

# International Conference

## Knowledge Economy

### - Challenges of the 21<sup>st</sup> Century -



SPECIAL SECTION UNDER THE PATRONAGE OF  
JEAN MONNET MODULE ERP2020  
Regional development strategies and policies in  
Central and Eastern Europe

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



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## EUROPE UNDER PRESSURE –

# THE SOCIAL AND ECONOMIC CRISIS

PITESTI, 17-18 November 2016

Constantin Brancoveanu University

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Institute of the Regions of Europe

Institute for Economic Forecasting of the Romanian Academy

Romanian Regional Science Association

Foundation for Education, Science and Culture  
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Regional and International Studies Center - CBU  
Pitesti

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33. Lecturer Ion Stoica Ph.D. – Dean, Constantin Brâncoveanu University

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- 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
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- 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**

### **Thursday, November 17<sup>th</sup>**

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 – 14:00 – Paper sessions – UCB Business Centre

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

15:00 – 16:30 - Paper sessions – UCB Business Centre

### **Friday, November 6<sup>th</sup>**

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

10:00 – 13:00 – Workshop Research Dissemination

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## **Preface**

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

The topic of this year’s conference –“Europe Under Pressure – the Social and Economic Crisis”– is one of great interest in the current economic, social and political context. This subject gives us the opportunity to identify solutions in the context of opinion differences at continental and world level.

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

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

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

Rector,  
Professor Ovidiu PUIU, Ph.D.  
Constantin Branconveanu University of Pitesti

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



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**1. EU COHESION POLICY IN CENTRAL AND EASTERN EUROPE: A  
COMPARATIVE ANALYSIS**

**Ovidiu Puiu, Cristina Serbanica, Alina Voiculescu, Sebastian Ene, Cristina Gănescu**

Constantin Brancoveanu University, Pitești, Romania

***Abstract:** The purpose of this study is to shed light on the spending patterns and impacts of the EU Funds (2007 – 2013) in Central and Eastern European countries which are also EU Member States: Bulgaria, the Czech Republic, Estonia, Lithuania, Latvia, Hungary, Poland, Romania, Slovakia and Slovenia. With more than half of the total allocations from the European Regional Development Fund (ERDF), Cohesion Fund (CF) and European Social Fund (ESF) going to the CEE countries, the region has made important progress in supporting development investments throughout the crisis period, but there is much room for improvement in terms of efficiency in the years to come. By far, the most important allocations went to Environment and Transport, for which almost all of the countries spent about a half of their total allocations. The most striking differences in CEE countries spending patterns are those related to payments for Innovation & RTD and Culture, social infrastructure and urban development, whose shares in the total allocations reach a third for Baltic countries and about 10% in Romania and Bulgaria. Policy implications in terms of impacts on regional development and best practices are discussed in the final part of the paper.*

**2. THE IMPACT OF GLOBALIZATION PROCESS ON DEVELOPMENT OF  
REGIONS FROM CENTRAL AND EASTERN EUROPE**

**Codruța Duda-Daianu**

University Aurel Vlaicu of Arad

***Abstract:** For shaping a future cohesion policy that takes anticipatory into account the new realities of economic and social life, it requires an objective and multi-parameters diagnosis of historical causes of development disparities that remain in the regions and the challenges that will exert on regions. This can be done by using the tool dedicated to the convergence theory that reflects and has consequences on the mechanisms for regulating cohesion policy, combining the instruments of endogenous theory with externalities produced by human capital improvement, information and technological progress infused into the economy and the theory instruments that outline the influences of growth poles.*



### 3. PRIVATE EQUITY MARKET DEVELOPMENTS IN CENTRAL AND EASTERN EUROPE

**Mihaela, Diaconu**

Gheorghe Asachi” University of Iasi

**Abstract:** *This paper discusses the current state of the private equity industry in terms of size of investment, funds raised, disinvestment mechanisms practiced and their trends in the CEE region in comparison with other European countries. The low level and limited success in developing venture capital industry in Europe, particularly in the Central and Eastern European countries raises concerns, given the numerous evidences which show the positive role of venture capital investment in supporting innovation. We believe that the lack of supply of venture capital is one of the hampering factors to demand of funds came from entrepreneurs in the CEE states, including in Romania, which we show to be one of the countries with a systemic lack of venture capital funding in early-stages of business.*

### 4. ELECTRIC ENERGY MARKET IN CENTRAL AND EASTERN EUROPE - CHALLENGES AND PERSPECTIVES

**Dana-Elena, Holban**

Dunarea de Jos University, Galati, Romania

**Abstract:** *In the energy sector, each type of fuel used has a number of advantages and disadvantages. The high degree of pollution of power plants based on coal, seasonal instability of hydropower, low efficiency of wind power and environmental disasters that could be caused by nuclear plants has led to sizing each type of fuel, so that the benefits generated by their use to be maximum. At European level, the main objective in energy independence is that the energy mix used by each country to be dominated by increasing energy efficiency - satisfying consumption with minimal financial effort. The principal aim is to minimize the financial effort of the final consumer; this goal can be attained only through the involvement of financial levers of state power. The low level of state involvement in energy efficiency would create huge costs for final consumers, with devastating effects on all market participants. Romania is in a small proportion dependent on external energy resources. Opening new electricity production units is justified only if it aims to increase exports. The lack in takeover and implementation of European legislation in national legislation makes this prospect to remain at the level of aspiration, electricity exports being limited to neighboring countries whose Transport and System Operators have direct connection points.*

### 5. DIGITAL ECONOMY AND CHALLENGES FOR LOWER DEVELOPED ECONOMIES

**Sorin Dinu,**

Institute of Economic Forecasting, Romanian Academy

**Abstract:** *With the fourth industrial revolution, digital economies bring challenges for lower developed economies, especially for those that are members of developed economic block such as European Union or want to join such economic blocks. These countries are characterized by the economies which are either in stage of second industrial revolution or in between the second and third industrial revolution stages, with some software and digital activities, but less significant at the size of economies. The challenges consist in designing and implementing economic transformation processes that lead these economies in a single leap to the digital economy. During the process, the main challenges are:*

*a. The investment in new capital intensive technologies will require highly skilled work force such that their actual industrial work force, well qualified for the second industrial revolution economies, will be highly depreciated and it will be forced to migrate to another labor intensive economic non-industrial sector that, in turn, are affected by the impact of digitalization and robotics implementation.*

*b. The financial and other tertiary sector will be affected by digitalization through standardization and migration of customer services from front desk approach to online web approach.*

*c. Their economies are located on part of global value chains where are lower margins and lower value added, especially in manufacturing and labor-intensive services (such as call center). The research & development activities are underdeveloped both in terms of financing opportunities and in the quality and number of work force.*

*d. Their budgetary deficit and low opportunities for higher budgetary revenue and usually higher public debt*

cannot permit the State to invest more in education, infrastructure or human capital development. In this context, the new development process must be developed to permit the economic development to reach digital economy objectives while keeping the level of employment, increasing the standard life of people under balanced government budget and sustainable public debt.

## **6. FOREIGN DIRECT INVESTMENT SEEN AS A FACTOR OF ECONOMIC GROWTH**

**Oana Camelia Iacob, Anca Cristea**

Hyperion University, Romania

**Abstract:** *The overall objective is to identify foreign direct investment as a factor of economic growth in Romania by pinpointing problems for foreign direct investment have increased at a rate similar to that of other Eastern and Central European. Analysis of this problem is a starting point in finding solutions. Importance of the work has relevance both in theory and in practice as it can serve several interested groups, investors, and individuals concerned with the welfare of the country.*

*The paper also can serve nationally, as the basis for making decisions on Europe 2020 targets or national strategies for attracting foreign direct investment. We choose this topic because we believe that foreign direct investment is an important factor in a country's economy, especially if that country does not have a level of savings so large as to create their own investments. At the market in Romania there are numerous barriers to entry so that foreign direct investors are not attracted by our country in a very large extent; especially because of bureaucracy. The research method is considering an empirical approach based on statistical data of the development implications of foreign direct investment and multinational corporations of the Romanian economy.*

## **7. A STRATEGY FOR DEVELOPMENT OF REGIONS: REGIONAL DEVELOPMENT AGENCIES IN TURKEY**

**Derya Altunbas,**

Giresun University, Turkey

**Abstract:** *Regional Development Agencies is used as a tool for development of the regions for a while in Turkey. According to the population, there are different sizes of regions. Therefore, regional development issues are related with the population and economic level of the region. In this paper it will be studied the regions in the context of regional development agencies in the historical view to development in Turkey. Management of these agencies and development policies of the regions will be criticized. Whether is useful for the regions in Turkey's all of the regions. Regional development will be included in comparatively before and after the policy changing to the agencies. Benefits of the regional development agencies will be examined for different regions in Turkey. Also, EU regional policy application is included, that related with the Turkey's regional development policy. Organizational structures, efficiency, funds or other instrument that belongs to the investments will taken be into account and some implementation problems will be studied at the same time. This paper has comparatively and deterministic scientific method. Issues are studied by the deductive method about the Regional Development Agencies in Turkey.*

## **8. REGIONALIZATION IN ROMANIA BETWEEN THEORY AND PRACTICE**

**Diana Maria Idoraş, Piteşti, Romania**

**Abstract:** *Regionalization is often considered as one of the main drivers of socio-economic development and Romania has taken steps forward to pursue territorial administrative reorganization and decentralization. However, a still open question is whether decision makers have adopted an appropriate approach to achieve its purpose. Can regionalization be an engine of development, or, conversely, can it become an obstacle to increasing the quality of public services? The present paper reviews the legal framework of regionalization in Romania and offers a perspective over the implementation of the regionalization process in practice.*

## **9. DECENTRALIZATION - A SOLUTION FOR LOCAL DEVELOPMENT. CURRENT REALITIES AND PERSPECTIVES**

**Tudor Pendiuc,**

Constantin Brancoveanu University, Pitești, Romania

***Abstract:** Economic development is one of the most important pillars for improving the living standards and the main concern of any democratic government. Is decentralization – with all its pillars for decision-making, patrimonial and fiscal decentralization – a solution? The present study attempts to review the current level of decentralization in Romania and its impact so far. Meanwhile, the author investigates the prospects for future development and the expected impacts on local and regional development, while focusing on immediate and forthcoming implications.*

## **10. SMART, CREATIVE AND INNOVATIVE COMMUNITIES AND CITIES AS KEY DRIVERS OF ROMANIAN COMPETITIVE DEVELOPMENT**

**SUCIU Marta-Christina,**

Bucharest University of Economic  
Studies, Romania

***Abstract:** Smart cities are one of the key engines for the socio and economic development, contributing to the national and regional sustainability. Creative, innovative and smart communities such as smart cities are places, where gifted, creative and innovative citizens are living, working, playing and entertaining themselves by means of co-existence and co-operation. Smart cities are becoming more and more effective and efficient based on the use of their tangible and mostly intangible assets and on proving to be careful and responsible with the environment. They are innovative and creative places, applying good governance and transparent systems design such as to support entrepreneurs and start-up business co-working within creative and innovative regional clusters, while investing in the development of both physical and social infrastructure.*

*The paper aims to highlight the importance of regional communities in the context of Romanian smart, sustainable and inclusive development framework. Based on a brief literature review followed by the identification of some examples of best practices the paper is focusing on Romanian case and suggest a set of alternative designed in order to build creative, innovative and smart cities. The paper concludes by highlighting the importance of smart cities for the regional and national competitiveness.*

## **11. REGIONAL DETERMINANTS OF FOREIGN DIRECT INVESTMENTS IN ROMANIA. A SPATIAL ERROR MODEL**

**Zizi Goschin,**

Bucharest University of Economic Studies; Senior Researcher,  
Institute of National Economy, Romanian Academy

***Abstract:** Considering the well-documented significance of investments for the regional economic development, this paper explores the underlying factors that drive FDIs' behaviour in Romania, at county level, in the year 2014. The empirical analysis employed a variety of statistical methods, focusing on the detection of the potential spatial dependence among counties and subsequent use of spatial econometric models able to account for such autocorrelation. The analysis revealed that well developed counties, having large innovative potential, stronger entrepreneurial spirit, better human capital and a higher degree of specialization are the most attractive locations for new foreign direct investments.*

## 12. EMPLOYMENT AND MIGRATION IN THE ROMANIAN REGIONS AND COUNTIES

**Chilian Mihaela-Nona, Iordan Marioara**

Institute of Economic Forecasting, Bucharest, Romania

**Elena Mihaela Pavel,**

The Romanian-American University, Bucharest, Romania,

**Gabriela Cirariu,**

"Petru Andrei" University, Iasi

***Abstract:** One of the main targets of Europe 2020 Strategy envisages the inclusive growth, by promoting, among others, a high employment rate, however, insofar Romania is quite far from reaching even its national target. Considering these issues, the paper analyzes the latest evolutions of employment and domestic and foreign migration in the Romanian regions and counties, with a view towards the Europe 2020 and national targets. These aspects were previously approached by many authors, but here they are considered from the point of view of the (theoretical) development potential through the human factor gained or lost by a region/county – indicators of the attractiveness for investors and labor force, as well as of territorial cohesion and resilience.*

## 13. TERRITORIAL JOB PROFILE IN HEALTH AND SOCIAL ASSISTANCE SECTOR

**Mihaela Ghentă,** National Scientific Research Institute for Labour and Social Protection (INCSMPS) Romania

***Abstract:** The aim of this article is to highlight the potential use of spatial analysis in public policy decisions concerning older people. We intend to see to what extent it can be better understand where the elderly are, where the social services are provided, and most importantly to identify policy measures that could improve the provision of services for this group of population. The methods used in this chapter include spatial analysis of available data for health and social assistance sector at county or region levels. The first part covers the national demand for social services; the second part is devoted to the supply of labor in health and social assistance sector, and the last part is an analysis of social and healthcare services for the elderly. Results demonstrate that many counties have low levels of net average wage for this sector compared to the national average for overall economic activities. Cartographic representations of employees and the distribution of net average earnings at the county level shows the geographic areas most vulnerable in terms of the attractiveness of the sector. Comparing the results with the territorial representation of population aged 65 years and over, we observe a partial correlation between the number of employees and the number of older people in need.*

## 14. HUMAN DEVELOPMENT- A ROMANIAN REGIONAL ANALYSIS

**Georgeta Cristina, Pencea**

Academia de Studii Economice din Bucuresti

***Abstract:** The article focuses on the analysis of Romania's performance in the field of human development (HD), as it is presented in the Human Development Reports. This performance is understood as a process of broadening the possibilities of people's choices, and as the level of people's welfare. The year 2010 brought with it changes not only in terms of the HDI calculation, but also a favorable change of the Romania's situation. In highlighting these changes, it is brought into attention the aspect of inequalities in human development.*

*The article also includes a comparison regarding the development regions of Romania and also an analysis between Romania and other European countries in terms of Human Development Index and the Modified Human Development Index. The analysis is accompanied by explanations of the differences coming from the two calculation methods and which is more advantageous for the countries presented in a global ranking according to the level of development.*

## **15. STUDENT WITH A JOB OR NO JOB? QUALITATIVE RESEARCH ON INTERNSHIP AND LABOUR OPPORTUNITIES AND THREATS FOR UNDERGRADUATES STUDYING IN ROMANIA**

**Cristina, Nicolau**

Transilvania University of Braşov

***Abstract:** This paper examines university students' motivations with regard to developing skills in a job during their academic years of study. In this respect, we conducted two pieces of qualitative research by focusing on two different sub-samples of students, one represented by Romanian students and another one represented by foreign non-UE students who come to study in Romania. Our main purposes are, firstly to highlight the motivation of students to be employed and secondly, to put the basis of more student-centred public policies with regard to improving the future labour force's complex skills and employers' consciousness by using it more efficiently. Hence, we herein present the advantages of creating, implementing and using a mutual platform both for universities which have high quality standards in developing skills and for employers who are socially responsible for teaching and orienting students so as to successfully face with the labour market challenges.*

## **16. REGIONAL DIFFERENCES REGARDING TOURISM POTENTIAL AND ATTRACTIVENESS. A STATISTICAL-ECONOMETRIC APPROACH**

**Cătălin – Ioan Nechifor**

Bucharest University of Economic Studies

***Abstract:** In the work that follows, based on data from the Statistical Yearbook of Romania are analyzed a series of regional indicators, in order to highlight the differences between regions about the potential and attractiveness in terms of tourism. In the period under the present review the number of overnight stays registered a dramatic decline from a peak of 45.48 million recorded immediately after the changes in socioeconomic 1989-1990 to a low of 16.05 million recorded as a result of the economic crisis manifested in 2008-2010. The South East region, which contains two of the main tourist attractions in Romania - Black Sea and Danube Delta - has the highest share of total number of overnight stays for the entire period. Still visible is declining contribution of this region to the total overnight stays, the value decreased from 30% in 1990-2000 to 21% in 2013. After analyzing the evolution of the structure of tourists each year by developing region we can observe that trends are similar to overnight stays number, which explains to a certain extent that overnight stays, while containing worth and movements determined by the specificity and duties of the job, are directly influenced, as expected, by the amplitude of tourism activities.*

## **17. SMES COMPETITIVENESS: MAJOR FACTORS OF INFLUENCE AND IMPLICATIONS AT REGIONAL LEVEL**

**Ionela Georgiana Ştefan (Iftimie),**

Bucharest University of Economic Studies

***Abstract:** Entrepreneurship is the basis of the national economy with benefits for the society, such as: employed population, revenues and paid taxes, high level of welfare and services provided, thus having a major role in decreasing the disparities and balancing the development of different regions. In the context of globalization and economic crises, entrepreneurs are faced with the challenges of finding ways and resources to raise their business performances in order to defend and maintain their market position, their ability to compete.*

*Therefore, this paper aims to define, analyze and create a conceptual model regarding the key factors that influence SMEs competitiveness taking into account the implications on regional development. The findings will reveal the significant influence of two major categories of factors (basic factors including internal and external factors and globalization-related factors) on SMEs competitiveness and the decision-making process of entrepreneurs and policy makers to improve SMEs performances.*

## 18. POLYCENTRICITY ISSUES OF ROMANIA'S SOUTH-EAST REGION

**Sorin Daniel, Manole**

Constantin Brancoveanu" University of Pitesti

***Abstract:** Polycentricity at regional level, a concept introduced in the 1990's, aims at identifying and describing regional spatial structures and requires a more equitable spatial distribution of economic opportunities, public services, urban amenities etc. Being a complex notion, it has a lot of facets, which is why the assessment of polycentricity dimensions is not an easy task at all. In order to perform polycentricity analysis, first it is necessary to identify functional urban areas, which the building blocks of a polycentric region are. In this paper, after a brief review of the polycentricity concept, a methodology for estimating several dimensions of polycentricity at regional level is presented. More specifically, it is about some indicators of morphological polycentricity and of the polycentricity potential. For the polycentricity potential, a method is also proposed to aggregate indicators into one indicator. Finally, the proposed methodology is applied to Romania's South-East Region.*

