



UNIVERSITY
OF
CRAIOVA



ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΕΙΡΑΙΩΣ
UNIVERSITY OF PIRAEUS



DOCTORAL SCHOOL
IN ECONOMICS
University of Craiova
ROMANIA



9th International Conference

Competitiveness and Stability in the Knowledge-Based Economy

BOOK OF ABSTRACTS

iCOnc 2017 Craiova, Romania, October 27-28

Copyright © 2017 Editura Universitaria

Toate drepturile sunt rezervate Editurii Universitaria

Descrierea CIP a Bibliotecii Naționale a României

**Book of abstracts - iCOnc 2017 - Competitiveness and stability in the
knowledge-based economy / ed.: Cătălina Sitnikov. - Craiova :**

Universitaria, 2017

Conține bibliografie

ISBN 978-606-14-1289-1

I. Sitnikov, Cătălina (ed.)

330

TABLE OF CONTENTS

ECONOMICS TRACK

Pg.7

THE ADVANTAGES OF THE SINGLE MARKET ESTABLISHMENT
BREXIT SPILLOVERS THROUGH INTERNATIONAL FLOWS: EMPIRICAL EVIDENCE FOR EU-27 AND UK

Pg.8

THE INFLUENCE OF SOCIAL ASSISTANCE AT NATIONAL ECONOMY LEVEL, AS PART OF PUBLIC SERVICES
THE ENGINE ROOM OF THE ROMANIAN ECONOMY – FOREIGN DIRECT INVESTMENTS VS. EUROPEAN FUNDS
HIGHER EDUCATED PEOPLE AND (RE)EMPLOYMENT PROBABILITY IN ROMANIA

Pg.9

ECONOMIC EQUALITY OR FAIRNESS
CHINA AND ITS PLACE IN THE WORLD ECONOMY. EVOLUTION AND FORECASTS
QUALITY PRACTICES IN THE FIELD OF REGIONAL DEVELOPMENT POLICY IN THE MEMBER STATES OF THE EUROPEAN UNION

Pg.10

THEORIES AND MODELS OF ECONOMIC GROWTH
PERSPECTIVES AND TRENDS IN THE EVOLUTION OF AGRICULTURAL ACTIVITIES IN COUNTRIES WITH ADVANCED ECONOMICS
FACTORS INFLUENCING STRUCTURAL FUNDS IMPLEMENTATION IN ROMANIA
THE ECONOMIC ANALYSIS OF MEDICAL ADHERENCE TO RHEUMATOID ARTHRITIS TREATMENT

Pg.11

THE THEORETICAL PERSPECTIVES ON THE DYNAMICS OF THE EU'S REGIONAL POLICY
CONSIDERATIONS ABOUT EXPENDITURES ON ENVIRONMENTAL PROTECTION IN THE CONTEXT OF THE EUROPE 2020 STRATEGY. CASE STUDY: ROMANIA

Pg.12

ECONOMIC DIPLOMACY, PUBLIC POLICIES AND ITS IMPACT ON SOCIO -ECONOMIC DEVELOPMENT
THE ROLE OF BUDGETARY-FISCAL POLICIES IN THE PROCESS OF ECONOMIC GROWTH
CHALLENGES OF THE NATIONAL ECONOMY FROM THE PERSPECTIVE OF BIOECONOMY DEVELOPMENT

Pg.13

EUROPEAN COMPETITION FOR FOREIGN INVESTMENT AFTER BREXIT
THE IMPACT OF SHADOW ECONOMY IN ECONOMIC DEVELOPMENT

Pg.14

APPROACH ON SPECIFIC ASPECTS OF THE ROMANIAN AGRICULTURE IN THE CURRENT EUROPEAN CONTEXT
ANALYSIS OF THE EMPLOYMENT AND UNEMPLOYMENT OF THE LABOR FORCE WITH HIGHER EDUCATION IN ROMANIA
STRUCTURAL REFORM OF THE ENERGY SECTOR , A WAY OF ECONOMIC GROWTH FOR ROMANIAN ECONOMY

Pg.15

THE EFFECTS OF INVESTMENT IN HUMAN CAPITAL ON ECONOMIC GROWTH IN ROMANIA
THE SPECIFIC HIERARCHY OF THE KEY SUCCESS CRITERIA (KSF) IN THE EDUCATIONAL PROJECTS FUNDED BY THE EUROPEAN UNION IN ROMANIA

Pg.16

COMPETITIVENESS IN SOUTH EAST EUROPE. MODELS OF ECONOMIC DEVELOPMENT IN THIS AREA
MEASURING THE QUALITY AND THE EFFICACY OF HIGHER EDUCATION THROUGH THE INDICATORS OF SKILLS FOR EMPLOYMENT. CASE STUDY: ROMANIA
DIFFERENCES IN THE DEVELOPMENT OF RURAL AREAS IN THE ACCESSION OF PRE-ACCESSION AND POST-ADMISSION STRUCTURAL FUNDS IN ROMANIA

Pg.17

A BRIEF HISTORY OF ROMANIAN INTERWAR ECONOMY
THE ROLE OF THE EUROPEAN FISCAL BOARD

ACCOUNTING TRACK

Pg.18

THE EVALUATING OF THE POSSIBILITY AND ADOPTING AND APPLYING OF THE INTERNATIONAL EXTERNAL AUDITING STANDARDS AND ITS SUITABILITY WITH THE PROFESSIONAL AND LEGAL ENVIRONMENT IN THE STATE OF IRAQ
THE IMPORTANCE OF PROFESSIONAL JUDGEMENT IN THE APPLICATION OF ACCOUNTING RULES
THE ACCOUNTING PROFESSION AND THE CHALLENGES OF THE FUTURE

Pg.19

ROMANIA AND THE NATIONAL ACCOUNTING SYSTEM
THE COMPANY PERFORMANCE EXPRESSED BY THE TEMPLATES OF THE PROFIT AND LOSS ACCOUNT – NATIONAL, INTERNATIONAL AND EUROPEAN REFERENCE
CALCULATION OF THE ACTUAL COST IN THE CHEMICAL FERTILIZER INDUSTRY

Pg.20

FRAUD DETECTION ACTORS
THE INSURANCE POLICY IS A GUARANTEE OR A HYPOTHESIS?
CONTROL AND AUDIT AND THEIR ROLE IN THE ELIMINATION OF ADMINISTRATIVE AND FINANCIAL CORRUPTION.

Pg.21

STUDY ON IMPROVEMENT OF ACCOUNTING AND AUDIT OF FIXED ASSETS USING COMPUTER ASSISTED TECHNIQUES
THE ORIGINS OF SOCIAL ACCOUNTING AND REPORTING IN ITALY: THE ROLE OF FEMALE PIONEERING SCHOLARS

Pg.22

ADVANTAGES OF THE INTERNAL AUDIT - INFORMATION SYSTEM CONNECTION IN SUPPORTING MANAGERIAL DECISIONS

Pg.23

IMPORTANCE OF ACCOUNTING - FINANCIAL CONSULTANCY IN ESTABLISHING THE COSTS OF TOURISM COMPANIES' ACTIVITIES
CONSIDERATIONS REGARDING ACCOUNTING REGULATIONS IN THE FIELD OF SPECIAL TANGIBLE ASSETS

MANAGEMENT, MARKETING, TOURISM TRACK

Pg.25

DEVELOPMENT AND TESTING OF A MULTI-DIMENSIONAL MODEL FOR MEASURING GENERAL ORGANIZATIONAL PERFORMANCE
RISKS MANAGEMENT FROM THE INFORMATIVE SECURITY PERSPECTIVE
THE RELATIONSHIP BETWEEN MANAGEMENT CONTROL AND MANAGEMENT BY OBJECTIVES

Pg.26

CULTURAL DIMENSIONS AT THE LEVEL OF A ROMANIAN PRIVATE COMPANY
A COMPARATIVE APPROACH TO ORGANIZATIONAL CULTURE ANALYSIS TOOLS
THE IMPORTANCE OF HUMAN RESOURCE MANAGEMENT AT THE LEVEL OF PRIVATE COMPANIES

Pg.27

CHANGES AND CHALLENGES IN PUBLIC MANAGEMENT
PARADIGM SHIFTING – THE WAY FROM PUBLIC ADMINISTRATION TO PUBLIC MANAGEMENT
CONCEPTUAL APPROACHES TO CREATION AND DEVELOPMENT OF MANAGERIAL COMPETENCIES IN SMALL BUSINESS

Pg.28

QUALITY TOOLS AND INSTRUMENTS USED IN MANAGING EUROPEAN FUNDED PROJECTS
A REVIEWED IMAGE OF LOGICAL FRAMEWORK APPROACH
CONSIDERATIONS ON THE ADMINISTRATIVE ORGANIZATION AND THE ROMANIAN ADMINISTRATIVE SPACE

Pg.29

TEAMS AND THEIR ACTIONS IN MODERN MANAGEMENT
THE STOCKS OF GOODS IN THE LOGISTICS SYSTEM OF PUBLIC INSTITUTIONS
FUNDAMENTALS OF THE ADMINISTRATIVE DECENTRALIZATION PROCESS

Pg.30

BRAND INTERNATIONALIZATION - A STRATEGIC APPROACH
SUSTAINABLE PRODUCTION FOR A COUNTRY'S COMPETITIVENESS

CLASS MANAGEMENT- THE ROLE OF THE TEACHING GAME IN THE DEVELOPMENT OF STUDENTS
'COMPETENCES

Pg.31

CHANGES IN THE HEALTHCARE SECTOR IN ROMANIA AFTER JOINING THE EUROPEAN UNION.
STUDY CASE: HUMAN RESOURCES AT THE REGIONAL LEVEL

Pg.32

THE ROADMAP OF INDUSTRIAL CLUSTERING IN COMPETITIVENESS
THE ROLE OF UNIVERSITIES IN THE DEVELOPMENT OF THE INNOVATIVE ENTREPRENEURIAL
ECOSYSTEMS
KNOWLEDGE MANAGEMENT FOR A SUSTAINABLE DEVELOPMENT IN THE TOURISM AND
HOSPITALITY SECTOR

Pg.33

TIME MANAGEMENT FOR LANGUAGE LEARNERS
GUIDELINES FOR QUALITY IN LANGUAGE TEACHING
ASSESSING THE PUBLIC PERCEPTION OF THE EFFICIENCY AND BUREAUCRACY OF THE SANITATION
SERVICE PROVISION

Pg.34

THE DECISION - DECISIVE MOMENT IN THE MANAGEMENT ACTIVITY
KNOWLEDGE MANAGEMENT USING MOBILE AGENTS
COST-BENEFIT ANALYSIS TO HAVE A PROFESSIONAL CAREER

Pg.35

E-COMMERCE - OPPORTUNITY TO INCREASE COMPETITIVENESS
MEASURING PERFORMANCE INSTRUMENTS - THE WAY TO IMPROVE PROFIT AT OMV PETROM CITY
ROMÂNIA
ORGANIZATIONAL COMUNICATION – THE LINK BETWEEN THE IDENTITY OF THE ORGANIZATION
AND THE REPUTATION OF THE ORGANIZATION

Pg.36

FACTORS INFLUENCING INTERNAL ORGANIZATIONAL COMMUNICATION
EXPATRIATE MANAGERS VERSUS LOCAL MANAGERS IN MULTINATIONAL COMPANIES WITH
ACTIVITY IN ROMANIA

Pg.37

THE USE OF SELF-ASSESSMENT AS METHOD OF IMPROVING THE QUALITY OF TRAINING SERVICES
IN HIGHER EDUCATION INSTITUTIONS
STUDY ON THE IMPACT OF ORGANIZATIONAL CULTURE ON THE BEHAVIOR OF MANAGERS FROM
SOUTH-WEST OLTENIA REGION
INFLUENCE OF TQM ON HRM PRACTICES

Pg.38

THE CONNECTION BETWEEN HRM AND TQM
THE IMPORTANCE OF RISK MANAGEMENT CULTURE
KEY SUCCESS FACTORS OF RISK CULTURE

Pg.39

THE AUTO MARKET AT THE DEBUT OF THE ELECTRIC CAR
ANALYSIS OF THE TRAINING NEEDS OF THE PERSONNEL IN THE MANAGEMENT OF SMALL AND
MEDIUM-SIZED COMPANIES IN THE SV OLTENIA REGION
ALEXITHYMIA AND ITS EVALUATION WITH REGARD TO THE ORGANIZATIONAL COMMITMENT IN
TOURISM INDUSTRY

Pg.40

THE DEGREE OF DEVELOPMENT OF THE TOURISM FOR DISABLED PERSONS IN ROMANIA
APPLICABILITY OF YIELD MANAGEMENT CONCEPT IN TOURISM INDUSTRY

Pg.41

DESIGNING THE STRATEGY OF THE SALES ACTIVITY IN A TOURISM COMPANY
WHY DO SCHOOLS NEED TO HAVE A STRATEGIC MARKETING PLAN?
ON SEVERAL ASPECTS REGARDING SUSTAINABLE MARKETING
BEST PRACTICES FOR INTEGRATING DIGITAL MARKETING TO STIMULATE BUSINESS GROWTH

CORPORATE SOCIAL RESPONSIBILITY TRACK

Pg.43

CSR PREVIEW IN THE CASE OF ROMANIAN AND BULGARIAN LISTED COMPANIES
PRICING, ENVIRONMENTAL AND SOCIAL PERFORMANCE IN THE WATER SUPPLY COMPANY -
MONOPOLY DE JURE (REAL EXAMPLE)

Pg.44

ANALYSIS OF POLICIES TO REDUCE GREENHOUSE GASES
CORPORATE SOCIAL RESPONSIBILITY: AN ANALYSIS OF ROMANIAN BANKS
INTEGRATED MANAGEMENT SYSTEMS, CORPORATE SOCIAL RESPONSIBILITY AND MARKET VALUE
IN ROMANIAN HOSPITALITY INDUSTRY

Pg.45

THE CSR PERSPECTIVE OF ROMANIAN SMES
RECOMMENDATIONS REGARDING THE SUCCESSFUL IMPLEMENTATION OF CSR STRATEGIES
MOTIVATIONS AND OBJECTIVES IN RESEARCHING CSR

Pg.46

THE DIFFUSION OF CSR IN EMERGING ECONOMIES
CONSIDERATIONS ON THE NEED TO RECONFIGURE CORPORATE GOVERNANCE
ENHANCING RETAIL FORMAT CHOICE OF ENVIRONMENTAL ORIENTED CONSUMERS IN DIY RETAIL

Pg.47

VIEWPOINTS REGARDING THE IMPORTANCE OF USING THE CONCEPT OF SOCIAL RESPONSIBILITY IN
THE ACCOUNTING OF THE ORGANISATION
EDUCATING FOR SUSTAINABILITY: PERSPECTIVES AND CRITICAL NOTES ON ACCOUNTING
SCHOLARS' ROLE IN HIGHER EDUCATION

Pg.48

HOW SOCIALLY RESPONSIBLE ARE THE ROMANIAN LISTED COMPANIES?
THE GLOBAL ECOLOGICAL CRISIS AND SUSTAINABLE ECONOMIC DEVELOPMENT

