

International Conference

Knowledge Economy

- Challenges of the 21st Century -



Europe post - 2020.

The way forward

**Special Section: Regional development strategies and policies.
Smart Specialization - In the project PN-III-P1-1.1-TE2016-1630**

PITESTI, 28 November 2019

Constantin Brancoveanu University

Conference moderators:

- Professor Ovidiu Puiu, Ph.D. – Rector, Constantin Brâncoveanu University
- Scientific Researcher I- Marioara Iordan, Ph.D. – Deputy Director, Institute for Economic Forecasting
- Scientific Researcher I - Mihaela-Nona Chilian, Institute for Economic Forecasting
- Professor Alexandru Puiu, Ph.D. – Founding Rector, Constantin Brâncoveanu University
- Professor Scurtu Ion, Ph.D. – Senate Chairman, Constantin Brâncoveanu University
- Professor Marius Gust, Ph.D. – Vice Rector, Constantin Brâncoveanu University
- Professor Alexandra Albuquerque Ph.D. – Head of the International Office, ISCAP
- Associate Professor Sebastian Ene, Ph.D. – Vice Rector, Constantin Brâncoveanu University
- Associate Professor Cristina Șerbănică, Ph.D. – Vice Dean, Constantin Brâncoveanu University
- Associate Professor Nicolae Gradinaru, Ph.D. – Head of Law Department, Constantin Brâncoveanu University
- Associate Professor Cristina Ganesu , 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
- Lecturer Andreea Gangone Ph.D. – Vice Dean Constantin Brâncoveanu University

Conference program

Thursday, November 28th

9:30 – 10:00 – Participants registration – Welcome coffee

10:00 – 10:30 – Conference opening - Room Studio A

- PhD Professor Ovidiu Puiu – Rector of Constantin Brancoveanu University
- SR I Marioara Iordan – Deputy Director of Institute for Economic Forecasting
- PhD Associate Professor Cristina Serbanica – Project Director – Smart Specialization in lagging –behind regions in Central and Eastern Europe - PN-III-P1-1.1-TE-2016-1630

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

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

Thursday, November 28th Workshop Sessions

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

15:00 – 16:00 – Workshop Session: **Smart specialization strategies** – Room Studio A

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Preface

Constantin Brancoveanu University of Pitesti has long been one of the prestigious universities of our country actively involved in fundamental and applied research activities that address topical issues emerging at local, regional, national or international level.

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

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

Rector,

Professor Ovidiu PUIU, Ph.D.

Special Section:
REGIONAL DEVELOPMENT STRATEGIES AND POLICIES



UNIVERSITATEA CONSTANTIN BRANCOVEANU DIN PITESTI

PN-III-P1-1.1-TE-2016-1630

Smart specialization in lagging-behind regions in Central and Eastern Europe

Contact number: 93/2.05.2018

**1. THE ROMANIAN TERRITORIAL INNOVATION INDEX AND IT'S
IMPLICATIONS FOR SMART SPECIALISATION**

Cristina ȘERBĂNICĂ

Sebastian ENE

Cristina GĂNESCU

Iuliana TALMACIU

Constantin Brancoveanu University of Pitesti, Romania

***Abstract:** There is a large agreement in the literature that innovation is important for all countries and regions – irrespective of their stage of development - and that appropriate measurement is critical for innovation policy-making. Within this context, our paper aims to examine the territorial innovation patterns in Romania, a country that joined the European Union in 2007 and is now labeled as "modest innovator" at the European level. We depart from the hypothesis that exploring innovation patterns at a more granular territorial level – i.e. the NUTS3 level - gives a more nuanced perspective over the innovation performance and can help policy-making identify the "pockets of excellence" that could spur knowledge spillovers in their proximities. To this end, following the methodologies proposed by the European Innovation Scoreboard (EIS) and the (European) Regional Innovation Scoreboard (RIS), we create a composite indicator - the Romanian Territorial Innovation Index (RoTII) - that captures the Romanian innovation performances across four dimensions i.e. the framework conditions, R&D investments, intellectual outputs and innovation impacts. In a further step, we empirically test the relationships between RoTII and a number of structural indicators, with a view to give account of their potential influence over the performance of the territorial innovation systems. The final part of the paper discusses the policy implications, with a special focus on future routes for smart specialization at the territorial level.*

2. REGIONAL TRANSFORMATION THROUGH SMART SPECIALISATION

Daniela ANTONESCU

Institute of National Economy, Romanian Academy

***Abstract:** Smart specialisation is a place-based approach, meaning that it builds on the assets and resources available to regions and Member States and on their specific socio-economic challenges in order to identify the best opportunities for development and growth. Specialisations try to focus on competitive strengths and realistic growth potentials supported by a critical mass of activity and entrepreneurial resources. Smart specialization strategies were introduced in the regional and cohesion policy at European level as the basis for research-development-innovation investments. A key to build innovation strategies for smart specialisation at*

the regional level is to identify opportunities for learning policy lessons and transferring practices from other regions. The aim of the communication is to identifying regions that share similar context which are relevant for innovation-driven development (social, economic, technological, institutional and geographical characteristics).

3. ESTIMATIONS ON THE IMPACT OF EMPLOYMENT IN THE ROMANIAN REGIONS ON ECONOMIC GROWTH

Geo – Alexandru SPANULESCU

The School of Advanced Studies of the Romanian Academy (SCOSAAR)

***Abstract:** The restructuring of the Romanian economy has been accompanied by a strong negative impact on the level of employment, characterized by structural imbalances and chronic unemployment. Labour work resources have evolved under the impact of demographic changes (birth rates decreased, large external migration flows at the beginning of the transition) and were affected at the same time by the decreases in the quality of medical services and health care. The comparative analysis of the Romanian Development Regions emphasizes after 1990 an increasing process of the disparities of economic and social development between regions. Development differences between the most developed region (Bucharest - Ilfov) and the least developed (North-East Region), in terms of GDP per capita grew nearly three times. Meanwhile, the disparities are an increasing between regions situated in the western half of the country (North-West Center and West), which have positive economic developments and for many economic and social development indicators' show consistent growth and the ones situated in the eastern half of the country (North-East, South-East, South and South-West), which are less development. The paper presents a succinct analysis of the labour market and of the main macroeconomic indicators in each region and the impact of the labour force level and structure on economic development both at regional and national level, in the last decade.*

4. CONSIDERATIONS ON THE IMPORTANCE OF SMART SPECIALIZATION FOR ATTRACTION OF EUROPEAN POST 2020 FUNDS IN ROMANIA

Dana Codruța DAIANU

University Aurel Vlaicu of Arad, Faculty of Economic Sciences

***Abstract:** In the future post-2020 EU financial framework, European funding for regional development will focus on the areas identified as the most competitive in each region and country, that is the areas of smart specialization. Intelligent specialization has brought a real improvement in the way in which European regions develop their innovative strategies, creating or strengthening cooperation at all levels, especially with local business spheres. At the heart of the new policy for the European Regional Development Fund will be smart specialization, and regions will have to develop investment plans for the sectors that are most competitive. Theoretically, nuclei of technological and scientific excellence have already been created, the challenge of post-2020 now being their transposition into innovation modalities in enterprises, in order to generate jobs and economic growth. In this context, the purpose of the paper is to present and analyze the basic fields for the smart specialization in Romania. Romania now has two national strategies that mention five basic areas for smart specialization, but in addition, each of the 8 development regions has its own strategy with its own list of identified areas. All of this needs to be analyzed and combined to achieve consistent directions.*

5. NEW TENDENCIES FOR THE TRANSNATIONAL COMPANIES

Alina VOICULEȚ

Constantin Brancoveanu University of Pitesti

***Abstract:** Transnational companies are among the most innovative companies, being responsible for the majority of private expenses for research and development. In the 21st century, competitive advantages no longer consist of products and technologies, but also depend on the speed with which innovation is produced and with which new products can be created and distributed. This acceleration of global competition has been enhanced by the evolution of information. As national and local economic spaces open up to global economy, it becomes more clear that large corporations rather than national economies are the coordinating units of economic relations. It has become possible and advantageous for a transnational company to profit from the differences that exist between regions regarding pay, market potential, standards and employment, taxes, ecological regulations, human resource, etc. Their priority in production, trade, investments and transfer of technology all over the world is unique. Transnational companies have developed from national companies into global concerns that use foreign investments to exploit their own competitive advantages.*

6. COHESION AND REGIONAL DEVELOPMENT POLICY BEYOND 2020

Daniela ANTONESCU

Institute of National Economy, Romanian Academy

Raluca-Mirela ANTONESCU

University of Bucharest, Faculty of Geography

***Abstract:** In 2019, at the level of the European Union, the future regional policy began to be discussed. Consultations were held and all the responsible factors that could have an important say in drawing up this important policy were involved. From the perspective of the next programming period, regional policy keeps on investing in all regions NUTS 2, still on the basis of three categories (less-developed; transition; more-developed). The allocation methodology for the Structural Funds is still largely based on GDP per capita indicator, but the new criteria are added (youth unemployment, low education level, climate change, and the reception and integration of migrants) to better reflect the reality on the ground. Also, for the next EU budget 2021-2027, Commission will propose to modernize Cohesion Policy and supports locally-led development strategies and empowers local authorities in the management of the funds. This scientific communication aims to present, synthetically, the main features of the future EU regional cohesion and development policy, after 2020.*

7. ROMANIAN MOUNTAIN AREAS: PRESENT AND PERSPECTIVES

Ionel VIȘINESCU

National Agency for the Romanian Mountain Areas,

Constantin Brancoveanu University of Pitesti

***Abstract:** The European Parliament Resolution of 3 October 2018 on addressing the specific needs of rural, mountain and remote areas (2018/2720 (RSP)) stresses the need for each Member State to advance policies and strategies to regulate the protection of mountain areas and to support its smart, sustainable and inclusive development through enhancing the territorial and human resources; raising the standard of living; preserving cultural identity; supporting economic growth at local and national level, while maintaining the ecological balance and the protection of the natural environment; reducing demographic disparities and stopping population exodus from the mountain area; supporting agricultural and non-agricultural activities and the compensation of different losses the farmers in the mountain areas may face etc. In this context, the present paper aims to shed light on the policies and strategies that should be implemented in the mountainous area of*

Romania. The promotion of the agri-food products inscribed on the label with the mention "mountain product" is included in these steps.

8. IMPACT OF THE PACKAGING FEE IN ROMANIA ON THE QUALITY OF THE ENVIRONMENT

Geanina Iulia BOTOTEANU (RADACINA)

University of Craiova

***Abstract:** In the context of improving the protection, conservation and increase of the quality of the environment, as well as of the health and safety of the population, but also for fulfilling the commitments regarding the environmental protection assumed, starting with the year 2000 in Romania the packaging fee was regulated. This is intended to hold producers of packaging waste accountable for reducing the quantities generated and increasing recycling or other types of recovery, such as energy generation from waste. Over the years this fee has undergone numerous changes, the last one being the one of 2019, aiming at increasing the effectiveness of the instrument and eliminating the erroneous interpretation of the legal provisions. The present research aims to analyze the effects determined by these legislative changes and to observe whether or not they have determined an improvement of the quality of the environment*

9. THE IMPORTANCE OF THE DEMOGRAPHIC STRUCTURE IN THE REGIONAL DEVELOPMENT

Catalin Ionut LASCAIE

Valahia University, Targoviste, Romania

***Abstract:**The territorial dimension of EU policy is increasingly recognized, as economic growth and job creation depend on the optimal use of resources in a coordinated and sustainable way. Following the intensification of the regional development, it acts in two senses: in the preventive sense, that is, by removing the causes that led to the lack of development or the laborious development of some regions and in a combative sense, by removing the effects of the lagging behind of the development of the regions. In order to develop the less favored regions, the rational distribution of industrial objectives, labor force and infrastructure is pursued. Another imperative of the regional development policy is the stimulation of trade and the creation of new markets for industrial products and consumer goods. The demographic effect on regional development and population migration from less developed regions to prosperous regions is not without significance. The size but also the quality of the population from a certain social space is a defining element in the structuring of any socio-economic process, as well as of the strategies of sustainable development. The paper offers a current image, of the demographic characteristics of the South - Muntenia development region in Romania, constituting an important resource for understanding the economic and social barriers and opportunities of this region.*

10. PROSPECTS FOR DEVELOPING THE ROMANIAN MOUNTAIN AREA IN THE EUROPEAN CONTEXT

**Nicoleta BELU
Alina VOICULET**

Constantin Brancoveanu University of Pitesti, Romania

***Abstract:** Mountain areas with specific characteristics represent a distinct environment which requires a complex approach. The existence of some specific natural resources, ecological fragility, agricultural activities' constraints, implicitly adjacent high costs generate the need for a complex support for the sustainable and inclusive development of mountain areas. According to the Common Agricultural Policy, mountain areas are regarded as disadvantaged, generating a direct action upon rural agriculture and economy. Starting from that belief, the European Union has developed specific instruments supporting the mountainous areas, especially the rural ones, through specific development policies. Therefore, activities with a view to supporting the active farmer, maintaining natural scenery and biodiversity, mitigating climate change consequences, food safety and ensuring higher quality food are conducted.*

11. EFFICIENCY OF MATERIAL ASSETS- THE ROLE AND IMPORTANCE IN PERFORMANCE INCREASING OF AGRICULTURE

**Sorina Simona BUMBESCU
Daniel Petru VARTEIU**

1 Decembrie 1918 University of Alba Iulia

***Abstract:** Romania is one of the European Union countries with important resources for agriculture, occupying the 6th place in the EU in terms of utilised agricultural area but the agrarian structure is not adapted to the EU developed countries. Unlike other fields of activity, in agriculture a number of specific factors arise, which determine certain particularities of the use of the material assets, of the means of production and of the labor force. In the technological process in agriculture there is a combination of three important factors: natural factors (the land), the human factors and material factors. In order to achieve a superior economic performance, it is necessary for the farms to effectively manage these factors. The general objective of the research consists in analyzing the efficiency of the material assets in agriculture based on the financial accounting information and identifying the factors that influence the performance in agriculture in order to use the resources effectively. In this article it is developed a synthetic theoretical framework regarding the essential features of the Romanian agriculture, the land and fixed assets efficiency, a large case study regarding the indicators of evaluation and measurement of the efficiency of the material assets in agriculture.*

12. CONSIDERATIONS REGARDING THE INFLUENCE OF EU-US TRADE RELATIONS ON EU ECONOMIC DEVELOPMENT

Dana Codruta DAIANU

University Aurel Vlaicu of Arad, Faculty of Economic Sciences

***Abstract:** In the last decade, EU-US cooperation has intensified at a very fast pace, being oriented towards the creation of a transatlantic market with a high degree of openness and integration. European and American multinational companies now invest and produce in the other part of the Atlantic more than they export from within their own national borders. Although transatlantic economic exchanges dominate the world's economy (over 40% of trade in goods and over 60% of the world's investment flows take place between the two major*

powers), they also generate the strongest sources of conflict, many of them advanced. the WTO. Despite the strengthening of cooperation between the European Union and the United States, the struggle for supremacy over the world's most important markets and protecting their spheres of influence continues to govern transatlantic economic relations. Each of the two powers has, as a fundamental objective, the maintenance of dominant positions on the continents to which they belong, as well as the extension of their own area of influence. The paper represents a blueprint of the EU-US bilateral economic relations, paying special attention to the influence that trade relations have on the economic development of Europe.