## 19. TOURISM IN THE NORTH EAST REGION OF ROMANIA. THE CASE OF SUCEAVA COUNTY

**Cătălin – Ioan Nechifor,**

Bucharest University of Economic Studies

***Abstract:** The analysis of tourism in Romania is a very good instrument to explore various economic and social evolutions, including regional development and GDP. From the total of 8 NUTS 2 regions in Romania, the South-East region is by far the most important in terms of tourism. In the last years, the Center region is getting more and more tourists. Within the North-East region, well-known for its natural and cultural-historical attractions, Suceava County becomes one of the most attractive areas in Romania. The evolution of accommodation share in the NE region is following the economic developments in Romania: between 1990 and 2001 the decline is evident, while in the following period, 2002-2007, a stagnation occurs, followed recently, especially after 2010, by a quasi-exponential trend, in short run. Between 2006 and 2015, in the NE region both Romanian tourist arrivals and foreign tourist arrivals increased. Romanian tourist arrivals dynamic is greater, increasing their arrivals in 2015 compared to 2006 by 41%, while foreign tourist arrivals in the same period increased by only 20%. From the six counties of the region, Suceava has held and holds the largest share of tourist arrivals in the area, namely 24.1% of Romanian tourist arrivals in 1990, continuously growing up to 32.2% in 2015.*

## 20. THE ROLE OF LOGISTICS IN THE IMPLEMENTATION OF THE INTERMODAL TRANSPORT STRATEGY IN ROMANIA. STRATEGIES FOR DOBROGEA REGION, TRANSPORT AND STORAGE OF LNG

**Florin Iordanoiaia,**

Universitatea Maritima din Constanta

***Abstract:** Dobrogea, the two counties, Constanta and Tulcea, can become a real "engine" of intermodal transport development in Romania. Most analyzes in this regard concerned only Constanta county and especially the port of Constanta, but the region's potential is much greater and must be analyzed carefully, and in this analysis should be made a number of conclusions and strategies that contribute to the development of logistics and intermodal transport. In this work it is analyzed the situation of liquefied natural gas.*

## 21. EUROREGION DANUBE-CRIS-MURES-TISA (DKMT) – A SUCCESSFUL STORY?

**Codruta Duda-Daianu,**

University Aurel Vlaicu of Arad

**Denisa Abrudan,**

West University of Timisoara

***Abstract:** Outbursts regions from different European countries on international stage are a fact that without being fully realized, seems inevitable. With the globalization of trade, the regions seem involved in some kind of transnational frenzy. Fostering this new field of external relations was due to the adoption of decentralization laws that allow intra-European cooperation between regions. Through these relationships are established not only to peer into shares of common interest, but also it gives powers to local authorities in the international order.*

*The paper highlights the success story of the Danube-Cris-Mures-Tisa, focusing on its development strategy analysis. Also, are underlined the complications caused by unsynchronized accession of partner countries to the European Union.*

## **22. ABOUT REAL CONVERGENCE IN ROMANIA**

**Bogdan Daniel Floroiu, Rm. Vâlcea**

***Abstract:** Regional convergence is one of the fundamental objectives of the EU Cohesion Policy, through assistance from the Structural Funds, the underlying economic efficient drawing up a strategy to support disadvantaged countries and regions. Thus, a high degree of convergence leads to a lower level of support for bridging economic. Romania meets the convergence criteria set by the Maastricht Treaty in June 2014 but still this is not enough. The nominal convergence criteria can not be met in a sustainable manner without competitiveness, financial stability and fiscal balance. Even if the real convergence criteria are not so clear and measurable indicators have not as if nominal convergence does not mean that this indicator is less important. The goal is to reduce structural differences between regions and countries, and social and territorial cohesion. In terms of real convergence, assessed by discrepancies with the EU average GDP per capita expressed in purchasing power standard (PPS), Romania has progressed significantly in the last two years, currently standing at about 55% of the average EU-28. Experience of the new Member States which joined the euro underlines that such a goal is realistic insofar as the report of the EU average GDP per capita exceeds 60%. In such conditions, the chance of countries like Romania to achieve real convergence with the EU is closely linked not only by increasing the stock of physical capital, but also stimulate the development of the two factors - knowledge and human capital - their increasing contribution to achieving higher growth rates. Should not be neglected dimension of development disparities between regions, as Romania is the EU country with the greatest disparity between regions.*

*Membership of the EU has acted as a catalyst for real convergence in Romania, but GDP per capita in PPS is still below levels in other Member States when adopting the single currency. In these circumstances, Romania must develop macroeconomic policies to stimulate economic competitiveness, develop all regions, to attract foreign direct investment and external grants.*

## **23. TRANSPARENCY AND THE NEW PUBLIC PROCUREMENT SYSTEM IN ROMANIA**

**Adrian Ducu Matei**

**Motto:** The lack of transparency results in distrust and a deep sense of insecurity (**14<sup>th</sup> Dalai Lama**).

***Abstract:** This paper emphasizes the fact that public investment in times of crisis can be an opportunity for economic rebalancing provided that certain principles and rules stipulated by legislation are observed and also if it is subject to adequate control. Following both the regulation and functional errors in national and international mechanisms, some legislative and institutional changes were made. These changes were carried out at European level through the adoption of new EU directives on public procurement at national level but also at national level through new legislation transposing European directives. Europe 2020 strategy for smart, sustainable and inclusive growth is about a vision of the social market economy competitive in Europe for a period of ten years, based on three interdependent and mutually reinforcing priorities: developing an economy based on knowledge and innovation; promoting a competitive economy, with low emissions of carbon dioxide and efficient in terms of resource usage; and promoting an economy with a high employment rate, ensuring social and territorial cohesion. Public procurement is an important element, as it is one of the market tools that can be used to achieve those objectives. Procurement markets and, in particular, major work projects are often considered a sensitive area where corruption scenarios are carried out either by manipulating the tender documentation in favor of bidders or by using intermediary companies to cover illegal activities.*

## 24. THE EUROPEAN UNION AT A CROSSROAD

**Baltador, Lia-Alexandra**

“Lucian Blaga” University of Sibiu

***Abstract:** The last years were challenging for the European Union. Maybe that’s not a novelty, after all, since its beginning there were numerous aspects to be consider and harmonized. Aimed initially to bring about welfare and prosperity to its citizens, today it faces numerous problems. “Brexit” and refugees are merely the top of the iceberg of the EU’s Agenda. Other, at the time less obvious and discussed issues, such as Trade Policy, international competitiveness and sustainable entrepreneurship are further seeking to find a convenient approach and an effective implementation. This paper aims to strike out some of the major vulnerabilities and concerns about the future of the EU but also considers some of its stronger points and the advantages it still brings about for the Member States.*

## 25. ISLAM IN EUROPE – A NEW GLOBAL CHALLENGE

**Alina Voiculeț, Nicoleta, Belu**

“Constantin Brancoveanu” University of Pitești

***Abstract:** In the context of the new world order, one of the major challenges to global economy lies in finding the most effective way of including Islam in 21<sup>st</sup>-century architecture. Globalization means increasing interdependences among national economies, whereas borders are becoming less and less visible. Will Islamic countries manage to integrate into this whole? Or on the contrary? Fighting against “uniformity” raises barriers increasingly difficult to surpass to everything the West refers to. Recent developments in Europe unfortunately demonstrate the proliferation of terrorism amid the major European immigration of Muslim population due to deepened domestic conflicts in some Islamic states. The growth of Muslim population in some EU countries has led to imposing certain restrictions on immigration, but nevertheless a steady growth of Muslim communities in Europe is estimated in the near future.*

## 26. THE ROLE OF INNOVATION IN THE ECONOMIC DEVELOPMENT: A PANEL DATA ESTIMATION IN THE EUROPEAN UNION

**Olimpia Neagu,**

”Vasile Goldis”Western University of Arad

***Abstract:** The aim of the paper is to highlight the impact of R&D activities on the economic output GDP in the European Union countries. By using EUROSTAT data for the 27 European Countries in the last 15 years (2000 to 2014) in panel data techniques we found different results in Eastern and Western Europe, regarding the impact of R&D activities on the economic output. In ten Eastern and Central European countries (Romania, Bulgaria, Poland, Hungary, Estonia, Latvia, Lithuania, Czech Republic, Slovenia and Slovakia) we found a strong positive association between economic output and Gross Expenditures of R&D (GERD) and Human Resources in R&D (GERD) activities. In Western European countries (France, Italy, Ireland, Denmark, Netherlands, Greece, Portugal, Spain, Belgium, Luxembourg, United Kingdom, Germany, Malta, Cyprus, Austria, Finland, Sweden) the level of GERD is important for economic output as well as the quality of human resources in R&D reflected by the share of tertiary educated people employed in R&D activities.*

## 27. ENHANCING SMES COMPETITIVENESS THROUGH INNOVATION

**Ionela Georgiana Ștefan (Iftimie),**

Bucharest University of Economic Studies

***Abstract:** The core of our economy, SMEs competitiveness resides at the forefront of Europe 2020 Strategy for smart, inclusive and sustainable growth. SMEs and SMEs competitiveness represents the driving force of the economy and economic growth that can be achieved only through specific support policies that give more access to resources, new technologies and innovation and ensure the development of the entrepreneurial environment.*

*In order for SMEs to be able to face the current market conditions and challenges, to better their position versus other enterprises or organizations, innovation becomes a critical factor in enhancing the competitiveness of firms, in local, regional or global markets. The vital contribution of innovation to SMEs competitiveness also gives a boost in achieving a sustainable regional development.*



*This paper aims to identify the factors that contribute to the development of a firm innovative capacity, to analyze how this innovative behavior can improve the firm's competitiveness and performance and what is the impact on regional development.*

## **28. INFORMATION ASSYMMETRY AND ECONOMIC GROWTH**

**Cristiana Matei**

**Motto:** Simple but honest is more valuable than brilliant but dishonest. (**Honoré de Balzac** (1799 –1850, France, French novelist, literary critic, essayist, journalist and writer)

**Abstract:** *The paper emphasizes the fact that most of the things we consider essential for our society are not fully based on information asymmetry, a concept highlighted by the theory developed by G. Akerlof, M. Spence, J. Stiglitz in the 70's. The effects of information asymmetry are visible everywhere; the current financial crisis is such an eloquent example - among its many causes may be an issue of information asymmetry where someone knew that crediting could not continue on a permanent basis, but that person preferred to speculate at the expense of those who made loans relying on the assurances given by the same persons who knew the system would not work forever.*

*Information asymmetry is complex; it is not a mere lie or about concealing the truth, but it is the result of a practical calculation made by the buyer, who does not want to be properly informed, as that would imply some costs he or she is not willing to pay. We can exemplify such an attitude when one wishes to buy a house, which would mean to look for information, know other buyers' experiences, discuss with the builders, the architects, the engineers, see many houses, know prices; these are activities that require time and money. Should one buy the house and should it not meet one's expectations, then it is mainly the buyer's fault due to the lack of information. Therefore it is useful to investigate the relationship between information asymmetry and economic growth, especially as one of the perverse effects of information asymmetry is that there is not a clear obligation of the seller to voluntarily offer complete information, but on the other hand, he or she is obliged to correctly answer all questions.*

## **29. THE HEALTH OF ACADEMIC ORGANIZATION, A PROJECT OF TOMORROW SOCIETY DEVELOPMENT?**

**Stanciu Vasile Miltiade,**

Spiru Haret University, Economic Sciences Faculty, Bucharest

**Abstract:** *Starting from the hypothesis that the university organization must to be healthy to form and shape the human beings, we measured and compared the degree of health of the two similar universities from Romania and Bulgaria, the two countries close as levels of development, to detach the conclusions in the healing process of that educational organizations. The health of the two universities has been calculated based on the Aggregate Index of University Health (AIUH), designed and developed from a transdisciplinary perspective. We believe that through the implementation of solutions to the health problems of the educational organizations we put the bases of natural frame for the development of the responsible citizen future, both for himself and for the future of his Family, Community, Region of the Country of which he is a member and implicitly the planet Earth.*

## **30. THE GREEN ECONOMY PARADIGM AND THE SUSTAINABILITY OF DEVELOPMENT**

**Petru Ciprian Bradu, Iustin Emanuel Alexandru  
Alexandru TaSnadi**

Bucharest University of Economic Studies

**Abstract:** *The authors start from the idea that the present linear model of development, based on the binomial production – consumption, is no longer sustainable. Therefore, the debates and measures of the economic policy that are interacting with the social, political and ecological ones, bring arguments in favor of forming new models. The paper insists on the strategies regarding the transition towards the „green economy”, developed on the basis of some of the sustainability principles. They target the impact upon the environment, the efficiency of resources and energy, the welfare and quality of life. In the end we press on the benefits generated by the „circular economy” having as horizon 2030.*

### **31. ECONOMIC INTERVENTIONISM: A THEORETICAL ANALYSIS AFTER CRISIS**

**Costin Ioan Răsăuțeanu**, Vice mayor

*Abstract: The financial and economic crisis as well as the interventionist efforts of respective governments to stabilize their economies, have generated a lot of controversy about the virtues of the free-market system and the wisdom of state intervention. As reality has shown, without an appropriate economic policy and regulatory framework, a nation's financial system becomes vulnerable to crisis and jeopardizes the stability of the entire economy.*

*In this paper we analyze the main trends of economic thought which preceded the global crisis, focusing on those that have been directed towards increasing state intervention in democratic nations: Keynesianism, corporatism, ordoliberalism and neocorporatism. Extreme interventionism will not be a topic of the paper.*

*In the present work, we reach the conclusion that global crises have drawn attention to the great economists of the time and many of them were the spearhead for new directions of state intervention in the economy. The solutions proposed by these economists are nowadays used to rescue economies from the economic crisis.*

### **32. TOWARDS SUSTAINABLE DEVELOPMENT OF DANUBE REGION. THE ROMANIAN DIMENSION**

**Carmen Beatrice Păuna**, Institutul de Prognoză Economică

*Abstract: An industrial ecosystem establishment, that is competitive worldwide, it has become one of the most actual EU objectives and that should be reflected in the development strategies of Member States. In the case of Romania it was stated the lack of coordination between different strategies – for competitiveness, re-industrialization, innovation, export, for SMEs and business programs, for financial support of SMEs and clusters, for the internationalization and increased competitiveness. In this context, the EU Strategy for the Danube Region represents an opportunity for our country, for the alignment to joint initiatives and to engage in projects with multiple spillover effects for the entire region. The paper analyzes the priorities, initiatives and perspectives of Romania's economic integration into the Danube area, indicating some recommendations for a National Strategy of the Romanian Danube Region.*

## **SECTION: FINANCIAL AND ACCOUNTING POLICIES AND CORPORATE GOVERNANCE**

### **1. INTERNAL AUDIT- PILLAR OF THE INTERNAL CONTROL/MANAGERIAL SYSTEM**

**Badea Georgiana**

*Abstract: Internal audit, especially in a public sector where public money is involved, is to be considered a pillar of management, a pillar of internal control. Internal audit is linked to internal/managerial control by laws and regulations. In this paper we are aiming identifying the reasoning of this close connections between internal audit and managerial system and presenting the ideas in a simple and pertinent manner. The needs of economic entities are mainly common with the human needs, respectively are limitless, complementary, have the capacity to regenerate and are conditioned objective and subjective. In public institutions and economic entities in which the state is shareholder, meeting these needs and ensuring business continuity are more important, given that they are entities of national importance and have an increased public and social responsibility. We can say that the internal audit was developed in response to these needs (of economic entities), with the purpose to improve and add value to activities.*

### **2. THE ANALYSIS OF THE FINANCIAL FLOWS RESULTING FROM PUBLIC SECTOR EXPENDITURES AND THEIR IMPACT ON ACCOUNTING**

**Guni Claudia Nicoleta**

Spiru Haret University

*Abstract: Incurring expenditures through the State Treasury, by public institutions, is carried out in two ways: by cashless payments, when the Treasury, based on the payment order issued by the authorizing officer, after the necessary checks have been conducted, orders payments from the institution's account to suppliers, service providers, etc., or in cash, when, at the request of that public institution, the Treasury issues the requested cash.*

### **3. STUDY REGARDING THE FINANCIAL REPORTING OF INTANGIBLE ASSETS. CASE OF ROMANIAN PHARMACEUTICAL INDUSTRY**

**Ancuța Alina Gheorghe,  
Moisescu Florentina,**

Faculty of Economics and Business Administration, "Dunarea de Jos",

*Abstract :The accounting treatment of intangible assets is a particularly complex and important issue for today's economy, a knowledge based economy. For nowadays companies, these assets are inductors for success and an important factor for achieving competitive advantage. Also, these assets are an important part of the financial statements. With the increasing weight and importance of the intangible assets the need for financial information of financial statements' users has changed and the current accounting system makes it difficult to cope with these developments. Because of the uncertainty that strikes intangible assets, accounting can not capture their growing importance. Accordingly investors and other users of financial statements may not receive complete and relevant information for decision making. Basic questions arise here: Does the accounting treatment of intangible assets affect the relevance of financial information? ; May this treatment cause a misallocation of resources? The weakness is that the current accounting system can not capture all significant intangible values. Along with trying to answer the above question the purpose of this paper is to present the accounting treatment related to intangible assets according to international financial reporting standards and to analyze to what extent the accounting treatment of intangible assets affect the relevance of financial information for Romanian pharmaceutical companies listed on the Bucharest Stock Exchange. The research was qualitative type, based on empirical data recorded on a sample of 5 Romanian pharmaceutical companies, listed on the Bucharest Stock Exchange. The qualitative side is given by the fact that the study is based on interpretation, explanation, understanding.*

#### **4. ECONOMETRIC STUDY OF THE CORRELATION BETWEEN FOREIGN DIRECT INVESTMENTS AND GROSS DOMESTIC PRODUCT IN ROMANIA**

**Podașcă Raluca,**

Petroleum-Gas University of Ploiesti, Faculty of Economic Sciences,

***Abstract:** Economic freedom and friendly taxation are essential aspects of Romanian business environment for entrepreneurs and especially for foreign investors. There is a close competition among world's developed countries to create favorable conditions for attracting foreign direct investments. The global experience has shown that the main condition for attracting foreign investors is improving the investment climate. When referring to the dynamics of foreign direct investment in Romania, it is noticed that since 2003 until present they have recorded a positive trend. This is explained primarily due to increased foreign direct investment flow from the European Union to Romania (it is noticed that in 2006 which is the year that preceded Romania's integration in the European Union, the FDI registered the highest growth of 57.7%), but also due to economic performance of our country. This increase can be explained by the fact that foreign investors have viewed the profit opportunities, relatively high in the Romanian economy, either as Greenfield investments and either through buying, mergers and acquisitions.*

#### **5. THE EXCESSIVE DEFICIT, A TOOL TO IMPROVE THE ECONOMIC GOVERNANCE IN THE EU MEMBER STATES**

**Elena Doina, Dascălu**

Vicepresident of Romanian Court of Accounts,

**Bogdan Narcis, Fîrtescu,**

Alexandru Ioan Cuza University of Iasi,

***Abstract:** This research approach presents the viewpoint on the issue of the excessive deficit within the European context, and highlights the situation in Romania. The starting point was the evolution of economic and budgetary governance policy within the European Union. Consequently, we focused on the study of budgetary policies among the Member States, whose role is to ensure a solid system of public finances in the framework of the smooth functioning of the Economic and Monetary Union (the Maastricht Treaty). The question we attempted to answer in this research was: "Has the application of the economic and monetary union principles ensured the stability of the Member States' public finances and avoided the excessive deficit?". In this context, we started from the following assumptions: "Are the data that the public accounting provides reliable, so that the information included in the public finance statistics can be considered trustworthy?"; "Does the public accounting reform in the Member States ensure the transparency and comparability of the information?"; "Have the reforms concerning the strengthening of the financial discipline improved the excessive deficit procedure?".*

#### **6. HOME INSURANCE, A SOCIAL PROTECTION INSTRUMENT BY REDUCING THE IMPACT OF NATURAL DISASTERS**

**Bogdan Narcis, Fîrtescu,**

Alexandru Ioan Cuza University of Iasi,

**Elena Doina, Dascălu,**

Vicepresident of Romanian Court of Accounts,

***Abstract:** This scientific approach addresses the issue of Romania home insurance in context of the changes in the legal framework, namely in context of establishing the Insurance Pole against Natural Disasters. The research has as its starting point the need to reduce the risk of natural disasters in our country and it highlights the home insurance market dynamics between 2008 and 2016 in order to identify the market malfunctions. We have intended to answer the following question: "How the home insurance market can be made more effective?" The research hypotheses in order to give possible answers are the following: "Is the national legislation in force an appropriate framework?", "Has the home insurance market segment been supported by the national authorities upon models from developed countries?"*

## 7. ACCOUNTING PRACTICES UNDER THE ECONOMIC CRISIS

**Erincz Alicia ,**

University "Lucian Blaga", Sibiu, România

***Abstract:** The economic crisis can be defined as a sudden dislocation of economic conditions, a situation in which a country's economy is experiencing a significant drop in activity, driven by a financial disorder.*

*Facing an economic crisis, means facing a drop in gross domestic product, of liquidity decrease and price increase due to inflation. The responsibility of accounting policies is to ensure that business to have a real benefit for the reimbursement of the investment made. It is therefore imperative that in times of crisis, this important feature of accounting policies, to help the business environment in solving problems related to pressures generated by the crisis. This article aims to analyze the accounting practices within the important periods of the crisis, namely the Great Recession in 1930 and the Global Economic Crisis in 2008.*

## 8. PRIVATE EQUITY DEVELOPMENTS IN CENTRAL AND EASTERN EUROPE

**Mihaela, Diaconu**

"Gheorghe Asachi" University of Iasi.