FINANCE AND BANKING TRACK

Pg.49

BUDGET AND CONTROL OF BUDGETS
BUDGETARY CONSOLIDATION IN ROMANIA - A RATIONAL APPROACH TO THE PROBLEMS OF THE
PUBLIC BUDGET SYSTEM
ARGUMENTS FOR AN INTEGRATED APPROACH ON MACROECONOMICS AND PUBLIC FINANCES

Pg.50

FINANCING AGRICULTURE - BETWEEN MYTH AND REALITY
TAX ADMINISTRATION PRACTICES: INTERNATIONAL APPROACH
CONSEQUENCES OF FRAUD AT THE PRESENTATION OF THE FINANCIAL STATEMENTS

Pg.51

STUDY ON FRAUD PREVENTION AND DETECTION
TAX EVASION BETWEEN FISCAL AND PENALTY
DETERMINANTS OF VOLUNTARY TAX COMPLIANCE

Pg.52

CENTRAL BANKS AND THEIR RISK MANAGEMENT PROCESS
CENTRAL BANK TRANSPARENCY AND INDEPENDENCY UNDER THE INFLATION TARGETING REGIME
ECONOMIC STABILITY IN THE EU AND THE DYNAMICS OF MONETARY INTEGRATION

Pg.53

FROM PRICE STABILITY TO FINANCIAL STABILITY
DEVELOPMENT OF DEPOSITS GUARANTEE IN THE BANKING SYSTEM OF MOLDOVA
RECENT APPROACHES IN THE BANKING RISK MANAGEMENT. THE MISCONDUCT RISK

Pg.54

INSOLVENCY RISK AT THE LEVEL OF COMMERCIAL BANKS IN ROMANIA
CUSTOMER EXPERIENCE AS A KEY DRIVER IN BUSINESS STRATEGY IN A BANKING ENVIROMENT
DISRUPTED BY FINTECH COMPANIES

Pg.55

RELATIONSHIPS BETWEEN STOCK RETURNS AND FINANCIAL RATIOS: EVIDENCE FROM SELECTED
BANKS LISTED ON BUCHAREST STOCK EXCHANGE
COMPARATIVE ANALYSIS OF BANKRUPTCY RISK FOR SOME ROMANIAN SOCIETIES LISTED AT
BUCHAREST STOCK EXCHANGE

CREATION OF VALUE OR CREATION OF VALUES FOR FIRMS? VALUE-GENERATING DECISIONS AND MEASUREMENT TOOLS

Pg.56

CROWDFUNDING – AN ALTERNATIVE FINANCING CHANNEL FOR FIRMS

ANALYSIS OF THE CORRELATION BETWEEN ECONOMIC AND FINANCIAL PERFORMANCE

INDICATORS AND RISK IN THE ROMANIAN ENERGY SECTOR

THE YIELDS OF SHARES OF THE PHARMACEUTICAL SECTOR ON THE CAPITAL MARKET IN ROMANIA

Pg.57

THE ROLE OF INTANGIBLE ASSETS EVALUATION IN THE KNOWLEDGE-BASED ECONOMY AND THEIR IMPACT OF COMPANIES

THE FORECAST OF THE FINANCIAL PERFORMANCES - ATTRIBUTE OF AN EFFICIENT FINANCIAL MANAGEMENT

INFLUENCE OF CONTRIBUTION RATE DYNAMICS ON THE PENSION PILLAR II ON THE EVOLUTION OF THE UNIT VALUE OF THE NET ASSETS OF THE NN PENSION FUND

THE BANK CREDIT - ITS ROLE IN FINANCING SMES

Pg.58

THE NEGATIVE IMPACT OF SOME LIMITED POLICIES FOR REFORMING THE PENSION SYSTEM

TRANSFER PRICES AND MARKET VALUE OF REINSURANCE TRANSACTIONS

VALUE ADDED TAX - WHERE TO? NEW APPROACHES REGARDING VAT

INFORMATICS AND STATISTICS TRACK

Pg.59

CYBER DEFENCE- PROACTIVE COMPONENT OF THE INFORMATIVE SECURITY

VARIABLES AFFECTING ON IRAQI WHEAT PRICE EQUATION BY USING QUANTILE PRINCIPAL COMPONENT REGRESSION

SYMMETRIES IN OPTIMAL CONTROL THEORY

Pg.60

COMPLEX ANALYSIS OF SOFTWARE QUALITY BY QUANTIFYING SOFTWARE QUALITY METRICS THE

ROLE OF INFORMATION TECHNOLOGIES IN THE MANAGEMENT OF CUSTOMER RELATIONS THE

IMPACT OF USING DATA MINING TECHNIQUES IN RETAIL BANKING

Pg.61

IRREGULAR PROCESSES IN ECONOMY AND BUSINESS: RESEARCH METHODS

STUDY ON INTEGRATING SYSTEM DYNAMICS AND GROUP MODEL BUILDING PRINCIPLES WITHIN AN ECONOMIC MAP MODEL

ROMANIA'S POPULATION DECLINE AND DEMOGRAPHIC FUTURE

ECONOMICS TRACK

THE ADVANTAGES OF THE SINGLE MARKET ESTABLISHMENT

Marieta STANCIU and Mădălina MANGRA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
stanciumarietta@yahoo.com, madamangra@yahoo.com

Abstract: The Single Market resulted from an early integration process that went through economic cooperation and customs. Unlike the customs which has eliminated all obstacles to the free movement of goods between the member states, the Single Market has added new elements to integration, such as: the free movement of capital and people, the lay out and promotion of policies of Community interest, the transfer of decisions from national to community level etc. The European Single Market is the largest domestic market in the world, the place where all consumers from the European Union interact in the consumption process. The Single Market has created the possibility of liberalizing the utilities market (telecommunications, electricity, gas and water) for the benefit of consumers who have the freedom to choose their suppliers. The creation of the Single Market is considered to be beneficial as it increases competition, liberalizes the market, the movement of capital and labor, puts pressure on cost and price reductions and, ultimately, maintains a high standard of living. A Single Market should result in a new redistribution of invested capital and, most importantly, an optimization of capital investment within the community. The current technical and scientific progress generated by the scientific and technical revolution requires significant investments in production equipment, guaranteeing the full use of production capacities, sized to the needs of the entire community, free from the danger of national export and import constraints. The single market generates a free movement of capital which will result in a rational and efficient use of the labor force, as the movement of capital is accompanied by a free movement of labor, resulting in employment such as to eliminate the disparities between the countries of the Union and a better pay wages, with salaries being kept within reasonable limits.

Keywords: customs, community acquis, tariff barriers

BREXIT SPILLOVERS THROUGH INTERNATIONAL FLOWS: EMPIRICAL EVIDENCE FOR EU-27 AND UK

Grațiela Georgiana NOJA¹, Mirela CRISTEA² and Atila YÜKSEL³

¹*West University of Timișoara, Romania*

²*University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania*

³*Adnan Menderes University, Turkey*

gratiela.noja@e-uvvt.ro, mirelas.cristea@gmail.com, atilayuksel@gmail.com

Abstract: The European integration process is nowadays at a crossroads, facing a milestone challenge brought by the BREXIT. The uncertainty surrounding this complex endeavour has induced important changes since 2016 and it will have profound socio-economic consequences upon the UK and the other EU-27 MS. Our research aims to assess the BREXIT spillovers upon the EU-27 and the UK through three fundamental freedoms, as core pillars of regional integration: free movement of goods, services (international trade) and capital (FDI). In this regard, we have designed two clustering scenarios that focus on the performances achieved by the EU-27 MS and the UK in terms of GDP per capita and GDP growth under the impact of trade and FDI, deployed before and after BREXIT (1995-2019 and 2020-2025). We have configured a panel of EU-27 MS and the UK and compiled a complex set of indicators that have been extrapolated and standardised in order to provide accurate credentials in our analysis. The results show that the UK's economy will be affected more in terms of GDP growth rates and less considering GDP per capita levels, while the EU-27 impact largely differs across countries and types of international flows, decisively affected being the FDI relations.

Keywords: European integration, BREXIT, trade, foreign direct investment, economic growth, cluster analysis

THE INFLUENCE OF SOCIAL ASSISTANCE AT NATIONAL ECONOMY LEVEL, AS PART OF PUBLIC SERVICES

Marin MIREA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
mireamarin@yahoo.com

Abstract: Social assistance is a main component of the public services both at local and national level. Being directly proportional to the degree of development of the local government, social assistance greatly influences the budget of those administrations. At national level, a particular problem of social policies is represented by social assistants, which has triggered political confrontations as well as the developing of economic strategies which aims at reducing the number of the social assistants benefiting from these facilities. The number of social assistants, depending on the category they belong to, influences local budgets, so we aim in this study to highlight the necessity of adjusting the social services, as well as to stress the direction of action through which those social assistants are able to become employees.

Keywords: assistant, policies, services, administration, budget

THE ENGINE ROOM OF THE ROMANIAN ECONOMY – FOREIGN DIRECT INVESTMENTS VS. EUROPEAN FUNDS

Bogdan BUDICĂ, Adrian-Florin BUDICĂ-IACOB, Ilie BUDICĂ, Tudor FLORIN and Laurențiu RADU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
bogdanbudica@gmail.com, adrian.budica@yahoo.com, budicailie@yahoo.com, tudor.flo71@yahoo.com,
xpatrick2013@yahoo.com

Abstract: Still bearing the burden of a weakened economy due to the economic and financial crisis that hit it in 2008, Romania – a member state of the European Union – must follow a simple recipe in order to get its economy healthy again as well as to resume the process of its economic development, namely: attracting both foreign direct investments and European funds in the economic. The goal of this article is to point out the importance of both the foreign direct investments and European funds – regarded as global strategies of the economic growth – and to depict their evolution over the last years. Foreign Direct Investments (FDI) – bring an essential contribution to the economic growth. They create jobs, optimize the allocation of resources, allow the transfer of technologies and stimulate trade. The business environment in Romania needs economic freedom and friendly taxation both for enterprisers and foreign investors. In this respect, Romania must ensure the creation of a favorable economic environment through the promotion of friendly conditions in order to allure foreign investors, and this conditions should be the following: fair, equal and non-discriminatory treatment; protection against illegal expropriations; direct resort to international arbitration and last but not least, making Romania a fiscally attractive environment. European funds – can be an advantageous solution for investments, given that they represent non-refundable funds. Both the private business environment and the public sector can benefit from the attraction of European funds. By improving the absorption degree, Romania can pump up to 40 billion euros into its economic branches over the next period (2014-2020). The conclusions of our topic refer to the fact that in a “two-pan balance” of economic growth, Romania must put on one pan – foreign direct investments – and on the other pan – European funds – and in this respect, appropriate economic and political measures are to be taken for the attraction of FDI as well as for the absorption to a greater extent of European funds.

Keywords: foreign direct investments, European funds, economic crisis, economic growth

HIGHER EDUCATED PEOPLE AND (RE)EMPLOYMENT PROBABILITY IN ROMANIA

Daniela-Emanuela DĂNĂCICĂ

Constantin Brâncuși University of Târgu-Jiu, Romania
danadde@yahoo.com

Abstract: The aim of this research is to analyze the (re)employment probability of long-term university graduates registered as unemployed at the National Agency of Employment Romania. Using multinomial logistic regression and a large dataset of 144155 completed registered spells, we estimated the effect of seven explanatory variables on the (re)employment chances of higher educated unemployed.

Keywords: higher education, logistic regression, employment

ECONOMIC EQUALITY OR FAIRNESS

Ekrem TUFAN

Çanakkale Onsekiz Mart University, Faculty of Tourism, Turkey
etufan@yahoo.com

Abstract: From the beginning of economic life, equality has been a matter for human. Intrinsically human has two legs: Selfish and Groupish. Our selfish side does not care equality while Groupish side cares. What about the fairness? Does human wants fairness more than equalities in economic life? In this research, we have applied a questionnaire to find these two questions answer.

Keywords: behavioural economics, evaluation, economic equality, economic fairness

CHINA AND ITS PLACE IN THE WORLD ECONOMY. EVOLUTION AND FORECASTS

Luiza Loredana NĂSTASE

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
nastase.luiza@yahoo.com

Abstract: If for decades, China has embarked on extensive economic reforms to gain free trade and access to the world stage, trade and foreign investment; today, the international rise of the Chinese economy is undeniable, with many specialists considering it a superpower. In fact, if we take into account purchasing power parity, then China is the world's largest economy, both as a producer and trader. China's largest trading partner is the US, with an export figure of about \$ 388 billion in 2016, or over 18.3% of the total exported. The following places are occupied by Hong Kong and Japan. Even if China's nominal GDP in 2016 accounted for 60 percent of the US (\$ 11.2 trillion), per capita, it was only \$ 8,133, or just over 14 percent of the US. In this article, we want to present China's current situation, as an economic superpower, a remarkable emerging country and an important pillar in the world, a factor of influence, but also the implications for partner states (it retains China's relations with the US).

Keywords: global trade system, China-US relations, foreign direct investment, emerging economies, internationalization trends

QUALITY PRACTICES IN THE FIELD OF REGIONAL DEVELOPMENT POLICY IN THE MEMBER STATES OF THE EUROPEAN UNION

Mihaela LUPANCESCU and Ramona PÎRVU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
mihaela.lupancescu@yahoo.com, ramopirvu@gmail.com

Abstract: Regional issues, by their nature and content, vary widely from one country to another, being the result of specific conditions and factors that characterize each state. As a result, their resolution, in addition to common elements, has many features, both in terms of regional policy objectives, organizational means and spatial structure, zoning and / or regionalization of territory, to create the framework necessary to materialize and implement these objectives.

Regional development policy is one of the most important policies of the European Union. At the same time, this socio-economic cohesion policy is one of the most complex in the whole spectrum of Community policies as it interacts with a number of sectorial areas such as agriculture, transport, economic development, environmental protection, employment and vocational training, equal opportunities and gender. Thus, regional development policy is indispensable for the achievement of the Union's constitution and activity objectives. Cohesion policy (Dragan G., 2003) includes both regional policy (geared to reducing territorial disparities, regenerating declining industrial areas, providing rural development assistance), social policy issues (such as combating long-term unemployment and supporting the process education and lifelong learning) as well as a part of the common agricultural policy (rural development assistance). Article 174 (ex. Article 158 TEC) of the Treaty on the Functioning of the European Union (consolidated version) refers to the harmonious development of the whole of the Union, which is achieved through its actions designed to strengthen its economic, social and territorial cohesion, in particular, to reduce disparities between the levels of development of the various regions and the backwardness of disadvantaged regions, including rural areas.