13. SYNTHETIC INDICATORS OF ECONOMIC GROWTH RESULTS IN THE CONTEXT OF ECONOMIC POLICIES

Doina DRAGOI

University of Craiova, Doctoral School of Economics

***Abstract:** The central objective of the article is to present the synthetic indicators of economic growth results in the context of economic policies. The research will be carried out by reviewing the specialized economic literature using the method of scientific observation. Economic growth is a concept that cannot be easily defined and represents a major objective of all states, being achieved both in the short and long term with positive effects on several segments of the economy and on the standard of living of the population. Economic policies influence economic growth and synthetic indicators of economic growth outcomes with reflections on economic development.*

14. ECONOMIC ENTITIES AND HISTORY OF ECONOMIC THINKING

Andrei DALINA

Economic Forecasting Institute of the Romanian Academy, Romania

***Abstract:** This below paper focuses on the economic entity concept. Difficult to find that (part of) economic literature not dealing with economic entities and afferent issues. But there won't be the definition the paper's starting point – this, assumable as followed by a whole description then inclining to a rather didactic text attitude –, but, on the contrary, there will be what is supposed to come out previously of all definitions. Or, this will be the history of economic thinking and here that part of history ,giving birth' to micro- and macro-economics. And this will more precisely be about the JM Keynes' capital paper of 1936' focus that is what was called the ,Macro-Model'.*

15. SMART SPECIALISATION AND ECONOMIC GROWTH

Sebastian ENE

Cristina SERBANICA

Cristina GANESCU

Iuliana TALMACIU

Constantin Brancoveanu University

***Abstract:** Smart specialization is a new method of economic approach what started to develop from 2009 as a "New Industrial Policy", "New Sources of Growth" and "New Approaches to Economic Challenges"(OECD, 2013).. This concept implies a new type of economic development, a new way of growth. This article aims is to analyze how smart specialization correlates with economic growth, which are the implications at the micro and macroeconomic level.*

16. THE IMPACT OF FINANCIAL AND ECONOMIC CRISIS ON THE DYNAMICS OF AT RISK OF POVERTY OR SOCIAL EXCLUSION (ARPE) INDICATOR. A CASE STUDY FOR EUROPEAN UNION

Zulfiqar Ali, Imran

University of Lahore, Pakistan

Abdullah, Ejaz

ABM College Calgary, Canada

Andrei Cristian, Spulbar

The Bucharest University of Economic Studies

Ramona, Birău

University of Craiova

***Abstract:** The main aim of this research paper is to investigate the impact of financial and economic crisis on the dynamics of at risk of poverty or social exclusion (ARPE) indicator base on a case study for European Union. Material deprivation in the European Union member states is a social phenomenon with significant implications especially in developing countries. EUROSTAT provides a quantitative measure of the aggregate indicator ARPE rate, including the at-risk-of-poverty rate, material deprivation rate and the ratio for persons living in households with very low work intensity. People at risk of poverty or social exclusion is a vulnerable segment which requires proactive measures from the community and national authorities. In order to achieve sustainable economic development.*

17. Human Capital, ISD and Regional Innovation Capabilities. Evidence from Regional Growth in Romania

Elena Pelinescu

Institute for Economic Forecasting

***Abstract:** Globalization and information technology have led to an increase in the need for highly qualified personnel with higher qualifications able to apply and use the new technologies and knowledge that have come through the transfer with foreign investments. Unfortunately, the diffusion at regional level is not uniform so that although the theory indicates a positive impact of human capital and FDI at regional level, the results still highlight significant regional disparities in Romania. In this context, the paper aims to highlight the cumulative effects of the three factors (FDI, human capital and innovation) on regional economic growth, using a panel model with fixed regional effects. The results indicate, as expected, a significant positive effect (0.7339 coefficient) of human capital expressed as proxy by the share of persons with tertiary education in the active population, but also of the inflow of foreign direct capital, the labour's level of education being, however, decisive, in accordance with the new theory of economic growth and the human capital theory.*

SECTION 2. FINANCIAL AND ACCOUNTING POLICIES AND CORPORATE GOVERNANCE IN THE GLOBAL CONTEXT

1. ANALYZING THE CORRELATION BETWEEN FISCAL POLICY AND ECONOMIC GROWTH

Daniel Iulius Doagă
University of Craiova,

Abstract: The main aim of this research paper is to analyze the correlation between fiscal policy and economic growth. The real gross domestic product (GDP) and fiscal revenues are relevant indicators in empirical analysis. The effects of taxation on economic growth influences the behavioral correlation pattern. Most previous empirical evidence have indicated a negative impact of high taxation and fiscal pressure on economic growth. The concept of economic growth is not similar with the term economic development due to the ambivalent approach based on both qualitative and quantitative analysis.

2. CONSIDERATIONS REGARDING PERSONAL INCOME TAXATION IN CENTRAL AND EASTERN EUROPE (CEE)

Daniel Iulius Doagă
University of Craiova,

Abstract: The main aim of this paper is to contribute to a better understanding of personal income taxation in Central and Eastern Europe (CEE). The Organisation for Economic Co-operation and Development (OECD) argued that Central and Eastern Europe includes the following countries, ie : Albania, Bulgaria, Croatia, the Czech Republic, Hungary, Poland, Romania, the Slovak Republic, Slovenia, and the three Baltic States: Estonia, Latvia and Lithuania. Considering the theoretical aspects of personal income taxation, a detailed review of the specialized literature is required in order to identify the effects of tax reforms and legal regulations. The implementation of a sustainable tax system contributes significantly to the economic growth and the improvement of living standards.

Key words: entity, financial-accounting information, fairness, control, audit.

3. POLICIES REGARDING THE VALIDITY OF THE PREPARATION AND PRESENTATION OF THE FINANCIAL STATEMENTS OF THE ENTITY

Dima Florin, Ducu Corina,
Constantin Brancoveanu University of Pitesti

Abstract: The financial statements collect financial and accounting information, which exist at the level of an entity during a certain period of time. The validity of the information is necessary to present a clear image of the entity through the financial statements. In order to achieve this goal, the existence and application of policies that ensure both the validity and the accuracy of the information in the financial statements and their reporting are necessary.

4. RETAIL ACCOUNTING

Dima Florin

Constantin Brancoveanu University of Pitesti,

Abstract: The starting point of this article was the importance that the stocks of goods have in the development of the economic entities' activity and from the particulars of bookkeeping of the retail price goods. The goods are one of the main components of the stocks. The retail stock method approximates the cost of the goods sold and it is often used in retail. In this method the cost of the inventories is calculated by deducting the gross margin from the sale price of the stocks. The retail stock method involves its own methodology for calculating the selling price of the goods, as well as for downloading from the inventory the value of the goods sold, a methodology which is analysed in this article.

5. FINANCIAL EFFECTS DUE TO PERCEPTION RISK ON THE JOURNEY INTENTIONS DURING CRISIS IN ROMANIA

Ionescu Levant

"Tomis" University

Abstract: This study was conducted in November 2008 and it examined the relationship, between perceived risk and travel intentions, among young residents in the Constantza city area during the period of crisis. The study found that intentions to take a pleasure trip in the next 12 months (at the time of the survey) were related to safety concerns, perceived social risk, travel experience and money income. Data for this study were obtained through a survey of households in the Constantza city area. Travel intention, the dependent variable, was measured by asking respondents if they intended to take a pleasure trip in the next 12 months. A set of risks, like financial risk, health risk, physical risk, crime risk, terrorism risk, social risk, psychological risk and risk of natural disasters, was introduced as independent variable. Examining risk perceptions, risk factors and variables, travel experience emerged as the most significant predictor of travel intentions and suggests that past experience might override one's perception of risk. Results from the study hold potential for better understanding risk perceptions and their impact on travel behavior and on the marketing of travel services, during periods of uncertainty as during crisis.

6. THE REDUCE OF FISCAL PRESSURE USING THE OFFSHORE COMPANIES

Ionescu Levant

"Tomis" University

Abstract: Always, there have been controversies, regarding the interpretation of the activity of the companies of shore, if their activity is a legal one, if it is at its limit or simply, these are some organizations that hide and do everything, to evade from the duty to pay the debts to the state. However, the tax havens have not disappeared, they still have clients, of the most reducible and most potentate, in economic and financial aspect and despite the sharp comments, each sees his activity, without giving account, except rarely. , that is when international scandals occur. In our opinion, it is observed that offshore companies are highly rated in the business world and highly sought after. So, we need them. They will be part of the economic-financial landscape, with or without our will.

7. THEORETICAL FRAMEWORK REGARDING FRONTIER STOCK MARKETS

Minea Elena Loredana
University of Craiova

***Abstract:** The main aim of this research paper is to provide a theoretical framework regarding frontier stock markets. The concept of frontier stock markets is relatively new and insufficiently debated considering its various implications in the context of the international investment process. Moreover frontier stock markets have certain representative characteristics such as deficient or insufficient regulatory framework, high volatility, low level of liquidity, pricing inefficiency and low capitalization. Frontier stock markets are less developed than emerging markets although are also found in developing countries.*

8. CONSIDERATIONS REGARDING THE LIQUIDITY OF STOCK MARKETS

Minea Elena Loredana
University of Craiova

***Abstract:** The main objective of this research paper is to provide a literature survey on stock markets liquidity. The concept of stock markets liquidity has been widely debated in the literature by being highlighted numerous opinions and points of view. The stock market dynamics highlights a strong connection between financial liquidity and investment efficiency. Stock markets liquidity has a significant impact on allocation of capital and risks. Moreover, stock market liquidity influences the decision-making process regarding the international diversification of the portfolio.*

9. FINANCIAL EDUCATION AS A SUSTAINABLE TOOL FOR COMBATING POVERTY IN EMERGING COUNTRIES

Ramona Birău, *University of Craiova,*
Abdullah Ejaz, *ABM College Calgary, Canada*
Zulfiqar Ali Imran, *University of Lahore, Pakistan,*
Andrei Cristian Spulbar, *The Bucharest University of Economic Studies*

***Abstract:** The main aim of this research paper is to provide a comprehensive approach regarding financial education as a sustainable tool for combating poverty in emerging countries. The objective of financial education is poverty alleviation by implementing sustainable strategies in order to increase the standard of living and financial well-being. Moreover, this research article also addresses relevant issues regarding the impact of financial education on microfinance institutions and financial inclusion. The linkage between poverty reduction and financial literacy is a significant factor for a better understanding of the socio-economic context of the emerging countries, especially in the context of globalization.*

10. DASHBOARD - TOOL FOR IMPROVING FINANCIAL PERFORMANCE FOR ENTITIES IN THE ROMANIAN CLOTHING INDUSTRY

Teodora Maria SUCIU (AVRAM), *“1 Decembrie 1918” University*

***Abstract:** This article aims to emphasize the importance of the dashboard on the financial performance for the entities in the clothing industry in Romania. The analysis presented by the Dashboard is based on those results that can be used by the decision makers in the clothing industry for the elaboration and implementation of the necessary measures for improving the financial position and the economic performance by using modern tools for managing the organization's activity with perspectives. clear and solid for the future. The results of the research carried out show an upward evolution of the majority of the volume indicators of the presented dashboard, which can be used by the decision makers in the clothing industry.*

11. THE IMPORTANCE OF CONTINUING GROWTH FOR THE EMERGING AND DEVELOPING COUNTRIES – PRESENT AND PERSPECTIVES

Culiță, Gica Gherghina
Constantin Brâncoveanu University

Abstract: The global economy is facing in the past years different paths of growth in the advanced economies and emerging and developing economies. Slow growth, high global uncertainty and perceptions of a lack of equality of opportunity should prompt policy makers to act in order to revive the global economy. Addressing domestic reforms, as this paper present from the economic outlook analysis of the International Monetary Found and other organisations, is the necessary condition for making the most of megatrends - like globalisation, digitalisation, population ageing and environmental degradation - and requires governments to carefully select, prepare, prioritise and implement structural reforms.

