identify the main motivational theories and their applicability to the employees of financial institutions.

The research method used consists in the analysis of the specialized literature and the quantitative research, which is based on a questionnaire applied to the employees of an ALPHA financial institution in Romania.

11. BEST PRACTICES IN THE RECRUITMENT PROCESS OF THE HUMAN RESOURCES IN THE DIGITAL ERA

Boscai Benjamin G.

Abrudan Denisa

West University of Timisoara

Abstract:

Human resources specialists show that today, but especially in the near future, digitization will strongly impact jobs, business and society in general.

This means not only new competencies but also "hybrid competences" or an interdisciplinary set of capabilities. In this context, the struggle for talent will be more and more intense.

The future of jobs does not consist in artificial intelligence and robotized systems, as some would tend to believe, but it will rather be an effort to rethink jobs so that each of us learns how to achieve well-being and health at an organizational and individual level in harmony with the new technology.

This paper aims to present a few of best on-line recruitment practices such as: SCO, RSM, Mobile Technology.

What is important, however, is that although new tools that drive business progress are being developed, and technology, particularly the Internet is changing the recruitment mode, making it faster and allowing access to information about candidates and jobs which companies offer, all this will not replace mankind, on the contrary, it will help it in his increasingly complex approach to solving the problems it faces day by day.

This work is a plea for people, to build and develop collaborative networks, people who want to have a better, more comfortable life with access to the latest technology.

People are the ones that still need to make the most appropriate decisions regardless of the domain.

12. CHINESE OR AMERICAN BANKS?

**Sorin-George Toma
Cătălin Grădinaru
University of Bucharest**

Abstract:

The roots of the modern banking system can be traced to twelfth century Italia. The rise of Italian merchant banking houses such as the Bardi, the Peruzzi and the Medici set the landscape for the current global banking system. Later, in the sixteenth century, the German banking houses grew in importance. Since then, the global banking system has continuously developed and become a key economic sector. On the one hand, the evolution of the banking system has been highly influenced by crises, bailouts, mergers, regulatory reforms, technology, and customer behaviour. On the other hand, many economic crises in history have been the results of different financial crises.

As the beginning of 21st century has been characterized by uncertainty, volatility and turbulence (e.g., the 2007 financial crisis), most banks have understood the need to clearly articulate a core strategy, to improve the efficiency of the risk management function, to rebuild trust, to provide solutions that emphasize the customer experience, to increase their flexibility, to consolidate their operations abroad and to develop new operating models in order to regain profitable growth. Increased competition in the banking industry around the world has led to riskier bank behavior and higher instability. To face global competition commercial banks has made considerable efforts to generate sustainable organic growth and to consistently create shareholder value.

The paper analyses the evolution of the world's largest banks in the period 2016-2017 by taking into account various criteria such as Tier 1 capital, assets and market capitalization. The research is based on a quantitative method.

The paper comprises two sections besides the introduction. The first section presents the global competition in the banking industry worldwide. The paper ends with conclusions.

13.HUMAN RESOURCES IN THE GOOGLE COMPANY

**Culiță Gica Gherghina
Constantin Brancoveanu University**

Abstract:

The expansion of transnational corporations is significant in the last century. Transnational corporations exert a strong influence on the globalized economy. The market and the forces that determine it are not influenced by a political attitude that marks today's globalization, but the political decisions themselves, that followed the course of economic evolutions, a trend always given by multinational corporations. The human resources of multinational companies have played an essential role in supporting this development, for which they have developed special programs for their loyalty and interest, such as Google, presented in this paper.

14. MULTIDIMENSIONAL ASSESSMENT OF ORGANIZATIONAL PERFORMANCE

Dăneci-Pătrău, Daniel
Spiru Haret University

Abstract:

Based on the conception according to which performance of an organization may be represented as that certain degree of attaining the targeted objectives, in terms of efficiency, effectiveness and productiveness, its correlative measuring is required in case they are superior to those achieved by competitors or default standards. In this article, "performance" is a term theoretically assessed from four viewpoints, respectively those forming its fundamental structure: competitiveness, efficiency, effectiveness and social satisfaction.

15. YOUTH AND LABOR MARKET: PROBLEMS AND SOLUTIONS

Associate Professor Ph.D. Cristina Gănescu
„Constantin Brâncoveanu” University of Pitești

Abstract:

This paper addresses the issue of youth integration in the labor market and includes an analysis of the degree of insertion of young people from the European Union. The analysis reveals that more than 50% of young people are positioned outside the labor market, leaving more time in school and in their parents' home. Young people with a higher level of education have higher chances of employment than those with a low level of education. It identifies the difficulties faced by young people, such as: lack of experience, insufficient supply of jobs in some areas, inadequate training to labor market needs. Research suggests solutions to support the labor market integration of young people, such as educational, institutional and related businesses.

16. LEADERSHIP IN THE DIGITAL ERA.THE NEW GENERATION OF LEADERS

Abrudan Denisa
Daianu Dana Codruta
West University of Timisoara

Abstract:

Today, the changes that remodel the leadership of companies are technology, access to information through the Internet, transition from creative economy to shared economy (eg. AirBnB, Uber, Facebook, eBay, Amazon, AliBaba etc), organizational forms of companies lesser hierarchies, the ability to learn how to learn, unlearn and relearn in a holistic, integrated and trans-disciplinary manner.
In the digital era, the role of the leader is defined by: his contribution to an organization that makes knowledge the raw material, open attitude, and the ability to understand and anticipate the impact of the latest technology on the various industries and operating ecosystems of the company (from big data and cloud computing to artificial and augmented intelligence), knowing the limits of your own competences, and expanding the field of knowledge through consultation with relevant colleagues and experts. Conscious of its own limits, the leader opens to the community and forgets the traditional leadership model.
According to new studies by industry specialists, digital leaders are more innovative, more enterprising, more daring, more extrovert and more agile in addressing business opportunities than traditional ones.
In order to have a competitive advantage, organizations today have to create structures capable of anticipating the evolution trends and the structural and content changes of the market on which they operate and these can not be achieved without reconfiguring the way one thinks and does business.

17. PentruVoi NGO, TIMISOARA: BEST PRACTICE IN LABOUR INSERTION OF PEOPLE WITH DISABILITY

Simona Stanescu,
Research Institute for Quality of Life, Romanian Academy
Marius Vasiluță Ștefănescu,
West University, Timișoara

Abstract:

Social economy principles could be summarise as one man one vote. The democratic participation and the reinvestment of the profit in the benefit of members are attractive for the ones willing to promote both social and economic sides when performing within an organisation. According with EU data, there are 2 million social economy enterprises in Europe, representing 10% of all businesses in the EU. An increased number of people representing 6.5% of the EU's employees are working in social economy sector.