Keywords: regional development policy, cohesion policy, territorial disparities, social policy, territorial cohesion

THEORIES AND MODELS OF ECONOMIC GROWTH

Liliana Anamaria DRĂGHICI

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
roxanamariapirvu@yahoo.com

Abstract: With the changes in the economic activities, the theories of economic growth have evolved from the classical to the Keynesian and post-Keynesian ones, and later to the theoretical neo-classics, so far, when we can talk about the new theory of a growth economy. Two economic sectors - traditional (agriculture) and modern (industry) - are undergoing analysis in economic growth theories. According to the authors of some of these theories, the role of agriculture in the economy is to produce basic food, raw materials and to provide labor force orientation to the modern sector. Other theories are at the heart of their study, analyzing each economic sector in dynamics, rates of accumulation and investment, external trade. The article reviews the main theories and models on economic growth as the theoretical basis for the appreciation of the Romanian economic growth model.

Keywords: classical theory, Keynes model, neoclassical model, new theory of economic growth

PERSPECTIVES AND TRENDS IN THE EVOLUTION OF AGRICULTURAL ACTIVITIES IN COUNTRIES WITH ADVANCED ECONOMICS

Nela-Loredana CĂRĂBA-MEIȚĂ

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
loredanameita@yahoo.co.uk

Abstract: The article provides an analysis of the progress of Romanian agriculture in terms of performance and competitiveness, in relation to the results of North America, Canada and the European Union. The paper analyzes the main features of advanced agriculture in terms of agricultural efficiency, namely the North American (American and Canadian) production systems, as well as the current state of agricultural development in the Member States of the European Union.

Keywords: agriculture, economic policy, production, consumption, export, marketing competitiveness

FACTORS INFLUENCING STRUCTURAL FUNDS IMPLEMENTATION IN ROMANIA

Ovidiu MEGAN and Mădălin DOGARU

West University of Timișoara, Faculty of Economics and Business Administration, Timișoara, Romania
ovidiu.megan@e-uvt.ro, dorin.dogaru@e-uvt.ro

Abstract: After the moment of joining the European Union, Romania could benefit from the non-reimbursable funds of 19.2 billion euros from which it managed to absorb 80%. The aim of our research is to identify the benefits and difficulties currently faced by different Romanian organizations in accessing and implementing the structural funds and making proposals to improve the future strategy on accessing non-reimbursable funding. Our paper will test the relationship between difficulties in accessing EU funds, implementation difficulties, the advantages of implementing structural fund projects and explanatory variables determined by items from the application of our questionnaire. Based on obtained results through the application of the questionnaire, we have identified the main difficulties in the process of implementing and accessing non-reimbursable funds by Romanian beneficiaries.

Keywords: structural funds, principal component analysis, project management

THE ECONOMIC ANALYSIS OF MEDICAL ADHERENCE TO RHEUMATOID ARTHRITIS TREATMENT

Mihaela SUBȚIRELU, Adina TURCU ȘTIOLICĂ and Johny NEAMȚU

University of Medicine and Pharmacy Craiova, Faculty of Pharmacy, Craiova, Romania
mihaela.subtirelu@yahoo.com, adina.turcu@gmail.com, johny.neamtu@yahoo.com

Abstract: Patients adherence to treatment in rheumatoid arthritis case is less than optimal (patients do not take their medications half of the time) and the economic costs are emphasizing this problem. A nonadherent patient is costly and time-consuming. It was demonstrated that every dollar spent improving adherence saves seven dollars in total healthcare costs. The level of adherence can be improved if we can understand the correlation between patients behavior in taking their medication and the advices from the health care provider. In order to evaluate the correct

adherence, it is necessary to start using pharmacoeconomic instruments such as CQR-19, DAS, Morisky scale etc. These tools will guide the conversation and alert the physician or the pharmacist to discuss any potential issues during the patient's meeting. Patients who are involved in decisions about the medications they are prescribed are more likely to adhere their rheumatoid arthritis treatment plan. If medication costs are a barrier to adherence for the patients, they should use generic medicines. Previous research has investigated the health impact of nonadherence and this analysis will emphasize the health-economics consequences of low adherence to medication-taking in rheumatoid arthritis.

Keywords: adherence, cost-effectiveness, economics consequences

THE THEORETICAL PERSPECTIVES ON THE DYNAMICS OF THE EU'S REGIONAL POLICY

Ionuț-Mihai RĂDOI

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
radoi.mi@gmail.com

Abstract: European integration determines several economic and political effects on the regions that we should evaluate separately; the combination of these effects determines a free standing dynamic. The process of European integration determined the apparition of some political and constitutional problems for the regions. Therefore, the competences transmitted from national to European level regard aspects where the regions have a direct interest or for which the regional Institutions are liable from the constitutional point of view. Taking into account the fact that the States are represented in the Council of Ministers and are liable for the implementation of law in the European Union, it was created the possibility that the national Governments use Europe in order to get involved in the political domains that had been priory transferred to the regions. For decades the Governments kept their monopoly in European issues, showing that Europe and the EU problems regard the external politics, therefore constituting in an exclusive governmental competence. This vision is more and more objected, because the area of European regulations extended and varied. The amplification of European competences transmitted to national level has led to the participation of the regions in the process of implementation and monitoring the European regulations. The Politics of regional cooperation is complex, because it combines and at the same time is dependent on several domains of exclusive competence, shared or complementary to the European Union. That is why the regional politics represents a binding between the priority objectives of the European Union: economic and social cohesion, application of the principle of subsidiarity and governance, sustainable developments, exposed from the political-economic perspective but also from social-cultural one.

Keywords: regions, economic integration, politics of cohesion, European Union

CONSIDERATIONS ABOUT EXPENDITURES ON ENVIRONMENTAL PROTECTION IN THE CONTEXT OF THE EUROPE 2020 STRATEGY. CASE STUDY: ROMANIA

Rodica Manuela GOGONEA¹ and Aniela BĂLĂCESCU²

¹*The Bucharest University of Economic Studies*, ²*Constantin Brâncuși University of Târgu-Jiu*
manuela.gogonea@gmail.com, anielabalacescu@gmail.com

Abstract: Environmental policy plays a key role in sustainable development, and EU countries are making efforts to find the most effective environmental protection solutions. In this regard, the challenges and opportunities arise for each Member State to implement the EU policy in the field of the environment. For the analysis of the developments recorded by each Member State, the European Commission launched Environmental Implementation Review (EIR). In the implementation of environmental policy of the EU, Romania is characterized by challenges mainly determined by funding and a lack of planning. Although, during the period 2005-2015, environmental protection expenditure recorded an annual average growth with 1.37 milliards Lei, which is a relatively average increase with 12.22%, the natural question arises whether this rate of growth is sufficient to achieve the objectives set in the context of the Europe 2020 strategy? The present article underlies an empirical study of the dynamics of the expenditure incurred for the activities of surveillance and protection of the environment which highlights national progress and, at the same time, enables national performance to be compared with those of other EU Member States.

Keywords: expenditures, environmental protection, Romania

ECONOMIC DIPLOMACY, PUBLIC POLICIES AND ITS IMPACT ON SOCIO -ECONOMIC DEVELOPMENT

Oana Ramona GLONȚ

West University of Timișoara, Doctoral School of Economics and Business Administration, Timișoara, Romania

oanaramona.glonț@gmail.com

Abstract: The present paper highlights the international evolutions determined and influenced by a series of economic, social, cultural and political factors -but not more than those referring to the processes and structures of the world economy. The way they exist, the study of diplomacy and the way it has the analytical tools to highlight and explain the major economic developments in the world, such as regionalization, globalization and economic development, would be a question often ignored by scholars of diplomacy, but with which those studying international relations (RI) are constantly confronted. The basic idea deriving from the title of the presentation itself is related to the economic diplomacy - the foreign policy function which makes the connection between the foreign policy approaches and the economic status of the citizens of the country (Fukuyama 1989). Economic diplomacy represents the effective framework of institutional cooperation, having as a fundamental objective the implementation of the steps related to the promotion of Romania's economic objectives abroad (Lee, Hoking 2010). Avoiding axioms, calling on economic diplomacy and its representatives, European states are concerned about the state of the world, and especially with the way economic diplomacy makes its presence felt in the evolution of society. When reporting on trade, the European position is unique, adopting a common position or free trade U.E. having a single place within the World Trade Organization, occupied by the European Commission which leads the talks on behalf of the Member States, countries attending WTO meetings as observers. States' strategies do not place much emphasis on territorial expansion, but on conquering new markets. In this context, diplomacy is focused on a triple mission: support for exporters, investment attraction on national territory, and inflection of international regulations.

Keywords: diplomacy, security, target, economy, globalization

THE ROLE OF BUDGETARY-FISCAL POLICIES IN THE PROCESS OF ECONOMIC GROWTH

Daniel TOBĂ and Dalia SIMION

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

danutob@yahoo.com, daliasimion@yahoo.com

Abstract: The economic growth assessment process has as its starting point the main macroeconomic aggregates of the national accounts system, made up of domestic and domestic product forms. The national accounts system creates the necessary basis for the development and development of macroeconomic analyzes, together with the indicators that are involved in macroeconomic studies: consumption, production, financial and non-financial resources. In this respect, we can identify three perspectives on the macroeconomic importance of fiscal-fiscal policy: stabilizing the level of a product around the balance, by changing the categories of expenditure or taxes; providing stabilizers to protect the economy and its isolation from amplifying imbalances within aggregate demand; establishing a degree of indebtedness that is justifiable for the economy by subsidizing public spending. The influences of the fiscal-fiscal policy can be found in the labor market, by lowering the short-term unemployment caused by an expansion of the supply for jobs. Also, fiscal-fiscal policy must meet the needs of raising living standards in a country like Romania, but also have a stimulating effect on the investment processes in the economy.

Keywords: budget expenditure, taxation, economic growth, macroeconomic indicators, public revenues

CHALLENGES OF THE NATIONAL ECONOMY FROM THE PERSPECTIVE OF BIOECONOMY DEVELOPMENT

Daniela Livia TRĂȘCĂ¹, Mirela Ionela ACELEANU² and Diana Mihaela POCIOVĂLIȘTEANU³

^{1,2}*The Bucharest University of Economic Studies, Bucharest, Romania*

³*The "Constantin Brâncuși" University, Targu Jiu, Romania*

daniela.trasca@gmail.com, aceleanu_mirela@yahoo.com, diana.pociovalisteanu@gmail.com

Abstract: The resources are limited, even if we refer to renewable or non-renewable ones, both in terms of needs and in relation to the development of science and technology. Growth perspectives of the world's population, global warming, climate change and the destruction of the environment require solutions for discovering new resources and a more efficient use of these. Towards the development of the bio-economy, important steps have been taken both at the EU level and at the level of the national economy. This paper aims to highlight, on the one hand, Romania's bioeconomic

potential and, on the other hand, to identify the challenges that the national economy has to face in terms of the development of the bioeconomy. In order to identify the bio-economic potential of Romania, we will analyze the economic performance of the industries that produce and process bioresources, respectively the performances of agriculture, forestry and fishing, as well as of the food, pulp and paper industry, the evolution of some indicators such as labor productivity, per capita PM 2.5 airborne particulate matter but also financial instruments that can support the development of this sector. In order to identify the challenges, we will look factors such as infrastructure, labor, and availability of the resources.

Keywords: bioeconomic potential, skilled workforce, infrastructure

EUROPEAN COMPETITION FOR FOREIGN INVESTMENT AFTER BREXIT

Georgeta ILIE

“Dimitrie Cantemir” Christian University, Faculty of International Business and Economics, Bucharest, Romania
g2009ilie@gmail.com

Abstract: Across Europe, many countries and regions have begun positioning themselves to catch the new opportunities that will come from Brexit. Nevertheless, there are a few elements, including the tradition as an open and transparent centre for finance, the pool of talents, the language advantage, or the UK's time zone, that make London and UK a destination that is hard to be marginalized in global investment, even if in or out of EU. The merely problem with other major cities like Paris, Frankfurt, Amsterdam, Madrid or Luxembourg are the characteristics and the size needed to compete with a centre like London. The paper will emphasize that even after Brexit, the UK is expected to continue to be an attractive destination for foreign investment due to its advanced service industry, extensive engineering sector, and great domestic market. A global financial centre and multicultural hub give to London a few unique assets for international businesses.

Keywords: foreign investment, attractiveness, destination, economic performance, impact

THE IMPACT OF SHADOW ECONOMY IN ECONOMIC DEVELOPMENT

Gabriela Corina SLUSARIUC

University of Petroșani, Romania,
mariamacris2011@yahoo.com

Abstract: Shadow economy is a complex phenomenon, which exists in all countries of the world, in various proportions of GDP, being an unavoidable component of a country's economy. The underground economy appears in the literature under various names: unofficial, illegal, concealed, parallel, annex, dangerous, invisible, informal, secondary, shadow, cash economy. Specialty literature has numerous concerns for defining the underground economy. Among the most recognized and accepted definitions: (Choi and Thum, 2005), the underground economy is made up of activities that are not recorded in government statistics. The underground economy is made up of all unregistered business activities that would otherwise contribute to gross domestic product calculated (or noticed) according to a commonly used definition (Schneider et al., 2010). In the underground economy sphere were included various practices: tax fraud, clandestine labour, drug trafficking, arms trafficking, corruption, prostitution, but also household activities that will bring unregistered income. Participants in the underground economy are part of two categories of people; those who work and earn only from the underground economy and the second category are those who earn income both from legal sources and from the underground economy. The phenomenon of illegal economy is a social economic phenomenon, but it has deep psychological implications. Economic literature states that "it is in the nature of man to earn and to avoid as much as possible the giving away of some of the wealth" or "man always has the adverse reaction to the authority he is trying to deceive" or "individualism is a feature of human behavior stronger than collectivism" (Le Bars, 1979). In present times, in Romania, shadow economy represents about one third of GDP, 40 billion euros, being the second in Europe, and about 1.4 million Romanian workers work on the black market. The black labour represents more than 50% in many states, but in particular in less developed countries like Romania, Bulgaria, Hungary. The underground economy has many facets in Romania. The most well-known are tax evasion and black labour, but there are many other activities that escape taxation like drug trafficking, illicit arms trade, corruption, prostitution, coaching, domestic activities, etc. Underground economy is a major problem of our society, but in a low percentage the right of the "underground" economy to exist it is acceptable as a branch among the entire economy, and the main argument lies in the evidence that the underground economy is a source of development, subsistence and even escape from the periphery for underdeveloped economies.

Keywords: shadow economy, economic development, fiscality, investments, tax evasion, shadow labour, market, Tax avoidance

APPROACH ON SPECIFIC ASPECTS OF THE ROMANIAN AGRICULTURE IN THE CURRENT EUROPEAN CONTEXT

Maria CIUREA
University of Petroșani, Romania
mariamacris2011@yahoo.com

Abstract: In Romania, Agriculture represents one of the most important branches of the national economy and the main source of income for the rural population. It generates effects on the entire national economy as it ensures food security and contributes to the sustainable development of rural areas. At the same time, the importance of Agriculture in the national economy is due to the existent potential in terms of natural resources and labor force involved in this activity. This paper intends to carry out a comprehensive analysis on the place occupied by the Romanian Agriculture in the European environment, on the structure of Rural Agriculture in Romania and in the EU, as well as on the main factors of influence and trends in the transformation of the Romanian Rural Environment. It disposes of a series of favorable conditions and advantages for agriculture, but at the same time it has a series of deficiencies which determine a low performance and slow alignment to the developed countries in the EU. Therefore, our approach on this theme represents the customization of the comparative analysis carried out on the Romanian Agriculture and on that of the European Union, through the SWOT analysis which will be structured around the priorities of the EU in terms of rural development during 2014 – 2020. Through this analysis, they will aim at the identification and analysis of strengths and weaknesses, of opportunities and constraints of the Romanian Agriculture in the current European context, aspects that will lead to some conclusions on the fact that the revitalization of the rural environment requires, first of all, a structural change that targets several levels of action.