***Abstract.** This paper discusses the current state of the equity capital industry in terms of size of investment, funds raised, disinvestment mechanisms practiced and their trends in the CEE region in comparison with other European countries. The low level and limited success in developing venture capital industry in Europe, particularly in Central and Eastern European countries raises concerns, considering the numerous evidence which show the positive role of venture capital investment in supporting innovation. We believe that the lack of supply of venture capital is one of the hampering factors for demand of funds came from entrepreneurs in the CEE states, including in Romania, which we show to be one of the countries with a systemic lack of venture capital funding in early-stages of business.*

## 9. CHANGES IN THE REPORTING SYSTEM IN THE ROMANIAN PUBLIC INSTITUTIONS: FROM FINANCIAL TO STATISTICAL REPORTING

**Manea Marinela – Daniela,**

Associate Professor "Valahia" University of Targoviste

***Abstract:** Starting with September 2014, all the Member States of the European Union have the obligation to publish national account data according to the methodology of the European Accounts System 2010 (SEC 2010), approved by the (EU) Regulation no. 549/2013 of the European Parliament and of the Council / 21 May 2013. By the passage to the new system of national accounts it is pursued to reflect the new economic realities and, at the same time, to meet the users' informational needs, SEC 2010 being in agreement with the norms of the National Accounts System established internationally (SCN 2008). The present material approaches the new types of statistical reports that Romania must realize via the National Statistics Institute, as a consequence of the adoption of the European legislation on a national level.*

## 10. WAYS TO RECONCILE FINANCIAL ACCOUNTING AND MANAGEMENT ACCOUNTING

**Florin Radu,**

Valahia University of Targoviste,

***Abstract :** Reconciliation between financial accounting and management accounting should always be possible, whether or not the two systems are integrated. Management accounting can take, depending on the degree of integration, three forms, namely: Integrated in financial accounting; Independent or autonomous in relation to financial accounting; Extra. In our country the organization and leadership of management accounting is governed by OMPF 1826/2003. It foresees that the management accounting can be done using specific accounts (independent accounting), by developing the accounts in financial accounting (integrated accounting), or by using its own operational and technical evidence (extra-). Integrated or independent accounting management are intra-accounting solutions which are expected to adhere to the regular registration of accounting of a firm. For this reason there may be constraints contradictory to the management needs consisting in obtaining relevant data as soon as possible.*

## 11. THE NECESSITY OF AN ACCOUNTING HISTORY

**Florin Radu,**

Valahia University of Târgoviște

*Abstract* Most often, accounting professionals refer to its history to justify its status as a university discipline in terms of seniority, of accounting "veneration". But the history of accounting is not a mere curiosity or an intellectual exercise. Generally speaking, since antiquity, history was regarded as being also practical apart from its theoretical dimension. In this sense, Aristotle said that "if you want to understand something, see how it arose and how it has developed." Classically, there is a dichotomy between the conventional approach to history and the one characteristic to social sciences. From this point of view, it is said that a historian studies the past, while the social sciences researchers will use the past to understand the present.

## 12. FINANCIAL RISK INSURANCE

**Vaduva Maria,**

Constantin Brancusi University, Targu-Jiu, Romania,

*Abstract:* Insuring financial risks is part of the sphere of property insurance being generated by the economic and financial relations that develop between the economic agents domestically and internationally and by the debtor's ability to cope with his obligations at due settling date in the relations with the creditor. In conducting the commercial transactions, the risks are inevitable being higher in the external transactions. The financial risk is the potential prejudice to which are subject the interests and entrepreneurial activity in the commercial transactions of sales and purchase, execution of works or provision of services. The insurance system for financial risks contains more products: credit insurance, financial risk insurance form, destined to protect the bankers for the borrowed amounts to customers and the traders and producers against financial damage resulting from the insolvability of buyers who have purchased goods on credit, guarantee insurance by which the insurer joins the insured to warrant towards the creditor the fulfillment by the insured of his contractual obligations, fidelity insurance, this offers the insured protection against certain damages generated by the confidence granted to the insured personnel that administrates the company assets.

## 13. INSURANCE – PART OF THE FINANCIAL SYSTEM

**Vaduva Maria,**

Constantin Brancusi University, Targu-Jiu, Romania,

*Abstract:* Now insurance is based on the formation and use of insurance fund. In the process of formation and its use appears certain economic relationships between participants in insurance. Thus, at the first stage, cash flows in the form of insurance premiums are based on natural and legal persons insured by insurance companies. At the next stage, cash flows form of compensation or insured amounts are based on the insurance fund established at the disposal of specialized companies, the policyholders were affected by phenomena insured. It follows that insurance is a system of relationships designed to protect personal interests and / or assets of the insured by forming cash funds at the expense of insurance premiums paid by the insured in return for which the insurer assumes the obligation to produce the insured risk to them pay the insured amount of insurance or indemnity insurance.

#### **14. HARMONIZATION OF NATIONAL RULES ON CORPORATE GOVERNANCE WITH NEW INTERNATIONAL RECOMMENDATIONS. CASE STUDY FOR THE ENTERPRISES FROM ROMANIA**

**Bigioi, Adrian Doru**

Bucharest University of Economic Studies,

**Bigioi, Cristina Elena,**

Politehnica University of Bucharest, Romania

***Abstract:** The principles on corporate governance issued internationally have undergone a review process in recent years. Authorities and professional accounting bodies have made efforts to implement them. Based on these considerations, this study aims to analyze the stage of implementation of these recommendations to the enterprises from Romania.*

#### **15. ANALYSIS OF FINANCIAL INDICATORS. CASE STUDY FOR COMPANIES FROM ROMANIA**

**Bigioi, Cristina Elena**

Politehnica University of Bucharest, Romania,

**Bigioi, Adrian Doru,**

Bucharest University of Economic Studies, Romania,

***Abstract :** Users of financial statements require various information enabling decision making. Liquidity, solvency and profitability provide clues about the company's indebtedness and efficiency. The present study examines, for two years, these indicators for companies from Romania listed on the stock exchange.*

#### **16. ECONOMIC RESULT UNDER THE INFLUENCE OF SPECIFIC ACCOUNTING PRINCIPLES**

**Gheorghe, Holt**

„Constantin Brancusi” University of Targu Jiu,

***Abstract :** Under the influence of changes in the economic, accounting has come to turn the road from a primary form to complex one, able to satisfy the diverse increasingly requirements of users of accounting information. In economic theory, the total result registered in the work carried out by operators is the net cash flows generated. Profits or losses should be treated as made in accordance with generally accepted principles when preparing financial statements. In his desire to become stronger, accounting proceeds at cost calculations, comparative analysis and synthetical and analytical forecasting calculations. Used as a measure of performance or as the baseline for a number of indicators such as return on investment or earnings per share, the result can be determined by comparing the two concepts directly related to it, in this case income and expenses. Recognition and measurement of revenue, expenditure and hence the outcome depend on the concepts of capital and maintaining its concepts used by companies in preparing financial statements.*

#### **17. INTERNATIONAL ACCOUNTING HARMONIZATION PROCESS INFLUENCES ON THE EVOLUTION OF ROMANIAN ACCOUNTING SYSTEM**

**Gheorghe, Holt,**

„Constantin Brancusi” University of Targu Jiu,

***Abstract :** The accounting literature demonstrates that the differences that exist in the sphere of financial reporting is a state of normality and is the result of a combination of specific factors. The existence of these differences in the regulation determines the continued development of a process able to decrease the weaknesses at a particular time, focused towards globalization of the capital markets, increased interest of the financial accounting information users, in achieving a high degree of comparability and quality of information provided through financial reports. In recent years there has been a collaboration between Romania and IFRS, which turns out to be a gradual one and that is developed in parallel with the adaptation of the acquis communautaire and the*

*process of accounting harmonization of national regulations in relation to international reference has not ceased to exist from the first initiatives until now.*

## **18. POSSIBILITIES FOR IMPROVEMENT THE DECLARATIVE SYSTEM IN THE FIELD OF TAXATION**

**Carmen Comaniciu,**

“Lucian Blaga” University of Sibiu

**Abstract:** *Registration and identification of taxpayers, as well as thereof fiscal obligations are part of the fundamental functions of tax administration. In this regard, the declarative system has a significant role for the successful performance of these functions. Regardless of users and objectives, the fiscal information must fulfill the requirements related to understandability, relevance, reliability and comparability. By issues covered in this article, we will consider the current situation of the declarative system from Romanian fiscal area and we will try to outline several directions for improvement, which will contribute to increase tax compliance, to reduce tax evasion, to strengthen the partnership between the taxpayer and tax administration.*

## **19. SEVERAL COORDINATES ON CONTROL ACTIVITY EXERCISED BY PUBLIC INSTITUTIONS ON COMPANIES FROM ROMANIA**

**Carmen Comaniciu,**

“Lucian Blaga” University of Sibiu

**Abstract:** *Both in theory and in practice it is generally accepted the fundamental role of the public institutions, respectively to provide public goods and services for satisfying general and specific social needs for individuals and legal entities, in terms of quality, efficiency and effectiveness. No matter at what level is exercised and regardless of the area of coverage, the control must meet four major functions, respectively preventive function, knowledge and evaluation function, the stimulation function and function of improvement. For these reasons, in this article we will try, on the one hand to provide answers to questions such as: What institutions with responsibilities in controlling operating in Romania? What is the mission and what are the values of institutions with responsibility for control? What are the rights and duties of those involved in control? And, on the other hand to present some directions that can ensure a stronger partnership between companies and public institutions, in the field of control activity.*

## **20. TAX POLICY CHALLENGES FOR ECONOMIC GROWTH IN EU**

**Alina-Georgiana, Holt,**

"Constantin Brancusi" University of Târgu Jiu

**Abstract:** *The financial literature shows that through a carefully planning of a tax system, public policy makers can induce a significant positive effect on a country's economy. A fair tax system can induce, primarily, the stability of public finances, which will lead, on the second row, on stimulating economic growth, employment and an equitable distribution of incomes.*

*Fiscal policies have played an important role in combating financial and economic crisis. How tax policy has contributed to the blurring of the crisis varied significantly between Member States, its response being influenced by a large extent on the evolution of macroeconomic and financial conditions.*

*A fair and efficient tax systems not only play an essential role in ensuring a playing field for economic relations, trade and investment but also provide the financial basis for all public spending. This translates into good governance in the tax area, which is not only an essential element and a means to combat cross-border fraud and tax evasion but can also strengthen the fight against money laundering, corruption etc. There is clearly a global consensus on the need to continue coordination in response to this problem, consisting of complementary initiatives in the field of financial regulation and taxation.*



## 21. THE IMPACT OF TAX EVASION ON THE ECONOMIC GROWTH IN ROMANIA

**Alina-Georgiana, Holt,**

"Constantin Brancusi" University of Targu Jiu

**Abstract:** *Tax evasion it has been always condemned, but without the prospects of reducing, or even eliminate him to be changed, improved or refocused. This phenomenon continues to exist, to be perceived, experienced, to be a subject of analysis, tax evasion being the logical result of the defects and omission of the tax system, the incomplete legislation, the imperfect and deficient methods and ways for applying and the lack of vision and direction of the legislature on the capabilities of defiance towards tax procedures that certain taxpayers exhibit. Tax evasion is one of the main causes of the dramatic decline of public revenues, with direct repercussions on economic growth, this process being an ongoing concerns as long as the governments can't conceive viable solutions to eradicate it.*

## 22. THE LONG TERM IMPACT OF EUROPEAN REGULATIONS ON ROMANIA'S AUDIT SECTOR

**Loghin Radu-Daniel, PhD.**

**Abstract:** *It can be argued that the quality of financial statements prepared by public companies is an issue that affects both national and European decisions. Since Romania has joined the European Union in 2007 a lot of effort has been made to provide enhanced financial information to investors as a means of increasing foreign direct investment. Some would question whether joining the European Union has had an impact on the quality of Romanian financial statements. The current paper is dedicated to exploring the trends pertaining to the audit sector in an European context by comparing data obtained from the Bucharest Stock Exchange and the Istanbul Stock Exchange over a 9 year period since 2007 for 383 Romanian and Turkish equities in hopes of identifying European influences on the Romanian auditing sector.*

## 23. THE RELEVANCE OF THE APPLICATION IN THE REPORTING OF COMPREHENSIVE INCOME OF IFRS

**Victor Munteanu,**

"Dimitrie Cantemir" Christian University

**Monica Petruta Zamfir (MAALIKY),**

"Valahia" University Targoviste

**Cristian Florian FLOREA,**

„Valahia” University Targoviste

**Abstract:** *A premise of the normalization accounting, the globalization is characterized by the interaction of financial, material and human resources at international level. It develops and diversifies the transactions produced by economic entities, which influences the opportunity of processing and communication of information. A normalization of the synthesis situation (financial reporting) concerning the comprehensive income which would replace or complete the traditional format of the income statement has become a permanent joint project initiated by IASB and FASB to achieve convergence between the standards of IFRS and USA GAAP.*

## 24. THREATS TO THE FAIR PRESENTATION OF FINANCIAL STATEMENTS

**Corina Ducu,**

Constantin Brancoveanu University of Pitesti

**Abstract:** *The fair presentation is generated by the correctness of the economic and financial operations carried out at the level of the entity. Obtaining some quality accounting information that accurately reflects reality and satisfies the information need of a large category of internal and external users is generated by the decreased number of threats, which the financial and accounting processes, specific to the entity, are subject to. The identification of threats and the proposed procedures, meant to limit them, contribute to achieve the objective of a fair presentation.*

## 25. ACCOUNTING OF SOCIAL CAPITAL

**Florin-Constantin, Dima,**

Constantin Brancoveanu University of Pitesti

*Abstract: The social capital is the main source of financing of an economic entity, being established upon its foundation. The social capital is established as a result of the submission of the contributions underwritten by the founders. The contributions to the establishment of the social capital of an entity can take two forms: cash contributions and contributions in cash and in-kind. Depending on the legal form of the entity, the social capital may consist of shares or bonds, each of equal value, held by their owners. After incorporation, the social capital may be increased or reduced in various ways according to the law and to the statutes and rules of association. The increase of the social capital is driven by the need to obtain new resources to finance investments and to strengthen the entity's financial statements. As a rule, the social capital increase is achieved by issuing new shares, but it can also be done by increasing the nominal value of existing shares, and the ways of achieving its increase will be further examined.*

## 26. ALLOCATION OF INDIRECT PRODUCTION COST BY MEANS OF THE SUPPLEMENTING

**Florin-Constantin, Dima,**

Constantin Brancoveanu University of Pitesti

*Abstract: Costs may be defined as the consumption of economic means that are carried out in order to meet the needs of an entity's activity to operate under good conditions. Given that they are the basis of establishing the various categories of costs, expenses should be allocated on costs according to the way in which they have participated in their establishment. This is achieved by means of the supplementing process. The supplementing process allows the allocation of the indirect manufacturing costs by using some allocation bases. The allocation bases used are chosen by managers and they are regarded by them as the most useful and representative. The supplementing process is used by the entities' managers where the calculation items or the cost carriers can be treated within the calculation as separate, independent entities. The supplementing process can be used to allocate the indirect production costs, either as the classical type or as the relative structural figures.*

## 27. THE DETERMINANTS OF FINANCING DECISIONS IN INNOVATIVE FIRMS: THEORETICAL BACKGROUNDS AND EMPIRICAL EVIDENCE

**Mihaela, Diaconu,**

"Gheorghe Asachi" University of Iasi

*Abstract: We review some of the main aspects highlighted in the literature on financing innovation. The theoretical background related to the distinctive features of innovative firms impacting their financing decisions and the empirical evidence are reviewed. The growing literature on the financing of innovation shows that the theoretical and empirical work are not always constant across the various samples and situations faced by firms as a result of generating new findings. We highlight the strong interaction between financing choices for innovation and changing internal and external condition firms operate.*

## 28. FEATURES OF FINANCIAL MANAGEMENT IN INSTITUTIONS OF SECONDARY EDUCATION

**Ionela Popa,**

"Constantin Brancoveanu" University, Pitesti

*Abstract: A democratic society requires decentralizing decision-application site, the citizens having the opportunity to participate in decisions that affects them directly or indirectly. The experience of recent years has shown that the decisions taken at central level have no way to take into account all the circumstances and especially all the concrete needs and interests of various institutions and individuals. Decentralization of school education, namely the transfer of authority, responsibility and resources in decision-making and general management and finance the schools and the local community seems to be, at least formally, the optimal solution for creating effective collaboration between school and community. This process generated at pre-school level, enhancing the role and tasks manager, especially in financial matters.*

## 29. FOREXEBUG ROLE IN IMPLEMENTING THE ACCOUNTABILITY OF PUBLIC ADMINISTRATION

**Ionela Popa,**

”Constantin Brancoveanu” University, Pitesti

**Abstract :** By Framework Loan Agreement with the International Monetary Fund was established as the commissioning of an advanced information service for reporting financial statements of public institutions is one of the elements to achieve control of Romania's obligations. In the relations with international financial institutions such as the International Monetary Fund, World Bank, Ministry of Finance requested detailed information regarding the financial situation of public institutions. In these conditions, imposed knowledge at the Ministry of Finance budget implementation and budget commitments detailed at primary level, in profile functionally and economically, all of the approximately 15,000 public institutions and businesses, consolidating this information into a base data available from both the Ministry of Finance and other stakeholders. To achieve this goal, this year was managed FOREXEBUG information system implementation. This paper aims to highlight the features of its implementation, and its effectiveness in increasing public accountability.