The paper explores new directions in work values and organisational performance in Romanian social economy from the human resources point of view. The following aspects will be analysed: the structure of the employees from the social vulnerability perspective, and openness for recruiting vulnerable people. The paper is based on qualitative and quantitative data with focus on PentruVoi, NGO, Timișoara.

18. THE POWER OF PASSION OR HOW TO HAVE ENGAGED EMPLOYEES IN THE DIGITAL ERA

Abrudan Denisa
Daianu Dana Codruta
West University of Timisoara

Abstract:

The 21st Century brings with it new approaches to organizational management. We all are witnessing the emergence of new business models, new collaborative working environments that require new forms of learning, new forms of communication through the introduction of artificial intelligence and augmented reality into our day-to-day life.

Today, more than ever, different generations - X, Y and Z generations- are in a position to interact directly or indirectly, to work practically together - which is not easy at all, given that we are talking about values, principles, different or even totally opposed expectations.

This paper aims to investigate and discover how the company can employ X and Y generations engaged in day-to-day work in a multinational company, human resources department.

19. WAL-MART: MADE IN AMERICA

Cătălin Grădinaru
Sorin-George Toma
University of Bucharest

Abstract:

Wal-Mart, the world's largest retailer, was founded by Sam Walton in 1962 and evolved from his goals for high value and great customer service. In its beginnings, the American company built a national reputation for providing low price goods to the people from small communities. By bringing new business approaches and changing the face of retail, Wal-Mart experienced rapid growth and achieved an international status in the 1990s. Since 2013 Wal-Mart has become the biggest company around the world.

The paper analyses the evolution of Wal-Mart in the last years and identifies some of the key elements of its successful business story. The research is based on a quantitative method.

The paper comprises three sections besides the introduction. The first section presents in short the history of Wal-Mart. The second section deals with the evolution of the American company in recent years. The paper ends with conclusions.

20. RESEARCH CONCERNING CONFLICT-GENERATING SOURCES AND THE IMPORTANCE OF COMMUNICATION IN THE PHARMACEUTICAL FIELD

Maria-Elena, Gheordunescu
Constantin Brancoveanu University

Abstract:

Conflict is a natural part of any inter-human relationships. It is based on the different views that people have of the world in general and of certain things or situations in particular. In most organizations and communities, conflicts appear as a result of situations or problems that individuals manifest with strong feelings and about which they are usually not well informed.

Considered as a real psychosocial phenomenon, involving intra and intersubjective oppositions and confrontations, it highlights a series of features or objective properties on the basis of which it can be analyzed and evaluated both in quantitative and qualitative terms.

This paper aimed at a careful analysis of the sources of conflicts from pharmaceutical field as well as the importance and role of communication in this domain.

21. RESEARCH ON MOTIVATION IN WORK

Maria-Elena, Gheordunescu
Constantin Brancoveanu University

Abstract:

A topic that fascinates and at the same time gives headaches to psychologists, but also to managers in companies is related to motivation to work.

It is known that the human resource holds an important place within an organization regardless of its subject matter, and motivation undoubtedly contributes to ensuring the psycho-material balance of the employees. In other words, a motivated person is the true value of the organization because it has a great interest in achieving the goals, while a man lacking motivation has no concerns in this sense. Even if in an organization a manager can not require employees to be motivated, he can create a climate that motivates them, and in this way employees will be more productive. Usually employees have different motivations, and they have to be satisfied

The paper aims to highlight the way in which individuals attitudes to work motivation are manifested.

22. COPING, STRATEGY FOR ADAPTING AND MANAGING STRESS

Georgiana Tatiana, Bondac
Maria-Luiza, Hrestic
Laurențiu-Andrei, Dănciulescu
Valahia University of Târgoviște

Abstract:

The complexity of society, the variety of factors interfering in the sphere of daily interpersonal relations, have generated, generate and will generate phenomenes of stress which, in specific conditions, produce a series of dysfunctions. Stressogenic reactions have a special value in the training and resistance of the human body, thus defending the concept of coping. This article focuses on the theoretical aspects of this concept, and it is important for the employee to set up effective adaptation strategies to manage stress tolerance, minimize it, or even manage it effectively.

23. THE IMPACT OF TECHNOSTRESS ON EMPLOYEES IN A DIGITAL SOCIETY

**Constanța, Popescu
Oana-Mihaela, Ilie
Georgiana Tatiana, Bondac**
Valahia University of Târgoviște

Abstract:

Stress has become a pervasive phenomenon in modern organizations, particularly through the use of new information and communication technologies (NICT) that allow employees to organize work in timesome and spatial flexibility, creating an opportunity for work-life balance. Although new evolving new technologies allow instant availability, facilitating communication processes and sharing information, they are a major source of stress due to the inability to cope with the requirements of NICT use. Thus, the study highlights both the positive factors and the stressors caused by the use of NICT within organizations, bringing preventive measures at the organizational level, which could help mitigate the negative effects induced by technostress, and increase welfare and employee satisfaction.

24. PSYCHOLOGICAL EXPERIMENT ON HOW THE SOCIAL ENVIRONMENT INFLUENCES SELF-IMAGE AND SELF-ESTEEM

Moraru Laura – Maria
Constantin Brancoveanu University
Martins, Dora
Politechnico do Porto, Portugal

Abstract:

This paper aims at presenting the defining aspects of the concepts of self-image and self-esteem, as well as the main studies and researches in the field. An important objective included in the purpose of the paper was to conduct an experiment on how the negative feedback we receive from the social environment in which we are active influences our self-image and self-esteem. The type of experiment we used was the confirmation one, starting from a hypothesis, where we assumed the existence of a relationship between a stimulating action and a specific response. The end of the research and therefore its main result was that the experimental hypothesis was confirmed, thus demonstrating that the negative feedback influences a person's self-image. The paper also presents the main implications of this phenomenon.

25. THE IMPACT OF MANAGEMENT ON THE ACTIVITY OF CULTURAL INSTITUTIONS

**Ionica-Diana PIRVU (MAZILESCU)
Felix-Constantin GOLDBACH**
Valahia University, Târgoviște

Abstract:

Cultural management defines the space within which the conditions of cultural and especially artistic creation can be achieved, the forms of its implementation and its reception by the general public. It assumes the individual's effort to bring about a common denominator through a conscious activity, to facilitate the relationship between the specific demand and the spiritual coherence of a community and its creative activities in the field of culture and art in order to be as rich and dynamic as possible.