Keywords: agriculture, rural development, SWOT analysis

ANALYSIS OF THE EMPLOYMENT AND UNEMPLOYMENT OF THE LABOR FORCE WITH HIGHER EDUCATION IN ROMANIA

Răducu Ștefan BRATU and Ștefan BRATU
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
braturaducu@yahoo.com, bratustefan53@yahoo.com

Abstract: Over the years, a number of studies have been published in the literature on employment, unemployment, employment-related factors, unemployment rates, unemployment, unemployment outcomes and the likelihood of getting a job. Education and its effect on human capital, employment and unemployment have been the focus of researchers, considering that education plays an important role in solving employment problems. The purpose of this research is to provide rigorously scientifically substantiated answers to these questions. The results obtained during this study can be useful in identifying vulnerable groups, higher education subjects affected by social exclusion, and developing viable policies to combat unemployment and improve the effective employment of this category of workforce. A significant proportion of university graduates are able to enter the labor market after completing their studies as employees, but not in line with their educational background, and are generally employed in positions below their educational background and with a salary below what they have earned. Another objective of this research is to analyze the effect of educational specialization on the incidence of unemployment, the duration of unemployment and the probability of (re)hiring the subjects. We will also turn our attention to the phenomenon of the migration of highly qualified people in Romania (brain-drain), as well as the consequences this phenomenon induces on the Romanian economy. We will also analyze the frequency of atypical forms of employment (part-time, fixed-term, self-employment, work at home, etc.) and their effectiveness in combating the unemployment of people with higher education.

Keywords: employment, unemployment, labor force, higher education, economy

STRUCTURAL REFORM OF THE ENERGY SECTOR , A WAY OF ECONOMIC GROWTH FOR ROMANIAN ECONOMY

Sorin Claudiu RADU
„Dimitrie Cantemir” Christian University, Bucharest, Romania
radosorin_ucdc@yahoo.com

Abstract: As part of the structural reform of the energy sector, public institutions, such as the Ministry of Energy, are using a program of financing through the stock exchange, which is considering the sale, by means of specific capital market, packages of shares in state-owned companies in the energy sector, as well as SPEEH Hidroelectrica S.A.,

Energy Complex Oltenia S.A., Rompetrol Rafinare S.A. Accelerating structural reforms and mobilization of internal reserves of efficiency economic operators in the sector of energy and energy resources will help the Romanian economy to capitalize on potential economic growth and competitiveness economic growth would allow. After over 20 years of activity, the Bucharest Stock Exchange requires a concentration of capital, transparency and simplification of the procedures for becoming a strong capital market in South-East Europe, with the possibility to promote emerging market status. In this sense it must begin to return to its essential function, namely to provide funding to public and private companies.

Keywords: Romanian capital market, energy sector, emerging market

THE EFFECTS OF INVESTMENT IN HUMAN CAPITAL ON ECONOMIC GROWTH IN ROMANIA

Laura Mariana CISMAȘ, Andra MICULESCU and Maria OȚIL

West University of Timisoara, Faculty of Economics and Business Administration, Timisoara, Romania

laura.cismas@e-uvt.ro

Abstract: The present paper had as starting point the idea according to which human capital and investment in human capital, and respectively investment in education and health, can be considered key determinant of economic growth and development. Human capital is considered to be the most valuable asset, and education is regarded as an essential component of development strategies, as well as a major factor for continuous and sustained economic growth, to improve competitiveness and employment. The paper emphasizes the idea that investments in education and health become ineffective unless accompanied by a suitable and appropriate strategy for economic and social development, based on socio-economic and political stability, and by the existence of a direct relationship between income, occupation and level of education and professional training. We consider that the most important indicator of economic growth is dependent on achieving an increase regarding the implications of the human factor and its influence on the environmental capital. Education further guides individuals towards saving, thus turning into an essential element of the social inclusion policy. The skills acquired by individuals allow them meaningful participation to the economic and social development of regional and national economic and social development. Skills' improvement is of paramount importance for the short term economic recovery in Romania and in order to cope with the impact of the crisis on employment it is essential to improve its monitoring, evaluation and forecasting, as well as ensuring compatibility between the skills' supply and demand. The issue of human resource is very topical, especially for the Romanian society characterized by vast social and economic discrepancies. Building a strategy for economic growth and development supposes, identifying a series of measures that will contribute to preserving, enhancing and harnessing of all the resources of a country at a given time.

Keywords: human capital, social capital, investment, economic growth, competitiveness

THE SPECIFIC HIERARCHY OF THE KEY SUCCESS CRITERIA (KSF) IN THE EDUCATIONAL PROJECTS FUNDED BY THE EUROPEAN UNION IN ROMANIA

Ligian TUDOROIU¹ and Gheorghe SĂVOIU²

¹*University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania*

²*University of Pitesti, Faculty of Economics and Law, Pitesti, Romania*

l.tudoroiu@ronera.ro, gsavoiu@yahoo.com

Abstract: Every process of reform has an outset related to knowledge or education phenomenon and any profound reform starts from real education. The unexpected evolution and dynamics of the key success criteria (KSC) of a project represent the dominant analysis of the literature review section, which is described by the necessary references to human personalities who have delineated through key performance indicators (KPIs) the success or the failure of a modern project. The investigative approach and the methodology of the paper are structured in terms of characteristic survey applied on a small volume sample (extracted from the intersected populations of project managers and teachers). Through its questionnaire, the article seeks to identify the views of a relatively small group of experts who have managed at least one educational project, funded by the European Union (EU) in Romania, about the hierarchy of current KSC and their expectations of the extension through the vision of a new project management guide (PM). A careful analysis of these criteria identifies statistical elements of distributive abnormality resulting from the opinions of educational project managers in Romania, concerning the human team or human resource. Some correlations or logical associations are also identified either directly between the scope of the project and its acquisitions or indirect correlations between the deadlines or time and team or human resources of the project.

Keywords: Key Success Criteria (KSC), Performance Key Indicators (PKIs), Project Management (PM), Matrix of Correlation

COMPETITIVENESS IN SOUTH EAST EUROPE. MODELS OF ECONOMIC DEVELOPMENT IN THIS AREA

Laura UNGUREANU and Mădălina CONSTANTINESCU
Faculty of Legal, Economic and Administrative Sciences, Spiru Haret University, Craiova, Romania
laura.ungureanu@spiruharet.ro, madalina.constantinescu@spiruharet.ro

Abstract: Regional competitiveness is the ability of a region to provide an attractive and sustainable environment for businesses and residents to live and work there. Launched in 2010 and published every three years, the Regional Competitiveness Index (RCI) allows regions to monitor and assess their progress over time and in comparison, with other regions. It is the first measure aimed at providing a European perspective on the competitiveness of EU regions and is based on the approach used for the global competitiveness index of the World Economic Forum (GCI-WEF). Using this index, we will present what are the characteristics of the Balkans, the development models of countries in this region critical to continental security. At the same time, we will make a comparison between the countries of this area, where, unfortunately, Romania is in last place in the ranking of regional competitiveness.

Keywords: competitiveness, Regional Competitiveness Index, economic development, models, performance

MEASURING THE QUALITY AND THE EFFICACY OF HIGHER EDUCATION THROUGH THE INDICATORS OF SKILLS FOR EMPLOYMENT. CASE STUDY: ROMANIA

Raluca DRĂCEA and Daniel CÎRCIUMARU
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
raludracea@gmail.com, danielcirciumaru@yahoo.com

Abstract: The need to assess the educational effectiveness comes both from financial reasons (to avoid wasting public financial resources) and from considerations related to the effect of human resource investment, namely to generate economic growth and development.

The basic mission of any higher education institution is to ensure the evolution of the individual, both in terms of skills and abilities, as well and in terms of knowledge, so that the social progress and well-being to be achieved. Thus, while the educational quality can be assessed through four types of indicators (inputs indicators, enrolling indicators, outputs indicators and results indicators), the educational activity effectiveness is much more difficult to assess. This is because even if the educational activity is assimilated to an investment in the human resource, it is far from producing immediate effects like a physical investment, and thus making it quite difficult to quantify.

At this moment there is no data available in Romania to determine the impact of the educational offer on the labor market. Yet, an empirical analysis of the correlation between the educational offer in Romania and the requirements of the labor market was carried out in this paper, taking into account some of the OECD indicators of skills for employment.

Keywords: indicators of skills, educational offers, statistical correlation, employers

DIFFERENCES IN THE DEVELOPMENT OF RURAL AREAS IN THE ACCESSION OF PRE-ACCESSION AND POST-ADMISSION STRUCTURAL FUNDS IN ROMANIA

Lili ȚENEĂ
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
teneal964@gmail.com

Abstract: During the pre-accession period to the European Union starting with 2002 in Romania was launched the SAPARD program which had the following objectives: processing and marketing of agricultural and fishery products and development and improvement of rural infrastructure. During this pre-accession period investment projects in the rural area were implemented mostly in the field of infrastructure development and less in the field of agricultural farm development, precisely because of the lack of information at the level of the agricultural producers. In the post-accession period, due to better information and awareness of the rural population, many projects were implemented both in the field of local infrastructure and the development of agricultural farms at a European standard.

Keywords: accession, pre-accession, post admission, structural funds

A BRIEF HISTORY OF ROMANIAN INTERWAR ECONOMY

Lucian DINDIRICĂ

Alexandru & Aristia Aman Library / University of Craiova, Romania
lucian.dindirica@yahoo.com

Abstract: At the end of 1918 Romania obtains rights over the territories inhabited by Romanians, which had been a part of the neighbouring empires: the Austrian-Hungarian Empire and the Russian Empire. Therefore, the economic potential of the new country grew due to the territories obtained as a result of the successive unions that took place in 1918. Numerous economic sectors developed gradually and slowly at the beginning of the interwar period, in contrast to the pre-war period. The agricultural area increased by 8 million hectares, from 6.5 million hectares of cultivable land in the Romanian Old Kingdom. The forestry almost tripled. The railway network grew from 4200 km to 11000 km. The chemical and electric industries developed by 400%. Although the potential was high, the country's economy and finances were on their knees, as they had been in the period 1907-1910. The economic life of interwar Romania had fluctuant evolutions due to the new social, political and cultural frameworks that resulted from the Great Union on December 1st 1918. The interwar political class focused on consolidating and harmonising the society and the institutions from all old and new territories alike. Furthermore, an increase in the intellectuals' involvement in the social and political life of Romania could also be noticed; as a result of this, the relation between the great land owners and the bourgeoisie changed and an increase in the role of small bourgeois in the Romanian economy increased. At the same time, a strengthening of the importance of peasantry as a result of the 1921 agrarian reform – the largest reform in the history of the country and one of the most significant ones at European level – could also be observed. The development of industry in all its branches led to increases in the number of workers. Between 1919 and 1921 the Romanian economy was struggling due to the fact that it only stood at 25% of the production recorded in 1913. Consequently, Romania was forced to import cereals in 1919, although it owned a vast surface of arable land. In the period of the liberal governance (1922-1928) a performing industry, mainly based on the restoration of undertakings destroyed by the war, was built. The invested capital grew by 250% in only four years. During the course of one year, i.e. 1924, three important laws were issued for the stimulation of economic growth: the Energy Act, the Mining Act and the Law regarding the Control of State Economic Undertakings. In the period 1929-1933, during the economic crisis, the phenomena of over-production, political instability, bankruptcy, unemployment and price depression, as well as ample social movements could be seen in Romania. After 1934 the economy reinvigorated, thus attaining its highest production threshold in 1938. The highest point of Romanian inter-war economic development was reached when the per capita income exceeded 110 \$ and the country ranked first in Europe and sixth in the world at the extraction of petroleum and second in Europe at the extraction of natural gas and gold. In 1936 the highest level in exports was achieved. In the interwar period Romania ranked among the first in terms of the biggest economic growth worldwide, achieving an average growth rate of 5.5% a year. Between 1938 and 1939 Romanians were hence able to produce 80% of the necessary industrial products..

Keywords: Romania, interwar economy, Great Union, economic crisis

THE ROLE OF THE EUROPEAN FISCAL BOARD

Alexandra DAEA

University of Craiova, Faculty of Economics and Business Administration, Romania
alexandradaea@yahoo.com

Abstract: The European Fiscal Board (EFB) was launched in 2016 as part of the effort to enhance the EU's economic governance framework. One main objective of the EFB is to provide to the Commission an assessment of the implementation of the Union fiscal framework. Also, the EFB scope is to cooperate with national fiscal councils, facilitating the exchange of best practices. Fiscal policy represents an important instrument for macroeconomic policies. In the euro area, fiscal policy is a prerogative of national governments. In order to minimize the risks of fiscal policies undermining the common stability-oriented monetary policy, national fiscal policies are expected to observe common rules, known as the Stability and Growth Pact (SGP).

Keywords: EFB, governance framework, fiscal framework

ACCOUNTING TRACK

THE EVALUATING OF THE POSSIBILITY AND ADOPTING AND APPLYING OF THE INTERNATIONAL EXTERNAL AUDITING STANDARDS AND ITS SUITABILITY WITH THE PROFESSIONAL AND LEGAL ENVIRONMENT IN THE STATE OF IRAQ

Fedaa SABBAR

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
fdaasabbar@yahoo.com

Abstract: The external audit profession in Iraq suffers from problems and weakness in the profession, the most important of which is the of the profession of auditing system and monitoring auditing (external audit) which is utilized in Iraq a now .And the failure to keep pace with developments and economic changes in the countries of the world, including Iraq, The current our study is aim to diagnosis and determine of most important of problems and Barriers which is suffer for it profession of external audit in Iraq. Our study is achieve many conclusions the most important, the suffering of the profession of external auditing in Iraq of many problems such as government intervention in the management of the profession, Also the study reached several recommendation and the most important work to develop the profession in Iraq based on international standards of external auditing which are considered guide for development.

Keywords: external, audit, profession develop

THE IMPORTANCE OF PROFESSIONAL JUDGEMENT IN THE APPLICATION OF ACCOUNTING RULES

Adriana CRAIȚAR

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
iotaadriana@gmail.com

Abstract: Although, by definition, accounting is an exact science, which provides information based on accurate calculations, the economic reality of Romanian companies implies, most of the times, the use of professional judgement. From this point of view, we will analyze in the present paper the issue of professional judgement in the field of accounting by presenting the most common situations in which the regulations in force must be applied using the professional accountant's judgement so that the economic reality is accurately represented in the annual financial statements.