12. CHALLENGES REGARDING THE NON-FINANCIAL REPORTING IN THE GLOBAL CONTEXT

Getuța David (Roșoga)
Paula Munteanu
School of Advanced Studies of the Romanian Academy

Abstract: During the last years UE acknowledged the increasing role of corporate social responsibility. In this regard, in the accounting field, it was required the disclosure of non-financial information by the undertakings that are within the scope of the Directive 2014/95/EU for the financial year starting on 1 January 2017 or during the calendar year 2017. This allows managing change towards a sustainable global economy by combining long-term profitability with social justice and environmental protection. Also this contributes to meet the needs of investors and other stakeholders as well as the need to provide consumers with easy access to information on the impact of businesses on society. The paper aims to present a dynamic analysis of the European legislation in the field, since 2014 to date, by underlining the role of non-binding guidelines issued by the European Commission in facilitating relevant, useful and comparable disclosure of non-financial information by undertakings.

13. THE FINANCIAL - ACCOUNTING INFORMATION: AN AUTHENTIC POWER FACTOR IN THE GAIN – LOSS RELATIONSHIP OF INVESTMENTS ON THE CAPITAL MARKET

Claudia Nicoleta Guni
Spiru Haret University

Abstract: The purpose of this material is to present the usefulness of the financial accounting information and accounting theories applicable to financial markets, in order to highlight the extent to which the quality of the financial accounting reports influences the investment decision on the capital market and subsequently outlines ways to improve them. The quality of the information provided through financial reporting, which directly involves International Accounting Standards, is a goal in itself. These must add value to the financial reporting system in support of the financial system stability and economic growth.

14. THE MIRROR IMAGE AND THE ACCOUNTING PROFESSION

Claudia Nicoleta Guni
Spiru Haret University

Abstract: In this material we aim to identify the criteria that define the importance of the accounting profession from the perspective of obtaining the accurate image in accounting, to delineate the landmarks that guided the international evolution of the accounting profession and the responsibilities of the various categories that make up the accounting profession, from the perspective of ensuring the faithful image and the recognition of the main ethical and social responsibility issues faced by the accounting profession in order to ensure the faithful image in accounting.

15. STUDIU PRIVIND INTEGRAREA EXIGENȚELOR DEZVOLTĂRII DURABILE ÎN MODELUL CONTABIL AL UNEI INSTITUȚII PUBLICE DIN DOMENIUL FORESTIER DIN REGIUNEA SUD-MUNTENIA

Elena Mihaela Ilie (Șerb)
Colegiul Economic „Ion Ghica”

Abstract: In recent years, it has been realized that the old regimes based on a spectacular economic growth are not a solution for the future, due to the excessive consumption of exhaustible resources. Nature constantly warns us about the approach to the maximum limit of absorption of waste and pollution. Sustainable development involves firstly the rapid reduction of the environmental impact of the rich countries and the help of the poor, in order to maintain the average level of the ecological footprint. In this article we propose to answer the following questions: "Which of the three types of management (pure capitalist management, responsible financial capitalist management and pluralistic circular management) is currently appropriate at the level of the European Union? To what extent is it possible to rapidly implement this management? What are the consequences of the local implementation of this management in Romania? ". In order to know the answers, I carried out a theoretical research on the types of management and subsequently I continued with an empirical one on the local managers of a county in South Muntenia. Thus, I noticed the reluctance of the management team for another change.

16. MODELS OF OIL PRODUCTION IN ROMANIA

Victor Platon CS
Andreea Constantinescu
Institute of National Economy

Abstract: Oil production is a major topic in the Europe 2030 Energy Strategy. The evolution of oil production during 1990-2018 is a fair indicator of the state of the Romanian national economy and of the trends at European level. The steady decrease in the quantities of extracted oil both at EU level and in Romania is representative for the new trends regarding energy resources and atmosphere pollution. It is a scientifically proven fact that oil production is a source of CO₂ emissions, the main pollution factor in the world. The research presented in this article aims to identify an integrative model for oil production in Romania. This model will allow a better management of Romania's energy resources and the possibility of optimizing them in the future. Three time series models have been developed to model oil production. From their analysis, the most significant model was chosen, with the best indicators. The article aimed at achieving the following results: analysis of the structure and volume of oil production at national and EU level; achieving an integrative model of oil production in Romania; conclusions on oil production in Romania.

17. ROMANIAN BANKING INDUSTRY IN THE GLOBAL CONTEXT

Daniela, Haranguș,
“Aurel Vlaicu” University of Arad,

***Abstract:** In a context characterized by global uncertainties, the role of central banks in implementing macro-prudential policies has increased. After the global financial crisis, appeared the necessity for the adoption of measures to strengthen the financial stability. The high degree of uncertainty was represented by: the measures to strengthen the monetary policy in the USA, the coordinates of the international trade, the dynamics of the Chinese economy, and also by the progress of Brexit. In the international context of the year 2018, the world economy moderated its growth by 0.2 percentage points, up to 3.6%.*

This research aims, in the context of macro-prudential policy priorities, to analyze the developments and performances registered in the Romanian banking industry. It is also analyzed the dynamic evolution over the period 2017-2019, and the composition of the Romanian banking system by forms of ownership. It is also presented the evolutions of the market shares of credit institutions, in dynamics and structure, as well as the aggregate indicators of these credit institutions operating in the Romanian banking system. The development of the Romanian banking industry allowed the sustainable economic growth.

18. BANK OF THE FUTURE

Marius Gust
„Constantin Brâncoveanu” University of Pitești

***Abstract:** The traditional branches of banks, the physical ones, built of brick and mortar, are, almost everywhere in the world, increasingly empty, the elderly clientele seems to be the only one who visits them, because the population of the second age they are increasingly turning to digital banking and, as a result, are increasingly going to physical agencies. Financial service providers are expanding their role in providing services to consumers, managing or using money, and the more this role grows, the more the bank-client relationship will be disrupted. Banking regulations increasingly allow IT firms to enter the banking services market or even force banks to cede land in front of new intermediaries. Banks and bank analysts are currently talking about the opportunities offered by the Internet of Things - the multitude of objects interconnected by the Internet - and how they can be adapted to banks' IT platforms, about blockchain technology on which virtual currencies are based, such as Bitcoin, about the developments of the payment systems in real time and the need to change the business models of the banks. But in this context we must also think about the security of information in the virtual space, the risk management in the context of the digital revolution and the threats of cyber security. So what will the banks of the future look like?*

19. WHAT THE BANKING AGENCY OF THE FUTURE LOOKS LIKE

Marius Gust

***Abstract:** For many banks, the closing of the agencies has been, in recent years, a coordinated development strategy, because their objectives are to reduce costs and reduce the clients who visit the agency. Increasing alternative payment methods and declining cash use means that there is little need to visit the banking agency for transactions. But people still like to visit a bank branch, though it may be less frequent than usual and for other purposes. In today's digital age, in addition to virtual experiences, people also want physical experiences, and visiting a branch may be more appropriate for some customers and for certain services. Clients tend to visit a branch to learn more about banking products and services, such as mortgage loans or more complex investment products, such as pension plans, because they want to receive financial advice. Although most clients start the journey online to find the financial products they need, many of these trips are completed and completed at the classical banking agency. Thus, for many banks, the traditional branch remains a crucial point in the customer relationship, the place of manifestation of its brand / brand and all that it represents. Although branch closures have been a major issue in recent years, many banks - including new ones - are opening branches, while others are turning branches into counseling centers. If the bank branch has lived its life, why some banks set it up or others keep it, be it transformed. Banks that dispense with their branch networks could endanger their future.*

20. ACCOUNTING POLICIES AND CORPORATE GOVERNANCE IN JORDAN

**Aridah, Mamoun Walid,
Kamil Ghanim Ahmed,
,Mosul,Iraq**

Abstract: Financial crises and Globalization has increased need to ensure the validity of financial statements issued by companies, especially after the bankruptcy of many companies as a result of the adoption and changing of accounting and financial policies by managers that distort the financial statements , that led to adopt corporate governance both developed and developing countries and to preparing financial statements in accordance International Financial Reporting Standards (IFRS), which is the way organized relationships between all stakeholders of business. The purpose of this paper is to present the current legislative environment and institutional framework of corporate governance in Jordan and to develop knowledge about assess accounting and financial policies in the practice of corporate governance, accordance with the key principles of corporate governance by Organization for Economic Co-operation and Development (OECD), and how accounting policies effect on corporate governance. Corporate governance is the way the Company is managed by management through the approved accounting and financial policies which helped companies enhance their ability to achieve the objectives and increase efficiency and effectiveness with the best use of available resources, which means that company who have good governance will have more disclosure and transparency. In general, Jordan has some features of the best corporate governance practices, but he still needs more progress in the independence of directors, shareholder rights and entitlement, and needs more independent for internal and external auditing. The problems of Jordanian business environment which impact on corporate governance are:

- (1) There is a need to raise awareness and education about corporate governance, its importance and the mechanisms for its implementation.
- (2) Adequate disclosure and transparency instructions are required only from companies listed on the Amman Stock Exchange;
- (3) Some managers use creative accounting by changing certain accounting policies to affect the company's financial results; and
- (4) Some companies still owned and managed families, and some limited liability companies are not listed on the Amman Stock Exchange.

21. ECONOMETRIC MODELS OF OIL PRODUCTION IN ROMANIA

**Victor Platon
dr. Andreea Constantinescu
Institute of National Economy**

Abstract: Oil production is a major topic in the Europe 2030 Energy Strategy. The evolution of oil production during 1990-2018 is a fair indicator of the state of the Romanian national economy and of the trends at European level. The steady decrease in the quantities of extracted oil both at EU level and in Romania is representative for the new trends regarding energy resources and atmosphere pollution. It is a scientifically proven fact that oil production is a source of CO₂ emissions, the main pollution factor in the world. The research presented in this article aims to identify an integrative model for oil production in Romania. This model will allow a better management of Romania's energy resources and the possibility of optimizing them in the future. Three time series models have been developed to model oil production. From their analysis, the most significant model was chosen, with the best indicators. The article aimed at achieving the following results: analysis of the structure and volume of oil production at national and EU level; achieving an integrative model of oil production in Romania; conclusions on oil production in Romania.

22. ACCOUNTING JOB UNDER THE IMPACT OF DIGITAL REVOLUTION

Dorina LUTA

Constantin Brâncoveanu University of Pitești,

***Abstract:** An accounting economist job and accountancy have long been a major responsibility in the process of capital use. The profitability of a business, the credibility of a partner and the worthiness and credit of a company are justified through accounting calculations. A modern enterprise operates in a global computerized environment. Therefore, it is not difficult to understand that many of its current activities carried out by accountants are being and will be taken over by computers and robots: data storage on various media; data processing; drawing up accounting statements and reports, etc. Therefore, for the accounting job and accountants to remain relevant in the 21st century, changes are needed to respond to such challenges.*

24. STUDY ON THE USE OF FINANCIAL LEASING AS A FINANCING METHOD IN ROMANIA

Licuta, Petria

SC AMILON SA Sibiu

Laura Filofteia Pănoiu

Constantin Brâncoveanu University of Pitești,

***Abstract:** The economic development of each nation is ensured by a stable economic environment in which economic agents carry out profit-generating activities. In order to achieve this goal, it is necessary to identify the most suitable sources of finance both from the perspective of cost and of the opportunities generated by taxation. This paper intends to carry out an analysis of leasing as a method for financing business in Romania, considering that it has become an opportunity in the process of re-technologization as it is cost effective, accessible and at the same time offers the possibility of financing some entrepreneurs beginning their activity, i.e. having a limited budget, or some entrepreneurs who aim to increase the efficiency of their activity through new investments. Although the economy offers several financing options: from the ones generated by the banking sector or the capital market to those offered by structural funds, or new associates or family members, leasing supports a real need by offering viable alternatives. This paper comprises an exploratory research, based on the qualitative method, being realized by consulting different sources of information: specialized literature, case studies, reports of some profile organizations, etc.*

25. THE IMPACT OF THE CAPITAL MARKET ON THE ECONOMIC DEVELOPMENT OF ROMANIA

Sorin Daniel, Manole

Laura Filofteia Pănoiu

Constantin Brâncoveanu University of Pitești

***Abstract:** Any economy, regardless of its level of development, seeks to provide various sources of financing by increasing access to investment capital. The capital market as a whole can be a solution in this regard as it generates new sources of external financing, reduces the cost of capital and thus stimulates domestic entrepreneurs to diversify their sources of financing. Based on these considerations, this paper aims to highlight the impact of the capital market on the level of economic development of Romania by using a multiple-criteria linear model. This paper comprises an exploratory research, based on the qualitative method, being realized by consulting different sources of information: specialized literature, case studies, reports of some profile organizations, authors' analyses etc.*

26. Cybersecurity & SAP

conf.dr. Carmen Radut,
Constantin Brancoveanu University of Pitesti

***Abstract:** Information security is a top priority for any economic business to cyber attacks. Attacks have become continuous and more refined so that SAP considers information security a priority and that is why it has continually innovated the software to provide information to customers/users both at local level and in cloud computing. Because SAP processes through its applications a wide range of sensitive information such as: Personal data, up to economic information on prices and production and in order to protect this information from eavesdropping and forging access, a number of security requirements must be observed and respected. The present paper presents measures and methods to be implemented to act correctly and safely in the online environment, covering the following areas: Security compliance, secure operation, secure setup, secure code, infrastructure security*

SECTION 3. EUROPEAN LAW AND PUBLIC POLICIES

1. REPAIR OF DAMAGE IN THE EVENT OF DELINQUENT CIVIL LIABILITY

Nicolae, Grădinaru

Constantin Brancoveanu University

Abstract: The damage is a harmful consequence, patrimonial or non-patrimonial, of the non-observance of the subjective rights and of the legitimate interests of a person, which determines the obligation of compensation for the person who committed the wrongful act.