26. THE MANAGEMENT OF GREEN CERTIFICATES IN ROMANIA

Gabriela Piciu

Financial and Monetary Research Center „Victor Slăvescu”, Bucharest, Romania,

Abstract:

Green certificates remain a sensitive issue both for Romanian authorities, but especially among producers of renewable energy that thought they would benefit from the authorities' support for a long time. Thanks to a particularly generous support scheme (the most generous in Europe), there is a danger of producing a phenomenon similar to that produced in the real estate sector in 2006-2008 by creating an investment bubble in the field of unconventional energies. The renewable investment bubble would be choppy following the reduction in the number of green certificates, a government measure. Since the legislative measures to be taken on green certificates are not yet clear, there is a possibility that their number may fall or their volume drops from 55 euros.

27. Adapting Vocational Training to the Socio-Economic Context

Istrate Camelia

Istrate Fulger Cătălin

Colegiul Economic „Ion Ghica”, Brăila

Abstract:

A special attention has been given to strengthening the capacity of initial education and training to contribute to providing the skills needed for future graduates to take up a job.

The restructuring of education seen as a continuous and coherent process, is an example for the importance offered to the need for improvement of cooperation with the employers and an individual approach of education needs and vocational training. The new curricula, based on competences and on the credit transfer system, creates the premises for a flexible training offer better tailored to the needs of the labor market and for the promotion of entrepreneurship.

The importance of training of all employees of any organization is determined by the dominant feature of the current period (changes acceleration, new products from the technological point of view, becoming driving forces of the society development).

Vocational training is the activity carried out in order to acquire theoretical knowledge and practical skills, able to assure the tasks of the employees in the work process.

Professional training is an activity with an informative background in educational institutions or organizations in order to broaden and update the knowledge develop skills, to increase the quality level of the professional activity.

28. GENERAL CONSIDERATION ON LABOUR MARKET

Doinița, Zafiu

Narcisa, Liliana, Leiciu

Colegiul Economic „Ion Ghica”, Brăila

Abstract:

Labour market represents the total amount of sales and purchases of the labour force, as well as their specific relations in an economic field; it points out the connection between demands (coming from companies) and requests (coming from people), setting on its basis the employment condition, their salary depending on workers performances, achieving a mobility on both salaries and labour force on workplaces, companies, areas, etc.

Labour market has been functioning due to its role in developing the economic and social fields depending on general exigencies of price and market theory.

Labour market is like any other market, but it also has its own features depending on the subject's human typology and services of both the subject and economic agents who buy them.

The authentic theory of the present labour market must take into consideration the fact that unemployment leads to poverty on a long term. According to the economic history, the fundamental reasoning of the labour market must come out of the relation between permanent work characterized by professionalism and morality on one hand, and systematic efficiency, economic development, wealthy and equality, on the other hand.

29. MANAGEMENT OF ORGANIZATIONAL VISIBILITY

Hristache, Diana Andraia

Iacob, Silvia Elena

Bucharest University of Economic Studies

Abstract:

The management of the organization's visibility ensures its correct positioning in the eyes of the public. To bring the issue of organizational visibility into the scientific debate demands for our research to be reported to what the image and organizational identity implies at a certain time.

The importance of organizational image is closely related to the managerial approaches of internal and external communication developed in the course of business. Starting from the points outlined above, we want to analyze the impact of the organizational image, as a managerial tool of perception, among different audiences.

30. POSIBILITĂȚI ȘI LIMITE DE DEZVOLTARE A PRODUCȚIEI ECOLOGICE DE LEGUME ÎN ROMÂNIA

Scurtu Ion

Universitatea Constantin Brâncoveanu- Pitești

Sbîrciog Gicuța,

ICDLF Vidra, Ilfov

Abstract:

Cultura legumelor ecologice este un subiect de interes, aflat în atenția producătorilor și a consumatorilor de legume. Consumatorul dorește să consume legume ecologice conștient fiind că acestea sunt mai sănătoase pentru sine și pentru familia sa. Producătorul este interesat în obținerea legumelor ecologice în măsura în care poate să aibă un profit cât mai bun. Societatea, prin organismele guvernamentale are responsabilitatea de a veni în întâmpinarea producătorului și a consumatorului pentru asigurarea cadrului necesar dezvoltării producției legumicole ecologice.

În România inspecția și certificarea operatorilor înregistrați în sistemul de agricultură ecologică este efectuată de 15 organisme de control private, care sunt acreditate de Asociația Română de Acreditare (R.E.N.A.R), organism național de acreditare care acreditează organismele de control în conformitate cu cerințele Normei europene EN ISO/CEI 17065:2012.

La noi în țară, producția legumicolă ecologică se realizează pe circa 1275 ha din totalul de peste 235000 ha, reprezentând doar 5% din suprafața cultivată și fiind cu mult sub posibilități și așteptări.

31. CASE STUDY: TIM HORTONS SOCIAL RESPONSIBILITY. GET BETTER INVOLVED TO BETTER PERFORM?

Alexandre Julien

Doina Muresanu

Université du Québec en Abitibi-Témiscamingue

Abstract:

Tim Hortons is a fast-food company that has been comforting Canadians for over 50 years, and more recently, Americans too. Beyond its impressive profits, it is a mainstay of maintaining Canadian culture, both inside and outside the country of origin. Based on recognized corporate social responsibility (CSR) analysis models (notably those of Pasquierro (2004) and Reidenbach and Robin (1991)), this paper proposes to provide an extended description of Tim Hortons' social responsibility practices. The exemplary behavior of this company in terms of CSR is a source of inspiration for other companies working in the same field. In addition to increasing profits, Tim Hortons does philanthropy, innovates, demonstrates transparency and ethics, cares about protecting the environment, cares about employees and helps developing countries, which are its main coffee suppliers.