## 30. SIZES OF ROMANIAN ECONOMY'S NON-PERFORMANCE

**Marius Gust,**

”Constantin Brancoveanu” University, Pitesti

**Abstract :** Although economic and financial indicators show a relatively good situation at national economy level, however there is a number of tensions at microeconomic level. A profoundly negative issue is the size of losses reported by many Romanian enterprises that largely cancel the profits generated by the other economy, namely sound businesses. Losses are distributed in different shares both at corporate and SME levels, both in public and private companies. In recent years, after the onset of the crisis, the total amount of losses has annually exceeded 40 billion, meaning between 7 and 10% of the national GDP. The negative character of losses in more than a third of Romanian companies along with over 10% of companies with zero outcomes, beyond the idea that almost half of the economy “is not working”, with such enterprises that have failed the objective which they have entered the market for, that is making profit, also means a reduction of the GDP, a contamination of sound businesses by non-performance, lower budget revenues and expenditures, a lower potential GDP.

## 31. POPULATION WEALTH. DYNAMICS AND STRUCTURES

○ **Marius Gust,**

”Constantin Brancoveanu” University, Pitesti

**Abstract:** Population is a major player in the structure of market economy. A part of its role in economic relations can be regarded through its total or net wealth and wealth structure, and also through the debts it accumulates. In Romania over the last decade, the overall economic dynamics has marked net wealth, total wealth, debts and their components. Statistics reveal major increases of the above-mentioned categories but unfortunately they have been partly erased by the financial crisis. One can also note the large share of real estate assets in the structure of the population's wealth maintained at a lower level, though, i.e. a low level of wealth liquidity. At the level of financial assets in recent years, with a higher share of total assets, one can notice the dependence on high volatility securities which induces this feature into total assets, too. At the level of debts, although their total volume remains relatively low in size, structural changes can be seen towards decreasing the debts generated by consumer loans and, in return, an increase in financial debts due to mortgage loans.

## **32. ECONOMIC BEHAVIOR AND ITS PSYCHOLOGICAL IMPLICATIONS**

**Mariana Cristina Cioponea**

Spiru Haret University

***Abstract :**In the theoretical scientific analysis, man and therefore his behavior is viewed differently. The economical point of view considers the individual as a rational being acting to maximize utility in relation to certain preferences. The sociological point of view considers that the key driver of human behavior is the influence of social context and constraints framework. The psychologically point of view considers the man a complex being, endowed with spirit, thought, perceptions, sensations, will, affection, emotions, imagination etc., which is reflected in its economic behavior. The human nature is influenced by the relationship which develops between the individual and society, specifically between the individual and other individuals who compose society as a whole. Economic behavior, is an important part of the human behavior and is predictable in a very small extent; also the consequences of certain decisions may differ depending on the psychological aspects that characterize those involved at some point in a specific action. A particularly important issue that should concern a great economic professionals is raised by extend to which perceptions of economic actors determine economic behavior.*

## **33. EXPERIENCES IN THE PUBLIC LOCAL FINANCES IN EUROPE**

**Mariana Cristina Cioponea**

Spiru Haret University

***Abstract :**There are many experiences in the scheme of the local taxes, other local incomes, transfers from the central budget and loans. But any country in the world has a perfect system of the local public finances. In European countries, the responsibility for implementation and management of public infrastructure is shared between the state and local communities in different proportions. Regarding local finance system, a general characteristic lies in the vast heterogeneity. This diversity of local finances, much higher than the national finances, is the fact that local structures remain shaped by political and economic history of their own country. In addition, European integration requirements and the effects are felt indirectly to an extent quite low at this level. The diversity stems from the nature of local public finance revenue sources that feed local tax flows, on the one hand, and the volume and destination of public spending, on the other hand. Also, one can notice the absence of uniformity in the way they record and reflected in statistical data and information, with negative effects on international comparisons of appropriate. Given all this, the question often arises if an European "model" of financing local expenditure exist. Concerning the local public finances in Romania, we consider they must continue the efforts to increase the autonomy of the local authorities. This paper contains a few ideas referring to the increase of the local fiscal autonomy in Romania.*

## **34. UNION OF STOCK MARKETS - AN INITIATIVE OF THE EUROPEAN UNION**

**Laura Panoiu,**

**Dorina Luta,**

Constantin Brancoveanu University

***Abstract :**The economic - financial crisis triggered in 2008 has shown the vulnerability of the banking system and also the impact that financial innovations have on globalized economies. In this context, the European Union has aimed at achieving a sustainable economy that can provide jobs for its citizens. A step in this respect is the new project of the European Union to make up an integrated stock market that can provide the supply and demand representatives new funding and diverse investment opportunities.*

### **35. IMPACT OF INTERNATIONAL FINANCIAL REPORTING STANDARDS ON AN ENTITY'S FINANCIAL STATUS AND PERFORMANCE**

**Dorina Luța,**

Constantin Brancoveanu University

**Abstract :** *International Financial Reporting Standards - IFRS aim at harmonizing accounting principles, procedures and treatments used for the preparation and presentation of annual financial statements in order to meet the information needs of all the social partners of an entity.*

*In this article the authors intend to analyze some of the regulations included in a series of international accounting standards - IAS 38 "Intangible assets", IAS 16 "Property, Plant and Equipment", IAS 36 "Impairment of Assets", IAS 2 "Inventories", IAS 23 "Borrowing costs"- in order to assess how their application influences the presentation of a financial status and the level and method for measuring the performance of entities.*

### **36. THE PERFORMANCE MEASUREMENT FRAMEWORK OF THE IN SUPREME AUDIT INSTITUTIONS**

**Iliodor Tiberiu Plesa,**

Valahia University of Târgoviste

**Abstract :** *This article aims to analyze the performance of supreme audit institutions through various instruments that are currently used in international practice. It also analyzes the overall performance measurement framework in the supreme audit institutions members of INTOSAI (SAI PMF) and identifies the main methods used to measure the performance in these institutions. There are also provided a number of performance indicators currently used by the Romanian Court of Accounts and other similar supreme audit institutions in order to measure the performance in the course of their control / audit activity.*

### **37. FINANCIAL AND ACCOUNTING IMPLICATIONS WHEN IMPLEMENTING ACCOUNTING PRINCIPLES**

**Sorin Grigorescu,**

Constantin Brancoveanu University

**Abstract :** *Accounting principles as they are shown by the accounting regulations in force mean a must for account organizing and keeping. However, these principles are often in contradiction with the tax regulations in force. In this paper, I will show the accounting principles set by Ordinance of the Public Finances Ministry no.1802/2014 for the approval of accounting regulations on annual individual financial statements and annual consolidated financial statements, and the contradictions frequently occurring in relation to taxation. Moreover, implementing accounting principles leads to various financial advantages or disadvantages. Therefore, this paper aims at finding both commonalities and divergences between accounting and taxation, and seeking financial advantages ensuing from the implementation of accounting principles.*

### **38. MONETARY POLICY OF EUROPEAN CENTRAL BANK AFTER BREXIT**

**Valentin Mihai Leoveanu,**

University of Bucharest

**Abstract:** *The result of the referendum on Great Britain leaving the European Union have led to major disturbances in European and international financial markets, which made necessary the intervention of central banks in European countries. Responsible for price stability and financial stability in the euro area, the European Central Bank has acted and acts in order to limit the negative effects that such an event has and will have in the future. In this respect, the present study aims to highlight the causes that led to Brexit, the economic, financial and monetary effects of this decision on the countries in the euro area and the EU, the implications for the conduct of monetary policy of the ECB, in particular on the monetary tools used and their effect, and the answer of the ECB to Brexit concerning the trend of Euroarea economy. The results of research underline the importance of ECB measures regarding the support of a healthy economic growth in Euro area and a sustainable macroeconomic stability in European Union.*

## 39. THE NEW EU GOVERNANCE AND ITS EFFECTS ON THE ROMANIAN ECONOMY

**Ion Ghizdeanu,  
Marioara Iordan,  
Dana-Ioana Țapu**

Institute for Economic Forecasting, Romanian Academy

**Abstract :** *The convergence process became more important for the European Union after the adoption of the euro. The European Single Market and the Economic and Monetary Union have generated – objectively and necessarily – increased interdependence among the national economies, together with new requirements regarding quality, competitiveness and economic performance for each member state. The new economic governance in the EU deals essentially with the coordination of economic reform and development policies among the member states, in such a way that economic growth is based on sustainable financing sources, which do not increase the macroeconomic deficits. The new concept of strengthening the economic governance in the EU has in view including the coordination of consolidation plans that are credible on medium term, through which all the member states may profit from the ascending slope of the economic cycle, with the view to diminish the deficits and the accumulated stock of public debt. The European Union economic governance framework was substantially improved after the crisis, so that the national policies to be coordinated and aligned with the view to reach the Europe 2020 Strategy goals, but also to prevent in the future the appearance of uncertainties and incidence of economic crises. We cannot but emphasize the fact that the long term evolution will be constrained by the way in which the Romanian economy will integrate into the European Single Market and will best use the advantages of the European Union membership. From such a perspective, the European governance and macroeconomic policies will draw up to a high extent the future trajectory of the member states, including that of Romania.*

## 40. PUBLIC DEBT SUSTENABILITY ANALYSIS

**Mariana PAJA**  
University of Bucharest

**Abstract :** *Assessing public debt sustainability has always been in the now and required an analysis of public debt management within the current macroeconomic environment along with the significant public debt increase in Romania. In the analysis of public debt sustainability performance are used the indicators that assess the risk that might arise due to the impact of economic conditions on debt. Romania's public debt according to EU methodology was located at a sustainable level of 38.2% of GDP at end-June 2016, well below the 60% ceiling set by the Maastricht Treaty. Moreover, throughout the period, including the financial and economic crisis, Romania was situated among EU Member States least indebted. It is important to note that annual funding requirement during 2010-2015, which is represented by the budget deficit and public debt refinancing, had a decreasing trend.*

## 41. THE AUDIT OF ECONOMIC SYSTEMS

**Marian Pompiliu Cristescu**  
Lucian Blaga University of Sibiu

**Abstract:** *Basically, ERP implies a policy that reflects what it means to think and act for the purpose of economic processes, and is therefore considered a strategic management solution. The new business model with process focused operations, increases productivity and meets the economic performance standards. The economic operational stages must be integrated in order to trigger workflows, to control the flow of information and to create connections between the organization, suppliers and customers. All this requires organizational changes, technological updates and, eventually, a new identity for the organization itself. The present paper proposes a specific approach to the procedures needed to perform the audit of integrated information systems. Concrete methods of undertaking audit operations for the financial accounting modules of integrated information systems are presented in the present work.*

## SECTION: EUROPEAN LAW AND PUBLIC POLICIES

### 1. THE RIGHT TO A FAIR TRIAL. FREE ACCESS TO JUSTICE

**Nicolae Gradinaru**

Constantin Brancoveanu University, Pitesti

***Abstract:** The right to a fair trial is a fundamental principle of civil process provided for by the code of civil procedure governed by the provisions of Article 6 so that everyone has the right to the judgment of the case in its fair, within optimal and predictable, by an independent and unbiased judgment and established by law. To this end, the instance is obligated to provide for all measures are permitted by law and to ensure that the trial.*

*The right to a fair trial has several components, namely:*

*- Free access to justice;*

*- examining the case in the fair and public hearing within a reasonable period of time;*

*- examining the case by a court independent, unbiased as established by law;*

*- the advertising of the pronouncement of judgments.*

*The right to a fair trial enshrined in Article 6 of the Code of civil procedure shall establish and certain guarantees conferred on consumers in order for there to be a fair trial and so provided for the right of every person in the judgment of the case in its fair, within optimal and predictable, by an independent and unbiased judgment and established by law.*

*Free access to justice is a right that belongs to any person the right to address the justice for the defence of the rights and freedoms and the interests of his legitimate, while ensuring that the exercise of this right may not be restricted by any law.*

### 2. THE PRESUMPTION OF INNOCENCE – EUROPEAN LAW PRINCIPLE

**Raluca-Viorica Lixandru**

Constantin Brancoveanu University, Pitesti

***Abstract:** Regulated in article 6 paragraph 2 of the European Convention on Human Rights, the presumption of innocence is an essential principle in criminal proceedings and it is also a principle of European law. This latter feature was fully highlighted by the rich jurisprudence of the European Court of Human Rights.*

*The presumption of innocence principle is also included in the constitutions of some countries, such as Italy, Spain, Portugal and Canada. The Amendments of the US Constitution do not explicitly devote this principle, but they simply assume it if the provisions protecting the individual in terms of proof and procedure are taken into account. In France, this principle is set out in the Declaration of the Rights of Man and of the Citizen of 1789, as well in the French Procedure Code.*

*In the Romanian Criminal Procedure Code, the presumption of innocence is included among the basic rules of the criminal proceedings. By adopting the presumption of innocence as a basic principle, distinct from the other rights that also guarantee individual freedom – the right to defence, respect for human dignity – there has been series of restructuring of the Romanian criminal trial.*

### 3. THEORETICAL ASPECTS CONCERNING PUBLIC POLICIES IN THE EUROPEAN UNION

**Isabela Stancea**

Constantin Brancoveanu University, Pitesti

***Abstract:** The public policies means all the actions of the government, those levers and mechanisms by means of which the governmental apparatus shall exercise general management The political, economic, administrative and social, directly or indirectly which may influence the life and well-being of citizens.*

*The public policies provides solutions to the needs of the Community at a given moment, they assuming a series of actions, decisions, institutions and the regulatory framework of making them. By default, any public policy included in a government program requires the financial means public, budgetary resources and policies of attracting of revenue and efficient allocation of public money.*

*With regard to the public policies of the European Communities, the budget of the European Union reflect the priorities and plans of the Union for each year, it is the document which authorise the financing of the activities to be undertaken in the space of the European Parliament and of all operations concerned.*

#### **4. THE ROLE OF COMPETITION ADVOCACY IN STABILIZING THE COMPETITIVE SPACE IN REPUBLIC OF MOLDOVA**

**Constanta Tiuhtii**

Lucian Blaga University, Sibiu

**Abstract:** *The harsh conditions of a developing market where fierce competition persists often resulting in law violations, capitalizes the development of competitive culture. In terms of market particularities where operate mainly small land micro enterprises, considerably enhances the need of competitive culture development.*

*This paper presents an analysis of the particularities of competitive behaviour in small countries through the specific features of a small domestic market such as limited competitive opportunities. They arise due to factors such as the dominant structures (monopolistic and oligopolistic) approval by state bodies, the existence of price control systems, barriers to entry and others. Thus, the development of a transparent and balanced competitive environment is possible through improving of the competitive culture, which compared to large markets, require additional efforts.*

*Competition Advocacy is the key of competitive culture in order to reduce the number of infringements of competition law that resulted in sanctions, which would help to increase the competitiveness of businesses. Through its work, Advocacy helps developing a normal competitive environment.*

#### **5. THE ACQUIS IN THE FIELD OF MIGRATION**

**Gheorghe Pinteala**

Christian University "D. Cantemir" Bucharest

**Abstract:** *The International Organisation for Migration (IOM) considers migration to be a movement of a person or a group of persons across a border inside a state. Migration is a form of people mobility and includes any kind of population displacement regardless of duration, purpose or form. This category includes: refugees migration, economic migration and migration of people who move for other purposes and under the influence of other factors like family reunion.*

*International migration has an impact over the EU and its member states. Globalization and different international events have contributed to the increase of migration fluxes, especially during the past years. Therefore, the European states are developing their multi-ethnic character and cultural diversity. The EU proposes a global European policy meant to face the challenges of migration. The European policy is built upon European traditions regarding asylum and migration, taking into consideration human rights and humanity aspects, as well as benefits for the EU, migrants and their origin countries. Integrating migrants into the European society means equilibrium between their rights and their native culture. This brings about benefits for both the migrants' origin country and the society they live and work in.*

#### **6. CONSIDERATIONS ON THE FREE MOVEMENT OF WORKERS WITHIN THE EUROPEAN AREA**

**Iuliana Cebuc**

Constantin Brancoveanu University, Pitesti

**Abstract:** *As part of the free movement of individuals, the principle of free movement of workers is enshrined in Article 45 (previously Article 39 EC) of the Treaty on the Functioning of the European Union and its significance and content have been further developed through secondary legislation and the jurisprudence of the European Union Court of Justice. The principle provides to any national of a Member State of the European Union the right of access to employment and the right to conduct such an activity on the territory of another Member State, subject to limitations justified on grounds of public policy, public security and public health.*

*The outcome pursued by the theoretical and practical approach of this issue consists in analyzing the principle from a triple perspective, namely from the point of view of regulations evolution, of highlighting the role of jurisprudence of the European Union Court of Justice in the process of normative framing and completion and of the level of its application.*



## 7. SUSTAINABLE AGRICULTURE – FACTOR OF CONSERVATION OF THE NATURAL CAPITAL

**Violeta Bran**

PhD Candidate, ASE, Bucuresti

**Sorina Calborean**

Middle school Teacher, Viile, Satu Mare

**Abstract:** *The land fund represents one of the most valuable components of the natural capital and managing the land resources is an action based on knowing the economical lawfulness through which it is intended the providing of the financial resources in a rational and efficient way. The concept of sustainability applied to agriculture supposes that the key-resources such as soil, water and nutritive substances cannot be consumed beyond limits and without being renewed afterwards. The benefits of sustainable agriculture for society, economical entities and individuals include conservation of biodiversity, decreasing the carbon emissions, conservation of genetic diversity of vegetable crops and the fauna. This article points out the relation between practicing a sustainable agriculture and protection and conservation of natural capital.*