The notion of damage is designated by synonymous terms as damages.

According to art.1357 of the Civil Code, the one who causes the damage to another by an unlawful act, committed with guilt, is obliged to repair it. The author is responsible for the slightest guilt.

2. REPRESENTATION OF THE PARTIES IN THE COURT

Nicolae, Grădinaru

Constantin Brancoveanu University

Abstract: The parties are assured of the possibility to participate in all phases of the process. They can take cognizance of the contents of the file, propose evidence, defend themselves, present their support in writing and orally and exercise legal remedies, in compliance with the conditions provided by law.

The court may order the parties to appear in person, even when they are represented.

3. REFLECTIONS ON THE PAST AND THE PERSPECTIVES OF THE ROMANIAN PUBLIC ADMINISTRATION

Isabela, Stancea

Constantin Brancoveanu University

Abstract: The Romanian legislation find several laws governing the conduct of civil servants in order to increase the quality of administrative and citizen satisfaction, respect the right to good administration laid down in art. 41 of the Charter of Fundamental Rights.

Just to encourage the right to good administration, increase citizen satisfaction was created on 6 September 2001 European Code of Good Administrative Behaviour which European citizens and address.

After the appearance of this Code and the context in which future we want for Romania a European administration, and in our felt the need to adopt a similar code, for which to Law no. 7/ 2004 on civil servants code of conduct governing rules of professional conduct for civil servants, its contents being found in a form identical or similar principles of the European Code of Good Administrative Behaviour.

4. CIVIL LIABILITY FOR DAMAGE CAUSED BY POLLUTION

Marian Bănică
Nicoleta – Mariana Bănică
Colegiul Maria Teiuleanu Pitesti

Abstract: In a world of interdependence relationships, civil liability represents the legal relationship of civil liabilities in the environmental law in respect of its basis, functions and peculiarities.

In as far as the entire corpus of legal provisions in our country is concerned, they have undergone modifications in alignment with the regulations in the European Community.

Civil liability for environmental harm is regarded through the perspective of the new law provisions with updates up to 2017, such as the Government Emergency Order No. 1985/2005, updated up until 6th of April 2016, such as in view of the obligations of legal persons to cover the costs of the necessary measures meant to prevent and/or diminish the consequences of pollution. In the same direction, the Emergency Order No. 68/2007 regarding environmental responsibility, prevention and compensation for environmental harm, establishes a special regime for non-contractual liability of the economic operator which pivots around the event which causes the harm and around the nature itself of the occurred environmental damage.

Therefore, the work has a special significance for the understanding of the legal frame of environmental law and of the legal provisions which define and describe civil liability for pollution-caused damage in respect of the legal rule.

5. QUALITY OF LIFE AND OF THE ENVIRONMENT IN AN ECONOMICALLY DEVELOPED WORLD

Iuliana Parvu
Cristina Ciami
Spiru Haret University

Abstract: Economic development is a major and a permanent desideratum of the countries. However, this cannot be an end in itself but an intermediate goal needed to support a better quality of life. At the same time, the quality of life is not only determined by the level of the economic development but also by the quality of the natural environment. The issue of the impact of economic development on the quality of the environment and, from this perspective on the quality of life, has been debated since 1987, in the Bruntland Report. The present paper analyzes how the economic development of the last decades has supported and has affected simultaneously the quality of life and also the way in which the states of the European Union act by greening the procurement process in order to create a sustainable economy

6. GREEN PUBLIC PROCUREMENT IN THE EU COUNTRIES

Iuliana Parvu
Dragoș Mihai Ipate
Spiru Haret University

Abstract: Green public procurement is a topic of debate and a very current action in the countries of the European Union. Their implementation is also considered beneficial for a better quality of life but also very expensive and difficult to practically run. As a result, European countries have been involved with different intensity in this process. This paper highlights this involvement from a multiple perspective: Ensuring the strategic context for implementing green public procurement; Presence of the criteria for green public procurement within public procurement documents; Actions to build the capacity to implement the practice of green procurement; Monitoring the results regarding the practice of green procurement, in order to provide a relevant image on the perspective of environmental problems in Europe.

7. REASONS AND PROSPECTS OF THE ENVIRONMENTAL FISCAL REFORM IN THE EUROPEAN UNION

**Simona, Frone
Florina, Popa**
Institute of National Economy

Abstract: *In this paper we resume research on the importance and effects of a possible Environmental Fiscal Reform in the European Union member states, as a possible solution to foster sustainable economic development and the transition towards a green economy in Europe.*

Therefore, we first state some principles of the law concerning the environment and analyse the main features of the environmental taxes, as well as their trends and particularities in the EU countries, including Romania. The next section reminds the debate on the double dividend paradigm, conceptually clarifies the term and the underlying reasons for implementing an Environmental Fiscal Reform.

We are now able to figure and analyse in the next section, the main objectives, prospects and issues of implementing this type of fiscal reform in the European Union.

In the end are some conclusions and recommendations to highlight some of the most important and current features of environmental taxes which may be used in the Environmental Fiscal Reform to efficiently and more or less directly address most environmental, economic, and social issues.

8. CONSIDERATIONS REGARDING THE LEGAL TELEWORKING REGIME IN ROMANIA AND THE EUROPEAN UNION

Iuliana, Cebuc
Constantin Brancoveanu University

Abstract: *The increase in the competitiveness of enterprises and the protection of European workers, including the flexibilisation of labour relations and their adjustment to the current socio-economic conditions, have represented strategic objectives of the European Union. In 2002, the social partners signed the Framework Agreement on Teleworking applicable, according to the TFEU, in all Member States. The Agreement states that teleworking represents a form of work organisation where employees perform work activities outside the employer's premises, usually using information and communication technology (ICT).*

Internally, the adoption of Law no.81/2018 guaranteed the legal framework for performing activities in a teleworking regime, the law being applicable in the fields of activity where the technology of information and communication can be used.

9. REGULATIONS OF INTERNATIONAL ROMANIAN PRIVATE LAW AND "EMIGRATION" OF TRADE COMPANIES IN THE EUROPEAN UNION

Gheorghe BONCIU
Constantin Brancoveanu University

Abstract: *In this study, the author analyses the way of establishing the registered office by the companies, taking into account one of the fundamental freedoms of European Union law, namely the free movement of natural persons and legal persons, irrespective of the Member State in which this freedom is to be exercised. freedoms. In the case of legal entities, there are two valences of the right of free establishment: the right of primary establishment and the right of secondary establishment. The right of secondary establishment refers to the freedom of the legal person to set up secondary offices (branches, agencies, etc.) in any Member State of the European Union, and the right to primary establishment offers the possibility of a legal person to transfer his headquarters to the another state without the need for liquidation. While the right to secondary settlement is explicitly guaranteed in European Union law, the right to primary settlement is one of the most controversial and debated topics of European business law, both from the point of view of doctrine and from the point of view. of the case law. The present research tries to establish under what conditions the regulations of Romanian*

private international law allow the commercial companies to exercise their right to primary establishment in relation to the doctrinal statutes and the jurisprudence of the Court of Justice of the European Union.

10. THE IMPACT OF DIGITAL EDUCATION ON TEACHING

Camelia Andreea, Rizea

Constantin Brancoveanu University

Abstract: *The need for digital education in today's hyper-connected world may appear as one of the biggest challenges in teaching as it generates new learning opportunities while students engage in online, digital environments and teachers change their educational practices by adopting new technology-based teaching and assessment techniques and making learning more fun and effective. The growth of digital education is more intense and pressing than ever, as curricula increasingly incorporate technology and teachers experiment with new teaching methods.*

The purpose of the present paper is to highlight the strengths and weaknesses of using technology in education nowadays and to indicate whether the use of technology can enhance education.

11. LIMITATIONS OF USING ENGLISH AS GLOBAL LANGUAGE IN TRANSLATIONS

Georgiana Mîndreci

Constantin Brancoveanu University

Abstract: *Life in this world of fast changes in all fields, especially related to technology, research, IT, etc., in this world of multidisciplinary approaches requires specialized techniques for coping with these developments and one of the global links for all seems to be, first and foremost, the very language used to communicate and convey all the information: English. 21st century is the era of the fastest IT developments, providing reliable solutions to all problems, regardless the field of interest and the issue of computer-assisted translation systems is more and more complex, offering both advantages and disadvantages. This article aims to identify the main theoretical approaches to computer-assisted theories and the major risks, limitations, traps and threats that occur in this type of translation. More and more people resort to computer-assisted translations, such as Google translation motor, when dealing with translating various texts. Nevertheless, the gap between common language and specialized language is very important and, if left unsolved, it makes the average English speaker/translator run huge risks related to falling into traps that can later on lead to errors and misinterpretations. There are important differences, not only of words, but also differences in concepts, both at theoretical and practical levels, that must be correctly dealt with –something which computer-assisted translation cannot deal with entirely, at least not yet. That is why these aspects should be tackled carefully.*

12. TECHNIQUES OF APPROACHING OBSOLETE TRANSLATIONS

Georgiana Mîndreci

Constantin Brancoveanu University

***Abstract:** The issue of translating literary texts has been heavily and extendedly debated and approached throughout the literature worldwide so that little is there left to be said regarding this topic. Yet there is always room for new points of view and perspectives on different ways of approaching a certain aspect of such translations. A case in point refers to the obsolete parts of a literary text, parts that do not only refer the use of literary terms and expressions that have become obsolete in the current use of the language, but also concepts related to the source text, which impede even more a translator's already delicate and difficult task. Thus, this short article is looking at a possible alternative of dealing with this translation matter: retranslation of the source literary text and its re-adaptation, by analyzing an example in point.*

13. Assessments on the European Court of Human Rights

Lixandru Raluca,

Constantin Brâncoveanu University, Pitești.

***Abstract:** The European Court of Human Rights represents a body with jurisdiction attributes over human rights and functions within the Council of Europe. It is made up of judges, equal in number to that of the members of the Council of Europe, each state being able to have only one representative. The European Court of Human Rights, often informally referred to as the "Strasbourg Court," was created to systemize the procedure for human rights complaints from the member states of the Council of Europe.*

The Court's mission is to ensure the compliance with the provisions of the European Convention on Human Rights and the additional protocols by the signatory states.

14. Assessments regarding the way in which the norms of Romania's national law have included in them the requirements of the international legal instruments

Lixandru Raluca,

Constantin Brâncoveanu University, Pitești.

***Abstract:** The observance of the human rights is a concern for almost every state in the world. The European continent is characterized by more advanced human rights regulations. Nevertheless, we must admit that for some groups of the population this problem continues to remain an unknown, abstract, theoretical or partially understood subject, the significance of these rights for the evolution of the state, as well as for the citizens' life, not being sufficiently acknowledged.*

Romania is a party in both international treaties specialized in human rights and to other international treaties related to the field of human rights. Furthermore, our country is a party in all international treaties with universal vocation and general value.

SECTION 4. STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

1. CIRCULAR ECONOMY IN ROMANIA: RECENT PROGRESSES, PITFALLS, CHALLENGES AND RANKINGS AT EUROPEAN LEVEL

Carmen Beatrice PĂUNA
Mihaela-Nona CHILIAN
Marioara IORDAN
Tiberiu DIACONESCU

Institute for Economic Forecasting, Bucharest

***Abstract:** Promotion of a circular economy is high on the EU policy agenda because of its potential to reduce the impact on climate and environment, to foster sustainable economic growth, to boost competitiveness, to trigger economic and industrial renewal and to generate new jobs and investment opportunities. It is estimated that the development of a more circular economy in the EU would reduce dependency on imported raw materials and could create up to an estimated 2 million new jobs by 2030, while resource efficiency improvements would reduce material input needs (EIB, 2019). A circular economy can be achieved by re-thinking and redesigning products, business processes and service models to ensure more sustainable natural resource and material management based on the 3 Rs – reduce, reuse and recycle – and by encouraging more sustainable consumption patterns. Since industry cannot continue to grow hand in hand with the demand for finite resources, this has prompted an increasing number of companies to start innovating and collaborating on new ways to reuse materials and a shift to service-oriented business models, which instead of mere sale includes monitoring, maintenance, repair and replacement as part of their value proposals. Considering the above-presented issues and based on statistical data and specialized literature, the paper presents some of the recent main developments, progresses, pitfalls, challenges and rankings of the circular economy in Romania in an EU context. The results show that despite the rising public, governmental and business awareness and certain recent real progresses Romania still fares poorly among the EU countries, but the involvement of people, companies and government authorities in shifting the economic and social paradigms and ways to act and do business towards increasing environment-conscientiousness in all the aspects of personal, social, economic and political life is on the rise.*

2. ASPECTS OF QUALITY MANAGEMENT IN THE ROMANIAN SECONDARY EDUCATION

Cornelia STAN
Elena Loredana COMĂNESCU
“Valahia” University of Târgoviște, Romania