32. CUSTOMER RELATIONSHIP MANAGEMENT WITHIN THE BANKS IN ROMANIA IN THE CONTEXT OF KNOWLEDGE REVOLUTION

Laurenția-Elena, Scurtu
Gheorghe, Moroșan

Stefan cel Mare University of Suceava, Romania

Abstract:

*Contrary to the traditional approaches in customer relationship management, we have found that in the context of a very competitive banking system and within the conditions of the knowledge revolution, were individualized certain dimensions which, beyond the philosophical nature they behave, become pragmatic viewed in terms of contribution brought to the competitive advantage obtained by banks. From this perspective, the present paper has the scope to highlight that the **performance** of banks on the Romanian market is influenced by defining the top management **vision** (as well as the organizational mission and values) as an essential stage within the strategic line adopted. Moreover, we believe that the **vision** expresses a desirable image of the future (which inspires the employees to achieve their goals) and the **performance** implies the materialization of that image. Simply put, both are rooted in the present of the organization but reveal a state of the future. Under those circumstances, we have tried to show, through this work, that the most **competitive banks** are those whose **vision, mission and values** are aimed at strengthening customer relationship. In this respect, CRM can be capitalized taking into account two other fundamental parameters: the **needs of employees** and the **social well-being**.*

33. THE INTELLIGENT BUILDING

Carmen Răduț

Universitatea Constantin Brâncoveanu Pitești, F.M.M.A.E. Rm. Vâlcea

Abstract:

Thanks to technological advances, the intelligent device is no longer the future; it is the present. It has infiltrated everyday life, and now we have a smart phone, a tablet, a TV, a washing machine, and even the refrigerator is able to "think for itself". Resource management and intelligent deployment / implementation of intelligence translate into building automation. The most important thing when creating an intelligent building is to create the system according to the user, so we need to know the usage habits, but each function can be changed in the future. The intelligent building concept consists of two distinct components: hardware and software. The software component would be structured as a bicephalous entity with modular structures: a unit would calculate the energy required for user convenience and the other unit would make smart decisions for minimal energy consumption, taking user comfort into account. The hardware component would be composed of a network of sensors, installations and devices that can be ordered (heating, cooling, lighting, electrical equipment), renewable energy production equipment and a minicomputer to support the intelligent software component.

34. THE CLOUD TECHNOLOGIES

Carmen Răduț

Universitatea Constantin Brâncoveanu Pitești, F.M.M.A.E. Rm. Vâlcea

Abstract:

The opportunities offered by cloud technologies and the growing autonomy / freedom of choice it has brought to individual users has been significant in the last four years. It has now become a problem for users to decide not only what other applications use these technologies, but also to secure their online connection anywhere, anytime. The system of scientific knowledge is geared towards over-saturation of data bases (data in excess) / The system of scientific knowledge is facing an over-saturation of the database (data in excess), and scientific communication, data management methodologies and training programs in the area of access to knowledge do not adapt quickly enough. In this respect, at European level, the European Open Science Cloud aims to accelerate and support the ongoing transition to open science systems, as well as, open innovation systems in the digital single market. The aim is a shared and secured access to services and systems for the use / re-use of interdisciplinary scientific data, without social barriers and geographical boundaries. The EOSC is a federated "environment" for the sharing and reuse of scientific data, based on existing and emerging elements in the Member States, with rules of international governance and a high degree of freedom in implementation practice. It includes the necessary human expertise, resources, standards, best practices and the underlying technical infrastructures, namely cloud technologies.

35. THE OPEN ARCHITECTURE FRAMEWORK - TOGAF

Carmen Răduț

Universitatea Constantin Brâncoveanu Pitești, F.M.M.A.E. Rm. Vâlcea

Abstract:

The world is changing at a pace faster than ever experienced. Several trends in demographics, technology, the environment, globalization, public attitudes, and political institutions are driving Government and Industry agendas as never before. In order to respond to the demands and needs of their stakeholders, organizations have to launch ambitious business and technology programs in order to deliver significant value in a transparent manner. Organizations need an enterprise architecture function as an integral capability in order to support these transformational programs. However, over the years, many organizations have attempted to set up enterprise architecture practices only to see them fail after a few years. These failures are due to several reasons, such as an inability to merge enterprise architecture processes with the other management processes – such as demand management – within the organization, or the lack of authority for enterprise architects; for example, when making strategic decisions or quality assuring programs and projects. In spite of these previous failures, organizations are again trying to set up enterprise architecture functions as they have found that no other pragmatic alternatives exist. Enterprise architecture is thus here to stay. From a number of proprietary frameworks that have been developed by specific individuals or organizations over the last few decades, enterprise architecture has now become mainstream, with the development and adoption of open frameworks such as The Open Group Architecture Framework (TOGAF). Organizations are deploying enterprise architecture functions at the heart of their operations in order to maximize the impact, effectiveness, and therefore benefits of enterprise architecture. This central position means that the consequences of enterprise architecture failure are also high. For this reason, organizations must strive to develop world-class enterprise architecture from the outset. World-class enterprise architecture is the result of a mature and operational enterprise architecture function, within an organization, that leverages the entire suite of enterprise architecture capabilities. World-class enterprise architecture also provides a next-generation maturity model and roadmap that allows organizations to plan and monitor their progress on their particular enterprise architecture journey.

36. THE REASONS FOR CHOOSING A UNIVERSITY

Camelia, Vechiu

Gianina, Negrău

Constantin Brancoveanu University

Abstract:

The economic and social conditions in Romania have also made an impact on educational institutions operating at national level. As a result, educational institutions have to face the demographic, economic and social changes. For example, a university competes not only with universities accredited at national level, but also with universities offering educational services in different countries around the world, especially in the European Union. To attract candidates, universities need to understand how prospective students are analyzing, evaluating, selecting and deciding when they choose to pursue a university course. The ability to understand those who have chosen to go through a particular study program is a must for a contemporary university. But the choice of a university is influenced by a number of factors: study fees, family, group of friends, colleagues, professional requirements. The paper aims to identify the reasons why the students chose our university and the sources from which they informed about the programs offered by the university.

SECTION: MARKETING AND TOURISM

1. FUNDAMENTAL MARKETING STRATEGIES BASED ON THE PRODUCT MARKET MATRIX IN ENTREPRISES ACTIVE WITHIN TOURISM SECTOR

Adrian Serban-Comanescu
Ovidius University, Constanta

Abstract:

The marketing strategies developed by the management structures are an important component in the elaboration and substantiation of the marketing plan. Conceived in forecasts, they sharpen the action lines of each enterprise, their contribution often depending on the effectiveness of the interface with the over-systems to which it belongs, the extent to which they maintain and amplify their respective occupied market segment, the profitability obtained.