The starting point in the development of case studies, in which professional judgement takes place, is precisely the accounting regulations in force (OMFP 1802/2014), in which reference is often made to professional judgement for solving certain cases. From the multitude of situations in which the professional judgement is used, we will analyze those related to the recognition of fixed assets such as exploration and evaluation assets of mineral resources.

Keywords: professional judgement, accounting regulations, recognition of fixed assets

THE ACCOUNTING PROFESSION AND THE CHALLENGES OF THE FUTURE

Valeriu BRABETE, Cristian DRĂGAN and Claudiu ȘERBAN

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
vali_brabete@yahoo.com, cdragano11@gmail.com, claudiu_mellior@yahoo.com

Abstract: Nowadays, we can say that accounting overcame the status of a simple source of information for the decision makers. Its' actual role is much more complex, because accounting, as it is perceived now, plays a very important role in the social plan. In this new economic context, in which globalization is imminent, extending the role of accounting has generated new challenges for the accounting professionals. They have to overcome multiple challenges, through a fast and efficient adaptation to the new requirements of the economic environment in which they work. This present paper aims to analyse the new dimensions of the accounting profession and the factors which represent present or future challenges for the professionals of this domain. We will direct our research towards discussing the implications that certain specific factors have upon the accountants' activities: the relationship with the business environment, the digitalization of the professional services, diversification of the offered services, the relationship with the relevant authorities etc.

Keywords: accounting, accounting profession, future, challenges, accounting services, digitization

ROMANIA AND THE NATIONAL ACCOUNTING SYSTEM

Maria CRIVEANU and Elena Iuliana ION

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
criveanu_maria@yahoo.com, ion_elena_iuliana@yahoo.com

Abstract: The System of Accounts or the National Accounting System (NAS) is a system of macroeconomic evidence and analysis used in statistics of market economy countries, in UNO and other international organizations statistics. The emergence and evolution of the National Accounting System was imposed by the need to provide some correlated information for macroeconomic calculations and analyzes and is related to Keynesian research materialized by the publication in 1936 of a series of economic recovery models. National accounting as a special resort of accounting is a method of registering, tracking and quantifying, summarizing and aggregating the economic activity of a country with the help of a series of accounts over a certain period of time, most often one year. National accounting allows the unification of economic language so that the definitions given to this scientific discipline are firm and without ambiguities. The paper aims at presenting how the non-financial accounts and financial accounts of the institutional sectors are developed through national accounting as well as the use of the information provided by them for macroeconomic forecasting.

Keywords: non-financial account, financial accounts, National Accounting System, macroeconomic forecasting

THE COMPANY PERFORMANCE EXPRESSED BY THE TEMPLATES OF THE PROFIT AND LOSS ACCOUNT – NATIONAL, INTERNATIONAL AND EUROPEAN REFERENCE

Elena Iuliana ION and Maria CRIVEANU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
ion_elena_iuliana@yahoo.com, criveanu_maria@yahoo.com

Abstract: The hereby article proposes to analyse the relation between the degree of appreciation regarding the performance through the profit and loss account drafted in accordance with the national, international and European reference. The aim of the study is that of identifying the component principles and the particularities of the profit and loss account templates drafted in accordance with the national, international and European reference. The study is concentrated on the underlining of the professional reasoning importance regarding the influence factor of the company's performance. The results achieved due to the performed research show that the appreciation method of the company's performance is influenced by the component elements of the profit and loss account drafted in accordance with the national, international and European reference. On the other side, the performed research underlined the fact that the shape and content of the profit and loss account are dictated by the professional reasoning as well as the requirements of the information users. Globally, there is a diversity of accounting systems. The globalisation trend of investment markets will determine the appropriation of the accounting systems in order to ensure the comparison and transparency of financial and accounting information which are useful for economic decision making.

Keywords: profit and loss account, performance, professional reasoning

CALCULATION OF THE ACTUAL COST IN THE CHEMICAL FERTILIZER INDUSTRY

Ion IONESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
ionescuion2006@yahoo.com

Abstract: The main goal of the research is to present a way of organising the managerial accounting of totally and semi-finished product obtained in chemical fertilizer industry entities. For this study, we analyzed the current principle of managerial accounting to an entity in the studied area, in order to emphasize the need of organizing and implementing a modern accounting management to control the cost and increase the performance of the entities in this area, starting from the premise that there are sufficient similarities between entities in the field. The research has highlighted the fact that, nowadays, the cost calculation is organized using traditional methods, which focus on the monthly determination of the actual unit cost per product (semi-fabric) and that it is necessary to organize and implement a managerial accounting, based on the use of a modern method, namely the standard cost method combined with cost centre method. The major implications of the proposed system for the researched field are the monthly calculation of actual costs per cost centres, the calculation of the actual cost per product, as the final cost carrier, to be performed over longer periods of time, usually, quarterly.

Keywords: actual cost, cost centre calculation, product calculation, cost centres productive, cost related centres

FRAUD DETECTION ACTORS

Ionuț SPĂTĂRELU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
spatarelu_ionut@yahoo.com

Abstract: Fraud occurs both in the public and private sectors and is practiced most often in collusion with those around us, with colleagues, customers and suppliers targeting both material goods and goods from other categories. The consequences of fraud are enormous for the company and may threaten its existence and there is the possibility of putting its reputation at risk. Generally speaking, financial control acts and operations consist of documentary and factual verifications, written records of findings, appraisals and conclusions, as well as decisions on actions and possible coercions necessary to restore the compliance of controlled subjects' financial activity with the law. Internal Auditing is a support function because it enables business managers and organizations to better manage their activities. The Assistance (Counselling) component attached to internal audit clearly distinguishes it from any control or inspection action and is unanimously recognized as having tendencies to evolve furthermore. In organizational terms, financial management control is exercised by a separate department, reporting directly to the heads of ministries, departments and other bodies of central government, prefectures, Bucharest municipality and autonomous administrations.

Keywords: fraud, auditing, detection

THE INSURANCE POLICY IS A GUARANTEE OR A HYPOTHESIS?

Ersilia CATRINA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
ersilia76@yahoo.com

Abstract: If there are all kinds of abnormalities related to the covering range of the insurance policies or if there are small tricks which trigger consequences that cannot be quantified at the moment the relationship between the insurer and the insured occurs, namely when the insurance policy is signed, we ask ourselves if an insurance policy is a guarantee or just a hypothesis that we do not suffer losses because we are insured if a risk or a damage arises. As a consequence of the fact that, at national level, within the insurance companies, the internal control is inefficient, and the compensatory system is generally at the decision of the decision maker without being hold responsible for the decisions made, such people can easily slip on a wrong slope temptations and thus things could degenerate and take on a side devoid of professional deontology and illegal at the same time. Thus, internal control can make the difference between an activity which runs under normal, legal and profitable conditions, and an activity that can bring much damage to those involved in this system. In this paper we aim to highlight the importance of internal control within the insurance companies, as well as the consequences of a lack of internal control within those companies.

Keywords: policy, insurance, risk, warranty, hypothesis

CONTROL AND AUDIT AND THEIR ROLE IN THE ELIMINATION OF ADMINISTRATIVE AND FINANCIAL CORRUPTION.

Ahmed Hussein AL-RUBAYE

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
ahmedradhi2017@yahoo.com

Abstract: It is recognized that the control and audit play a leading role actor in the disclosure of financial and administrative deviations practiced by an entity. This is in terms of the goal, but in terms of importance, the supervisory role based on experience and practice in the rules, assets and accounting systems. the accounting standard and the latest scientific theories in administrative work and financial Portal BitComet important oversight role must be played by the audit bodies in the internal environment as well as the bodies in the external environment, including: (integrity Commission, and the Office of financial supervision, circuits inspectors general, parliamentary and integrity an important role leading to adjust the work of the administrative and economic units through field visits scheduled and surprise to see the reality processes Administration and Finance in the multi-state apparatus and diagnosing ills and aberrations, corruption, and corruption, which may get them. And take practical actions and deterrent in order to preserve the integrity of the administrative and financial process, and maintaining the security of information, thus preserving the state and its organs of administrative and financial corruption. We are here trying to detect these errors a

vocabulary task in the work of these bodies and prevent fraud, embezzlement and manipulation that can be located in which they appear.

Keywords: audit, control, fraud, diagnosing, corruption

STUDY ON IMPROVEMENT OF ACCOUNTING AND AUDIT OF FIXED ASSETS USING COMPUTER ASSISTED TECHNIQUES

Cerasela PÎRVU, Sorinel DOMNIȘORU and Sorin-Sandu VÎNĂTORU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
cerasela.pirvu@yahoo.com, domnisorusorin@yahoo.com, vinatorusorin@gmail.com

Abstract: Given that information technology has evolved rapidly in the last decade, there is a need for a new approach to computerized accounting, which can have a positive impact on the business. A December 2011 KPMG study of global cloud trends reveals that more and more managers are prepared and opt for the migration of the financial and accounting process in the Cloud. Cloud Adoption 2012, conducted by Consult Blue at CIO Council's request, shows that 55% of large companies in Romania use Cloud Computing technologies in various forms.

If at the level of small and medium enterprises the flow of the account is relatively small, the number of processed documents, the accounting operations and the controls being directly proportional to the activity performed, the more the company is more developed the accounting processes regarding the fixed assets and not only are more extensive and the volume of documents you collect is higher.

In this context, talking today about financial audit ignoring computer-assisted auditing techniques is at least unrealistic. Consequently, we can state that the IT / IT audit is a component of the audit process as it supports the auditor's reasoning about the quality of information processed by the IT system.

In addition, new tools have emerged, such as Computer Assisted Audit Techniques (CAATs), which can be used to increase the efficiency of audit procedures, giving auditors the opportunity to apply some procedures to all accounts and transactions, and not just some of them. The influence of information technologies on fixed assets audit missions is the subject of this study, focusing on a new concept - data mining - whose usefulness for streamlining audit stages of audits seems to be increasingly evident.

Keywords: fixed assets, accounting, audit, cloud accounting, CAAT

THE ORIGINS OF SOCIAL ACCOUNTING AND REPORTING IN ITALY: THE ROLE OF FEMALE PIONEERING SCHOLARS

Mara Del Baldo¹ and Maria-Gabriella Baldarelli²

¹*University of Urbino Carlo Bo Department of Economics, Society and Politics, Urbino, Italy*

²*University of Bologna Department of Business Administration, Bologna, Italy*
mara.delbaldo@uniurb.it, maria.baldarelli@unibo.it

Abstract: The role of women scholars and their contribution to initially promoting social and environmental accounting and reporting is a theme relatively new and not yet sufficiently investigated. Starting from this premise, the aim of the paper is to present a discussion about the women who acted as masters and pioneers of social accounting in Italy. The research question is: "What is the contribution of women academics to the pioneering process of social accounting development in Italy?"

The research design develops through a deductive and inductive approach. The first one is based on a literature review concerning social and environmental accounting and gender accounting. The inductive approach is empirically constructed and focuses on the analysis of the scientific and academic career of two women scholars: Paola Miolo Vitali (University of Pisa) and Ondina Gabrovec Mei (University of Trieste).

The comparative analysis of the afore mentioned cases helps to point out the role of women scholars in promoting social and environmental accounting in Italy and contributes to nurture the emerging research field of gender and accounting which still has to be improved and deepened.

Keywords: accounting, gender, social and environmental reporting

ADVANTAGES OF THE INTERNAL AUDIT - INFORMATION SYSTEM CONNECTION IN SUPPORTING MANAGERIAL DECISIONS

Monica PĂTRUȚESCU, Roxana MARINESCU and Mădălina MANGRA
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
monik_cudts@yahoo.com, roxanaseverineanu@yahoo.com, madamangra@yahoo.com

Abstract: The management of any economic organization should focus on managing the risks that occur and evolve continuously in order to avoid unwanted effects. For this reason, It has proved necessary to organize the internal control system within each entity, which has then become the subject of internal audit. The structuring of information systems at each decision-making level is supported by this activity, which implies counselling and assurance for the management. While aiming to match control actions on the levels of management of any organization, it is noted that the accounting area can be found at the operational level, where internal control focuses on recording and processing data, reflecting daily activities, and has as primary targets the protection of the patrimony, and efficient and effective use of resources while respecting the management policies. Thus, for this operational level, information systems are designed as report generation systems that process transaction and production data so that any primary information input into the system triggers a multi-stage processing cycle.

The tactical level is targeted by financial controls, which must certify the existence of resources that support management plans (including annual planning, budgeting, financial performance reports) and actually covers managerial accounting. Consequently, we are talking about management information systems designed to support decision-makers on the basis of information regarding the management of the entity's resources, their oversight and control. These are, however, a complement to the controls at the strategic level, the managerial controls having as objective the organizational structure, the long-term planning, the activities carried out by the top employees in the organization hierarchy.

The character of decisions at this level of management is partly structured because it involves subjective interventions and judgments, correlated with certain data and formalized models. Decision-making support information systems help the user (manager or analyst) in the insufficiently structured decision-making processes, with a tactical and strategic dimension over the environment in which they apply. Starting from a basis provided by the operational information systems, the contribution of this system consists in the learning process that it induces to the decision maker and in amplifying his reasoning in a more objective manner on the scenarios presented to him. However, the role of the internal audit is considered to be materialized only when it can be found on the strategic line of the organization: general management - risks - internal audit - results. In this context, are highly appreciated as strategic information systems the interactive ones for the support of decision-making and "top-level" managers. They can be information systems that "bring-on" strategic advantage.

Defined as information systems of strategic importance, they allow the achievement of a sustainable competitive advantage by the computerization of an activity. In parallel, there are information systems for strategy support, of strategic information, which ensures the close coupling between the informational and the decisional system, the modelling-conception one, and especially the finality one. Information systems for strategic leadership are designed as a combination of all other systems in order to present in a synthesized form the current situation and the future trends of some factors designated by the management as key success factors indispensable to the achievement of the strategic objectives. Rapid access to information and its relevance characterize this system, as well as analytical modelling and presentation options tailored to the needs of managers. Decisions have a non-programmable character, due to diverse data sources and information being analyzed and changing in real time, which calls for a great flexibility of the system. In order to provide the information needed for the decision-making process, an information system for strategic management will contain complex processing processes, some focused on the financial-accounting field, others using the quantitative analysis techniques. Under these circumstances, the management-internal audit collaboration is enveloping the expectation of the managers to receive support in the decision-making process, following the conclusions and recommendations made by the internal audit. Hence the use of the added-value term by IIA Standards, which recognize that internal audit brings value through the ability to improve the organization's internal control system, but also by communicating solutions regarding risk evaluation and reorganization of managerial control system, as well as changing the mentality of the audited ones.

Keywords: risk management, internal audit, information systems, decision support, strategic leadership

IMPORTANCE OF ACCOUNTING - FINANCIAL CONSULTANCY IN ESTABLISHING THE COSTS OF TOURISM COMPANIES' ACTIVITIES

Monica PĂTRUȚESCU and Roxana MARINESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

monik_cudts@yahoo.com, roxanaseverineanu@yahoo.com, madamangra@yahoo.com

Abstract: The information flow of any activity must be integrated into the company's information system, the connections of the various activities having a basis in the cost reflection. The duplication of real material flows with information flows requires the organization and control of hierarchical levels and sectors of activity, with the establishment of relational and functional relations between them.