***Abstract:** Quality education represents a major concern in many societies around the world. In a highly competitive educational sector, the success of academic institutions depends on the quality of education. People in the field of education, policy makers, and researchers express their sincere interest in total quality management (TQM), being recognized as an effective management philosophy for continuous improvement, customer satisfaction and organizational excellence. Since this concept was initially developed in the production sector, there is a great deal of suspicion if this philosophy is applicable in education. In this respect, the main objective of this article is to investigate the compatibility of TQM with education. At the same time, this article will try to identify the main challenges in implementing TQM in education. It is assumed that this article could draw a significant conclusion about the applicability of TQM in education and raise awareness of those challenges that could create obstacles to the implementation of TQM in education.*

3. APPROACH AT A REGIONAL LEVEL TO THE TOURISM SERVICES DEVELOPMENT

Daniel DĂNECI-PĂTRĂU

”Spiru Haret” University, Romania

***Abstract:** Tourism is a sector of high importance, particularly considering its contribution to employment. The tourism industry is usually one of the most dynamic sectors of the economy, the services of this area involve several activities with contributions to other important economic segments. Tourism is an economic activity that has impacted the contemporary age, its spectacular dynamics representing a distinguishing feature, especially in the economic and social context of the last few decades. The purpose of this work highlights the assessment of tourism services development particularity in the Bukovina region, Suceava County. The research of the tourism services organization corresponds to a strong axis composed of the commercial policy and strategies developed by any enterprise. This research tends to mobilize many means and energies within tourism industry as the direct contact with the clientele, the services intangibility and customization are the major characteristics of this field.*

4. THE VALUE OF CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP. ROMANIAN ECONOMIC ENTITIES CASE STUDY

Diana Elena TOMA (NASTASIA)

Silviu Constantin NASTASIA

“Valahia” University of Târgoviște, Romania

***Abstract:** The purpose of this article is to evaluate the importance of creativity and innovation for the entrepreneurial environment given the current economic challenges. In the context of a globalized economy is common that every entrepreneur to face harsh competitive business, being difficult to survive and also to succeed. Given the evolution seen over the past century, where industry leaders have learned to master the production process, the new challenges arise from managing innovation and creativity by offering new and customized solutions. Although innovation and creativity are significant factors of growth and prosperity, their role is not necessarily well understood by the new entrepreneurs. Thus, the paper aims to have a contribution in better understanding the innovation and creativity and identifying the characteristics needed by the new entrepreneurs to succeed, being based on an empirical case study that may also be a ground for future studies.*

5. THE COMMUNICATION MANAGEMENT IN THE SCHOOL ORGANIZATION

Liliana PETER

Lucia JUGAN

“Valahia” University of Târgoviște, Romania

***Abstract:** The psychosocial dimensions of the teacher's activity is dedicated to the theorization of aspects concerning the educational management as a new dimension of educational sciences, as well as the aptitude and psychological skills of the teacher. From educational perspective, the term “management” features in at least two hypothesis: the educational management as concept-kind and educational management as concept-specie. Both represent the areas of application of management in general in the educational subsystem, at macro- and micro-systemic level, having their particularities tied to the school's finalities and the specific of the educational act. The educational management reproduces the leading of conception, realization and evaluation of the whole educational activity at the social macro-systemic level. It is a complex coordination process, through decisions of different groups' efforts in the vision of effective and efficient accomplishment of preset objectives regarding the efficiency of the educational process. The school management customizes the principles of educational management in school to achieving the educational objectives through the learning process, correlating everything with extra-school factors. The management of a students' class means the teacher's accomplishment regarding all the managerial functions, and in limited sense it refers only to the realization of the act of the operational leadership, meaning the concrete realization and the coordination of human and non-human resources in order to apply the proposed projects and to obtain the expected results.*

6. THE ROLE OF THE NATIONAL AUDIO-VISUAL COUNCIL IN ROMANIAN MASS-MEDIA MANAGEMENT

Elena ENACHE
Cristian MOROZAN

“Constantin Brâncoveanu” University of Pitești, Romania.

***Abstract:** The National Audio-visual Council of Romania represents a guarantor of the public interest in the field of audio-visual communication, ensures respect for the pluralistic expression of ideas and opinions in the programs transmitted by the broadcasters under the jurisdiction of Romania, the pluralism of information sources and the free competition in the audio-visual field, the protection of the culture and the Romanian language, the culture and languages of national minorities, the protection of minors, the protection of human dignity, as well as a balanced relationship between national broadcasting services and local, regional or thematic services. Also, the Council is authorized to issue, in the application of the law, norms regarding the audio-visual advertising and teleshopping, the programming and broadcasting of the broadcasts regarding the electoral campaigns, as well as to the cultural responsibilities of the broadcasters.*

7. AN ANALYSIS ON FREIGHT ROAD TRANSPORTATION DURING 2010-2018

Maria-Elena GHEORDUNESCU
“Constantin Brâncoveanu” University of Pitești

***Abstract:** Since ancient times, transportation has been present in people's day to day activities, and as our society has evolved its importance in the complex system that human civilization is, has grown steadily. The economic development of our society as well as the unprecedented explosive growth of trade in the conditions of globalization (which determined that "the world economic space became the field of action for companies") led to a development of transports both quantitatively, through the increase of transport capacity, and in quality, through maximizing the degree of use for vehicles, through integrated transportation system planning and rethinking of operational models, which involved the use of several modes of transport. Through the data presented, this paper aims to carry out an analysis on transportation and logistics, which through their mobility and freedom of movement experienced an extraordinary evolution. For a better understanding of this information, both theoretically and practically, we used qualitative and quantitative research methods.*

8. BARRIERS TO THE USE OF PROFESIONAL SOFTWARE IN THE MANAGEMENT OF INITIAL TRAINING IN VOCATIONAL AND TECHNICAL EDUCATION

Maria Cristina ȘERB (TANISLAV)
“Valahia” University of Târgoviște, Romania.

***Abstract:** In the last years, in the European Union, initial training has been standardized for the realization of an extended common area of vocational training, in a society based on technology, but in an increasingly competitive economy. From this point of view, the European context offers the possibility of harmonizing the initial vocational training systems in the component countries by introducing learning outcomes adapted to the digitalization era. Romania is in the situation the impossibility of having an initial training in relation to the new requirements for almost all the fields of qualification. This research presents the most important results regarding the barriers that may appear in initial training in accordance with Revolution 4.0. The data were obtained by applying a questionnaire on a representative sample of teachers from pre-university and technical education in Dambovită county. Issues involved are: identification of obstacles, ways to overcome barriers, possible policies to facilitate digitization, future challenges of the professions. In this way, we were able to identify potential barriers. Finally, a matrix of the main barriers and mechanisms emerged from the total responses.*

9. ASPECTS ON FOREIGN DIRECT INVESTMENTS, DEFINING ELEMENTS, CLASSIFICATION

Florina POPA
Simona FRONE

Institute of National Economy, Romanian Academy

***Abstract:** Foreign Direct Investments a complementary category to domestic investments is one of the important resources for the achievement of a strategy for economic development and modernization of a country. The accumulation of capital (internal, external) signifies a priority condition of economic progress, the stake being the achievement of investments. The paper approaches, succinctly, concept elements of this economic category as outlined in the definitions of some specialists and international bodies, in the categories of foreign investments practiced and the particularities that differentiate them. The definitions given are multiple and various and refer to the objectives pursued, the role played in the economic development and the relations between the participants. The categories of Foreign Direct Investments are presented according to criteria related to the relations between the economic agents, the purpose pursued, the way to participate with capital, as well as characteristics that distinguish between the different types of international investments. The paper ends with some conclusions on the aspects presented.*

10. MANAGERIAL MEASURES TO INCREASE THE SALES QUOTA USING THE PROMOTIONAL MIX CASE STUDY

Oana BOCĂNETE

"Tomis" University of Constanta, Romania.

***Abstract:** The most important activity of communication of any company, is the promotional mix, that is the marketing communications program - consisting of the combined, mixed, specific use of advertising tools, - personal sale, sales promotion and public relations, used by it for to meet its marketing and advertising goals. However, in order for the positive, economic-financial and communication effect to be maximum, the entire marketing mix of the company, not only the promotion, but also the product must be coordinated in such a way as to ensure - the complete dissemination of the information and reception of how they are appreciated. In such a situation, the marketing communications system will be the general framework in which the promotion will be carried out (in the form of the promotional mix), with the four promotional tools: advertising, personal sales, sales promotion and public relations, which follow the presentation of the organization, the products and its services, raising awareness of potential customers and of course increasing sales in order to make a bigger profit. For these reasons, our purpose appeared, to debate such a topic, because, in the last instance, without communication, if you do not know the world, you do not exist as an economic entity and on the market you are insignificant.*

11. MANAGERIAL ASSESSMENT BY APPLYING OF THE MARKETING MIX REGARDING THE SALES STIMULATION CASE STUDY

Oana BOCĂNETE

"Tomis" University of Constanta, Romania.

***Abstract:** Evaluation is a necessary requirement and yet, according to Strong, "the evaluation of the results of the promotion program is given little attention." Even when there is an attempt to evaluate a promotional campaign, it will most likely be superficial. in terms of profitability, it is even less common in practice. "In fact, this is the purpose of the present study, that is to demonstrate and present a model of how to conduct a managerial evaluation that is given due importance, any details missed, following to be a minus in the activity of the company and a diminution of profit that should be maximized at any time. We want our evaluation to be a pragmatic model, apt to be useful and available to anyone.*

12. THE IMPORTANCE OF TRAINING AND DEVELOPMENT AT THE WORKPLACE

Denisa ABRUDAN

West University of Timisoara, Romania.

Abstract: Today, more than ever, developing a strong learning culture at work is vital. With the advent of HR technology, become easier to adapt learning and sharing professional knowledge with the employees. Learning culture in an organization encourages employees to share their ideas openly and collaborate effectively with other team members. Since a company's performance is completely dependent on the individual performance of the employees, organization should plan and implement effective employee training and development programs to help employee reach the highest performance edge. Through investigated the perceptions of the employees regarding the need of training and development programs offered by two companies from West region of the country, the present paper work emphasizes the importance of training and development of the employees – both new and experienced.

13. THE BENEFITS OF IMPLEMENTING INNOVATIVE TEACHING APPROACH. STUDY CASE

Denisa ABRUDAN

West University of Timisoara, Romania.

Abstract: Since the European Union become more and more integrated the need for companies to have knowledge of HR practices in member countries increases. Moreover, HR departments are increasingly confronted with an European workforce. Therefore universities who educate students in the field of HR need to address the topic of International or European HR. Though theoretical insights are important, the innovative teaching of competences to work in a European environment might be even more essential. The present paper presents as a case study the benefits of implementing innovative teaching approach which is focusing on experiential learning and self-reflection.

14. PREDICTIVE ANALYSIS OF ROMANIAN EXPORTS OF WEAPONS

Lucian IVAN

Police Academy “Alexandru Ioan Cuza” of Bucharest, Romania.

Abstract: Before the year 1989, Romania was in the top 10 global arms exporters, with an annual volume of approximately 800 million USD. Currently, the volume of arms exports are about 200 million USD, about 25% of what is exported before 1990, but this area can be recovered, given Romania's quality of NATO and EU membership. While exports are on a slightly ascending trend, the Romanian defence industry fails to provide modern military equipment on the world market, the main cause is the low technological level of the industry. However, the Romanian defence industry can recover in the light of certain objective factors, namely: the geostrategic position on the Black Sea, the status of NATO and the EU and strategic partnerships with strong states (Strategic partnership with the US). Also, the development of EU-level financial instruments aimed at modernising the European defence industry can be a strategic advantage for companies within the indigenous defence industry. A major advantage is the partnerships that will be concluded with large companies in the Euro-Atlantic area, which will allow the transfer of know-how for the local defence industry.

15. THE ROLE OF FEEDBACK IN MOTIVATING EMPLOYEES

Bogdan ȘTEFĂNESCU

“Valahia” University of Târgoviște, Romania.

***Abstract:** The strongest connection between human and professional relationships is given by communication, and the feedback can be the result of the communication process. The communication process is like a balance that maintains its balance through the two key elements: communication and feedback. The feedback is our mirror and the way we relate to the environment; is the response we receive as a result of the communication process. Research in the field has highlighted that groups in which there is effective communication and feedback are among the most productive. Most employees appreciate knowing how their activity in the organization is perceived by the hierarchical superiors or colleagues. Thus, the feedback can be a motivating factor for employees with a major impact on the activity.*

16. STRENGTHENING THE ENTREPRENEURIAL CULTURE THROUGH THE HUMAN RESOURCES' TRAINING INSIDE AN ORGANIZATION

Constanța POPESCU

Antoaneta Roxana SURCEL (GEORGESCU)

“Valahia” University of Târgoviște, Romania.

***Abstract:** The training of personnel inside an organisation ensures, the appropriation of new knowledge, the development of skills and behaviours indispensable to practicing certain occupations, in a structured environment. The Entrepreneurship's development and promotion are strategic objectives of the European Union and its member states. One of the important measures, in this regard, aims to consolidate an entrepreneurial culture among European citizens, especially among young people. All the students should be provided access to entrepreneurial education, no matter of the educational type or level they are currently at. This can be achieved, firstly, through properly trained teaching staff, which can support the development of competences in this area. The following research presents the most important findings regarding the consolidation of an entrepreneurial culture at an organizational level, which can be achieved through the training of human resources. The obtained data has resulted from applying a survey on a representative sample of teaching staff in DĂMBOVIȚĂ pre-university education system, staff which performs its activity in theoretical, technological and vocational high schools. These have served to create an overview on the role and importance of human resource training, aimed at consolidating an entrepreneurial culture at an organisational level.*

17. THE LEADING WOMAN IN THE ROMANIAN CULTURAL INSTITUTION

Diana Elena ZAHARIA (ȘTEFĂNESCU)

“Valahia” University of Târgoviște, Romania.