In the marketing plan, marketing strategies are the core of the strategic management process and contain some defining features: they are based on an appreciable amount of aggregate information, they are subordinated to the objectives set, they are interchangeable with objectives, they define the major directions in which the enterprise concentrates its future activity and do not mark the beginning of their transposition into fact, are the basis for the elaboration of strategic plans, require the existence of strategic feed-back in order to obtain the competitive advantage.

They target the market strategy according to its specificity and the strategies corresponding to the elements of the marketing mix: product, price, distribution and promotion.

2. ACCESSIBILITY IN TOURISM - NEED AND OPPORTUNITY FOR THE TOURISM MARKET

Mihaela Diaconu
University of Pitești

Abstract:

The paper aims at raising the awareness of the actors responsible for the development of tourism on the emergence of new segments of tourism consumers generated by the elderly and those with temporary capacities or permanently restricted as direct beneficiaries of accessibility. The papers based on the definition of accessibility in tourism starting from the trends of the tourism market from a socio-demographic perspective, on the presentation of the implications of the aging process on the structure of tourism market demand, on describing the experience and the initiative for supporting accessible tourism. Accessibility must be approached as a parameter of the quality and functionality of the tourism supply components, but also as part of responsible and sustainable tourism policy and strategy. The accessible tourism market in Europe is estimated at about 27% of the total population and about 12% of the tourist market. According to world health statistics, the proportion of tourists in the senior category will account for 22% of the world's population in 2050 plus the population with disabilities and families with young children. The phenomenon of aging population that mankind faces today will lead to the need to meet specific requirements for access to tourism activities. Developing travel opportunities for people with disabilities provides a fundamental human right, but it is also an exceptional opportunity to develop business. The necessary tourism policies combine social inclusion policies, universal design techniques and new information technologies and tools at the disposal of stakeholders to respond effectively to visitors whoneed 'good access'.

3. IMPACT FACTORS ON THE ROMANIAN TOURISM PERFORMANCE

Iuliana Pârvu
SpiruHaret University

Abstract:

Even if Romania is a country with a high touristic potential, it is not a top competitor on the European or on the international travel and tourism market. The present paper, starting from a series of indicators able to highlight the performance of the touristic activities (such as number of tourists, incomes of the industry, contribution to the GDP, number of employees in the touristic industry, number of the accommodations etc) as well as from the global indicators of the touristic competitiveness, presents an analysis of the factors through which we can explain the actual performance of the Romanian tourism, in order to make a contribution to its improvement.

4. THE ROMANIAN MARKET OF ORGANIC WINE

Gangone, Andreea-Daniela
Asandei, Mihaela
Constantin Brancoveanu University

Abstract.

The organic wine industry is booming. Romania, with its long established wine culture, is a renowned European producer of world-class quality wines. However, the organic wine segment in Romania is poorly represented and promoted, since the overall production is quite low and the profitability not very high due to the high costs involved in the long transition period to organic vineyard. Moreover, as Romania lacks a sufficiently well-developed domestic organic market, 90% of the organic wine production is exported.

This paper aims to analyse the main characteristics of the organic wine market in Romania. In particular the study focuses on organic wine demand, organic wine offer and prices, reasons for not buying/consuming organic wines, marketing practices on the Romanian organic wine market and the profile of the Romanian organic wine consumer. In the conclusions section some recommendations are formulated for a balanced development of the Romanian organic wine market.

5. ECOTOURISM POTENTIAL AS PART OF SUSTAINABLE RURAL DEVELOPMENT IN DOBRUDGEA

Elena, Sima
Institute of Agricultural Economics, Romanian Academy, Bucharest

Abstract:

The development of ecotourism activities in the protected areas implies socio-economic benefits for the neighbouring settlements. Taking into consideration the natural and anthropic tourism resources, the tourism types and forms, and the tourism infrastructure, Dobrudgea is a region where ecotourism is an important instrument for preserving nature, educating visitors and supporting sustainable rural development. In this context, the aim of the paper is to identify the necessary measures for the improvement of the management of ecotourism activities development in Dobrudgea's countryside. The statistical data were completed with information from papers and studies published in specialty books and journals, in governmental documents, as well as in other development strategies related to tourism and rural developments

7. WAYS TO IMPLEMENT AN EFFECTIVE DIGITAL MARKETING STRATEGY

Camelia, BUDAC
“Lucian Blaga” University of Sibiu

Abstract:

Online marketing goes through some important changes. Internet becomes the most attractive communication channel for businesses. According to recent researches, marketers will focus on integrated marketing campaigns to promote their products and services in online environment and this is supposed to be the principal trend in business communication.

In a world in which social media and new technologies drives strongly decisions in business relationships, integrated digital marketing campaigns for promoting products and services plays an important role in future brands` communication.

The consumer is changing, used tools are more diversified and the platforms evolve. For being effectiveness, a marketer should be in touch with all updates and he should identify opportunities and also finding solutions for market threats. For a successful online marketing campaign, brands should optimize their communication by choosing suitable tools and channels.

This paper aims to bring important contributions in the integration of digital marketing by highlighting best practices in planning online marketing campaigns; choosing specific tools for searching the online market; communicating with adequate target; quickly and effective performance testing of campaigns; measuring data for a deeper understanding of the customer experience using analytics tools.

8. TOURISM FOR SENIOR CITIZENS-A PRIORITY FOR TOUR OPERATORS

Carmen Iordache
Iuliana Ciocina
Constantin Brancoveanu University

Abstract:

Though, in the past, this segment of the population was not an element of primary importance for tourism, presently, tourism addressed to senior citizens is a priority of EU policy, arguing that by increasing the affordability of disadvantaged population to tourism, the objectives of the Lisbon strategy are realized, in particular with regard to economic development and employment.

It is therefore very important to know how specific products and services for senior tourists should be linked with travel motivation and their specific needs. I have tried, through the establishment of a quantitative marketing research to trace some conditions that should be offered by service providers, by restaurants and by other tour operators, in order to respond to the specific needs of the market. They have become more willing to travel, more demanding and more sophisticated in their requests.