For the economic entity's management the accounting information must allow a correct calculation of the costs, a knowledge of the expenditures that are reflected in the financial accounting, and affect the result of the exercise, but are not necessarily attributable to the costs of the products or services rendered, thus not getting incorporated from the point of view of unit costs.

Financial and accounting consultancy mission is focused on implementation costs, which implies a precise knowledge of the destination of each expense. Expenditure is considered on all its elements in order to establish homogeneity.

The specificity of each company's activity also determines the procedure for identifying expenditure, and the elimination of an expense or the takeover of the supplementary expenses must be based on a written internal policy on this issue.

Given the nature of the tourism business activity (providing services) taken as an example, the analysis of expenditure has led to the conclusion that all expenditure regarding financial accounting is to be translated into management accounting.

Specific for small tourism businesses is that their management must "cover" marketing activities as well. Tourism is a complex activity with a strong dependence on many factors from the external environment. The role of a consultant is to help the entrepreneur to structure courses of action, including the costs of marketing. Here follow some key issues:

Defining the tourism product and services rendered. The market segment in which they compete and consumer demands must be identified so as to justify the charges applied by the firm for profits.

A wider range of services. Consultancy given to Tourism Company includes studies on competition, identification of new services that can meet demands of tourism consumer and suggesting elements of differentiation of it on the market. These are generating additional costs to be covered from the revenue generated by complementary services.

Segmentation of the market in order to meet the needs of consumers of tourism products and services. For a small tourism business, it is essential to identify and establish clearly what it offers, to whom, when, and at what price. Orientation according to customer needs, their ability to pay certain rates for certain service groups at different times of the year, can maximize the profits of a tourism company. In other words, the role of consultancy is obvious in setting an appropriate price.

Acknowledging and analyzing competitors. Last but not least, it is necessary to focus on the activity and supply of competitors, but also on the lack of some services in the present tourist market.

Determining a price policy. As a key element in the design of a commercial strategy, the price policy must be set within flexible limits, based on the activity and impact factors on the expected actions (adequacy of the means to results) and then adjusted accordingly to the assessments of demand and supply existing on the market.

The financial accounting consultant of a tourism company takes a different approach for the pricing method. It is assumed that the analysis starts from objective criteria (the volume of entrepreneur's investment, the future costs, the expectations regarding the return on investment, the net margin for each activity).

Keywords: financial-accounting consultancy, imputable costs, tourism service, consumer needs, tariff policies

CONSIDERATIONS REGARDING ACCOUNTING REGULATIONS IN THE FIELD OF SPECIAL TANGIBLE ASSETS

Maria NEGRILĂ, Magdalena MIHAI and Costin Daniel AVRAM

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

maria.negriila@incesa.ro, magda@auditsiexpertiza.ro, avramcostindaniel@yahoo.com

Abstract: A relevant and error-free accounting recording of the special categories of tangible assets (such as real estate investments, productive biological assets and tangible assets for the exploration and evaluation of mineral resources) requires a rigorous professional judgment. It implies a good knowledge of the applicable regulations in this field, as well as the exercise of the profession with a high degree of responsibility, even if that requires more documentation. In this paper, we purpose to address the issue of special tangible assets, as we have found that, although they are of a high degree of complexity, are not sufficiently detailed/exemplified in the national accounting regulations. For example, one

of the important points, which have an increased risk of generating errors in the exercise of the professional judgment is the initial recognition in the specific category and the related evaluation of the item/items involved (there are transactions that involve the acquisition of a mix of elements; they need to be separated and recorded/evaluated/tracked individually).

Keywords: special tangible assets, real estate investments, productive biological assets, tangible assets for the exploration and evaluation of mineral resources

MANAGEMENT, MARKETING, TOURISM TRACK

DEVELOPMENT AND TESTING OF A MULTI-DIMENSIONAL MODEL FOR MEASURING GENERAL ORGANIZATIONAL PERFORMANCE

Cristian ȘTEFĂNESCU and Monica LOGOFĂTU
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
stefanescucristiansilviu@gmail.com, monicalogofatu15@gmail.com

Abstract: Organizational performance can be evaluated from multiple perspectives, being a multifaceted phenomenon with multiple dimensions. Such a state creates difficulties in the research of organizational performance because building of a theory on performance measurement involves the development and testing of a model to explain or predict a particular phenomenon based on a generalized model. Therefore, it is necessary a generally accepted unified view on organizational performance and to capture all of its dimensions. The combination of dimensions and organizational performance indicators illustrating these dimensions is a model of organizational performance measurement. In this work, it will be proposed and tested a model of organizational performance measurement on a pilot sample of companies listed on the Bucharest Stock Exchange and will be validated based on empirical collected data.

Keywords: organizational performance, measuring performance, multi-dimensional model, BSE

RISKS MANAGEMENT FROM THE INFORMATIVE SECURITY PERSPECTIVE

Ionuț RIZA
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
rizaionut@gmail.com

Abstract: The risk management has appeared since the establishment of the human communities, developing gradually and cumbersome. Over time, a huge leap has been made, starting from the acceptance of the hazard and up to the recognition, evaluation and the control of the undesirable events, of threat prevention and capitalization of opportunities through scientific risk management actions. The fast rhythm of technological development, the increasing number and severity of cyber-attacks, correlated with the difficulty of normative design and the high costs of the implementation of response mechanism create major vulnerabilities for the cyber security. The perception of the aspects related to the cyber security represents the barometer depending on which the authorities can shape their policies. The essential role of research in the cyber security field consists of the necessity to concentrate efforts on those contexts and conditions that determine the way in which the main people involved reach a common agreement, the way to conceptualize and eventually to respond to some challenges regarding the security in the cyber space. In this regard, the entire work presents the most significant concepts from this field, these aiming at clarifying both some theoretical aspects and practical ones regarding the most important aspects of security in the cyber space, through the approach of the effects generated by the evolution of IT&C on the security risks management. In order to have a clear perception of these aspects, the work presents the defining elements of the cyber space and come to support the efficiency of the management process, especially when referring to the cyber space as a space of conflicts of both economic and political nature.

Keywords: IT (Internet Protocol), cyber insurance, cyber workforce, cyber self-defense, usenet

THE RELATIONSHIP BETWEEN MANAGEMENT CONTROL AND MANAGEMENT BY OBJECTIVES

Anca VĂRZARU and Mihai VĂRZARU
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
varzaruanca@yahoo.com, mihaivarzaru@yahoo.com

Abstract: In order to assess its economic, social and strategic performance, the company must highlight the interaction between the structures and the related behaviours. It must analyse the dysfunctions on the one hand and provide the resources necessary to achieve its strategic, tactical and operational objectives on the other hand. In order to do this, the company is led to put into practice new processes of interactive and dialectical management of conversion of the material and immaterial objectives into financial, human, technical and other means. Thus, Management by Objectives can be translated, among other things, into an efficient and rational procedure for allocating costs and resources. The objective of our work is to identify links between management control and Management by Objectives and analyse the impacts of management control and Management by Objectives.

The problem is characterized by the problem that there is difficulty in identifying the links between management control and the different stages of the Management by objectives process.

The main question is how to clarify the links between management control and Management by Objectives.

Keywords: management control, management by objectives, strategic performance

CULTURAL DIMENSIONS AT THE LEVEL OF A ROMANIAN PRIVATE COMPANY

Magdalena CRIVEANU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
mag_da64@yahoo.com

Abstract: Organizational culture is a recent phenomenon that has been of interest both among researchers and among managers who are often confronted with a number of employee-level conflicts. In this context, managers are asking for a tool to identify the type of culture in the company, the degree of employee satisfaction with the current situation, in contrast to the desired situation, as well as the analysis of other cultural dimensions such as the leadership style or employee management. This paper proposes an analysis for a private company to identify sources of conflicts as well as the direction of action agreed by employees. In developing the company's cultural profile, we used a tool for assessing the organizational culture developed by two specialists, namely Kim Cameron and Robert Quinn. The paper is based on both quantitative research, analyzing the results of the questionnaire as well as on qualitative research, thus using the interview method or the observation method.

Keywords: organizational culture, conflict, leadership style, employee management

A COMPARATIVE APPROACH TO ORGANIZATIONAL CULTURE ANALYSIS TOOLS

Maria Magdalena CRIVEANU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
mag_da64@yahoo.com

Abstract: One of the current concerns of managers relates to the alignment of the organization's strategy with the economic realities. Phenomena such as globalization, technological advance, or clash of civilizations have led to significant turbulence at the political, social and inevitable at the economic level. In this context, modern issues such as organizational change, as well as the approach to change have become topics of interest for the managers in charge of change. Thus, the present paper aims to expose comparatively several tools through which change can be facilitated. Investigation models belong to representative culture specialists such as Edgar Schein, Kim Cameron and Robert E. Quinn or Taylor Cox's. The comparative approach will be done on the model of an organization so that the results obtained can be easily compared. All models show a hierarchy of structured organizational culture components grouped on two levels, namely visible elements and invisible elements, thus creating a clear perspective on the organization.

Keywords: organizational culture, visible elements, invisible elements, organizational change

THE IMPORTANCE OF HUMAN RESOURCE MANAGEMENT AT THE LEVEL OF PRIVATE COMPANIES

Ion CRIVEANU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
ion_criveanu@yahoo.com

Abstract: In recent years, the interest in human resources has been particularly important in relation to corporate goals. The private environment, in particular, has emphasized the need for the best-prepared employees, so recruitment, motivation, training and encouragement have become prerequisites for success among private companies. Thus, research has revealed three types of responsibilities specific to human resources departments: individual, organizational and career responsibility. This study aims to analyze the responsibilities of the human resources department grouped on the three levels mentioned above, following both the manager approach as well as the satisfaction of the employees with the working environment. In the elaboration of the paper, a questionnaire survey was addressed to a number of 45 respondents at the level of a private company in Romania. In the end, the study develops a series of proposals and recommendations addressed to managers in order to help them make the management of human resources as efficiently as possible.

Keywords: human resource, individual responsibility, organizational responsibility, career responsibility

CHANGES AND CHALLENGES IN PUBLIC MANAGEMENT

Cristina Claudia PLOSCARU and Cătălin Ștefan ROTEA
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
ccploscaru@yahoo.ro, roteacatalinstefan@gmail.com

Abstract: Worldwide, the evolution of public management has experienced a number of challenges that have led to major changes in the public sector. By their structure and functioning ways, government institutions, with the help of management theories, pursue an entirely pragmatic goal, as they seek to discover and implement the most rational and efficient methods of organization. Public management responds to the concerns of governmental institutions about the good management of their work. Public management, through managers' action based on rules and management methods allows public institutions to achieve their goals that they have set themselves with maximum efficiency. In this paper we are doing an exploratory research of the management public literature on the main changes produced in public management in the world and in Romania in the last decades. The changes and challenges identified refers to the professionalization of the public function, the computerization of the public institutions, the application of the participatory governance as an element of the modernization of the public management, implementation of total quality management, implementation of performance management in public institutions.

Keywords: public administration, public management, challenges, public institutions

PARADIGM SHIFTING – THE WAY FROM PUBLIC ADMINISTRATION TO PUBLIC MANAGEMENT

Cristina Claudia PLOSCARU and Cătălin Ștefan ROTEA
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
ccploscaru@yahoo.ro, roteacatalinstefan@gmail.com

Abstract: Over the last 30 years, the public sector in Western countries has undergone major changes, governments trying to respond to the challenges posed by technological change, globalization and increasing international competitiveness. During this period there was a wider public sector reform than in any other period of the 20th century. The traditional government model, which predominantly dominated the 20th century, has changed since the mid-1980s, being replaced by a flexible, market-based form known as the new public management. The reforms themselves and the way they were perceived changed over time. This paper aim to clarify the changes undertaken and the implemented and accepted reforms. Based on these researches and using the projective techniques we sketch a public management model that allows for an increase in performance in this area, adaptable to any national culture (with universal character), preserving the best characteristics of the old model of public administration - professionalism, impartiality, high ethical standards.

Keywords: public administration, public management, paradigm shifting, reforms

CONCEPTUAL APPROACHES TO CREATION AND DEVELOPMENT OF MANAGERIAL COMPETENCIES IN SMALL BUSINESS

Polina ANANCHENKOVA¹, Victoriya TONKONOG² and Oksana MARTIROSYAN³

¹*Academy of Labor and Social Relations, Moscow, Russia*

²*Federal State Educational Institution of higher vocational training "Admiral Ushakov Maritime University",
Novorossiysk, Russia*

³*Novorossiysk branch of Belgorod State Technological University named after V.G. Shukhov, Novorossiysk, Russia*
ananchenkova@yandex.ru, vikatonkonog79@mail.ru, martirosyan_o@mail.ru

Abstract: Sustainable development of national economy is mostly determined by development of small business segment, its economic efficiency, which, in turn, depends on quality of training of specialists. The profitability of small enterprise depends entirely on market which constantly requires more efficient methods of production and improvement of management. As a form of free economic management with limited resources and relatively small shares in the market space, small business combines functions (production and management) since employee often acts as an object and as a subject of management in different situations and different types of work. This creates the need for majority of small business personnel to possess not only production but also managerial competence which will help to increase efficiency of their work. In the Russian Federation adopted is the Federal Law "On state support of small business" according to which in the most regions implemented are various programmes for support of small business, including HR training in advanced training system. Special attention should be paid to improvement of training level of

managerial HR since competitiveness of small businesses, their stable social and economic situation mostly depends on the quality of management activities. This fact necessitates the need to improve programmes aimed at meeting needs of small business personnel in the field of improvement of their managerial competence. The purpose of this article is to analyse theoretical and practical approaches to the formation and development of managerial skills of managers of small businesses

Keywords: small business, managerial competencies, creation and development

QUALITY TOOLS AND INSTRUMENTS USED IN MANAGING EUROPEAN FUNDED PROJECTS

Adina DRĂGOLICI NUȚOAICA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
blue_rocca@yahoo.com

Abstract: With increasing complexity and laboriousness of making changes or creating new values, the need of their effective planning and management also increases. In this respect, project management (Sanjuan and Froese, 2013; PMI, 2013; AXELOS, 2013; Müller and Turner, 2007; IPMA, 2006) is an ideal means. Risks related to failures to meet deadlines or budgets still exist, and if they materialize, they may entail catastrophic impacts for an entity involved. Nowadays the theme of project management is very topical, as the application of project management principles keeps expanding also into areas which bear only basic features of projects; they, however, occupy a significant position even in these areas (Relich, 2015). This paper aims to identify the level of utilization of quality methods, techniques and tools in the management of projects, and their impact on project success.

Keywords: European projects, project management, quality, TQM

A REVIEWED IMAGE OF LOGICAL FRAMEWORK APPROACH

Adina DRĂGOLICI NUȚOAICA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
blue_rocca@yahoo.com

Abstract: The Logical Framework Approach is an analytical and management tool which is now used (in one form or another) by most multi-lateral and bi-lateral aid agencies, international NGOs and by many partner governments for the management of development projects.