***Abstract:** The concept of leading and entrepreneur Woman benefits by a worldwide expansion process. Careers and business initiated and developed by women are an important source of wealth and living standards in many countries around the world. The entrepreneurship has an active role in employment, economic development and quality of life. The research methods used are the following: Observation and analysis of documents and quantitative analysis based on questionnaires. Research Question: Does the woman accepted as a leader in cultural institutions? Research hypothesis: Leading woman is a driving factor in improving the management of the organization in cultural institutions. Purpose of research: Female leadership positively influences organizational performance.*

18. MINDFULNESS – WHAT IS AND WHAT POTENTIAL OFFERS IN LEADERSHIP

Diana BLIDARU

“Valahia” University of Târgoviște, Romania.

***Abstract:** Because mindfulness practice focuses on how leaders use their attention, this is not just another construct that stands alongside many other weapons of leadership research and practice, it is both a perspective and a systematic method that helps leaders understand better and transform their own minds. Such an inner transformation changes both the way a leader sees the world and the way he acts and the results of his actions. In leadership, Mindfulness has a strong impact in managing stress, cultivating empathy, making better decisions in less time, innovative actions. It is important to understand that mindfulness is extremely efficient in developing attention and cognitive control, emotional self-regulation and reducing reactivity, all of which are essential for an effective adaptation to change and innovation with minimal energy and time consumption. Thus, it is desirable for the field of leadership to manifest a greater openness to the principles, methods and tools of mindfulness.*

19. PROFESSIONAL TRAINING AND RELATED ISSUES WITHIN PUBLIC INSTITUTIONS

Evelyne Ingrid MITU

Elena Loredana COMĂNESCU

“Valahia” University of Târgoviște, Romania.

***Abstract:** A strategic approach to the analysis of professional training needs to an individual level and the level of the public institution, implies a critical analysis of the real needs of professional training. This documentary material attempts to provide a brief presentation on the analysis, planning, support and monitoring of various types of vocational training, both official and unofficial, provided either by the respective public institutions or by specialized contracting services.*

20. DISTRUCTIVE LEADERS AND THEIR IMPACT ON THE SECONDARY EDUCATION IN DÂMBOVIȚA COUNTY

Cristina Elena STROE

“Valahia” University of Târgoviște, Romania.

Diana MOISEVICI-ȘERB

Economic College ”Ion Ghica” Târgoviște, Romania.

***Abstract:** To achieve performance, some leaders disregard the feelings and emotions of others. Also, they do not take into account the relationships that are formed. In many situations, they reject messages that do not match their views. This causes the failure of real goals. In the current educational environment there are not only constructive leaders (those who contribute to the achievement of the performance). The destructive ones are increasingly coming out and through their behavior generate the emergence of conflict situations. This category of leaders present in schools inhibits their collaborators (colleagues and students), demotivates them, contributes to maintaining a permanent state of frustration. In many cases their behavior generates chaos in the organization. The present scientifically elaborated study aims to highlight the existence and impact of the destructive leaders in the secondary education, and in this sense a theoretical and practical approach of the concepts takes place. The first part presents the stage of the awareness of the notion of destructive leader. In the second part we present the results of a survey applied to teachers in Dâmbovița.*

21. THEORETICAL APPROACH OF THE CONCEPT OF INNOVATIVE ORGANIZATION

Iuliana SCĂRLĂTESCU (TALMACIU)
“Valahia” University of Târgoviște, Romania.

Abstract: Under the challenging conditions of the contemporary economy, it is a highly accepted fact that innovation represents a major source of growth and development as well as an important factor of competitive advantage for many organizations. The aim of this paper is to identify the factors that determine the innovation within an organization, the barriers in the process of innovation and to analyze the characteristics of an innovative organization. The data used for this paper were collected utilizing methods ranging from literature search with the keywords mentioned below and the results from the international case studies, presented in different studies. Innovation is a broad concept that has been defined using many approaches and, in our opinion, it is not a single event but a systematic process. Building an innovative organization is a complex, company-wide endeavor. This requires a set of practices and processes to design its structure and set up the organization, and also the appropriate leadership to encourage it.

22. ENTREPRENEURSHIP BETWEEN NECESSITY, OPPORTUNITY AND RISK

Irina SIMIONESCU (BARBU)
“Valahia” University of Târgoviște, Romania.

Abstract: Entrepreneurship involves the creation of a new thing, a process which includes a series of behaviors and activities designed to create organizations, the creation of a new economic activity, involving includes many sizes, unique features, like taking risks, recognition of opportunities, motivation and innovation. Entrepreneurship involves a dynamic interaction of entrepreneurial attitude, entrepreneurial activity and entrepreneurial aspiration which varies in the different stages of economic development. In this work are included both variables of the individual entrepreneurs, as well as institutional and environmental variables, reflected in the quality of entrepreneurial activity, in the aspirations and abilities of the entrepreneurs. Focusing on the various national, social, cultural, political and economic conditions that form an entrepreneurial profile for a type of economy, we also present how entrepreneurs influence their societies. In addition, an economy can have its own priorities, whether it stimulates innovation, reduces unemployment, increases trade or diversify their industries, the paper reveals both the shortcomings and the areas that need to be improved.

23. DASHBOARD - TOOL FOR IMPROVING FINANCIAL PERFORMANCE FOR ENTITIES IN THE ROMANIAN CLOTHING INDUSTRY

Teodora Maria SUCIU (AVRAM)
“1 Decembrie 1918” University, Alba Iulia, România.

Abstract: This article aims to emphasize the importance of the dashboard on the financial performance for the entities in the clothing industry in Romania. The analysis presented by the Dashboard is based on those results that can be used by the decision makers in the clothing industry for the elaboration and implementation of the necessary measures for improving the financial position and the economic performance by using modern tools for managing the organization's activity with perspectives. clear and solid for the future. The results of the research carried out show an upward evolution of the majority of the volume indicators of the presented dashboard, which can be used by the decision makers in the clothing industry.

24. THE STRATEGIC APPROACH OF THE HUMAN RESOURCES MANAGEMENT

Liliana – Victoria GHERMAN
“Constantin Brâncoveanu” University of Pitești

*Abstract:*The human resources management envisages permanent improvement of the employees performance in order to achieve the mission and the strategic objectives of the organization. The strategic approach of the human resources management represents the forecast of the human resources and consists of: planning, quantification and correlation of the human resources in accordance with the organization's objectives that should be in line with the market opportunities and threats. The human resources should be a strategic priority for any organization. The human resources strategy must be correlated with the overall management of the organization and the other way around taking into consideration that the strategy ensures the support for achieving the general objectives of the organization. The human resources strategy involves the personnel requirements, their training and reward as well as the impact of these activities towards the organization. The human resources strategy is based on the lessons learnt and the present taking into account the forecast for the next years that lead towards a perspective development of the human resources. The human resources management includes training strategies that reflect the overall organization objectives on medium and long term. Therefore, the ultimate objective is to achieve competitive advantages by efficient human resources valorization.

25. MARKETING WITHIN THE EDUCATIONAL SYSTEM AND ITS IMPORTANCE WITHIN THE SECONDARY SCHOOL INSTITUTIONS

Gabriela LAZAR (SOARE)
“Valahia” University of Targoviste, Romania

Abstract: The role of education in the knowledge-based economy is no longer a controversial issue, but universally recognized by all subjects participating as providers or recipients of education: preschoolers, students, teachers, employers, public administrations and basically the whole education system. In order to be successful, an educational institution (unit) must identify which issues are important to its customers, and consequently offer them what they expect. In particular, in this new market, schools are encouraged to carefully examine the needs of its customers and buyers. The purpose of this article is to identify the importance of marketing in relation to Romanian educational institutions (especially from the perspective of private and secondary schools).

26. THE IMPORTANCE OF CONFLICT MANAGEMENT IN MODERN EDUCATION - THE CASE OF INCLUSIVE CLASSES

Gabriela LAZAR (SOARE)
“Valahia” University of Targoviste, Romania

*Abstract:*Conflict management involves education in the spirit of peace, cooperation, by developing the appropriate attitudes towards others and towards conflict. The focus of educational attention on vulnerable groups is an indication of the level of civilization reached by a particular society and this requires the search for new forms of human solidarity, which has a particular significance in our society. Inclusive education has as its fundamental principle - an education for all, together, which is a desire and a reality that gains followers and results in experiences and good practices of integration / inclusion. This article aims to establish the role of conflict management in the secondary education system and, in particular, in the inclusive education.

27. UNDERSTANDING FAMILY BUSINESSES: A SHORT INTRODUCTION

Sorin-George TOMA

University of Bucharest, Romania

***Abstract:** In spite of the fact that the academic research field of family businesses is relatively young, it has rapidly gained substantial attention from both theoreticians and practitioners in the last decades. The main reason resides in the significant role family businesses play in the global economy. Many successful family businesses are multigenerational businesses that have demonstrated their longevity during the time. The aim of the paper is to define family businesses and emphasize their importance in today's business world. The methodological approach is based on a quantitative method.*

28. HENRY FORD, INVENTOR AND ENTREPRENEUR

Sorin-George TOMA

University of Bucharest, Romania

***Abstract:** A self-made man, Henry Ford was one of the greatest American industrialists and businessmen of the twentieth century. He established Ford Motor Company, one of the largest companies in the automotive history. A man of vision, Ford revolutionized the American automotive industry by introducing the assembly line and mass production. The aim of the paper is to present the main achievements of Henry Ford as an inventor and entrepreneur. The methodological approach is based on a quantitative method and a case study.*

29. METHODS AND TECHNIQUES FOR IMPROVING COMMUNICATION BETWEEN THE ORGANIZATION AND CUSTOMERS

Oana Ramona BAUER (HAMBURDA)

Elena Cristina STROE (ION)

“Valahia” University of Targoviste, Romania

Silvia Elena IACOB

Bucharest University of Economic Studies, Romania

***Abstract:** Managers allocate important financial resources to strengthen the image of organizations among customers, even if it may only take a few minutes to destroy it. The purpose of external communication is to promote, but also to increase the economic-financial indicators (profit, turnover). This is a fundamental part of a general marketing plan, elaborated and implemented by the management of the organization. An incorrect statement, but also a poor communication can have a huge impact on the company, especially if the media is involved. The message can spread quickly to a very large group of people. Bad news is communicated in a different form than good news and thus can cause serious problems for the company. Its image will be hard to fix. With the thematic methods of improving communication with the public, throughout this article the aim is to outline the perception of the managers of the Romanian organizations on the efficiency of the communication between the organization and its clients. In this case, an investigation was conducted whose instrument is the questionnaire and which contains questions adapted to Likert's scaling method (statements presenting the agreement or disagreement).*

30. EVOLUTION OF ROMANIA'S FRUIT GROWING AND VITICULTURAL SECTOR IN THE TWENTIETH CENTURY AND EARLY 21ST CENTURY

Ion SCURTU

“Constantin Brâncoveanu” University of Pitești, Romania

***Abstract:** In the current territory of our country, the cultivation of fruit trees and vines has a very old tradition. After the unification of the Principalities (1859) and especially after the First World War, the culture of fruit trees and vines expanded as a surface, more performant varieties were introduced in terms of productivity and quality and culture technologies were upgraded. In the years 1960-1990, the culture of fruit trees and vines has accelerated development. Many new fruit plantations were set up in the intensive and superintensive system, the assortment of varieties diversified and increased the share of valuable fruit species, in particular, apple, apricot and peach tree. New plantations with valuable varieties for red and white wines and table grapes were established in viticulture. In the period 1990-2010, following the restitution of land to the former owners, including those areas occupied with vineyards and orchards, part of the plantations were abandoned and then deforestation, and the production of fruit and grapes decreased. After the year 2010, two programmes were implemented to restore the fruit and wine heritage at the national level, first in viticulture and then also in the fruit growing. Currently, most of the new vine plantations began to produce and contribute to the achievement of important quantities of high-quality wine. In fruit trees, the new plantations that have been established or are being set up will increase the share in culture of new, pretable species to green culture technologies: seabuckthorn, hazelnut, walnut, blueberry, black and red currant and Aronia.*

31. HIGH PERFORMANCE WORK PRACTICES - EVIDENCE FROM ROMANIAN COMPANIES

Ionuț ANTOHI

Silvia GHIȚĂ – MITRESCU

“Ovidius” University of Constanta, Romania

***Abstract:** The current economic background raises the challenge for an enhanced level of performance among the companies. Various studies present in the specialised literature have proven that the human resources management practices deployed by the companies have a positive influence on the organizational level of performance. These practices were identified as high performance work practices. This paper intends to investigate the presence of the high performance working practices in case of Romanian companies, using the results provided by an empirical study. The analysis aimed to establish the level of development of such practices in the studied organizations. Another objective was to determine the potential correlation between these practices and the size/specific economic sector of the studied companies.*

32. ECONOMIC INSTRUMENTS FOR IMPROVING THE EFFICIENCY OF MATERIAL RESOURCES USED IN THE CIRCULAR ECONOMY IN MEMBER COUNTRIES OF THE EU

Gabriela PICIU

Centre of Financial and Monetary Research "Victor Slavescu",
Romanian Academy, Romania

***Abstract:** The purpose of this article is to identify and evaluate a circular economic model, which will allow the positive development of the agri-food product markets and ensure optimal systematic, local and global functioning within a sustainable development paradigm. This model helped economic units identify priorities for the transition to the circular economy, providing a perspective on the opportunities to use certain value chains. The circular economy requires a project or system that preserves the added value of an agri-food product as much as possible and eliminates waste. When a product ends its life cycle, it must be kept in the economy as a resource that can be used productively again creating additional value. The economy of the systems is energy*

generating, in which energy sources, waste, emissions and energy leaks are reduced by reducing the intensity, closing and narrowing the material and energy loops. There are some limitations of the concept of circular economy from the perspective of environmental sustainability. These limits once identified can be alleviated over time by successive improvements of the circular pattern.