## 8. EXPRESSION OF LEGAL POLICY ON CONSUMER PROTECTION IN THE LAW OF THE EUROPEAN UNION AND THE MEMBER STATES

**Gheorghe Bonciu**

Constantin Brancoveanu” University of Pitesti

Court of Appeal Judge at Valcea Court, Romania

**Abstract:** *Consumer Protection integrates principles that define EU action and Member States to ensure, in general, their effective sovereignty as an expression of freedom of choice. Based on this observation the author has proposed in this paper, a presentation of the Union's contribution to ensuring a high level of consumer protection without fully assuming this responsibility, on the one hand, and on the other hand States can, with certain exceptions, to establish more stringent measures. Attention has focused especially on the need for supporting and encouraging harmonization between national laws of Member States to meet increasingly pressing demand from citizens to have laws as simple and clear, and therefore to be protected.*

## 9. VIEWS WITH RESPECT TO THE EU LEGISLATIVE COMPETENCE FOR CRIMINAL LAW, ATTRIBUTED TO THE LISBON TREATY

**Ion Mihalcea**

Constantin Brancoveanu” University

**Alecsandru-Darian Mihalcea**

University of Luxembourg

**Abstract:** *The Lisbon Treaty assigns EU legislative competence in criminal matters (shared, according to article 2 A TFEU).*

*EU legislative competence in criminal matters, as shown in art. 83 (2) TFEU includes the definition of offenses and sanctions, at least in the particular area of serious crimes with a cross-border dimension, and in those cases where the approximation of laws and regulations criminal Member States proves essential to ensure effective implementation of a Union policy in an area which has been subject to harmonization measures.*

*This latest news in the European legislation order, might at first glance to design a different perspective on European criminal law, which was designed and developed as a right of cooperation between sovereign Member States, the transfer of credentials involving his achievement is not possible for that expresses each people's culture and take characteristics of his lifestyle and development.*

*The question is whether the new assignment of competence to the Union represents a paradigm shift from the previous model approach to criminal law at EU level which would exceed the framework envisaged in negotiating the accession of each Member State, or is a level of evolution expected that affects neither the institutional powers nor those of the Member States.*

*If we start from the idea that by assigning legislative competence EU makes a "reconfiguration of the concept of sovereignty" as stated in the doctrine it means that a Member State shall take responsibility of justice criminal matters covered by 83 (2) TFEU by institutions EU (since signed the Treaty) situation where there is a*

*justified suspicion regarding goals (enactment and implementation of criminal provisions), while the specific European institutions are not functional at the moment.*

*We believe that to find a convincing answer to this question must be put into the equation the innovation brought by the true mechanism of European law-making for drafting regulations on criminal matters involving the contribution of both the European institutions: the Commission, the Council and specialized agencies in the field AFSJ (Article .68 and 70 TFEU) and national parliaments (Article 12 TFEU).*

*It is also mentioned that, at least at the declarative level, it recognizes the inviolability of sovereign prerogative of Member States to develop and apply the criminal law. Thus the resolution of 22 May 2012 the European Parliament on the EU approach on criminal law (note drafted after the entry into force of the Treaty) states that "whereas criminal law systems and criminal procedure Member States have developed de- over the centuries and each Member State has its own characteristics and peculiarities (and therefore) the core areas of criminal law must remain the responsibility of Member States ".*

## **10. ASPECTS CONCERNING THE PAYMENT POLICY OF THE OF CIVIL SERVANTS**

**Mihai Oprescu  
Cosmin Enescu**

Constantin Brancoveanu” University

**Abstract:** *The payment issue concerning the budgetary personnel is timeless and very complex, and the “unification” initiative related to the salarization policy legislation within the public system is a quite difficult one.*

*In the recent years two framework laws were adopted on the unitary salarization policy of the personnel paid from public funds: the Framework Law no. No 330/2009 and the framework Law no. 284/2010. But they neither brought a uniform salarization nor a simplification of the salarization, conversely they created even bigger discrepancies between the budgetary employees, even within the same profession category.*

*Therefore, it is necessary to adopt a new law on the unitary salarization of the personnel paid from public funds to consider principles, such as the unitary nature, the rule of law, fairness and consistency, non-discrimination and financial sustainability.*

## **11. LOCAL GOVERNMENT AUTONOMY IN DOMESTIC REGULATION AND IN THE EUROPEAN CHARTER OF LOCAL SELF**

**Ion Popescu**

Constantin Brancoveanu” University

**Abstract:** *In this article we analyzed an essential principle of local government, namely local autonomy, among others, by comparison with democratic centralism, specifically from the communist totalitarian regime.*

*Analysis of this principle has been achieved both by the internal regulations of, especially Law no. 215/2001 on local public administration and the European Charter of Local Self-Government adopted in 1985 by the Council of Europe.*

*Then, the principle of local autonomy presentation was made by reference to the other two principles of great importance for local government, namely the decentralization of subsidiarity and given that local autonomy is based on decentralization and subsidiarity is considering.*

*It also presented two European structure and impact on local communities aiming problems, namely the Congress of Local and Regional Authorities of the Council of Europe and the Committee of the Regions of the European Union.*

## 12. MAJOR CHALLENGES IN LEGAL TEXTS TRANSLATION

**Georgiana Mindreci**

Constantin Brancoveanu University

**Abstract:** *In a world of swift technological advances in all fields of research, translation studies has to constantly adapt to new methods of text translation. This article focuses mainly on empirical research concerning the translation of legal texts, and not only, by non-experts in the Target Language (TL) – in this case the English language - and by other translation engines, free translation services and other similar translation machines.*

*The starting point of this article was the analysis, through extensive reading and comparing, of various texts and articles, especially in the legal and economic fields, translated from Romanian (as source language - SL) into English (TL). The triggers for observing the major challenges in this type of translation were the negative results that the non-specialized translations had in the TL. The most important challenges include misunderstanding, misinterpretations, lack or poor of comprehension of the term equivalence, errors and misuse of specific terms or grammatical patters.*

*The biggest risk of these challenges is that of remaining unnoticed, not analysed and not corrected or improved. That is why I believe this article can be in its turn a starting point for further research in this type of text translation.*

## SECTION 4: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

### 1. HOW THE COMPANIES KEEP THEIR VALUABLE EMPLOYEES. AN EMPIRICAL STUDY

**Denisa Bogdana Abrudan**

West University of Timișoara, Romania

***Abstract:** Employees will leave organizations if they are not happy with various factors related to the company. Regarding the main reasons why employees leave, we can mentioned : lack of recognition, low pay, unfulfilling jobs, limited career advancement, poor management practices, untrustworthy leadership and dysfunctional work cultures. In this context, a coherent compensation and benefits system is considered one of the main advantages of an interesting job offer and has the purpose not only of bringing talented employees to the company but also of keeping them as long as possible. However, as long as a system, as good as it looks from the outside, is not adapted to the needs and specific nature of each business, it can be a simple waste of resources. The present paper work aim is to identify and analyze the compensation and benefits system implemented within one of the largest retail networks in Romania and prove that a possible solution for keeping the valuable employees is to have an adapted C&B system to the needs and specific nature of this business.*

### 2. THE IMPACT OF SOCIAL NETWORKS ON BUSINESS ENVIRONMENT

**Lorena Duduiala-Popescu**

Constantin Brancusi University of Tg-Jiu, Romania

***Abstract:** We live in a very shifting world. Fifty years ago, no one could anticipate the path that technology would have reached today, except, perhaps, for SF authors such as Isaac Asimov or, even earlier, Jules Verne. From the nascence of the internet, all information circulates at a very high level. We can find on the internet any information we need, from universal history to recipes, we can watch TV shows, e-mail, “surf the web” or just social-network with other persons. The number of internet users has increased considerably over the last decade due to its availability, improved connectivity and development of new technologies.*

### 3. FORECAST OF ECONOMIC INDICATORS OF A COMPANY FROM RETAIL FOOTWEAR

**Raluca Podașcă**

The Petroleum-Gas University of Ploiesti, Romania

***Abstract:** The analysis of economic processes and phenomena aims knowledge of their trend and repeatability that they manifest in different times and over a period. This analysis is fundamental to making forecasts for future changes that will be recorded by the analyzed processes and phenomena. Nowadays, economic activity become more complex, the economic correlations between phenomena multiplies and diversifies so forecasting activities is an imperative and indispensable condition to substantiate decisions. The financial crisis and the entry of a large number of foreign players have changed the balance of power in local retail footwear. In 2015, Deichmann took over the leadership. In contrast, Leonardo SRL company which operated chain stores with the same name became bankrupt after almost two decades of leadership (1994-2013).*

### 4. COMMUNICATION AS PART OF ACADEMIC DISCOURSE

**Maria Luiza Nicolăescu**

Valahia University of Târgoviște, Romania

***Abstract:** The educational communication requires the interhuman communication's adjustment to the receivers' particularities and to the school subject itself. I therefore believe the conceptual delimitation of the notion "academic language" to be necessary since it is frequently seen in every day practice as a synonym for "pedagogical discourse".*

## 5. THE STATISTICS OF THE CULTURAL-EDUCATIONAL ORGANIZATIONS IN ROMANIA

**Constanța Funieru**

**Maria Păun**

Valahia University of Târgoviște, Romania

***Abstract:** The current article has as theme the cultural-educational organisations. It is structured in two parts: one of theoretical nature, and the other of practical nature. Throughout this article is presented the concept of organization according to contemporary literature. The plus that is brought is the fact that cultural-educational organizations are presented from a statistical point of view. The starting point of the scientific development was represented by the fact that the cultural-educational environment contributes to the development of the individual. The main conclusion of the article highlights the fact the statistical indicators corresponding to the areas analysed present the alternation of the growth stages with the diminishing ones.*

## 6. IN SEARCHING FOR A LEADER. STUDY CASE: CONTINENTAL AUTOMOTIVE TIMISOARA ROMANIA

**Denisa Abrudan**

West University of Timișoara, Romania

**Codruta Duda - Daianu**

”Aurel Vlaicu” University of Arad, Romania

***Abstract:** Being a leader is not a job, it is a calling. It is about passion, confidence, dedication, energy and committed. A leader must know how to guide his team to challenging situations and sometimes the company depends on the decision he takes. The main propose of this paper work is to identify and analyze the particular ways of leadership style within a multinational company from west part of Romania, highlighting how the leaders are perceived by the employees, what are the most powerful qualities of a Romanian's leader which can inspire and motivate the employees for performance .*

## 7. INFLUENCE OF EMERGING PSYCHOSOCIAL RISKS AND WORKPLACE STRESS

**Georgiana Tatiana Bondac**

**Constanța Popescu**

Valahia University of Targoviste, Romania

***Abstract:** The tough economic competition the present social life experiences, is considered to be one of the signs or reactions generating what has passed into the daily language under the name of “professional stress” or “occupational stress”, and work security and health is approached increasingly frequently from the perspective of emerging psychosocial risks. Stress and the psychosocial risks emerging at the workplace have a significant impact on the health of the people, of the organizations and of the national economies. The emergence of stress and of other psychosocial risks in the work processes require the adoption of an anticipative attitude and a constant level of vigilance, to identify and evaluate them.*

## 8. CONSIDERATIONS REGARDING THE IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT IN ROMANIAN ORGANIZATIONS

**Suzana Demyen**

“Eftimie Murgu” University of Reșița, Romania

***Abstract:** The present paper aims to highlight the main issues regarding TQM implementation in Romanian organization, both in terms of public institutions and private enterprises. The first part presents a brief review of literature, concerning the concept of total quality management, while the second part consists in a study developed on the entities mentioned above. The final part represents the main conclusions and future perspectives of development for this subject.*

## 9. CASE STUDY: A NEW DEVELOPMENT AT MINOTECH

**Undergraduate Noemie Gosselin-Nadeau**

**Professor PhD Doina Muresanu**

Université du Québec en Abitibi-Témiscamingue, Canada

***Abstract:** The story of the case A NEW DEVELOPMENT AT MINOTECH takes place in a medium sized company located in the Canadian province of Quebec having the main activity in the field of manufacture and repair of commercial and industrial equipment for the mining sector. Thus, the company Minotech decided to develop a new department of research and development in order to provide a "turnkey" service to their clients. This structural change, considered very good for the profitability of the company, arrived with a lot of discontent on the part of employees. Because of the existence of change flaws both in the design and implementation, some employees decided to leave the company to return later, and others didn't stop to ask questions about the change impacts on themselves and the organization.*

## 10. RESEARCH ON PERSONALITY TYPES IN THE DYNAMICS OF ORGANIZATIONAL MEETING

**Maria Elena Gheordunescu**

"Constantin Brâncoveanu" University of Pitești, Romania

***Abstract:** The concept of personality apparently seems simple, but in reality there is a wide range of phenomena, structures and sizes. There exists a wide range of definitions of personality, and this phenomenon shows no nonsense but an attempt to cover all aspects related to this structure bio-psycho-socio-cultural. Throughout his professional life, every individual experiences different organizational roles and responsibilities derived from the specifics varied of their professional tasks group to which it belongs at a time or organization constitutive objectives. Rarely, it may happen that an organization people working absolutely alone. Typically, they are trapped in a specific network of interactions, which requires cooperation and coordinate their actions in an effort to achieve the objectives. Networking with a difficult person is tiring and frustrating, whether it's about someone in the family about a boss or colleague, collaborator or a mere acquaintance. If we do not understand how that person think, in which category is and how he sees reality different from us, it is unlikely to succeed to communicate and have a good relation ever. Instead, if we understand their way of thinking and we know the logic behind it, we can approach each one in the best way which help us to collaborate and to avoid conflicts with them. This paper aims to study the personality types at work within an organization and what effects may occur. Based on a quantitative, but also qualitative, this paper constitutes an exploratory research, particularly by highlighting relevant information from the field.*

## 11. STRATEGIC ALLIANCES: THE CASE OF RENAULT-NISSAN

**Sorin-George Toma**

**Catalin Gradinaru**

University of Bucharest, Romania

***Abstract:** In the last decades the automotive industry has witnessed profound transformations all over the world. On the one hand, the markets have become increasingly fragmented and the main producers have tried to be present in every major geographical area. On the other hand, the manufacturing methods have continuously evolved in order to meet the changing demands of consumers. The fierce competition has led to the concentration of the automotive industry as several mergers, acquisitions and alliances have emerged. Collaboration between automotive producers has become a fashion. The Renault-Nissan Alliance was created in 1999. For the first time in the automotive history a French car company gained a major interest in a Japanese car company. The aims of our paper are to present the history of the Renault-Nissan Alliance and to analyze its strategy. Our research is based on literature review.*

## 12. INTANGIBLE RESOURCES - NEW CREATIVE ENGINES FOR WELFARE IN ORGANIZATIONS

**Sebastian Stan**

"Lucian Blaga" University of Sibiu, Romania

***Abstract:** Intangible resources are those elements that ensure business progress and they are often the main contributors to the earning power of the organization. The issue that this article begins with is that the literature of the intangible resources, also their reporting regulations indicate a lack of precise or accepted definitions for these concepts. The problem of conceptualization this type of resource is underestimated, which is why it is not surprising that, for an organization, the evaluation, recognition and reporting information on this subject are chaotic, unimportant and without credibility. This article clarifies these issues, in order to avoid confusion and conceptual misinterpretation. In the corporate context, all kinds of intangible resources may represent a potential source of value for their owners. However, the nature of these various forms is very divergent. Thus, taking as starting point the study of literature in this field and especially the ongoing difficulties identified in conceptualizing and structuring intangible resources, in completing this article a taxonomy is developed, by which there are emphasized those elements considered representative to analyze and understand the intangible resources across the organization.*

## 13. ORGANIZATIONAL CULTURE AND HOW THIS AFFECTS THE PERFORMANCE OF A CORPORATION

**Silvia Elena Iacob**

Academy of Economic Studies of Bucharest, Romania

***Abstract:** Organizational culture is the whole forms learned behaviors in an organization, and this requires internal coherence and a series of relationships between its branches, so there is the possibility of similarity between cultures but these organizations are unmistakable. This is exactly the essence of an organization, playing an important role throughout an organization. Organizational culture is made up of human history and important data values declared, occupations memberships, beliefs and symbols that refer to outside the space or behaviors. Organizational culture reinforces their learning manner, and this manner is influenced by the environment in which it develops, but also the history which it accumulated during its relations with the environment. Organizations working environment has an impact on their organizational cultures and businesses placed in similar contexts so resembles pretty much.*

## 14. MANAGEMENT METHODS FOR LABOR ANALYSIS IN DAMBOVITA COUNTY

**Diana Moisevici-Şerb**

Colegiul Economic „Ion Ghica”, Târgovişte, Romania

**Nicoleta Cicioc**

DRDP Cluj-Napoca, Romania

***Abstract:** Employment rate has been and continues to be the focus of studies by many specialists at national and international level this being a timeliness topic because of the fact that it will not wear out due to constant use, it will not come to the phenomenon of supersaturation but, on the contrary, with the manifestation of the recession, more studies will appear on this topic. This paper offers a new approach on the employment rate. The need to analyze employment rate is motivated by the loss that would be for the society where a work resource is available but not used. This paper seeks to identify credible conclusion that generate enhanced understanding and awareness of current employment situation reflected in local statistics.*

## 15. EXPLORING SMEs DISTRIBUTION IN ROMANIA. A SPATIAL CLUSTERING PERSPECTIVE

**Zizi Goschin**

Academy of Economic Studies,  
Institute of National Economy, Romanian Academy, Romania

**Ana-Maria Grigore**

**Elena Druică**

University of Bucharest, Romania

***Abstract:** Entrepreneurship plays a key role in regional development and competitiveness, but is far from achieving its true potential in Romania. This paper aims at outlining the regional patterns of Romanian entrepreneurship using various statistical methods. We found that SMEs spatial distribution is marked by significant inequalities and a clear divide exists between the Western and Eastern parts of Romania. Using the appropriate spatial investigation techniques, we identified several spatial clusters of low SMEs density, mostly in less developed zones, with little business opportunities, from the Eastern Romania.*

## 16. STRATEGIC BUSINESS APPROACH. OR HOW BIG? AND WHAT FORM?

**Liviu Neamtu**

**Adina Claudia Neamtu**

“Constantin Brâncuși” University of Tg. Jiu, Romania

***Abstract:** The concept of strategic approach is a concept that has systematic eluded from literature so far. Or at least it was integrated into the concept of strategy as part of the decision regarding the increase, maintenance or reduction of business activity in the market and firm size. Through this study we try to establish what is and is not the strategic approach in order to differentiate the two concepts, the strategy and the strategic approach, based on different decision needs inside the business company. As a strategic decision, the strategic approach must be positioned as the first strategic move of the company before taking any decision on portfolio strategy and business behavior. From this point of view the company will have to develop a coherent and integrative vision on the businesses they will run on medium and long term with the purpose to establish an identity on the market and folding on manifested needs in the consumption. The paper also proposes a model for the development of strategic business approach in relation to the specifics of the market in terms of its current or estimated size and to forms under which consumption occurs.*