Developed in the late 1960s to assist the US Agency of International Development to improve its project planning and evaluation system, the Logical Framework Approach (LFA) was designed to address three basic concerns, namely that: planning was too vague, without clearly defined objectives that could be used to monitor and evaluate the success (or failure) of a project; management responsibilities were unclear; and evaluation was often an adversarial process, because there was no common agreement as to what the project was really trying to achieve. The LFA has since been adopted as a project planning and management tool by EU, multilateral and bilateral development agencies. Even though different agencies modify the formats, terminology and tools used in their LFA, the basic analytical principles have remained the same. Indeed, the EU, requires the development of a Logframe Matrix as part of its IPA project formulation procedures (LFM is an integral part of IPA Project Fiche). The LFA is a very effective analytical and management tool when understood and intelligently applied. However, it is not a substitute for experience and professional judgment and must also be complemented by the application of other specific tools (such as Economic and Financial Analysis and Environmental Impact Assessment) and through the application of working techniques which promote the effective participation of stakeholders.

Keywords: Logical Framework Approach, project management, TQM

CONSIDERATIONS ON THE ADMINISTRATIVE ORGANIZATION AND THE ROMANIAN ADMINISTRATIVE SPACE

Adrian COSMAN

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
cosmanadrian7@gmail.com

Abstract: As a subsystem of the global social system, public administration has strong political, social, economic, cultural dimensions, being in a complex connection with the environment in which it operates. Public administration is an instrument through which executive power is exercised and has as objective the implementation of public policies.

Administrative space includes the system of public authority, which exercises executive power, in order to satisfy public interests.

The administrative organization in the logic of public action involves defining the missions that must be fulfilled by public institutions (security, development, solidarity, planning) as a result of functions accomplishment (control, involvement, regulation, planning, programming, expertise). The organizational and functional structure of the system of governmental institutions comprises in a hierarchical, vertical, subordination, at each level, various authorities that carry out activities in order to exercise of executive power in the state, all of which are under the subordination or coordination of the Government, as the central body of power executive. In these paper we will conduct an exploratory research of the Romanian administrative space characteristics and of the pattern of administrative organization adopted by Romania.

Keywords: administrative organization, Romanian administrative space, public institution

TEAMS AND THEIR ACTIONS IN MODERN MANAGEMENT

Daniela POPESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
dpopescu1964@gmail.com

Abstract: The ancient history shows us that efforts to simplify the work by sharing it in leaders and workers have managed the most probable first teams with productive purposes. The development of quality control circuits by the Japanese in 1961 is considered being the first start of use of teams for quality improvement. Quality control circuits are groups of people from a working unit which meet regularly to identify, analyse or outsource issues involving quality or other criteria from their field of work. They choose their own problems and focus on issues regarding life quality of employees or linked to health, safety, focusing instead on the improved work processes. Often these groups are maintained longer periods of time, working from one project to another. The circles of quality control in Japan had some success and likewise they have enjoyed it for the first time even abroad in different corners of the world. The big disadvantage was the lack of support from the middle management part. Without team managers or someone who needed to supervise directly as members of quality council they couldn't convince the management to implement their recommendations. Outside Japan, the popularity of quality control circles fell, this type of team being also the point of leaving in our mentioned teams.

Keywords: teams, productive purposes, teams for quality improvement, circles of quality control

THE STOCKS OF GOODS IN THE LOGISTICS SYSTEM OF PUBLIC INSTITUTIONS

Florin TUDOR, Bogdan BUDICĂ, Adrian-Florin BUDICĂ-IACOB and Ilie BUDICĂ

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
tudor.flo71@yahoo.com, bogdanbudica@gmail.com, adrian.budica@yahoo.com, budicailie@yahoo.com

Abstract: A component of the logistics system, able to create time and place utilities, is the stock of materials, and through their scientific management, significant savings can be made alongside the increase in the quality of logistics services offered to users. Ensuring a supply, tailored to demand-specific and low-cost, is the primary objective of inventory creation. Through a rational foundation, the necessary stock is created at the right time, aiming at minimizing the number of stock breaks as well as the total cost of storage.

Stock management is important for any institution engaged in manufacturing, storing, dispatching and selling products and merchandise, with a major influence on overall performance and a particular impact on the efficiency of an institution's daily activities.

Keywords: stocks of goods, public institutions, logistics system

FUNDAMENTALS OF THE ADMINISTRATIVE DECENTRALIZATION PROCESS

Mihaela LUPANESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
mihaela.lupanescu@yahoo.com

Abstract: Public administration, as an activity carried out by the administrative authorities, can be carried out through several forms of organization. In this sense, centralization, deconcentration and decentralization, together with its corollary, local autonomy, constitute through organizational regimes of an administrative nature, more democratic or

less democratic, and with characteristics that vary according to the degree of dependence between the authorities of the public administration institutions at the central level and local public administration authorities.

There is no single form of organization that incorporates the characteristics of a particular regime. The complex expectations of modern society have led to the blending of features of different forms of organization in order to create a balance of activity within the public administration in order to exercise the functions of executive power for the benefit of citizens, not by conferring unlimited autonomy but by considering the fundamental principle of legality.

Keywords: centralization, deconcentration, decentralization, public administration, administrative authorities

BRAND INTERNATIONALIZATION - A STRATEGIC APPROACH

Cătălin Mihail BARBU and Sorin TUDOR

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
catarom@yahoo.com, tudorsorin2007@yahoo.com

Abstract: Brands look for notoriety and increased revenue from the international business operations. Entry into foreign markets must be placed in the context of the company's internationalization strategy. Every company that wants to be present on the international market needs to develop a strategy that will allow it to achieve the desired benefits. Such a strategy is a complex process that starts with the analysis of information about foreign markets and about the potential of the company, continues with the determination of international objectives, followed by the establishment of alternatives for internationalization. In the international environment, the development of successful brands is a difficult process, as it is hard to quantify the extent to which the international environment differs from the business environment in the country of origin. Differences between markets may be of an economic, legal, but above all cultural, nature, which influences the consumption behaviors of international clients. In this paper we seek to elaborate on the challenges of brand development on international markets.

Keywords: brand internationalization, foreign market, cultural differences

SUSTAINABLE PRODUCTION FOR A COUNTRY'S COMPETITIVENESS

Gheorghe MEGHIȘAN¹ and Georgeta-Mădălina MEGHIȘAN-TOMA²

¹*University of Pitesti, Romania*

²*University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania*
gheorghemeghisian@yahoo.fr, madalina_meghisian@yahoo.com

Abstract: At a global level, Romania is on the 53rd rank out of 140, based on 12 pillars with impact on a country's competitiveness, according to the Global Report of Competitiveness 2015-2016.

Industry is considered a real engine of the Romanian economy, due to the evolution of the effective production and GDP for the period 1995-2015. Thus, the effective production increased more than GDP during 1995-2015, despite of the deindustrialization problem. During the economic-financial crisis, the work productivity indicator registered important fluctuations, with a growth of 3,9% in July 2010 reaching 20,4% in June 2016. Since November 2008 till March 2011, the turnover in industrial companies registered a growth of 21,7%.

The main purpose of the current research is to underline the correlation between the turnover in industrial companies, the industrial production indicators and the work productivity indicator in industry.

Keywords: sustainable production, competitiveness, sustainable development

CLASS MANAGEMENT- THE ROLE OF THE TEACHING GAME IN THE DEVELOPMENT OF STUDENTS 'COMPETENCES

Ana-Maria-Lucia CÎRSTEA CUTEANU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
lucia.cirstea10@gmail.com

Abstract: The role and place of the didactic game in the education system was and is recognized by most of the world's pedagogues. The game is therefore the dominant activity of childhood and it must be part of the class management. The classroom management takes place at a microstructural level where the teacher becomes the classroom's educational manager, determining and directing the activity of the children, and also pursuing the activities under the best conditions. The didactic game introduced at the level of the class management aims to increase the efficiency of the instructive-educational process by continuously adapting the processes to the results.

Given the importance of the school in this transition period, the classroom management must include the most effective and varied methods and procedures to stimulate the growth of knowledge acquisition in relation to the rapid development of society.

Teacher education plays a key role in determining the future prospects of their students. Whether private or public schools, teachers have to provide the necessary tools for their pupils to develop normally and become adults responsible.

In most cases, the role of teacher for primary or secondary education will be very similar to that of a guide. As a guide, you must allow the child to choose learning and style of play at the same time, depending on his behavioral pattern.

As a teacher, you must have challenged you to find new learning methods and new experiences to share with your children.

We have to give up the idea that a teacher knows everything. It has to become a partner in the process of learning and encouraging children to find their own answers instead of being given answers to them. Being a partner, children will adapt more quickly, they will gain confidence, and the teacher will be seen as a support rather than an evaluator.

Keywords: didactic game, class management, educational means, educational instructive process

CHANGES IN THE HEALTHCARE SECTOR IN ROMANIA AFTER JOINING THE EUROPEAN UNION. STUDY CASE: HUMAN RESOURCES AT THE REGIONAL LEVEL

Ana-Gabriela BABUCEA and Cecilia-Irina RĂBONȚU

“Constantin Brâncuși” University of Târgu Jiu, Romania

gabibabucea@gmail.com, cecilia.rabontu@gmail.com

Abstract: The human resources are indispensable for ensuring and providing medical services being the main category of resources. So, for overall health system analysis it is consider fundamental. The focus of the policies in the health field, as a primary element in improving the quality of care, should be the human factor, respectively the number of doctors, the ancillary medical staff and the auxiliary staff, support staff, and the ensuring an optimal rate of them based on population served. But, a continuous lack of national strategy made that amid territorial disparities known even since 1990, in the period immediately following Romania's accession to the European Union, a growing number of health professionals skilled decided to leave the country, both doctors and medical staff with secondary and auxiliary, speaking about a phenomenon of their migration. That phenomenon created severe problems to the functionality of the Romanian health care system and important disparities at the local and regional level. In the same time, the health services were very many influenced by the economic, social, and, legislative factors in the last decade. There are other numerous factors that made that today's, our healthcare system has an inefficient distribution of human and financial resources, an improper health infrastructure with significant inequalities at the local and regional level. A rich national literature in the field analyzed and widely discussed all those factors. "Why migrate so many professionals in the health system in Romania?", „How important is the national context to favoring the labor migration in the Romanian health system?", "Is the intervention of the government legitimate?" are the questions for that many studies tried to answer to. In the context of EU strategy that aimed at cross-border care, and healthcare specialist mobility, each Member State of the European Union has the "primary responsibility for health policy and provision of healthcare services". However, for Romania, this is a permanent challenge, a problem hard to control and solve. Of course, economical regional disparities had affected the development of health services, which obviously depend on the equipment, human resource, or investment. External migration and inequalities in the distribution of healthcare workforce, mainly ancillary medical staff, are critical issues for Romania as result of EU integration, economic crisis, but especially the planning and inadequate management of health human resources. In this context, identifying gaps and issues specific to each region correlated with the demographic factor, the material endowment, the number of health units and the number of hospital beds is the main reason, too. Many statistical publications at the national and European level, data analysis, and opinions of the numerous experts, in recent scientific articles in the field based this research. We used open data from the Tempo Online database of the National Statistical Institute of Romania, for the period 2007-2015, as well as specific statistical methods for territorial analyzing. The results can contribute to providing relevant data and information about the trends taking place in Romania in such important sector, as healthcare it is.

Keywords: development regions, inequality, health system, medical-sanitary staff

THE ROADMAP OF INDUSTRIAL CLUSTERING IN COMPETITIVENESS

Tarık YALÇINKAYA¹ and Tülay GÜZEL²

¹*Canakkale Onsekiz Mart University Social Science Institute, Turkey*

²*Canakkale Onsekiz Mart University, Tourism Faculty, Turkey*

tarikyalcinkaya@windowslive.com, tguzel@comu.edu.tr

Abstract: Clustering approach, one of the most significant strategical management applications, is a process which strengthens competitiveness of industrial companies and their region regardless of their sectors. It is also regarded as a sustainable co-operation of related companies which are active in the same geography.

In this study, it is aimed to analyze fundamental phases of clustering process. The first step of that is to carry out stakeholder analysis. After having been determined the stakeholders in the cluster, lines of value chains within the cluster are supposed to be drawn. So as to raise competitiveness by utilizing the strategical tool “clustering”, other training and practical phases, which are the crucial ones in the process, ought to be effectively and accurately performed.

Clustering process is a sophisticated and tough way; therefore, all stakeholders in cluster should be equally active for a regional competitiveness. There are two main parts of clustering: building structure of cluster and ensuring sustainability of cluster. This study aims to analyze and detail the former part.

Keywords: cluster, competitiveness, clustering, regional development

THE ROLE OF UNIVERSITIES IN THE DEVELOPMENT OF THE INNOVATIVE ENTREPRENEURIAL ECOSYSTEMS

Alexandru ROJA, Claudia CORDEA and Andrei TARABIC

West University of Timișoara, Faculty of Economics and Business Administration

alexandru.roja@e-uvt.ro, claudia.cordea@e-uvt.ro, andrei.tarabic@e-uvt.ro

Abstract: In the current economy, small and medium-sized organizations, especially start-ups, have a defining role in economic growth and social development, but also in redefining consolidated industries through disruptive innovations and new business models. Start-ups emergence and their ability of organic and accelerated growth depends to a large extent on the potential of the entrepreneurial ecosystem to support these initiatives through the strategies that define them and its components.

Entrepreneurial ecosystems have both a supportive role and a transformational one, to generate economic growth by transforming the ways in which organizations generate value in the economy. In Romania, entrepreneurial ecosystems are beginning to take shape, and their development is based on both top-down and bottom-up strategies of the entrepreneurial ecosystems, depending on the regional specificity.

Through this research we aim to analyze the emergence and peculiarities of innovative entrepreneurial ecosystems in Romania, with an emphasis on the role of universities in this process.