33. LANGUAGE DIVERSITY IN EDUCATION

Florentina CIULEI (IONESCU)

Angela MORLOVEA

“Valahia” University of Targoviste, Romania

***Abstract:** Educational policies at european level promote the integration of the concept of diversity in the school organization, through the implementation of programs and projects that promote diversity as a way of defining the identity of each student. This paper presents the role and importance of linguistic diversity in our own lives, in classrooms and in schools. The research method used to develop the proposed topic is fundamental research based on the analysis of scientific documents - books, magazines, articles, online articles and websites of the institutions involved.*

34. ORGANIZATIONAL CULTURE, FACTOR OF ORGANIZATIONAL SUCCESS-DIAGNOSIS AND ANALYSIS

Maria-Elena GHEORDUNESCU

“Constantin Brancoveanu” University of Pitesti, Romania

Traian HOIDRAG

State Pedagogical University “Ion Creanga” of Chisinau, Republic of Moldova

***Abstract:** Organizational culture exists regardless of the organization and is the one that "links the organization" in a chain of tacit understanding that offer specific human meaning to all organizational activities and processes. At the same time, it is the factor that influences the life of the organization, regardless of its size. Building the organizational culture takes into account the particularities of the interactions between the employees, the leadership and the quality of communication. This is why the main objective of this research is to identify what kind of organizational culture is present within the analyzed company and what kind of organizational culture is desired by its employees, using the OCAI questionnaire as a research method.*

35. Entrepreneurship and local social development

Professor PhD Ciocchină Iuliana, Constantin Brancoveanu University,

Faculty of Marketing Management in Economic Affairs, Rîmnicu Vilcea

***Abstract:** Increasingly, companies wonder how they can better serve the interests of society, at present and in the long term. By developing this idea they promote socially responsible marketing, which can be considered "an extension of the concept of Corporate Social Responsibility (CSR)". Both must be assisted by a well-developed economic and legal basis. In this context, social entrepreneurship and programs that aid small entrepreneurs are supported. These programs aim to promote economic inclusion and to develop local communities by supporting individual and collective entrepreneurial activities, which have the potential to create jobs and other local social development opportunities. The support given to social entrepreneurship, through identification, recognition, counseling and, above all, through financial support, allows small local businesses to grow.*

36. Security in cloud computing and the digital economy

conf.dr. Carmen Radut,

Constantin Brancoveanu University, Pitesti

Marius Spinciu,

DBA, Oracle Romania

***Abstract:** Representing a distributed suite of computing services, applications, information access and data storage, cloud computing enables the provision of web-based services, dimensioned dynamic including virtualized resources. Cloud computing has several advantages such as cost savings due to IT resource consolidation and personal. However, security problems have prevented the adoption of cloud technologies, especially for the public area, the area that can host applications and data from more than one organization. This paper/work addresses two very closely connected concept, multitenancy and security. Their aims are the same - to isolate different applications from one another, so only those users who should have access to an application can have access to it. Depending on the cloud computing model (IaaS, PaaS and SaaS), multitenancy incorporates various layers of IT, from network and storage to operating system, to databases and platforms server.*

37. CHARACTERISTICS OF THE MANAGEMENT OF PROMOTION ACTIVITIES IN PUBLIC INSTITUTIONS IN ARGES COUNTY

Iuliana Talmaciu

Constantin Brancoveanu University, Pitesti

Asișoara GHIȚĂ (ELISEI)

Constantin Brancoveanu University, Pitesti

***Abstract:** Promotion is that part of the communication process by which the institutions are using a set of methods, means, instruments and techniques, resulting in promotional activities, influences the behavior of customers and prospects in order to obtain better results. In the socio-economic context, the promotion is a constant concern for all organizations, regardless of their fields, with the main objective to better inform customers and prospects in order to meet the best conditions their needs watching at the same time to secure substantial profits as a time as possible. In the modern sense, promotion is a complex concept because it is a form of communication that focuses on the promotional mix, with a wider range than advertising, targeting a change immediate and direct application, aimed at a change destination to conduct customer, distributor, seeks a positive change and to offer consumers a temporary effect of promotional activities being directly when addressing customers directly and indirectly when addressing intermediaries. It is obvious that promotion activities should be carried out not only by private companies but also public sector institutions. This paper aims to identify and analyze specific elements of management activities to promote public institutions in Arges county. The research method used was a literature review and gathering and processing information on promotional activities undertaken by several public institutions in Arges county.*

38. ENGLISH AND ROMANIAN TRADE LANGUAGES IN CONTACT

Andreea STROIE

“Constantin Brâncoveanu” University of Pitesti, Romania

***Abstract** The role that the English language has had and still has in the growth of the Romanian business terminology is by far known and recognised. Globalisation lies at the core of all changes in the Romanian lexical structure which rapidly assimilates numerous English borrowings especially in the fields of economics, informatics, industry, medicine etc. As English has become the language of trade everywhere in the world, it is increasingly filling the position of international communication language and has also greatly influenced the vocabulary used in Romanian trade terminology. The abundance of English use in*

Romanian is in a way a natural consequence of progress and development in various fields and it undoubtedly helps accelerate our national language enrichment and satisfies the need to denote present concepts in the Romanian society.

39. THE RESEARCH INSTRUMENT FOR WORK MOTIVATION

Laura MORARU

“Constantin Brâncoveanu” University of Pitesti, Romania

Abstract : *The purpose of the present paper is to analyze, on the basis of a questionnaire we propose, as a tool for analysis, whether there are differences between the level of motivation in the work of young people and adults. To carry out this research we have used the t test for two independent samples. The main results of the research consist in the creation of a scientific instrument, on the basis of which one can identify the level of work motivation level, at organizational level. Another important result of the present research highlights the fact that there are no major differences regarding the employees' level of motivation, depending on the age category in which they fall, respectively the youth or the adult period. A possible scientific explanation of this phenomenon may result from the principle of compensation, according to which, although, after a certain age, especially after 45 years, some functional decreases of the autonomic nervous system may occur, a slight decrease of the physical force, some slow decrease of the physical force sensory modalities, these changes tend to be compensated by psychological factors, and especially under the influence of professional demands, especially in the case of complex cognitive processes.*

SECTION 5. MARKETING AND TOURISM

1. THE IMPACT OF THE TOURIST ACTIVITIES ON THE NATURAL ENVIRONMENT IN THE DANUBE CLUSTER

Andrei-Florin BABAT
University of Craiova

***Abstract:** At present, the natural environment has a fragile balance mainly due to the development of economic activities. In intensely populated regions, man has radically transformed the natural environment, creating the anthropic areas. This transformation is done at the expense of the natural areas, being more serious and the fact that the change of the environment is done without taking into account the repercussions that may occur. The Danube Cluster is one of the most beautiful regions in Romania, I would even venture to say from Europe, the area where the Carpathians meet the Danube, where traditions are kept alive and where you feel you can be filled with energy even if you do not linger in the area. In the last years the tourist activities in the Danube Cluster have had a major increase, on the one hand due to the increase of the number of visitors and on the other hand by the construction of numerous accommodation and public food units. This transformation is beneficial if we reflect on the increase in the number of accommodation places as the number of tourists is large, but the anthropic impact on the environment is a high one especially if the development of economic activities is not in accordance with the principles of green tourism. I believe that preserving the integrity of the natural environment must take precedence over the development of economic activities if we want to implement a sustainable tourism in the Danube Cluster.*

2. DEVELOPMENTS OF THE ROMANIAN BALNEARY TOURISM AT THE BEGINNING OF THE 21st CENTURY

Mariana BALAN
Institute for Economic Forecasting - NIER - Romanian Academy,

***Abstract :**In recent decades, through its important social and economic effects, the spa tourism has become a major international tourist market segment. Within it, important material and human resources are concentrated, with ever deeper involvement of science and technology in the provision of tourist and medical services with a complex and high-quality invoice. They are meant to meet the vital requirements of modern man, determined by the evolution of living conditions and the health of the population.*

The balneary tourism is the only form of tourism in our country based on a permanent potential highly complex, practically inexhaustible. Romania is among the European countries with a remarkable balneary fund (almost one third of Europe's thermal and mineral waters is concentrated in our country). This value is accentuated by the complexity of the natural factors, namely, in the same resort, the main environmental factors are alongside a wide range of mineral substances for treatment, with beneficial polifactorial effects. Also, in Romania there are all types of mineral substance that can be used in the entire range of balneary treatment profiles.

Despite of all difficulties, in recent years, due to the awareness of private shareholders, it has invested in various forms (direct investment, reinvestment of profits, etc.) in the rehabilitation and redevelopment of the structures of the spa tourism. In this context, the balneary tourism registered two-digit growth each year from 2015-2017, amid the increase of the investment budgets of the traditional resorts.

The paper presents a brief analysis of the evolution and current situation of the Romanian spa tourism at national and regional level, as well as a quantitative analysis of the evolution of the attendance and occupancy of accommodation capacity, investments and new infrastructure and equipment, elements that can contribute to understand how this sector responded to the challenges.

3. THEORETICAL AND PRACTICAL APPROACHES OF CITY MARKETING IN ROMANIA POST- 2020

**Mihaela, Asandei,
Andreea- Daniela, Gangone**
Constantin Brancoveanu University

***Abstract:** Between 2014-2020, the policy of the European Union the regional development approach included five investment priorities that will continue after 2020, thus making Europe smarter, greener, more connected, more social and closer to its citizens. In this context, European countries will apply marketing principles and methods in designing urban policies that target the city under different facets, such as smart city, healthy city, green city, European cultural city, each with related marketing strategies. Approached by specialists under different names, as territorial marketing, urban marketing, municipal marketing, selling of places, geographical marketing, city marketing has become an instrument of the growth and development strategies of the European Union.*

This paper provides a brief presentation of the evolution of the city marketing concept and the most representative characteristics of it and describes possible ways of applying city marketing strategies in Romanian cities after 2020.

4. LONGER LIFETIME FOR PRODUCTS, PRODUCT SUICIDE CODE AND SUSTAINABLE DEVELOPMENT

Ailincă Alina Georgeta
Centre for Financial and Monetary Research “Victor Slăvescu”

***Abstract.** Extending the product life cycle can be one of the viable solutions for implementing sustainable development and circular economy. However, there is evidence of some consumerist approach to product development and promotion. From the intrinsic quality and design, to the packaging, the consumer cannot extract all the benefits that the products can offer. These modalities of producers and distributors are extremely negative on the environment: more valuable raw materials are consumed, more garbage is produced and more harmful substances are generated. Thus, climate protection is contrary to the desire of any producer: a higher profit as easily obtained. Thus, the article comes to highlight a number of solutions both for the benefit of the environment and the consumer as well as for the producers.*

5. FROM FAST FOOD TO JUNK FOOD. A CASE STUDY

Alexandrina Sirbu
"Constantin Brancoveanu" University

***Abstract:** Contrary to appearances, the fast food dates back to ancient times, but in the twentieth century it became a way of life, involving beside food, new social and cultural connotations. Thus, food raises a rather complex issue with a defining role in the evolution of the modern society. Nowadays, the market has contributed to the development of the fast food habits, with an impressive increment of revenues. But the question arises whether the modern man feeds better or this bliss is only an appearance, essentially impairing the food side. So, an overview on fast food theories related to the quality of life, with the advantages and disadvantages of fast food in relation to health is introduced. Nevertheless, the transition from fast food to junk food and the effects of eating junk food is depicted. Based on these premises, a case study consisting of a research on consumers' attitude towards fast food products and habits made among undergraduate students from Constantin Brancoveanu University of Ramnicu Valcea has been performed. The methodology used in the case-study was based on a survey. The research outputs reveal the degree of knowledge regarding the fast-food as a lifestyle, as well as consumption behaviour with emphasis on the reason why they use these foodstuffs and how pleased they are about fast food patterns.*

6. THE ROLE OF CONTROL IN THE DEVELOPMENT OF ORGANIZATIONS PERFORMANCE

ALQAISY Abedalkareem,
Valahia University of Targoviste

Abstract. *Administrative control as one of the functions of management The main task of management control is a tool to measure the performance of the organization in accordance with the plans and objectives set in order to ensure the achievement of these objectives, and put the plans in place properly. It has also been defined as the authority and influence through which work is defined, and as a tool to measure the performance of subordinates and correct the course of action to ensure achievement of objectives.*

Monitoring in this sense confirms to each official that the work of the organization is in accordance with the plan, and that it enables him to modify the plan or correct deviations to achieve the objectives of the institution. And that the administrative control is carried out through fixed steps and according to specific criteria by which performance is measured by detecting difficulties in the implementation or deviations in the planned path, and to know the causes of these deviations and address them.

7. ENHANCING THE VIABILITY OF FARMS BY PROMOTING INNOVATIVE AGRICULTURAL TECHNOLOGIES

Georgiana-Gabriela, Iacobuță
"Valahia" University of Târgoviște

Abstract. *Support for investments in innovative physical assets in the field of agricultural production, processing and agricultural and forestry infrastructure will improve the economic performance of exploitations, including fruit trees, and lead to obtaining high value processed products. In agriculture, support will mainly focus on the use of plant varieties more suitably suited for drought, more productive livestock breeds, efficient and modern technologies, innovative facilities. In the agri-food processing sector, those technologies and equipment of an innovative character will be encouraged, which will lead to the wider use of modern technologies.*

Innovation remains the key principle of LEADER and, as the approach is developed, support for a wide range of innovative actions based on community needs will be strengthened. LEADER will encourage LDS promotion of projects, focusing on the identification of innovative solutions at local level.