9. THE POTENTIAL OF CHRISTMAS MARKETS TO DEVELOP AND PROMOTE TOURISM DESTINATIONS AND ATTRACT VISITORS: THE CASE OF LINCOLN AND YORK, UK

Claudia Sima
University of Lincoln, Lincoln, UK
Elena, Sima
Institute of Agricultural Economics, Romanian Academy, Bucharest

Abstract:

This paper explores the potential of Christmas markets to develop and promote destinations for tourism. The paper discusses how two different cities in the UK, Lincoln and Leeds, approach the development of their annual Christmas market to maximize the positive economic and tourism impacts. The methodology used consists of secondary research, specifically content analysis of policy documents and statistical data made available by the Destination Marketing Organizations (DMO) of these two British cities

– *Visit Lincoln and Visit Leeds, as well as relevant industry and media reports. In recent years Christmas markets have become major tourism attractions in many European cities, specifically in Germany and the UK. Their tourism appeal comes from a combination of different factors: a sense of community, the festive atmosphere, Christmas decorations and the use of lights, sounds and smells (sensescape); a variety of products on display – food, drink, clothes, arts and crafts etc. They attract not only a local or regional audience but most often their fame reaches international audiences. DMOs actively use them as part of the ‘365 event city’ tourism promotional strategy. They are crucial to destination image, effectively communicating the city as vibrant and active, where tourists have many things to see, taste, smell and experience. Christmas markets also promote the local attractions, local entertainment, local craftsmanship and local food and beverage products.*

10. A REVIEW OF GENERATIONS BB, X, Y, Z, and ALPHA CHARACTERISTICS AND TOURISM PREFERENCES

Claudia Sima

University of Lincoln, Lincoln, UK

Abstract:

Generational segmentation has been attracting some research attention in recent decades due to its value in marketing and product development helping practitioners better match services and travel packages to tourists needs. This paper explores the characteristics of different generations as tourists, their preferences and behaviours. The paper explores this aim through a methodology consisting of secondary research. Content analysis of a range of secondary data is employed (statistical and industry reports, as well as media reports). Generational segmentation is not universally agreed. Scholars disagree on the start and end year for each generation, the duration, the terminology, or the sub-segments. The paper argues that as the key to generational segmentation is location, all discussions should be focused on the key historical, economical and socio-cultural context of each specific location. Nevertheless, this approach to understanding and targeting tourism consumers is having an intense impact on the industry with chain hotels such as Marriott developing targeted generational brands such as Moxy. As a result, practitioners and scholars alike need to develop a deeper understanding of how different generations think and consume the tourism, hospitality and events product.

11. PRESENT AND FUTURE OF CITY MARKETING IN ROMANIA

Mihaela, Asandei

Andreea- Daniela, Gangone

Constantin Brancoveanu University

Abstract:

This paper aims to outline and describe the city marketing theory and practices based on the European experience of the last decades and by singularizing several examples offered by the implementation process and the development of urban marketing in Romania after the integration in the European Union. City marketing has developed in Europe, as well as in the US, in the last decades of the 20th century as a field of goods and services marketing, but also as an academic subject and a strategic planning tool used by the local governments. By going through the literature, the main stages of the urban marketing approach were highlighted, and in the second half of the paper there was emphasis on an empirical research on the implementation of city marketing in some Romanian cities.

12. BUSINESS DEVELOPMENT IN TOURISM AND TECHNOLOGY

Mihaela DIACONU

Amalia DUȚU

University of Pitesti

Abstract:

The paper presents the relationship between the development of tourism business and the technology developed through the concept of innovative business model, as illustrated in the literature as a particularly important concept in the world where technological change presents new ways to do business and as an instrument to obtain the competitive advantage. It is presented the structure of the business model for the traditional tourism operator and for the online tourism operator based on the Canvas Business Model introduced by Osterwalder and Pigneur.

The paper illustrates the influence of new technologies in building innovative business models in the tourism sector by considering the impact of the social and technological factors. Touroperators need to constantly innovate to meet the needs of increasingly experienced customers and to maintain themselves in a strong competitive market. From the case studies presented, namely the business model of a traditional agency - Thomas Cook and an online agency -Expedia Inc., it follows that the development of on-line tourism business facilitates the convergence between the business model of traditional agencies and online travel agencies

12. RURAL ENTREPRENEURSHIP IN TURISM – A FACTOR OF SUSTAINABLE DEVELOPMENT

Ciochină Iuliana

Iordache Carmen

Constantin Brancoveanu University

Abstract:

Entrepreneurship plays an important role in the process of economic development, being considered a factor of growth, innovation and change. In the field of tourism, an economic sector that has grown recently, entrepreneurship needs a high degree of involvement: it is necessary to diversify tourism products and services to meet the growing demand for new types of tourism needs. These include opportunities for more sustainable tourism. Valcea area, which is used as a case study, is a tourist destination with many natural and cultural features, with a high potential for developing rural entrepreneurship. In order to achieve results likely to be taken into account in international tourism, there is a need for change in the manner of taking action. This article shows the results of a SWOT analysis of Valcea county tourism entrepreneurship development, which provides an overview of the current entrepreneurship situation.

SECTION: SOCIAL AND EDUCATIONAL POLICIES

1. PERSPECTIVES OF UNIVERSAL MINIMUM WAGE

Emilian, M. Dobrescu

Institute of National Economy, Romanian Academy

Edith Mihaela, Dobrescu

Institute of World Economy, Romanian Academy

Abstract:

Our study presents the perspective of using at the universal level of minimum guaranteed wage, as it is currently imagined. World governments assess the possibility for universal base income to replace some of the increasingly complex, costly and inefficient social protection systems. One way to fund universal base income could be through a sovereign fund.

2. IMPLEMENTING SUSTAINABLE DEVELOPMENT STRATEGIES ON PUBLIC POLICY PROCESS IN ORDER TO COMBAT POVERTY IN EMERGING COUNTRIES

Ramona, Birău

University of Craiova

Abstract:

This research paper aimed to examine the impact of implementing sustainable development strategies on public policy process in order to combat poverty in emerging countries. Although in the recent past a large number of research studies have been published, there is no unanimously and generally accepted definition of poverty. However, a major challenge for emerging countries is to implement poverty alleviation programs based on sustainable development strategies. The causes and effects of poverty are multidimensional and accumulate a growing importance in the context of globalization. Moreover, public policy process should focus on poverty reduction and its negative specific consequences. The importance of sustainable development strategies considering increasing income inequality across most emerging countries.