## 17. THE ROLE OF HUMAN RESOURCES IN THE EDUCATIONAL DEMARCHE

**Diana Moisevici-Șerb**

Colegiul Economic „Ion Ghica”, Târgoviște, Romania

**Nicoleta Cicioc**

DRDP Cluj-Napoca, Romania

***Abstract:** First steps in the person development, from the educative point of view, is made by family members and also by the school represented by professors. In contemporary society does exist situations where the parents assign the role of education their children exclusive to school, and the lack of partnership student-professor-parents mostly generate the school failure of the student. In lack of human resources from the school organizations, the person's education would present gaps. The purpose of this step is to highlight the fact that professor's role isn't limited only to transmit the informations, but the formation of student's personality and the necessary competence development which will allow the adaptation at the work place. Conclusions of the theoretical and applicative research highlight the fact that between the inculcated values of the student must be the continuous desire for knowledge acquired as a result of education received in schools.*



## 18. CORPORATE COMMUNICATION – PART OF THE STRATEGIC MANAGEMENT

**Roxana-Lucia Mihai**

Academy of Economic Studies of Bucharest, Romania

**Cătălin-Georgian Mihai**

Valahia University of Târgoviște, Romania

**Abstract:** *The evolution of the global economy, due to the many changes and crises that engulfed countries from all over globe, undertakes both organizations managers and leaders of major world powers, to devise new strategies for effective communication. Global information environment is increasingly driven by information and communication technologies development of increasingly advanced. Public relations professionals, marketing staff, strategic planning managers and even government agencies have come to a common conclusion on clarifying the concept of strategic communication. Corporate communications function becomes relevant in strategic management process by ensuring the link between the key strategic issues facing the management of organizations. Corporate communication strategy is considered to be the result of a process of strategic thinking top communicators and managers responsible for making strategic decisions regarding the identification, management and strategic stakeholder communication. Effective communication strategies usually give good results in the short term but for the long-term strategic objectives required patience, perseverance and building coherent messages, consistent with actions.*

## 19. THE TRIAD CORPORATE COMMUNICATION-PUBLIC RELATIONS-MARKETING COMMUNICATION

**Roxana-Lucia Mihai**

Academy of Economic Studies of Bucharest, Romania

**Abstract:** *Corporate communication allows an organization to build a communication strategy that combines vision, mission and values, to enable the organization to communicate messages, activities and practices by all stakeholders. Corporate communication integrated marketing communications and public relations to build, maintain and protect a company's reputation and to increase sales. Currently, corporate communication is considered to be an integrated framework for managing public affairs, investor relations, media relations, advertising, direct marketing, sales promotion, internal communications, community relations, publicity, sponsorship etc. Generally, corporate communication is recognized as the best possible method of building long-term corporate identity. A well designed and consistent corporate communication strategy with strongest publicity and public relations campaigns reinforces a positive image of an organization. Corporate communication contributes to continuing the process of defining the reasons for which an organization exists by managing relationships with internal and external stakeholders, and by influencing perceptions, expectations and their behavior towards the organization and its environment.*

## 20. DIGITALIZATION OF THE ECONOMY IN ROMANIA

**Oana-Mihaela Ilie**

Valahia University of Târgoviște, Romania

**Silvia Elena Iacob**

Academy of Economic Studies of Bucharest, Romania

**Abstract:** *The present period is marked by the emergence of the digital society with its explosion of integrated systems and intelligent devices, the dominance of the Internet, the infrastructure of paperless communications/calculation systems, especially cloud-based document management systems and the proliferation of intelligent devices, computer simulation and design optimization, etc. The stake is, consequently, the competitiveness of the national and European industry in the NICT domain, but also the realization of progresses regarding: professional training, health, sustainable development, access to culture, design and production of goods, services and complex systems. At the same time, the development of a digital world in conditions of safety inspires trust to the users. The study elaborated analyzes the digitalization degree of the national economy compared to that at the EU level, expressed via the Digital Economy and Society Index (DESI).*

## 21. TOOLS AND SOFTWARE FOR HUMAN RESOURCES MANAGEMENT

**Aurel Burciu**

**Eugenia Iancu**

“Stefan cel Mare” University of Suceava, Romania

**Abstract:** *Aligning human resource management in Romania to the existing requirements and standards of the EU market aims at rapid integration of new trends in technology and communications. This is represented by the transition from information society to one based on knowledge, by implementing specific technologies such as ERP (Enterprise Resource Planning), SCM (Supply Chain Management), CRM (Customer Relationship Management), document management and workflows, management of quality in IT (Information Technology), e-Business, eLearning and other techniques on working under Internet platforms. Also, a requirement for such a decision, with high current worldwide is to use tools for solving specific managerial situations of human resource management. Therefore, our approach aims to reveal some aspects of human resource management and computer-aided methods and techniques to optimize decisions. Our references aim at taking algorithms and economic models - mathematical complex, such as those derived from fuzzy theory in artificial intelligence techniques and development of software products that enable their application to typical levels of decision problems.*

## 22. ON MODERN MANAGEMENT METHODS AND TECHNIQUES IN THE PHARMACEUTICAL FIELD

**Ioana Mihai (Sicrieru)**

Valahia University of Târgoviște, Romania

**Abstract.** *This paper aims to present the most important modern management methods and techniques used in the pharmaceutical field. Like the management in any other company, the management of a pharmacy operates using the same basic principles, but, in the same time, is slightly different because, in a pharmacy, the manager must be mandatory a pharmacist. Not often, in a pharmacy, the pharmacist-manager does not necessarily have the skills of a manager, but also for an out-sider manager would be difficult to accomplish some tasks related strictly pharmaceutical. Considering that the main training of a pharmacist-manager is that of a pharmacist, therefore should be more effort to manage the pharmacy and applying the modern management methods and techniques.*

## 23. INSTITUTIONAL MANAGEMENT IN THE MARKET ECONOMY

**Cecilia Elena Văduva**

“Constantin Brâncuși” University of Tg-Jiu, Romania

**Abstract:** *The institutional management starts the character of the institutional activity. The investment activity relates to the strategic decisions because all investment projects develop under the influence of time factor. The investment decisions should take into account the strategic ways to exists a correlation between the general politics frame and the necessary investment categories frame. The institutional management follows the planning, financing, achievement, operation and liquidation of an activity which is the object of a real investment project and the problems related to transactions and financial instruments and this activity puts in motion participants who have diverse interests even contradictory on the competitive economy, but who must achieve a certain consensus. The actual economic theory does not focus on the reverse connection mechanisms because the progresses of the economic science determine managers to promote a prevention mechanism. Finding a portfolio as balanced and effective refers both to financial investments and to real investment projects by choosing an optimal portfolio of activities and permanence, management of combinations of risky assets and un-risky assets depending on the financial structure of the company, the cost of capital taking into account the influence of inflation and the taxation and other elements of the external environment.*

## 24. STUDY REGARDING RISK ANALYSIS IN ROMANIAN SME'S

**Suzana Demyen**

“Eftimie Murgu” University of Resita, Romania

**Ion Lala Popa**

West University of Timisoara, Romania

***Abstract:** The present paper aims at illustrating the issue of risk management analysis in Romanian small and medium sized enterprises. Thus, the first part of the paper highlights the main aspects in terms of literature, referring to the concepts of risk, SME and financial analysis. The second part consist in a case-study that reveals the results obtained by authors after computing data referring to a sample of companies in the Western Region.*

## 25. ECONOMIC EFFICIENCY WITHIN INSURANCES

**CECILIA ELENA VĂDUVA**

”Constantin Brancuși” University of Tg-Jiu, Romania

***Abstract:** The understanding trends in the world economy at the beginning of the third millennium, the learning characteristics of business environment, essential features of a market economy, the subject that must preoccupy the decisive factors of the economy of each country and especially of Central and Eastern European countries that have moved to market economy after 1990. Ensuring the welfare of the population in these countries will depend on how decision makers will be able to integrate national economies in world economic activity, dominated by economic globalization and globalization. In terms of effectiveness insurance we can say that is a form of economic efficiency and social expressing the relationship between the results obtained from the insurance and expenses (compensation and insured amounts) determined to rebuild damaged goods or sums insured financial results for the insurer. Insurance efficacy analysis is necessary to bear in mind that in this area meets a unique phenomenon in economic activity, reversing production, the insurer sold before knowing the cost of the product sold. Thus, one can see the importance of knowing insurable matter and setting insurance premiums based on calculations using mathematical and statistical methods.*

## 26. THE EFFECTS OF NEGATIVE STRESS ON EMPLOYEES BEHAVIOR

**Ioana Cătălina Ghiță**

Valahia University of Targoviște, Romania

***Abstract:** Managing stress at work was the aim of the European Week for Safety and Health at Work in 2014, the European Agency for Safety and Health at Work (EU-OSHA) and its network partners intending to identify ways to prevent, evaluate and fight risks at European level. Stress, a problem and a responsibility for both employers and employees, is considered the second most common health problem associated with work declared in Europe, first place being occupied by musculoskeletal disorders. Costs incurred by companies related to mental health disorders exceed 200 billion per year. Precarious design, organization and management of work and the improperly social context at work can generate psychosocial risks and can have adverse effects, such as stress at work, exhaustion and depression. In this article I chose to approach only negative stress, called distress and to present how it affects not only the performance at work, but also the personal life and employee's behavior.*

## 27. IMPACTUL SCHIMBĂRILOR CLIMATICE ASUPRA ECONOMIEI STUDIU DE CAZ: CÂTEVA CONSECINȚE ASUPRA AGRICULTURII

**Ion Scurtu**

“Constantin Brâncoveanu” University of Pitești, Romania

***Rezumat:** Este cunoscut că în ultimele decenii a crescut atât temperatura medie la nivel mondial cât și frecvența fenomenelor climatice extreme. Țara noastră nu face excepție, temperatura medie din perioada 1981-2010 fiind cu 0,5 grade C mai mare decât media înregistrată în perioada 1961-1990. Creșterea cea mai mare a temperaturii a fost înregistrată în lunile de vară, media temperaturilor de vară în intervalul 1981-2010 fiind mai mare cu 1 grad C decât media temperaturilor de vară din perioada 1961-1990. Din cei mai calduși 17 ani din toată istoria înregistrărilor meteorologice, 16 au fost înregistrați în perioada 2000-2015, cărora li se adaugă anul 1994. La această creștere a temperaturii medii se adaugă și o serie de fenomene climatice extreme, precum perioade lungi de secetă, arșiță, furtuni, grindină sau înghețuri târzii de primăvară, etc. Activitatea economică resimte într-o măsură mai mare sau mai mică toate aceste schimbări. Impactul este resimțit de asemenea de*

populație în general, dar mai ales de persoanele care muncesc în aer liber (construcții, agricultură, etc.). Consumul de energie crește în lunile de vară ca urmare a utilizării mai intense a aparatelor de aer condiționat. Agricultură este domeniul economic cel mai afectat de schimbările climatice. S-a calculat că la creșterea cu 1 grad C a temperaturilor medii, producția agricolă scade cu 700 Kg/ ha. Zonarea culturilor agricole și horticole trebuie regândită în paralel cu o serie de măsuri tehnologice care să diminueze impactul schimbărilor climatice asupra producției agricole.

## **28. ANALYSIS ON THE ON THE ROAD FREIGHT TRANSPORT DURING 2010-2016**

**Maria Elena Gheordunescu**

“Constantin Brâncoveanu” University of Pitești, Romania

***Abstract:** Transport affects all sides of economic and social life, and their harmonious and orderly development in line with the requirements of the enlarged reproduction is an important objective of economic policy state. Road transport has the largest share of all transport modes, both in terms of passenger and freight transport, his development of lately undergoing a rapid ascent. In the last 30 years mileage using road transport tripled. According to the data presented this paper proposes an analysis on road freight transport, which by his mobility and free movement experienced an extraordinary development. For a better understanding of theoretical and practical information we used research methods as synthesis, comparative analysis, classification.*

## **29. SPECIFICITY CULTURE AND ORGANIZATIONAL BEHAVIOR IN PUBLIC INSTITUTIONS**

**Gheorghe Sebastian Iacob**

**Mihaela Loredana Badina (Rădulescu)**

Valahia University of Targoviște, Romania

***Abstract:** There are numerous writings and views regarding organizational culture both nationally and especially internationally. Scientists, teachers, academics expressed their opinions and made various definitions and general approaches to the subject. It is undeniable that we all live in a society organizational. Reason organizations essence was the same in all times and the importance of belonging to a group defined by common concerns and interests is what makes an organization work. An organization can be defined as a group of people who, based on division of labor, work together pursuing the same goals and objectives. Organizational culture is one of the major problems of a company. It is researched by academics who concluded that the cultural dimension is a central pillar in all aspects of organizational life, even in those organizations where cultural aspects receive little attention. How people think, how they feel, what they are their values, all of which are guided by ideas and beliefs of their cultural nature.*

## **30. ECOSYSTEM MANAGEMENT APPROACH**

**Gabriela-Cornelia Piciu**

Financial and Monetary Research Center „Victor Slavesco”,

Romanian Academy, Bucharest, Romania

***Abstract:** The purpose of this article is to highlight the need for the existence of which is an ecosystem management approach to natural resource management, focused on supporting ecosystems to meet environmental and human needs in the future. In this respect it is emphasized that systems management is adaptive to changing needs and new information, promoting an integrated view on the prospects of social, economic and environmental, to preserve and protect the environment and also to promote human welfare through various services that environment can provide. One of the six priorities of the strategy the United Nations Environment Programme (UNEP) is that countries utilize the ecosystem approach to enhance human well-being. Ecosystems Management Programme of UNEP is focused on the functioning and resilience (flexibility) ecosystems and the services it provides, this program supporting countries and regions for greater integration of ecosystem management approach in the development and planning.*

### 31. PRESENT AND FUTURE. MAIN LINES OF EVOLUTION

**Emilian M. Dobrescu**

Institute of National Economy, Romanian Academy, Romania

**Edith Mihaela Dobrescu**

Institute of World Economy, Romanian Academy, Romania

***Abstract:** It emerges from this century, but especially with this second decade of the XXI century, a new theoretical approach and pragmatic in science and reality, new approaches in accelerated transformation of reality, a new dimension to the evolution of life on Earth, new concepts work. Highlighting some of these trends is the purpose of this paper.*

### 32. THE EVOLUTION OF THE WIND ENERGY IN ROMANIA

**Georgiana Chitiga**

**Silvia Elena Isachi**

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

***Abstract:** The requirements for sustainable development have determined world's countries to raise the issue the adoption of national policies for the development of wind power and other renewable energy sources. This study stems from the fact that economic and political integration of Romania into EU structures requires compliance for reducing greenhouse gas emissions undertaken through the effect of the Kyoto Protocol, such as: control energy consumption with energy savings and increased energy efficiency, and not least, increased use of renewable energy, with a focus in this article on the wind energy sector. In Romania, currently, the wind power sector is under dynamic changes, the favourable climate, the growing numbers of patters and running projects, will ensure an alert market development for the next years, featuring a possible potential for becoming one of the main renewable energy users in Europe.*

### 33. EVALUATION OF HUMAN RESOURCES BY THE METHODS OF TRAINING, RECRUITMENT AND SCORING

**Cristina Burghilea**

Hyperion University of Bucharest, Romania

**Paula-Angela Vidraşcu**

Academy of Economic Studies, Bucharest, Romania

***Abstract:** Most the times, the evaluation of human resources is associated with the reduction or restructuring of staff employed. Performance evaluation of existing human resources within any organizational structure is an activity required to be achieved, but that is neither easy nor uncontroversial. For the safety of a correct application of the results relating to such an assessment, the whole process conducted should be linked with a technology of advanced assessment, using a logical and "a good sense" for the establishment of the criteria, of the standards of performance and of the methods used. This research has been carried out in the idea of deepening the assessment of human resources. The applied methods are represented by the methods of training, of recruiting and scoring. Dissemination of information and of data relating to this research was carried out by the analysis, evaluation and comparison, having a high coefficient of synthetic truth. All the work of this research was carried out through a rich documentation with a true applicative character, allowing the understanding of all topics addressed. The research was conducted through tables, prompting the creation of relevant conclusions, well argued, that emphasizes the correlations between the concepts addressed.*

### **34. CONSTANTA PORT – ECONOMIC BENCHMARKS OF LONG PERSPECTIVE SINCE ROMANIA'S PRE-ACCESSION PERIOD UNTIL 2020 YEAR**

**Ion Gr. Ionescu**

“Dimitrie Cantemir” Christian University of Bucharest, Romania

***Abstract:** The efficient functioning and implementation of the economic dynamism and flexibility, in the modern state of its infrastructure, it is a method which ensures economic efficiency. There are two methodological approaches for to define the essence and content infrastructure industry (defined as a set of economic sectors, providing general conditions of reproduction) and functional (defined as a specific set of organization, production and social functions), which in our case, lends itself pretty well. Constanta seaport, is a public-private port, owned by the Romanian state, which ensure the regulation and functioning of the assigned tasks and performed by C.N. Maritime Ports Administration S.A. Constanta (EPA) and the Romanian Naval Authority (ANR), both institutions are subordinated to the Ministry of Transportation and Infrastructure.*

### **35. OPERATIONALIZING THE SUSTAINABILITY CONCEPT AT LOCAL LEVEL: THE CASE OF OAȘ AREA, COUNTY OF SATU MARE, ROMANIA**

**Olimpia Neagu**

”Vasile Goldiș” University of Arad, Romania

**Doru Ioan Ardelean**

”Vasile Goldiș” University of Arad, Romania

**Vasile Lucian Lazăr**

”Vasile Goldiș” University of Arad, Romania

***Abstract:** The paper proposes a conceptual model of sustainability operational for the case of the Oaș area, county of Satu Mare, Romania. The examined area has some particular featured: a wealth of natural resources (such as forests, stone, mineral water, wild flora and fauna), population with a high level of income and luxurious but uninhabited houses, a high level of migration for work abroad (from the very beginning of nineties), a lack of labour force and active population, a reduced life expectancy, specific popular traditions (costume, events) and culture. The business environment is not able to process and capitalize the resources (human, financial and natural) and the potential of the area and the sustainability issues are completely ignored. The paper propose a model of sustainable development of the area in the view of securing human existence for the future generations, maintaining the local productive potential and preserving the local options for development and action. The model taks into consideration the following needs: sustainable land use and ecological agriculture promotion, employment improvement, stimulation of local business (capitalizing the local resources), investment in local infrastructure (roads, IT, social, health and financial services).*

### **36. THE AUDIT OF ECONOMIC SYSTEMS**

**Marian Pompiliu Cristescu**

”Lucian Blaga” University of Sibiu, Romania

***Abstract:** Basically, ERP implies a policy that reflects what it means to think and act for the purpose of economic processes, and is therefore considered a strategic management solution. The new business model with process focused operations, increases productivity and meets the economic performance standards. The economic operational stages must be integrated in order to trigger workflows, to control the flow of information and to create connections between the organization, suppliers and customers. All this requires organizational changes, technological updates and, eventually, a new identity for the organization itself. The present paper proposes a specific approach to the procedures needed to perform the audit of integrated information systems. Concrete methods of undertaking audit operations for the financial accounting modules of integrated information systems are presented in the present work.*