8. THE COMMUNICATION MANAGEMENT IN THE SCHOOL ORGANIZATION

Peter Liliana,
Jugan Lucia,
Valahia University of Târgoviste

Abstract. *The psychosocial dimensions of the teacher's activity is dedicated to the theorization of aspects concerning the educational management as a new dimension of educational sciences, as well as the aptitude and psychological skills of the teacher.*

From educational perspective, the term "management" features in at least two hypothesis: the educational management as concept-kind and educational management as concept-specie. Both represent the areas of application of management in general in the educational subsystem, at macro- and micro-systemic level, having their particularities tied to the school's finalities and the specific of the educational act. The educational management reproduces the leading of conception, realization and evaluation of the whole educational activity at the social macro-systemic level. It is a complex coordination process, through decisions of different groups' efforts in the vision of effective and efficient accomplishment of preset objectives regarding the efficiency of the educational process. The school management customizes the principles of educational management in school to achieving the educational objectives through the learning process, correlating everything with extra-school factors. The management of a students' class means the teacher's accomplishment regarding all the managerial functions, and in limited sense it refers only to the realization of the act of the operational leadership, meaning the concrete realization and the coordination of human and non-human resources in order to apply the proposed projects and to obtain the expected results.

9. QUICK ANALYSIS OF ROMANIA'S ECONOMY

Rodica Oana Ionita

The Institute of Economic Forecast

Abstract. *This paper purpose is to present a quick analysis of the Romanian economy starting from the post-modern history of Romanian economic cycles, referring to the period 4th quarter 1999 – 2nd quarter 2019. The results of the analysis is the signal upon the following period which may reveal the start of another economic cycle for Romania.*

Having into consideration the direction pointed by the indicators but also the global context, the policy-makers intervention should be as timely, visible and effective as possible.

SECTION 6: SOCIAL AND EDUCATIONAL POLICIES

1. MODERN EDUCATIONAL POLICIES IN ROMANIAN EDUCATION

Leontina Codruța, Andrițoiu
University of Craiova

***Abstract:** In this paper I aimed to outline an analysis of the current educational policies developed by the Ministry of National Education applied at the level of pre-university and university education in Romania. The present research captures aspects regarding the modern educational policies developed to be applied at the level of the Romanian education, the way of their implementation and the results obtained. The research will be conducted at national level between 2016-2019. In the research I used the observation method based on the description of policies developed by MEN. Secondly, we analyzed the reports on the state of Romanian education and outlined the positive and negative aspects regarding the state of education in our country. The results highlight that, MEN continues the reforms in the field of education and training, in order to ensure an education adapted to the demands of the labor market, centered on personal and social development, with a positive impact on preventing and combating early school leaving and school dropout. MEN continues to carry out annual social programs in order to support students from disadvantaged areas, through these programs being created conditions for ensuring equal opportunities for education for students from high risk groups.*

2. THE QUALITY OF PROFESSIONAL AND TECHNICAL EDUCATION - ANALYSIS BASED ON NATIONAL QUALITY STANDARDS AND EUROPEAN POLICIES IN THE FIELD

Alina, Bidireanu (Năstase)
Valahia University of Targoviste

***Abstract:** The purpose of this paper refers to the definition of the quality level of the educational services offered by the professional and technical education institutions, based on the national quality standards and the European policies in the field, in order to increase the capacity to substantiate the decision-making processes, both at central level and locally. This paper is based on the research of statistical data and considers two categories of information, the first refers to factual socio-educational data, resulting from statistics at national level regarding the demographic and educational developments of the population in Romania and the second category of information constitutes the results obtained from the "Survey of the labor force in the households" carried out quarterly by the National Institute of Statistics, on the basis of a representative sample. For the present paper, information from the population of 15-24 years was used from the results of this survey. Among the recommendations of this analysis is the transition from the extensive development of vocational and technical education to an intensive type development that covers all dimensions of quality improvement at the level of results, equity and efficiency.*

3. ANALYSIS OF THE MANAGEMENT OF THE INSTRUCTIONAL-EDUCATIONAL PROCESS IN THE TRAINING OF GENERALIST NURSES

Marilena, Peichea (Constantinescu)
Valahia University of Targoviste

***Abstract:** The school encourages, through the rules and procedures established by consensus, through the responsibilities and roles freely assumed, through the procedures and tools for monitoring and evaluating the process - a different type of intelligence compared to the traditional educational approaches; instead of resorting to the recognition of knowledge or the manipulation of details, the school focuses on the ability of participants to learn, to understand the situation - the problem they face. Most teachers and students are interested in learning useful and relevant information and practicing skills as necessary. Generalist nurses provide treatment, assistance and care for people in need of medical care as a result of the effects of aging, injury, illness or other physical or mental impairment or potential health risks. They assume responsibility for the planning and management of patient care, including the supervision of other health care workers, working independently or in teams with physicians and others in the practical application of preventive and curative measures.*

4. GLOBAL TRENDS IN ADDRESSING INVESTMENTS IN EDUCATION FROM THE PERSPECTIVE OF GLOBALIZATION AND PROMOTING INTERCULTURAL DIALOGUE IN THE KNOWLEDGE-BASED ECONOMY AND SOCIETY

Luminița-Claudia, Corbu
Ștefan cel Mare University of Suceava

***Abstract:** Along with ensuring equal opportunities, which represents an objective necessity of our day for the convergence to the knowledge society and at the same time a confirmation of the awareness of the egalitarian status of all coexisting individuals, "the intercultural dialogue represents a premise of the development of social cohesion and also allows the connection of different systems. cultural values that sometimes seem to be so different but still able to share so many creative and innovative ideas. Intercultural dialogue offers the opportunity to share national traditions, customs and specifications and to learn from different cultural traditions. It also facilitates collaborative relations at all levels between states and represents a link in the process of community, regional, economic and political integration. The transmission of cultural values is a complex process that is characterized by the intertwining and dynamics of social relations, both vertical, horizontal and oblique. In the specialty literature, cultural transmission is defined as: "the transmission of preferences, values and norms of behavior through social interaction". This transmission involves a process of socialization and imitation of the reference models through which the specific behavioral traits are transferred from one generation to another through the "mechanism" of the intergenerational chain and also disseminated among coexisting individuals of the same generation. Although this concept of cultural transmission has a long tradition in the field of anthropology, social psychology and sociology, the specialists have been concerned with the study of endogenous training and the transmission of preferences especially in the last two decades. As a result, a new area of particular importance has emerged in terms of transmitting preferences through socialization and by imitating behavioral patterns, namely that of attitude towards education. According to recent research by specialists, it was concluded that parents have a strong influence in defining and substantiating the attitudes related to the education of young people. This aspect presents, in my opinion, an indication worth considering in order to anticipate, design and develop appropriate educational policies for the knowledge society, as it corroborated with the present reality of an increasingly accentuated globalization that presents both social and economic benefits.obvious, as well as potential threats, gives us an overview of the level of education and training of future generations and implicitly of the level of economic and social development depending on the efforts made by the contemporary generation in the sense of investments made in education. We will continue to present the OECD recommendations on the instruments of educational policies whose practical application, I think would bring real benefits on a social scale.*

5. RURAL EDUCATION IN THE CONTEXT OF EUROPEAN DEVELOPMENT STRATEGIES

Teodora Andreea, Găinaru (Olah)
University of Craiova

***Abstract:** In Romania there is a great recognition of the idea that education is a strategic factor for the sustainable development of the country, as it contributes to the multidimensional but also predictive modeling of people. Education, as a factor of sustainable development, means a process of social learning in search of several innovative solutions. The objective of this paper is to present an analysis of the Romanian rural environment, from the perspective of representative indicators, such as the quality of human resources, the employment of human capital, emphasizing the significant problems that led to the reduction of the rural education development in Romania. These issues are discussed in relation to the main objectives (targets), their results and the impact of national and European development strategies on the Romanian educational system. The main objective of the Romanian society is to achieve a level of performance of the education specific to the European Union, as well as of the vocational training. In this regard, all strategies adopted at both community and national level, present a wide spectrum of methods necessary to improve the quality of the education system, vocational training and education of the rural youth, so that they are stimulated and actively involved within the learning process.*

6. CORRELATION BETWEEN UNEMPLOYMENT, GDP, EMPLOYMENT AND INVESTMENT

Loredana Maria, Păunescu
Petroleum&Gas University of Ploiesti

***Abstract:** Development and modernization of the country can not be done only in accordance with changes in the labor market, structural changes and employment. The peculiarities of this process derive from the structure of the economy, performance, and hence economic potential, readiness and multiple possibilities for improving labor. The essential condition for ensuring macroeconomic balance and socio-political stability in any society, is employment. It is a complex, dynamic, real interest for both economic and social partners, to present and future has implications on several levels: economic, psychosocial, educational, cultural and political. Currently, the major objective of economic policy of all countries is to increase the employment of labor and diminishing unemployment.*

The labor market in Romania has a degree of instability corresponding general coordinates of the current economic situation. Romanian citizens have assumed new responsibilities, new roles of social, economic and political, and have used skills and experience in a completely different context, resulting from the convergent action of private initiative, competition and social insecurity.

The main problems encountered in the labor market are related to a relatively low participation, particularly from certain social categories of high unemployment among some groups of the population, an internal mobility reduced, a high tax revenues from the use of force labor limited relevance of education to labor market needs and the availability of legal and administrative barriers affecting the operation of companies and therefore job creation. These are causes that reduce employment opportunities for people of working age and contribute to encouraging external migration.

In our country, the low level of economic competitiveness has put pressure on labor, generating a substantial tax in the work. The economic model adopted by Romania, based on labor competitiveness in a context where economic growth no longer generates wealth, catalyzed inequalities in the labor market and they have become increasingly visible. Differences in the labor market are clearly identified between urban and rural areas and between certain economic sectors.

Globalization catalyst for migration, fundamental rights and freedoms impact on the European labor market and demographic decline have affected the number of unemployed in Romania, with it being affected growth.

Tensions on the labor market in Romania including derives from its inefficient management and a non-compliance of supply-demand ratio in terms of skills. Reduced interconnection of labor market institutions (lack of a coherent institutional synergies), a weak correlation between needs and demand in the labor market, with connotations acute in certain regions. We can not talk about the labor market and structural reforms without taking into account the main imbalance that occurs in this market, namely unemployment. One of the main determinants in the analysis of unemployment is the incompatibility between skills available and those demanded by the labor market. Quality of education and job training, the percentage of young people who benefit from this training are factors determining employment young. Unemployment is high in countries where labor is not prepared or qualified.

7. THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN SUSTAINING SUSTAINABLE DEVELOPMENT

Daniela, Virjan

The Academy of Economic Studies, Bucharest

Simona Maria, Stănescu

Research Institute for Quality of Life, Romanian Academy

***Abstract:** The paper analyzes the role that corporate social responsibility has in promoting sustainable development. The first part of the paper considers the theoretical approach of the concepts. The second part is dedicated to the analysis of corporate social responsibility in Romania. From a methodological point of view, the research is based on the office analysis of the main documents of international and national regulation but also on the consultation of the specialized literature and of the available data. The results of the research highlight the progress made lately in our country in promoting corporate social responsibility by large companies.*

8. MODERN TOOLS FOR LEARNING: STUDENTS'S PERCEPTIONS ABOUT FACEBOOK

Nicoleta, Velisca

Bucharest University of Economic Studies

***Abstract:** The main purpose of the present study is to explore students' perceptions towards Facebook educational usage. Nowadays it is clearly evident the crucial role of social media. Facebook is today used both by teachers and students on their current activities. Due to its growing popularity it is important to understand why students use Facebook for academic purposes. Considering that, a total of 108 students from Bucharest University of Economic Studies participated in a research regarding their attitudes about using Facebook as an educational tool.*

9. TELEWORKING - SOLUTION FOR PERSONS WITH DISABILITIES

Delia, Teselios

Mihaela, Savu

Constantin Brancoveanu University

***Abstract:** The current period, through the development and widespread use of the Internet, has allowed the conduct of remote activities, so that the employee can work from home or elsewhere, other than the employer's headquarters. Teleworking, in our opinion, is one of the solutions that can be used by people with disabilities to carry out different paid activities without having to go to the employer's premises. Thus, people with disabilities are more likely to find a job. Teleworking has not been regulated in our country for a long time, and this aspect leads to the classification of Romania in the last part of the European ranking regarding the number of employees working from home.*

10. Holograms and education of the future

conf.dr. Carmen Radut,
Constantin Brancoveanu University, Pitesti

***Abstract:** Holograms are objects of light and sound that are projected into the environment as if they were real objects. Holograms respond to glance, gestures and voice commands and interact with the real world surfaces. They can have multiple appearances but also different behaviors. Some of these can be realistic and compact, others can be animated and volatile and can communicate with the environment. Along with this and the virtual reality is the Artificial Intelligence, already present in our lives, which refers to the ability of a computer to undertake actions (such as recognition of objects, sounds, understanding of human language) and processes (such as learning, planning or solving problems) that are characteristic of human intelligence. This paper aims to present the possibilities of using this technology as well as the progress made to date, but a brilliant future is expected as many educational institutions continue to explore the unlimited possibilities of applying holography and mixed reality in education.*