3. ANALYZING SOCIAL EXCLUSION, DISCRIMINATION AND RACIAL SEGREGATION OF MUSLIM IMMIGRANTS IN THE EUROPEAN UNION

Ramona, Birau

University of Craiova

Abstract:

The primary objective of this research article is to investigate the implications of social exclusion, discrimination and racial segregation of Muslim immigrants in the European Union. Muslim immigrant terrorists represent a significant threat to public safety and implicitly to the values and principles of democracy which attest the identity itself of the European Union. Permanent immigration in the European Union countries is a global challenge considering the impact of social exclusion, marginalization, stigma, discrimination and racial segregation on Muslim immigrants. Despite the fact that certain developed countries of the European Union still attract massive waves of Muslim refugees, the attitude of indigenous citizens is increasingly skeptical about the opportunity of this phenomenon. Consistently, the opposition to Muslim migrants was significant in certain member states of the European Union.

4. SOCIAL POLICIES, HISTORICAL MINORITIES AND THEIR FUTURE IN EUROPE CASE STUDY: CRIMEAN TATARS OF DOBRUJA, ROMANIA

Nilghiun, Ismail
The University of Giresun, Turkey

Abstract:

This article is about social policies for minorities in general and minorities future in Europe in particular with a focus on the Crimean Tatars of Dobruja, Romania. This paper attempts to highlight some social and sociolinguistic issues and policies with the Crimean Tatar historical minority of Dobruja, Romania. The body of the paper provides few aspects about: their social history, process of romanianization and assimilation. Also, I gave an outlook on history, sociolinguistic, educational and cultural aspects of the Crimean Tatar minority, and Romanian state policies regarding the protection of minorities.

This research is based both on quantitative and qualitative variables for which I used some documents, which are part of the heritage of the Başbakanlık Osmanlı Arşivi (The Ottoman Archives of the Prime Minister's Office) fund Sâdaret Mektûbî Kalemi Nezaret ve Devair Evrakı (A.MKT.NZD.), that provides information about Crimean refugees and their settlement in Dobruja. This study is based on face-to-face interviews conducted in February, July and August 2016, content analysis of Romanian language press published after 1880 with Constanța County Library "Ioan N. Roman" and Romanian language press from the present Constanța County.

My paper delivers information about the Romanian government social and linguistic policies concerning the position of minorities in today's Romania, lack of framework law for minorities and how it influenced people's social behaviour.

5. THE NEW PERSPECTIVE OF SUSTAINABLE DEVELOPMENT APPLICATIONS

Cristina Teodora, Balaceanu
Mihaela Eleonora, Constantinescu
Dimitrie Cantemir Christian University, [Bucharest](#)

Abstract:

The new models of economic development have to express a view on the risk management of synergistic and of existing natural resources, but also on the impact of digital technologies open up new horizons to identify resources and transition towards another type of economy. Human civilization must respond with a holistic global problems faced, and identify the challenge of developing intelligent solutions in the context of the growing role of artificial intelligence built into most human activities. Economic reality is reshaping itself which influences new mechanisms of coexistence of the virtual space with the physical.

6. FINANCIAL EDUCATION - A CHALLENGE TO THE ROMANIAN EDUCATIONAL SYSTEM

Laura, Pănoiu
Alina, Voiculescu
Constantin Brancoveanu University, Pitesti

Abstract:

Society's development by increasing the possibility for young people to successfully cope with extremely diverse circumstances imposed by modern economy makes it necessary to have certain skills that can only be acquired through an adequate education system.

Ensuring good quality education, a decisive element in raising young people's chances of succeeding in life, is a national and European priority, as in a dynamic and interdependent world where free movement is no longer just a challenge, people with different education levels are forced to make the most diverse decisions, many of which have pecuniary implications.

This paper aims at analyzing the need for a high level of financial knowledge, and also the role that Romania plays globally in terms of financial education. Achieving the paper is based on the quantitative research of specialized literature, of the studies and reports of specialized organizations.

7. CREATIVITY AND INNOVATION IN THE EDUCATIONAL PROCESS

Nicoleta, Belu

Alina, Voiculescu

Constantin Brancoveanu University, Pitesti

Abstract:

At a societal and individual level, the educational process is generating change by creating value. The main actors involved in the educational process - society, school, family, individual, other institutions or organizations - have an essential role in developing an effective education and training system.

The educational level of a people, the knowledge stock held at a given moment, reflected in the ability of individuals, their competence and creativity, underlie economic and social development.

In a knowledge-based society, the central element is creativity, that characteristic of the human mind that has the power to innovate, to offer original solutions and ideas, based on accumulated knowledge and experience. Under these circumstances, any performance education system must be based on creativity and innovation, elements that are interconnected.

8. ECONOMIC SCIENTIFIC RESEARCH FOR ROMANIA'S PROGRESS

Mihaela, Savu

Constantin Brancoveanu University, Pitesti

Dumitru, Ciucur

Bucharest University of Economic Studies

Abstract:

Modern economics organically involves scientific research meant to generate increased qualitative-efficient performance at all levels of aggregation. In such circumstances, the economic scientific research acquires a special cognitive significance, coupled with a great applicative utility of labor, contributing to the realization of economic policies consistent with the needs of progress and civilization of the population. The realities of the contemporary world prove the imperative requirement of raising economic science research into the conception, achievement and evaluation of economic policies to ensure Romania's general social progress.

9. SOCIAL MEDIA - AN INTEGRAL PART OF DAILY LIFE

Delia, Teselios

Mihaela, Savu

Constantin Brancoveanu University, Pitesti

Abstract:

In a world in which the number of Internet users is steadily increasing, Social Media has become a phenomenon, being an integral part of modern society. Starting from the fact that online activities that have earned percentages in the last 5 years include the use of social networks, making simple or video phone calls and sending / receiving emails, this paper aims to present a series of Social Media issues and the impact it has on society.

10. COVERAGE OF FAMILY BENEFITS IN MEMBER STATES OF THE EUROPEAN UNION

Simona Maria, Stănescu

Research Institute for Quality of Life, Romanian Academy

Abstract:

The paper is a screening of family benefits in the 28 Member States of the European Union and contributes to the research of shared trends with respect to family approach in these countries.

Four types of family benefits including eight distinctive categories are analysed: child-benefit, child care allowances, child-raising allowances, and other benefits (birth and adoption grants, allowance for single parents, special allowances for children with disabilities, advance payments for maintenance and other

allowances). The paper is based on primary and secondary analysis of 28 sets of national data provided through the European Union's Mutual Information System on Social Protection (MISSOC).

Seven member states operate in this respect based on regulations adopted before EU accession. Belgium, Finland, and Lithuania have the "most preserved" family regulations per category of member states. The first three topics of family regulations are: child, family, and allowance / benefit. The most frequently provided family benefits: birth and adoption grants, and special allowance for children with disabilities. France, Finland, Hungary, and Slovenia provide all identified eight family benefits. Only two types of family benefits are available in Ireland, Spain, and Cyprus.