### 37. INTERNATIONALIZATION OF COMPANIES FROM THE MANAGEMENT PERSPECTIVE

**Silvia Elena Isachi**  
**Georgiana Chițiga**

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

**Abstract:** *In this paper we propose to approach the issue of entrepreneurship in an international context. The intensifying competition, increasing complexity and dynamics of foreign markets, the ability of a firm internationalization is an important strategic option to ensure competitive advantage. Entrepreneurship involves the concomitant existence of a market opportunity and the entrepreneur. At the same time, entrepreneurship is approached in micro and macroeconomic perspective, conceptual distinctions being made on entrepreneurial orientation, capability internationalization of small and medium enterprises and international entrepreneurship. Entrepreneurial innovation is at the center of macroeconomic analysis of the effects of entrepreneurship, having as support strategic market orientation and learning orientation of companies.*

### 38. ARE THERE ANY POSITIVE ASPECTS FOR RESISTING TO ORGANISATIONAL CHANGE?

**Iuliana Talmaciu**

“Constantin Brâncoveanu” University of Pitești, Romania

**Abstract:** *In the last years change has become a phenomenon so very much present in the life of organisations that they can no longer ignore it if they want to be competitive and face the competition that becomes stronger and stronger. The organisations' interest in increasing their capacity to adapt to change has grown and it has resulted in adopting efficient change management tools. However, the studies show that the failure rate for change initiatives remains high, the main reason being the resistance to change coming from the members of these organisations. The purpose of this article is to present the main causes of employees opposition towards change and to answer the following question: does the resistance towards change also have positive aspects for the organisation? The research method used has been the content analysis of various papers in the specialized literature and of study reports realised by consulting companies in the field of organisational change management. The resistance to change of the members of an organisation must not be perceived only as an impediment in implementing the change but also as a necessary feedback in efficiently implementing organisational transformation.*

### 39. MASTER'S DEGREE NECESSITY OR CHOICE

**Camelia Vechiu**  
**Gianina Negrău**

“Constantin Brâncoveanu” University of Pitești, Romania

**Abstract:** *Education is beneficial for anyone, and multiple gains to society can not be disputed: reducing poverty and unemployment, promoting employability, increased quality of life, personal development. We live in a learning society and education should represent a way of life not only for those studying or working in this field, but also for those who have careers in areas other than education. In Romania education is mandatory until the 10th grade, after that depends on the personal interests of each if you choose get ahead in school or give up their continuation. This study has proposed to figure out what motivates those who completed undergraduate studies to continue them with the master. We would also like to discover what obstacles they have encountered people who have chosen to pass a few years between BA and the Masters.*

## 40. THE IMPORTANCE OF INTERACTIVE DIDACTICAL METHODS

**Elena Silvia Dinculescu**

„Maria Teiuleanu” Economic College of Pitești, Romania

***Abstract:** Modern education implies a new approach focusing upon interactive didactical methods able of making work the mechanisms of creativity, intelligence imagination, and thinking. The main problem of nowadays didactics is that of finding out the forms, the means, the procedures, and strategies of founding an educational system capable of awakening to a larger extent the creative forces of pupils and educationally involving the whole spiritual potential. Owing to this interactive method the pupils interconnect the items of knowledge they possess; the pupils' interest in finding out the answer within their lessons; the pupils decide upon what they have studied. Interactive methods make the teaching and learning process become more efficient and flexible, and learning much more durable.*

## 41. GOOD PRACTICES OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS EMPLOYEES

**Cristina Gănescu**

“Constantin Brâncoveanu” University of Pitești, Romania

***Abstract:** The main purpose of this paper is to assessing corporate responsibility toward employees, focusing on the European automotive sector. The starting point for this research was the content analysis of sustainability or social responsibility reports published by European automotive manufacturers in 2014 and 2015, which is was also helpful in identifying the good practices of corporate responsibility toward employees. The methodology focused on developing our own model of assessment of corporate responsibility toward employees, based on three pillars: performance in terms of human rights, gender equality and equal opportunities, performance in terms of workplace health and safety, and performance in terms of professional development of employees. Limitations of this study arise from the choice of indicators that define the three pillars of corporate responsibility toward employees, indicators that are relevant to the model we proposed, and also from the need to standardize data reported by different companies.*



## SECTION: MARKETING AND TOURISM

### 1. IMPACT OF GREEN MARKETING PRACTICES ON NATIONAL COMPETITIVENESS IN THE EUROPEAN UNION

**Andreea-Daniela, Gangone  
Mihaela, Asandei**

Constantin Brâncoveanu University of Pitesti

**Abstract.** *In recent decades, the need to protect the natural environment became a repetitive focus of attention of public opinion worldwide. Consumers are increasingly realizing the importance of protecting the environment through product choice while companies are increasingly considering the impact of their activities to the environment. At the same time, the global economic crisis resulted in increased national and international competition, stimulating the use of green marketing practices as a source of strategic competitive advantage, and contributing to an increase in national competitiveness of countries that employed these practices. The paper begins with a summary of scholarly literature in the field of green marketing, then offers clarifications on the concepts of organizational and national competitiveness, and defines a set of indicators to assess the results of applying green marketing principles and practices at a national economy level. On this basis, the authors propose an original methodology for calculating the Index of Green Marketing at a country level. Later, based on the assumption that the degree of implementation of green marketing principles and practices positively influence competitiveness, the authors correlated the Green Marketing Index values calculated for European Union countries with the Global Competitiveness Index values calculated by the World Economic Forum for these countries.*

### 2. MICRO MOMENTS MARKETING – TENDENCIES IN THE BRANDS MARKETING

**Elena, Enache  
Cristian, Morozan**

Constantin Brâncoveanu University of Pitesti

**Abstract:** *To succeed in the highly competitive actual environment, every minute needs innovation. The innovation communication as the innovation in communication does not imply, necessarily, up to date technology, but it can start from a simple idea with strong impact, implemented using the offline and online media, each one holding a well-established role. In an innovation era, just a few organizations seem to integrate the communication management in innovation processes. Thus, there is missing the central premise to move from the position of information about innovation to the strategic approach, absolutely indispensable in any endeavor of innovation communication. If the television is undoubtedly the most effective in generating awareness and familiarity with the brand, the online space is the place of strategies application, where we are encouraged to act, spurring the purchase intent.*

### 3. COMPLEX MARKET ANALYSIS MODEL BASED ON COMPLEX SYSTEM OF STRATEGIC DECISION NEEDS FOR BUSINESS COMPANY

**Neamtu, Liviu  
Neamtu, Adina Claudia**

Constantin Brancusi University

**Abstract:** *The strategic decision system used inside the company consists of a set of decisions about the market position, the structure of their offer, business behavior and coordinating operations. In the management practice, in order to create a competitive strategic system of business, for each level of decision will be used those strategic combinations and alternatives that are consistent with the company's interests and possibilities and with current conditions each market. For it there is continuous process consisting of analysis in various aspects of the market based on its size and continuing with structure, sensitivity and its dynamics, a process that allow having enough data to determine business objectives, specify options for actions and establish implementing measures.*

*Through this study we analyze a correlation between the needs of business decision on several levels and aspects of characterizing a market so as to be made a correct substantiation in strategic decision. At the same*

*time with utilitarian identification for each type of business market analysis we propose a concise analysis model that is easy to deploy for companies that do not have marketing departments and market studies very extensive.*

#### **4. The extended marketing mix: The case of El Celler de Can Roca.**

**Catalin Gradinaru  
Sorin-George Toma**

**Abstract:***Services, defined as activities offered on the marketplace, are difficult to evaluate from a qualitative point of view, contain only a few tangible components and cannot be stored. Due to specifics related to services such as intangibility, heterogeneity, production-consumption inseparability and perishability, distinctions had to be made so that they would distinguish themselves from products. Thus, the notion of traditional marketing mix (place, price, product, promotion) was adapted for services and specialists introduced the notion of extended marketing mix by adding three new components: people, physical evidence and process. The aim of our paper is to highlight the specifics and analyze the components of the extended marketing mix within the Catalonian business El Celler de Can Roca, the world's best restaurant in 2015, according to the Michelin Guide. The paper's research methodology is literature review.*

#### **5. PEER-TO-PEER ACCOMMODATION - COLLABORATIVE ECONOMICAL FORM. ITS IMPACT IN THE TOURIST INDUSTRY**

**Carmen Iordache,  
Iuliana Ciochină  
Alexandrina Sîrbu**

Constantin Brâncoveanu University Pitesti

**Abstract:***Peer-to-peer accommodation - colaborative economical form and its impact in the tourist industry Colaborative economy refers to pulling out of goods and services by a private person or another private person, without middlemen, but within a developed online Community, usually a website or, newer, an application. The appearance of the colaborative economy was determined by, besides the progressions of technology, the economic and social pressures. The online commerce allowed to the colaborative economy, transactions on a higher scale in the past 5 years, the purpose of these transactions being the short-term rentals of residential houses or offices spaces, financial asset, personal vehicles or small planes for short trips, auction houses for temporary licenses, the offer of contraction services for daily work or for professional services.*

*The exponential increase of the peer-to-peer accommodation asks for additional investigations in order to evaluate the potential impact of this business model on the tourist industry and on the local economy.*

#### **6. TIMIȘOARA, A EUROPEAN TOURIST DESTINATION**

**Cipriana, Sava**

Christian University "D. Cantemir" Bucharest

**Abstract:***The tourist destination is, for the modern tourist, not only ageographic space but a mixture of natural and anthropogenic elements in which human nature plays a special role. Currently, the tourist, besides his/her expectations regarding infrastructure, tourist resources and services, wants to be integrated into the local community, to become part of that destination.*

*Located in west Romania, close to the rivers Timiș and Bega, Timișoara has always been the place where people lived in harmony regardless of nationality. In the present European context, its designation, under the brand „Light up your city”, as European Capital of Culture in 2021 is beneficial for the local and national tourism.*

*In 2015 the number of tourist arrivals in Timișoara was 279.349, which represents a small percentage of barely 2,81% of the total tourist arrivals in Romania. This title compels the local authorities, the private sector, the NGOs and the local community to collaborate in order to support, develop and promote cultural events. All these are necessary to attract a greater number of tourists in Timișoara.*

## 7. THE ECOTOURISM DEVELOPMENT IN DOBRUDGEA

**Elena, Sima**

Institute of Agricultural Economics, Romanian Academy, Bucharest

**Abstract:** *The objective of this paper is to highlight the ecotourism potential in Dobrudgea. The research methods used are the inventory-type analysis of the usable resources in ecotourism and the cause-effect explanation of the investigated phenomenon. The analysis of the ecotourism potential of Dobrudgea is based on data and information obtained by bibliographic documentation. The investigation of relations that exist between the environmental and social factors, at local level, makes it possible to define the necessary mechanisms for the sustainable development of ecotourism activities that should contribute to the increase of the number of jobs and of alternative incomes, as well as to the increase of Dobrudgea area attractiveness.*

## 8. ASPECTS OF THE TOURISM MARKET DEVELOPMENT WITHIN THE EUROPEAN RURAL SPACE

**Claudia, Sima**

University of Bedfordshire, Luton, United Kingdom

**Elena, Sima**

Institute of Agricultural Economics, Romanian Academy, Bucharest

**Abstract:** *The paper makes an analysis of rural tourism market development with the presentation of the main players in the European rural tourism. The methodology used is based on the synthesis of information from articles and studies published in specialty journals, in Government documents as well as in other development strategies on tourism and rural space. The results of this scientific research study reconfirm that rural tourism promotion and development are based on the existing tourism potential and also on the involvement of governmental and non governmental institutions.*

## 9. BREXIT IMPACTS ON BRITISH TOURISM

**Claudia, Sima**

University of Bedfordshire, Luton, United Kingdom

**Abstract:** *The paper examines current debates on the impacts of Brexit on tourism in Britain. Brexit is a source of much concern and anxiety for British government, industry and tourists alike. The paper will outline and analyse some of the major impacts expected from the United Kingdom's departure from the European Union on the British inbound, outbound and domestic tourism. The methodology used is content analysis of secondary data in the form of government and industry surveys and reports and media articles on the expected and projected short and long-term impacts of Brexit. Results argue that although reducing EU-based regulations could have some positive implications for the British tourism industry, major areas of concern exist. Reduced access to EU programmes and funding is likely to impact domestic tourism heavily and limit participation and collaboration in international projects. Withdrawal of the UK from EU travel agreements is expected to have major consequences especially in terms of freedom of movement and security. As UK British hospitality and catering industries employ a considerable amount of EU nationals, a potential staff shortage is likely to impact service quality. Britain's tourism destination image is also likely to be negatively impacted requiring increased marketing efforts.*

## 10. IMPACT OF TOURISM ON ECONOMIC GROWTH AND EMPLOYMENT IN ROMANIA'S COASTAL AREA

**Bălan, Mariana  
Dumitru, Cornelia**

Institute of Economic Forecast-NIER, Romanian Academy

**Abstract:** *Despite current difficulties, tourism remains an economic sector with economic growth and development potential at global level. The contribution of tourism to economic and social life is different from one country to another, depending on the development level and the policies promoted regarding these activities.*

*Nowadays, Romania's tourism sector, according to the data of the World Tourism and Travel Council registered relative progress as compared with previous years, so that in 2014 this sector had a total contribution to GDP of 33,1 billion RON, representing 4.8% of the GDP.*

*In this context, the direct contribution to employment was of 2.4% from total employment meaning that the sector supported directly 205000 jobs. At the same time, the contribution of this sector and of the industries and services supported by it, including indirectly based on induced effects was of 467500 jobs.*

*The paper presents a brief analysis about the evolution of Romanian tourism in the post-crisis period and about the impact of the sector on the economic growth in the coastal area of Romania. At the same time, the links between the tourist accommodation capacity and the number of incoming tourists in tourism structures of the considered area are analysed by statistical methods.*

## 11. CITY MARKETING: CONCEPTS AND PRACTICE IN ROMANIA

**Mihaela, Asandei  
Andreea-Daniela, Gangone**

Constantin Brancoveanu University Pitesti

**Abstract:** *In the context of the economic and social crisis known by all the countries throughout the world, including Romania, cities everywhere have become global assets that compete with other distant or close cities in terms of distance, large or small, using corporate-like strategies, developing policies and balanced, creative urban programmes, being built by communities responsible for the citizens' future. European cities have development strategies, embodied in public policies framed within spatial planning aimed at achieving strategic objectives, in coherent urban programmes and projects with a strategic character.*

*This paper aims to highlight the conceptual framework of urban marketing by reviewing the literature in the field, the role of urban marketing given the international crisis and the means by which it is implemented in the Romanian cities through successful urban interventions.*

## 12. THE TOURISM PERFORMANCES AT REGIONAL LEVEL IN ROMANIA

**Gabriela, Bilevsky**

Institute of Economic Forecasting, Romanian Academy

**Abstract:** *After joining the EU, Romania tried to answer the adherence requirements, establishing its cohesion politics basis, in the 8 development regions, each of these having a certain specific task and a development potential which must be capitalized.*

*In this research paper the evolution of tourism is analyzed at regional level and especially in the South East region, during 1990-2014.*

*As a whole, Romania has an important tourist potential, a large interest domain, which is evidently an advantage for the South-East region, although the identified tendency is that of overthrowing the leader position of this region, characterized by a seasonal tourism, compared to other regions (Bucuresti-Ilfov, Center), but also in the detriment of other tourism forms (business, cultural, monachal, weekend etc.).*

### 13. INNOVATION IN TOURISM. STUDY CASE

**Alexandrina Sirbu,  
Carmen Maria Iordache,  
Iuliana Ciochina**

Constantin Brâncoveanu University of Pitesti

**Abstract** *Nowadays the innovation is an activity, which adds economical value in services as well as in tourism and is able to create a competitive advantage on market. For that reason the innovation research in this economical sector has become apparent starting the last decade and different approaches on innovation related to tourism and hospitality industry were applied worldwide. Gaining inputs from a literature review, the purpose of this paper is to underline some peculiarities of tourism in Romania in terms of innovation. The empirical study is based on a qualitative research.*

## SECTION: SOCIAL AND EDUCATIONAL POLICIES

### 1. EDUCATION – A PILLAR OF SUSTAINABLE DEVELOPMENT

**Mirela Ionela, Aceleanu**

Bucharest University of Economic Studies

**Abstract:** *Sustainable development is a complex process that requires both economic, social and human development, while maintaining a healthy environment, that does not affect the living conditions of future generations. Education is a central pillar of sustainable development, because through education it is ensured innovation and progress, but it is understand the role of maintaining a healthy environment. Educated people adapt more easily to labor market requirements and have the chance to earn more and have a greater stability in the labor market. This paper presents the role of education in ensuring sustainable economic development, under the current requirements of the transition to a green economy.*

### 2. THE GENERAL PRINCIPLES OF BIOECONOMY THROUGH 2020 STRATEGY

**Cristina Teodora, Balaceanu**

Dimitrie Cantemir Christian University, [Bucharest](#)

**Mihaela, Gruiescu**

Romanian American University, [Bucharest](#)

**Mihaela Eleonora, Constantinescu**

**Daniel, Penu**

Dimitrie Cantemir Christian University, [Bucharest](#)

**Abstract:** *Present and future economic development involves a high consumption of natural, informational resources, in order to generate economic goods which satisfy the global demand. The danger would be the excessive use of natural resources, the Planet being unable to replace them, to restore or store them. The fault that was generated between economy, as the primary human activity of creating economic goods to satisfy the needs of humanity and nature, as the main reservoir for the production of natural resources, supporting life in order to coordinate ensuring biodiversity, biorhythm and perpetuation of species, has led to taking positions for the purposes of reconsidering production methods, development trends and development needs of mankind in the context of ensuring and preserving life opportunities.*

*In this regard, the European Union carried out Europe 2020 strategy though which it advocates for bio-economy as a key element for a smart and green growth in Europe. Within this strategy there are identified a number of human actions that jeopardize the continuance of life on Earth, from production models which society applies, waste management, incidence of productive and polluting activities on the natural environment, to diets, consumption patterns and their influence on the population's living arrangements.*

### 3. CONTEMPORARY CHALLENGES IN THE ROMANIAN HIGH SCHOOL EDUCATION: SCHOOL MANAGEMENT VS.LEADERSHIP

**Vasilica-Adina, Balajel (Ionescu)**

Technical College Buzău

**Abstract:** *More and more studies claim, nowadays, a clear distinction between management and leadership in school organizations. It became compulsory the necessity to define both the concepts because they concern two different approaches on enriching the educational performance. While the first one is usually defined by the theoreticians as more concerned in scheduling and budget management, control, development of human resources to improve their ability to accomplish objectives, the second one is focused on creating and improving the long-term objectives, mission and vision according to the social evolution, its demands and influences on the main actors involved in a school organization.*

*Nevertheless, which of them is the most appropriate in order to face the challenges the social evolution brings in the Romanian high school education? Is it the management focused on control, planning, stability, rules, standards and actions based on transactions or the leadership more interested in encouraging the changes, new rules, promoting creativity, open to progress not only concerning the organization itself, but also the employees?*

#### 4. EDUCATIONAL POLICIES IN THE EUROPEAN UNION

**Nicoleta, Belu  
Alina, Voiculet**

Constantin Brancoveanu University, Pitesti

**Abstract:** *Educational policies are the strategic development directions of the educational system created according to some studies of analysis, synthesis, diagnosis and prognosis typical of educational environment at all levels.*