11. VIRTUALIZATION IN EDUCATION

Mariana- Viorela, Grigore-Filip (Șerban)

Valahia University of Targoviste

Abstract:

A new perspective of what is real emerges and competes with our expectations – we are talking about a virtual, possible reality. The virtual reality is a project that is preparing the development of an ideal reality like world peace; virtual means something that leans towards aspiration.

In this article we are going to present the main features of the tendencies of virtual education. The ways in which virtual education manifests itself and the elements that make up the process of virtualization are exposed. In the end we observe the areas targeted by the phenomenon of virtualization in education.

12. ANALYSIS OF THE ACTIVE MEASURES IMPACT APPLIED ON THE YOUTH LABOUR MARKET FROM ROMANIA BY THE METHOD OF MAIN COMPONENTS

Mariana, Bălan

Institute of Economic Forecast, Romanian Academy

Abstract:

Today, finding a job is a major concern for 5.64 million European young individuals with ages between 15 and 24 years of age (from among which 2.16 are Romanian nationals) under the conditions in which an alarming increase of unemployment takes place in their ranks even if since 2014 a slight decrease is recorded in this respect.

Even though Romania, just like the other EU member-states has policies aimed at protecting the youths, respectively providing for their employment, but also ensuring their protection on the job, still the adoption of a series of additional measures proved necessary aiming to diminish the unemployment rate and increasing the duration of youths' employment, measures that should be efficient on short-term and sustainable on long-term. In their transition from education to work, young individuals are faced with increased risks of early school leaving, or of job abandon.

The paper intends a brief analysis of measures adopted by Romania for stimulating youths' employment, and for improving the chances of youths in the labour market from Romania. At the same time, by the method of main components is analysed also the impact of active measures enforced in the youths' labour market from Romania.

13. STUDY ON THE USE OF INTERACTIVE METHODS IN THE INSTRUCTION-EDUCATIONAL PROCESS

Georgeta-Mihaela, Ivașcu

Gymnasium School "Theodor Aman", Câmpulung, Argeș County

Abstract:

In the modern vision of the systemic approach, modernizing and raising the quality of Romanian education at the level of the European educational standards, always renewed, refers not only to different aspects or aspects of education, but also to the relations between them.

Today it is imperative that teachers be receptive to innovations in all fields, actively participate in the modernization of the contents and methods of the instructive-educational process, form skills and learning skills, observation spirit and creative thinking of pupils.

We will have to focus on the modernization of methods to cultivate in children the scientific curiosity, the preoccupation for deciphering the unknown.

The use of active teaching methods has the advantage of positively solving the motivation of learning, maintaining the interest for knowledge.

Starting from the critical assessment of the existing data on the active education methods, we hypothesized that the use of active methods and methods in learning leads to transformations in the personality structure of the student. The teaching method used by internalization is taught by the student and becomes the learning method for him / her. As soon as the method belongs to the student, it becomes a psychic exploration tool. The use of active methods does not lead to the acquisition of knowledge through memorization but to the understanding of the knowledge acquired through own effort, following the path of research, rediscovery.

14. THE DEVELOPMENT OF THE EUROPEAN DIMENSION IN EDUCATION

Elena Silvia, Dinculescu

Economic College Maria Teiuleanu, Pitesti

Abstract:

*Education for a **European citizenship** aims to encourage young people to become informed and responsible members of society, members aware of what is happening around them. The school activities must contribute to the creation of citizens by encouraging motivation and capacity to develop democratic competences of significant transnational, through raising awareness on social, ecological and intercultural issues, by giving younger generations a sense of responsibility in an interdependent society. The school activities lead to the creation of a tolerant society by teaching children how to live in a world of diversity given that Europe is a complex and open system where everything is related and included in the great family of the world.*

15. CONTEMPORARY HUMAN BEHAVIOR VERSUS THE VALUE OF NATURAL CAPITAL

Cristiana, Sima

Constantin Brancoveanu University, Pitesti

Abstract:

The current degradation of the environment, caused by air, water and soil pollution, desertification and deforestation at an alarming rate, by the anomalous use of technology and science, has the origin in the misunderstanding of existing interdependencies between nature and society, in the absence of the truth that nature must be respected, because it is the matrix that can provide an optimal frame of life. The present paper sets to reveal the place and role of sustainable development in the context of the current ambient crisis.

16. QUALITY MANAGEMENT AND ETHICS MANAGEMENT IN PRE-UNIVERSITARY EDUCATION INSTITUTIONS

Elena Pătrașcu (Suditu)

Daniela Muraru (Pahome)

Valahia University of Targoviste

Abstract:

*Journalistic publications in Romania have recorded an increasing number of abuse cases in schools. More and more teachers have become subjects in the files examined by the National Anticorruption Department, either because of the irregularities recorded at the national examinations, or because of other immoral activities conducted outside of school. In order to stop this "TREND", The Ministry of Education and Research decided to establish in 2011 **The National Ethics Council for School Education** and to publish **The Ethics Code for School Education** in 2014. In the same year, ethics committees have been established at the school level, and these committees have drafted management plans and activity plans. At present, the work of these committees is formal and very little visible. In fact, the work is hampered by the lack of documentation and superficial knowledge of legal regulations that should be the base of the decisions taken*

by the committee. There are no procedures, the members of these committees had not been trained in the field of ethics management and, most of all, customs are often confused with the law and any action is analyzed according to the school's traditions and not according to regulations.

In some schools a merger of the quality assurance committee with the committee of integrity / ethics is considered. This is because the first committee has a number of documents that can serve as base for the ethics committee documentation. There are, however, institutions that are trying to keep the two committees with separate responsibilities in order to work together to correlate the documentation for the school. This article deals with a critical analysis of the current state and the perspectives regarding the ethical management and the quality assurance management in secondary education institutions.

17. VIRTUALIZATION IN EDUCATION

Mariana- Viorela, Grigore-Filip (Șerban)
Valahia University of Târgoviște

Abstract:

A new perspective of what is real emerges and competes with our expectations – we are talking about a virtual, possible reality. The virtual reality is a project that is preparing the development of an ideal reality like world peace; virtual means something that leans towards aspiration. In this article we are going to present the main features of the tendencies of virtual education. The ways in which virtual education manifests itself and the elements that make up the process of virtualization are exposed. In the end we observe the areas targeted by the phenomenon of virtualization in education.