*Preparing a coherent set of educational policies involves identifying the social demands, aspirations and major educational issues of the community and of its development process.*

*In the European Union, all member states are responsible for their educational and training systems; the EU policy is supposed to support the steps taken at national level and to help address common challenges such as population aging, lack of skilled workers, technological developments and global competition.*

*In Romania, the educational system has required an ongoing reform meant to ensure a balance among quality, equity, diversity and competence at central and local levels. The Romanian educational system is continuously changing and improving in various fields and levels, in compliance with economic, social, political and cultural changes.*

#### 5. THE CHALLENGE OF SOCIAL INTEGRATION OF IMMIGRANTS IN EUROPEAN COUNTRIES BETWEEN UTOPIA AND POLITICAL SUICIDE

**Ramona, Birau**

Constantin Brancusi University of Targu Jiu,

Faculty of Economics and Business Administration, Craiova

**Abstract:** *This paper underlines the challenge of social integration of immigrants in European countries considering the bloody terrorist attacks which took place in recent past. Current waves of immigrants who have entered Europe provided a controversial perspective on socio-demographic characteristics of immigrant populations. As a result, the new European immigration reforms are required to achieve certain important features regarding integration and social cohesion. It is also very important to highlight the link between immigration policies and radical Islamic terrorism. The social integration of immigrants in European host countries seems not a very realistic prospect given the many cultural, religious and welfare differences. Moreover, the recent influx of Muslim immigrants continue to become more like a reversed memory of glorious white European settlers who colonized the uncivilized nations. The statistical analysis provided by this research article reinforces the concern regarding social integration of immigrants in European countries.*

#### 6. NATIONAL STRATEGY 2014 - 2020 FOR THE PROTECTION AND PROMOTION OF CHILDREN'S RIGHTS IN THE CONTEXT OF EUROPEAN POLICIES

**Ciprian-Florinel, Buhusi  
Florentina-Raluca, Balcan**

Valahia University of Targoviste

**Abstract:** *Social inclusion is one of the objectives of the Europe 2020 Strategy for economic growth and is one of its biggest challenges. The allocation of significant funds for certain programs targeting vulnerable groups may seem a waste of resources if the analysis of long-term impact is not taken into account and the fact that integrated social programs may lead, among other things, as a result of accessing public services, to a better education of the population and so to increase social inclusion likely to translate into reducing the number of people living in poverty. To achieve the Europe 2020 Strategy goals, The European Commission considers a priority social investment and modernizing social protection systems. Therefore in this article we proposed to realize an analysis of the compatibility of national strategy 2014 - 2020 concerning the protection and promotion of child rights and European policies. Also, in this article we describe an innovating program for intervention to the community level which could be used to the national scale and which could lead to achieving some settled objectives at the European Union level.*

## 7. CREATIVE EDUCATION IN THE CONTEXT OF THE KNOWLEDGE ECONOMY

**Vergina, Chiritescu**

Romanian Academy, Institute of Agricultural Economics  
Titu Maiorescu University, Bucharest

**Maria, Padurean**

Technological High School Petre Ionescu Muscel, Domnesti, Arges

**Abstract:** *We live in a society governed by the 3C - communication, knowledge, creativity. To perform, the present society "forces us": to communicate quickly and effectively; to act in a knowledge economy; to live, work and think creatively. But are we educated for this? This scientific approach assumes no responsibility to give a clear answer to this question, but only to submit creative role of education in the knowledge society and highlight the importance of creativity in the educational process. We believe that creative education can develop competent people in the knowledge economy and competitive in today's society.*

## 8. RAISING STUDENTS' AWARENESS ON THE IMPORTANCE OF FOREIGN LANGUAGES ACQUISITION

**Ramona Elena, Chitu**

Constantin Brancoveanu University, Pitesti

**Abstract:** *In an attempt to investigate the level of awareness among students on the importance of learning English as a second language, this paper aims at highlighting the role played by the foreign language professor in helping students gaining a positive attitude towards language acquisition. Teaching and consequently learning a foreign language used to focus mainly, not before long, on two major components, namely grammar and vocabulary. Still, the acquisition of a new grammar rule or of a new set of words does not help students much in regarding and understanding language as social interaction.*

*The paper takes as a starting point a questionnaire, which is filled in by students at the beginning of the academic year, consisting in ten questions approaching issues related to the significance of English language, their motivation in learning and practicing, the outcome and the advantages a fluent English speaker might enjoy in the current world. The more aware students are, the more active and responsible for their own learning they become. Besides building this sense of useful and targeted learning, the English professor is further responsible for an appropriate blending of teaching methods in order to reach the final outcome.*

## 9. EARLY CHILDHOOD EDUCATION, THE KEY INSTRUMENT FOR TACKLING THE NEGATIVE EFFECTS OF POVERTY ON CHILD DEVELOPMENT

**Silvia, Cojanu**

**Cristina, Stroe**

National Scientific Research Institute for Labour and Social Protection, Bucharest

**Abstract:** *The article aims at reviewing the literature on the impact of poverty on child development and discussing issues to be done in terms of policy targeted towards vulnerable children. As many of Romania's children are fighting the soul destroying situation of poverty, it is extremely important for policy makers to clearly understand all consequences, both from the humane, individual perspective, considering the right of every person to fulfil and maximise its own potential and also from the economic perspective, focusing on future labour market performances and quality of Romania's future workforce. Studies in behavioural economics, psychology and neurosciences offer informational inputs that might be useful in order to design the best policy approaches in terms of cost effectiveness.*



## **10. SOCIAL AND EDUCATIONAL ISSUES IN A EUROPE UNDER ECONOMIC AND SOCIAL CRISIS**

### **CASE STUDY: CRIMEAN TURK-TATARS OF ROMANIA**

**Nilghiun, Ismail**

The University of Giresun, Turkey

**Abstract:** *This paper gives an outlook on social issues with the Crimean Turk-Tatar community and their social and educational challenges in a Europe under social and economic crisis. This research attempts to focus on Crimean Turk-Tatars social issues rather than on historical and political environment, but they cannot be separated. The aim of my research is to identify the influence of indicators as - historical and political environment, to underline social issues, and how they influenced community's day-to-day life.*

*This study is based on face-to-face interviews conducted in February, July and August 2016, participant observation and content analysis of documents with the National Archives of Romania, Constanța County District and Constanța County Library "Ioan N. Roman". Case study of this paper is the ethnic minority of Crimean Turk-Tatars and some of their social and educational issues.*

*The body of the paper is based on a study done by All Minorities at Risk (AMAR), which qualifies Crimean Turk-Tatars as an ethnic minority at risk, and on the chart provided by UNESCO, which identifies sociolinguistics aspects of endangered languages qualifies the Crimean Tatar language as one of the severely endangered languages. Also, I identified the European Charter for Regional or Minority languages and its educational policies. Finally, my paper shows the community challenges in building communicational bridges based on mutual respect of differences.*

## **11. EDUCATIONAL LEADERSHIP**

**Daniela, Muraru (Pahome)**

Valahia University of Targoviste

**Abstract:** *The issues presented in this article are aspects subsumed, in the psychoorganizational literature, to the concept of leadership. The knowledge society imposes a multitude of leadership forms: provisional leadership, strategic leadership, dynamic leadership, leadership by objectives and leadership by innovation. The classification of the leadership forms has been realized taking into account the perspective, the orientation and the finalization of the leadership. The choice of leadership forms presented has in view organizational efficiency. The distinctive features of the institutions in the Romanian pre-university education system impose an attentive evaluation and adaptation of the leadership models emerged in non-educational contexts.*

## **12. STUDY ON THE RATIO BETWEEN UNIVERSITY GRADUATES AND LABOUR MARKET**

**Laura Panoiu**

**Iuliana Ciocina**

Constantin Brancoveanu University, Pitesti

**Abstract:** *Nelson Mandela said that education is the most powerful weapon one can use in order to change the world. Nothing more contemporary to today's Europe subject to very different events whose effects are sometimes difficult to identify. Current economy generates to human resources seen as factors that can ensure the accomplishment of goals, the need for permanent training in order to face different and sometimes harsh facts. The complexity of economic-social processes also generates the need to be adaptable, creative, innovative, involved and responsible. These elements can be ensured by a certain level of education, by a professional adapted and adaptable path. Europe's strategy of becoming a smart, sustainable, inclusive economy is translated through five goals, one of them targeting education. This paper aims at presenting on one hand how the Europe 2020 Strategy on education has been implemented nationwide and on the other hand at highlighting the challenges undergone by the Romanian higher education when one considers its goal: employability of graduates.*

### 13. VOICE AND SILENCE IN ROMANIAN SCHOOL ORGANIZATIONS

**Elena, Patrascu (Suditu)**

Valahia University of Targoviste

**Abstract:** *Communication is, along with motivation and competence, the key concept for an efficient organization. Even if school organizations should be open for communication, the participant observation leads us to say that, nowadays, the communication deficiencies and especially the organizational silence observed among all actors involved in the educational process encouraged the poor performance of high school education in Romania. This article examines the concepts of voice and silence as factors that can cause poor performance in school institutions.*

### 14. PERFORMANCE FUNDING – A NECESSARY CHANGE IN THE ROMANIAN FINANCING SYSTEM OF HIGHER EDUCATION

**Iuliana, Parvu**

**Cristina, Sandu**

Spiru Haret University, [Bucharest](#)

**Abstract:** *The financing system of higher education is a tool with high impact in order to achieve the Europe 2020 strategy related to increasing the number of university graduates while ensuring the quality of the educational activities. The accessibility rules to financial resources determine the higher education institutions efficiency and, ultimately, the social and economic performance of a country. There is an evident trend at the European level to finance the performance of the universities, not their mere existence in the educational environment. However, Romania did not actually initiate such approaches in financing public higher education, which is why the negative aspects that characterize the tertiary education system are becoming clearer. This paper highlights the negative issues which characterize the Romanian financing system of higher education. Also, starting from the experience of other countries authors formulate some proposals on the evolution of the Romanian financing system of higher education.*

### 15. LEARNING ORGANIZATION – A NEW CHALLENGE IN PRE-UNIVERSITY EDUCATION

**Constanta, Popescu**

**Antoaneta Roxana, Surcel (Georgescu)**

Valahia University of Targoviste

**Abstract:** *In a learning organization, the activities are conducted in a dynamic stimulating environment whereas the human resource is involved in a continuously creating, acquisition or knowledge transfer activity. The learning organization in the pre-university environment represents that place where the teaching staff learns on a continuous basis in order to adapt to the training needs of their pupils and the requirements of the labour market. Teachers have the possibility to permanently develop both professionally and personally. They do not cease to grow, they are not content with mediocre results, they are constantly involved in developing their creativity and didactic innovation. The organization's success relies on a continuous learning process and encompasses elements achieved in common, within departments and individually, through personal efforts. This research presents the most important results on the challenges faced by teaching staff within a learning organization. The data were collected following application of a questionnaire on a representative sample of teaching staff in pre-university education in the county, teachers who carry out their activities in academic, technological and vocational high schools. The data were used to outline an overview on the performance of the activity of the teaching staff within a large organization based on an ample learning process.*

## 16. E-LEARNING ENVIRONMENT AND CAMTASIA

**Carmen, Radut**

Constantin Brancoveanu University, Pitesti

**Abstract:** *Based on social constructionism teaching/pedagogy, people learn best when they are engaged in a process of social construction of information that can serve to others. "Social process" shows that the study is done in groups, so that learning becomes a process of information exchange within a culture that shares the same symbols and traditions. This exchange of information is becoming a social constructionist process, a process that arises due to the need to incorporate new teaching methods despite existing ones.*

## 17. STATE, DEMOCRATIC FUNCTIONING OF ECONOMY AND EDUCATION

**Mihaela, Savu**

Constantin Brancoveanu University, Pitesti

**Dumitru, Ciucur**

Bucharest University of Economic Studies

**Abstract:** *The democratic state is an important feature of the market economy which exists and works as a real mixed economic system. The state democratically establishes the economic mechanisms of general operation, bringing together, on the basis of some uniform rules, the interested behavior of free competitive market actors. Under these circumstances, economic education becomes an essential component of economic culture, compatible with democratic and efficient functioning of the economy. Education must be a national priority, thus stimulating the development of democratic society and enhancing the human with its interests made aware in a free way.*

## 18. ENVIRONMENTAL EDUCATION IN THE CONTEXT OF THE CURRENT AMBIENT CRISIS

**Cristiana, Sima**

Constantin Brancoveanu University, Pitesti

**Abstract:** *Our concern for the environment should become an essential part of our moral, spiritual, social and cultural development, meant to influence generations from now on. An active component of education, the environmental one, integrates superior ethic values, following axiological norms and enriching the human spirit. The present paper sets to reveal the place and role of environmental education in the context of the current ambient crisis, while contributing to the sustainable development of society. Environmental education involves both the shaping of a proper behavior towards the environment, as well as the active and reasonable involvement in the process of environment related decision making.*

## 19. POLICIES IN EDUCATION AND TRAINING (VET) IN THE EUROPEAN UNION

**Daniela, Stan**

Economic College Maria Teiuleanu, Pitesti

**Abstract:** *The world has realized that the economic success of the states are directly determined by the quality of their education systems and that the most effective factor of production is human capital expressed in knowledge, skills, creative abilities and moral qualities of individuals in society.*

*The specialists consider that in the economy of the 21st century the education system became a priority branch of production, being regarded as an occupational field, as a profitable investment sphere. This conception concerning the mission of education will dominate the educational policy of most countries in the world in the next period.*

*Improving the quality of the education and training systems is one of the core components of the cooperation between Member States by creating academic networks, study visits and partnerships. The communication from the Commission of the European Communities emphasizes the role of universities and research programs in the Europe of knowledge.*

*The cooperation regarding the policies in the education and training field began with the adoption of the White Paper on education and training "Teaching and learning - Towards a Learning Society", by which the European Union defines itself as moving toward a learning society based on acquiring new knowledge and lifelong learning.*

## **20. THE IMPACT OF CONSUMPTION FROM OWN RESOURCES ON THE RATES OF SEVERE POVERTY AMONG THE PERSONS FROM HOUSEHOLDS IN ROMANIA**

**Cristina, Stroe  
Silvia, Cojanu**

National Scientific Research Institute for Labour and Social Protection, Bucharest

**Abstract:** *The own consumption is an important component in the framework of the income and expenditure of the population, that oscillated over the past 5 years between 14-18%. At the same time, the own consumption is an indicator that reflects to a great extent the level of the welfare of the population. The paper focused on the influence of own consumption on the severe poverty rates (a form of extreme poverty). Severe poverty rates have been estimated, determined at the threshold of 40% of the median income, for persons in the households, considering some of the main features of the household - the residence area (the component of own consumption is particularly important in the rural area), the number of people in the household, considering also age and gender. The severe poverty rates have been determined using the available income in which the component of own consumption has been included and then excluded and, through the differences obtained, we were able to analyze the influence of own consumption on households' severe poverty and how this influence has evolved in the period in question. Data used in simulations are part of the Household Budget Surveys (National Institute of Statistics, 2011-2014).*

## **21. EFFECTS OF EDUCATION ON UNEMPLOYMENT AND POVERTY IN ROMANIA**

**Andreea Claudia, Serban**

Bucharest University of Economic Studies

**Abstract:** *Although it has always been a decisive factor of economic development, education is becoming increasingly important in today's societies characterized by a more dynamic rhythm of change. Individuals must face the new challenges of the labour market imposed by the new knowledge economy. Considering this conditions, equip individuals with the needed knowledge and skills is an important factor of the progress of the societies as a whole. This paper aims to analyze the positive implications of education on employment and unemployment in Romania. Education provides greater stability on the labour market, it guarantee decent income and increased opportunity to refocus quickly to other jobs requiring different knowledge which reduce the risk of poverty and longterm unemployment. The analysis aims to identify the differences in terms of education by residence area, age or gender and their implications on labour market.*

## **22. ASPECTS CONCERNING DECISION OF CHOICE OPTIMIZATION OF CLOUD COMPUTING SERVICE AMONG YOUTH**

**Delia, Teselios  
Mihaela, Savu**

Constantin Brancoveanu University, Pitesti

**Abstract:** *Decision making is an important and frequent activity, which involves choosing a variant of several possible depending on certain criteria of analysis. When it comes to choosing cloud storage service, things get more complicated, those who intend to use such a service having access to a multitude of offers. This paper uses the Martin - Deutch algorithm to determine the optimal solution and prioritization of alternatives in three cloud computing services: Dropbox, Google Drive and Microsoft One Drive, to support young people who are usually most attracted to using this type of services, to achieve the best choice.*

## 23. THE CONSEQUENCES OF PARENTS LEAVING FOR WORK ABROAD, UPON THEIR CHILDREN

**Magdalena, Tudor**

**Ileana, Safta**

High School Ion Cantacuzino, Pitesti

**Abstract:** *Consequences of parental migration , as shown by survey data and interviews are contextual and they should not be exaggerated or generalized. Parental migration does not always affect children directly but rather indirectly, by producing effects that lead to family dissolution. School plays an important role in this process, mostly an informal one, by providing social services to children whose parents (one or both) are temporarily abroad.*

*A direct consequence of parental migration is child deprivation of parental affection and supervision ,necessary for his/her normal development. In the cases when parents leave for longer periods of time and children remain in the care of people who do not have the ability or the oportinity to offer them emotional support and proper education, this can lead to negative effects upon their health and psihical development, upon their academic performances and further more, it can lead to their involmment in deviant activities, inappropriate for their age, or even to eplotitation or abuses of many kinds.*

## 24. ROMANIAN PEOPLE'S MIGRATION IN THE SOCIAL-ECONOMIC CONTEXT

**Adriana, Paunescu**

SNSPA

**Abstract:** *The actual moment represents the compact effort of the study's integration about migration containing some tips of the real theories, regarding the reality of this international phenomenon. The chances of seeing such a phenomenon as an unique event, even unrepeatable, are under the risk of stopping its relation with its origins, as an empirical evidence that is hard to control. The temporal-spatial circumstances has foreshadowed the occurrence of the migrants' meshes, and plus it represents the base pillar in the research process of some universal principles that clarify the meaning of migration. The role of different factors, such as the ones of micro, macro and meso-origins, are as a matter of course understood regarding this phenomenological diversity, but unfortunately the concerns related to analogy and prediction, frozen in the augury of a general, unique theory, are fated to failure, being that it hatches the necessity of gap between what is specific and what is bounded to a general frame, which is aimed to help with analyses and references that can be tasted.*

## 25. THE MIGRATION IMPACT - TRUE CAUSE

**Sebastian ENE**

Constantin Brancoveanu University

**Abstract:** *Migration is a millenary problem with dramatic connotations in different periods. Today, the migration is a really problem for Europe. Many migrants from Syria, Pakistan and other countries came hear and try to impose there rules and traditions. Present paper try to identify the aspects and concern about Europe problem. Why we are in this situation? Which is the impact?*