Keywords: entrepreneurship, ecosystems, universities

KNOWLEDGE MANAGEMENT FOR A SUSTAINABLE DEVELOPMENT IN THE TOURISM AND HOSPITALITY SECTOR

Nasser JAMALKHAN

University of Bedfordshire, Business School, United Kingdom

njamalkhan@hotmail.com

Abstract: The main purpose of this study is to investigate how various aspects of knowledge management (KM) of a firm support its efforts in environmental sustainability and competitiveness to improve its performance. Mauritius, a developing country, is used as the geographical scope of this research, while the sectoral focus is on the tourism and hospitality sector. The country is ranked high in terms of competitiveness, investment climate and governance (Worldbank, 2014). Tourism is one of the four major pillars of the economy after sugar, textile followed by financial and offshore services. The main theoretical perspective is the resource based view (RBV) (Barney, 1991), which posits that a firm, through the set of resources it possesses, can develop capabilities providing competitive advantage. We use RBV in this research as KM activities help firms exploit their available resources more effectively. To do so, we draw on the contributions of Vachon and Klassen (2007) where environmental challenges invariably demand complex solutions because of the interactions between firms and their supply chain networks, regulators and the public. Dyer and Singh (1998) suggested that the development of knowledge sharing routines and capabilities would integrate external

resources. Such a combination of resources can lead to a competitive advantage (St. John and Harrison, 1999; Gold et al., 2001). The main theme of our research is based on the finding from Sarkis et al. (2010) who found that training, a component of KM activities in a firm, plays an important role on improving environmental performance (EP). However, there have not been research studies that focussed on the role of a comprehensive set of KM activities in improving EP. On the other hand, it has been suggested that leveraging existing knowledge and creating new knowledge could enhance the firm's effectiveness (Gold et al., 2001). Thus a gap exists in examining the impact of KM infrastructures and processes at operational, tactical and strategic levels of a firm. A comprehensive multi-dimensional measure using a Likert 7-points scale has been developed after an extensive literature review. The questionnaire is self-administered and the data was collected mostly from environmental practice managers, supervisors and senior executives. Data has been analysed using SPSS. This research will make a potential contribution to KM in sustaining a firm's performance. By identifying which KM activity(ies) have a greater impact on EP, we should be able to make recommendations for enhancing the firm's capabilities for higher performances. From an academic perspective, this study will lead to further research or extending the conceptual frameworks of Gold et al. (2001) on KM and Sarkis et al. (2010) on EP to create a new model for 'superior' sustainable competitive advantage in the tourism and hospitality sector as well as the service industry in general. For the professionals and the industry, the outcome of this research will create a better understanding of the challenges they face in greening their services and to manage their knowledge assets for a superior performance.

Keywords: knowledge management, resource based view, environmental performance, competitiveness and sustainability

TIME MANAGEMENT FOR LANGUAGE LEARNERS

Anca PAUNESCU and Mihaela CHIRITESCU

University of Craiova, Department of Applied Languages, Craiova, Romania

anca.paunescu@yahoo.com, chiritescumihaela@yahoo.com

Abstract: We all have lives, responsibilities, jobs, families, and tons of other things that are constantly demanding our attention. With all the other tasks that we are obligated to do on a daily basis, how do we find the time to pursue language learning to a high level, let alone pursue learning a new language at all?

While I wouldn't say I'm an expert, I've tried my hand at implementing effective time management more than once in my life.

Keywords: time management, pursuing language, deadline, level up the time

GUIDELINES FOR QUALITY IN LANGUAGE TEACHING

Lavinu LĂPĂDAT and Maria Magdalena FĂURAR

University of Craiova, Department of Applied Languages, Craiova, Romania

lapadat_lavinu@yahoo.com, magda_faurar@yahoo.com

Abstract: When we talk about quality in adult education, including quality assurance systems and quality management, we have to look at it on at least three levels; the learner, the teacher/trainer and the institution offering adult education. At all three levels there are further sub-levels depending on the different situations within individual countries. For example, when talking about "teachers", we mean free-lancers, semi-employed or full-time employed people, native or non-native speakers of the language they teach, teachers with different levels of intercultural understanding.

Keywords: Quality assurance systems, learning experience, learning process, quality management

ASSESSING THE PUBLIC PERCEPTION OF THE EFFICIENCY AND BUREAUCRACY OF THE SANITATION SERVICE PROVISION

Oana Ramona LOBONT¹, Alexandru BOCIU² and Marius LUPȘA MATICHESCU³

¹*West University of Timișoara, Faculty of Economics and Business Administration, Timișoara, Romania*

²*West University of Timișoara, Doctoral School of Economics and Business Administration, Timișoara, Romania*

³*West University of Timișoara, Faculty of Sociology and Psychology, Timișoara, Romania*

oana.lobont@e-uvt.ro, alex_bociu@yahoo.com, marius.matichescu@e-uvt.ro

Abstract: This paper examines the efficiency and the degree of bureaucracy in the provision of the sanitation service. In this respect we use an application questionnaire at the level of 7 territorial administrative units. The units we considered are representative for 7 groups of administrative units classified according to the distance from the county

residence and the distance from the European and county roads. The results of the questionnaire are interpreted using SPSS program and show a high level of subjectivism from the respondents.

Keywords: efficiency, bureaucracy, questionnaire

THE DECISION - DECISIVE MOMENT IN THE MANAGEMENT ACTIVITY

Loredana VĂCĂRESCU HOBEANU

Spiru Haret University, Faculty of Legal, Economic and Administrative Sciences, Craiova, Romania

loredana.hobeanu@spiruharet.ro

Abstract: If it is considered that the management process focuses on the development, adoption and implementation of the decisions, and the efficiency of the economic agents' activity depends on the quality of these, it can be said that the decision is the essential moment of the management. The manifestation of the management functions, in all their complexity, involves the elaboration and implementation of a large number of decisions in all fields of activity that take place in an economic entity. A manager's entire activity consists of a chain of decisions, with the indication that their effectiveness depends on the extent to which their development is scientifically based, taking into account many factors which condition the application in practice. Hence, there is the need for full understanding of the entire decision-making process. Based on these considerations, the current paper approaches the concept of decision, emphasizing its importance in the management activity.

Keywords: strategy, decisional variant, certainty, uncertainty, risk

KNOWLEDGE MANAGEMENT USING MOBILE AGENTS

Laura GAVRILĂ¹ and Claudiu Ionuț POPÎRLAN²

¹*Spiru Haret University, Faculty of Juridical, Economics and Administrative Sciences, Craiova, Romania*

²*University of Craiova, Faculty of Exact Sciences, Craiova, Romania*

laura.gavrila@spiruharet.ro, popirlan@gmail.com

Abstract: The paper presents a multi-agents system that was designed to support the management of knowledge about some people that work in an organization. If the data are located in distributed execution environments, then the idea of using mobile agents allow to improve the system performance. The multi-agents system presented in the paper is a distributed knowledge management system based on the use of mobile agents, which receive queries from the system user and visit the organization where this information can be generated. The mobility of the agent is defined using an approach based on both the quality attributes specified for the multi-agent architecture and the execution environments of the multi-agent system.

This paper presents a distributed management model based on mobile agents. The model includes a distributed multi-agents system which is responsible for its management. Solving a knowledge management problem requires a lot of tasks. The paper presents a multi - agents system operating on behalf of a user, management tasks and management knowledge. Particularly, this work is focused on describing the designed mobile-agents system architecture.

Keywords: mobile agents, multi-agents system, knowledge management, distributed knowledge

COST-BENEFIT ANALYSIS TO HAVE A PROFESSIONAL CAREER

Carmen Gabriela SECARĂ

University of Pitești, Pitești, Romania

carmen.secara@yahoo.com

Abstract: In today's society, we all feel the need to have a professional career that will bring personal and professional satisfaction. That is why many of the young Romanians have a college degree and even postgraduate programs or development and professional development courses. All these studies define the professional personality of the future employee. However, the effort focused largely on the profession will be at the expense of personal or family life. Young people are becoming more aware of the need to invest in their education, considering that this investment can then be used in their interests. Most are moving to areas where they can get a motivating salary, thus establishing a balance between motivation and satisfaction.

If we start from the pyramid of Abraham Maslow's hierarchy of needs, we will find that the need for social status and esteem is in a superior position and presupposes the satisfaction of other needs. We can say that awareness of this need implies an evolution at the individual level.

In this study, we proposed to investigate, on the basis of a questionnaire consisting of open and closed questions, of 300 persons employed, with higher education and having a professional career and implicitly a well-defined social status in society (doctors, teachers, engineers, managers, etc.). The purpose of this investigation is to find out what are the sacrifices involved in the effort to plan and pursue a professional career.

Keywords: professional career, education, needs, satisfaction, human resources

E-COMMERCE - OPPORTUNITY TO INCREASE COMPETITIVENESS

Loredana TUȚĂ

University of Pitești, Faculty of Economics and Law, Pitești, Romania

lrdntt@yahoo.com

Abstract: The paper addresses the concept of e-commerce by noticing its advantages, in terms of: time, freedom of choice, significant increase in the speed of communication, cost reduction, strengthening relationships with suppliers and customers, etc. E-commerce stimulates competition and competitiveness through the development of new products and markets through the emergence of new players in traditional markets and new types of relationship between suppliers and consumers. It also offers the opportunity to market products around the world, increasing the number of potential customers by removing geographical barriers between customers and merchants. E-commerce helps reduce the trading time by shortening production / sales cycles, allowing businesses to operate more efficiently and consumers to participate in transactions at any time. E-commerce is the key to enterprise competitiveness by providing access to new market segments, reducing supply, sales and advertising costs, simplifying trading procedures, developing competitive advantages, increasing the value of transactions by stimulating buyers, offering the opportunity to shape products and services and immediately see their prices compared to the prices of several bidders. As a result, it becomes an opportunity to increase competitiveness both at micro- and macroeconomic level.

Keywords: e-commerce, competitiveness, traditional commerce, communication speed, products, services, potential customers

MEASURING PERFORMANCE INSTRUMENTS - THE WAY TO IMPROVE PROFIT AT OMV PETROM CITY ROMÂNIA

Ilie RĂSCOLEAN and Ileana-Sorina RAKOS

University of Petroșani, Romania

ilierascolean@yahoo.com, nihilsinedeo_68@yahoo.com

Abstract: This article seeks to demonstrate the usefulness of the analysis of cost-volume-profit (CPV), and that, this can lead to an entity's profit optimization in the manufacturing industry. The case study was conducted at the OMVPetrom City Romania, entity with integrated activity of mineral oil and natural gas. The relation of the CPV provides a general pattern of economic activity, which can be used for management predictions for short-term analysis of alternatives, as well as for the evaluation of performance enhancers' profits and the grounding of economic decisions. The study allows to the top management of the economic entity to formulate a strategy, an action plan for the future, based on comparisons between the activity of the past and the present, as well as comparison with other economic entities in the sector of activity in question. The article ends with conclusions on the advantages of the calculations and analyses that can be performed on the basis of the relationship cost-volume-profit and applied in decision making process.

Keywords: cost-volume-profit, variable costs, fixed costs, economic entity, profitability threshold, profit

ORGANIZATIONAL COMMUNICATION – THE LINK BETWEEN THE IDENTITY OF THE ORGANIZATION AND THE REPUTATION OF THE ORGANIZATION

Sabina Mădălina SOMACESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

s.somacescu@yahoo.com

Abstract: From a historical perspective, the study of identity has become a major theme in the last century. In the past, individuals and organizations had a statute that could hardly be changed. Modern society, however, allows individuals and organizations to go through a process of growth and development, in which their identity and the way they are perceived by others are changing frequently. At present, organizations are increasingly attached to the concept of identity and the need to communicate identity in a way that satisfies the internal and external public. The specialized

language includes a variety of names, concepts and terms that best capture the concept of organizational identity: the organization's personality, the organization's reputation, the organization's profile, the corporate brand, the image of the organization. Identity expression has become a point of reference for expressing the "personality of organizations", how organizations differentiate and are perceived by the market. In this paper I tried to emphasize the role of organizational communication in mediating the relationship between the identity of the organization and the reputation of the organization. I appreciate that the implementation of the organizational identity communication program is a complex process, whose success depends on the contribution of all members and departments of the organization. Strategic planning of organizational identity is a necessary activity to align the organizational identity with the values of the organization, to define clear objectives and to provide a view of the external stakeholders.

Keywords: organizational communication, identity of the organization, reputation of the organization

FACTORS INFLUENCING INTERNAL ORGANIZATIONAL COMMUNICATION

Sabina Mădălina SOMACESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
s.somacescu@yahoo.com

Abstract: Internal communication is important for organizations because it creates a conducive organizational climate for performance. On the other hand, inefficient internal communication leads to a decrease in productivity and can even lead to tensions in the organization. However, internal communication in organizations does not receive proper attention in organizational management, nor do the resources required for effective implementation. For organizations to communicate effectively, it is necessary for them to regard internal communication as a strategic activity rather than an activity involving the improvement of certain abilities. All employees and managers must be involved in organizational communication. This change of perspective for organizational communication has to be done with the support of all employees. In this paper we analyzed the factors that influence the internal organizational communication: organizational culture, struggle for power in organizations and leadership exercised in the organization.

Keywords: organizational communication, internal communication, organizational culture, power in organizations, leadership

EXPATRIATE MANAGERS VERSUS LOCAL MANAGERS IN MULTINATIONAL COMPANIES WITH ACTIVITY IN ROMANIA

Mădălina BRUTU

University of Pitești, Faculty of Economics and Law, Pitești, Romania
madalinabrutu@yahoo.com

Abstract: The personnel selection and employment process in a company that carries out an international activity is very difficult and highly important for its activity. The staff requirements and the company needs are different for each separate subsidiary or branch and change along its evolution. In addition to these differences that depend on the company internal environment, there are a multitude of other factors that must be taken into account, such as the local legislation and the contractual obligations. Moreover, the company leadership philosophy plays a basic role in the personnel selection. The latter has in fact the last word in choosing the alternative.

The manager on the mother country is citizens of the country where the company headquarters are located. These managers are named expatriate, due to the fact that they live and work outside their country. Choosing the alternative to select an expatriate manager is influenced, on the one hand, by the ethnocentric attitude of the company management, but on the other hand, it can also be influenced by operational needs. In the past, most companies with an international activity only used the appointment of expatriate managers for their foreign subsidiaries. With the development of the latter and the promotion of a global perspective, staff policies also evolved. Thus, companies started to hire local managers. This paper aims at analysing how the perception of multinationals has changed in time in relation to entrusting the management of subsidiaries in Romania and which the main causes that determined companies to resort to local managers were.

Keywords: multinational companies, personnel selection, employment process

THE USE OF SELF-ASSESSMENT AS METHOD OF IMPROVING THE QUALITY OF TRAINING SERVICES IN HIGHER EDUCATION INSTITUTIONS

Daniela MIHAI

University of Pitești, Faculty of Economics and Law, Pitești, Romania
dana_mihai2005@yahoo.com

Abstract: The periodic assessment of the current situation within an organization is essential for the improvement of its results. At the level of higher education institutions, the assessment process essentially aims at quantifying the effects, efficiency and effectiveness of the approaches related to the assurance of the professional training quality. Two forms of assessment are generally used: the external assessment (performed based on quality assurance standards by competent bodies, by using specific established criteria) and the self-assessment (by observation and analysis of how objectives are achieved).

Obtaining quality in the delivery of higher education programs is a long-term process that requires a rigorous planning and a careful organization. One of the steps that must be taken to develop a quality assurance system within the university is self-assessment of performance in relation to quality standards.

The use of self-assessment as a method of improving the performance of the quality management system has the advantage of flexibility in determining innovative criteria, able to cover current requirements such as: orientation towards results, the impact on the society and on the labour market, leadership, monitoring, performance assessment and human resources improvement etc. The correct planning of the self-assessment process, together with the measurement, monitoring and determination of indicators are essential for the success of the assessment.

This paper exemplifies how self-assessment has contributed to improving the quality of the educational process within a higher education institution – University of Pitesti.

Keywords: educational management, quality of the educational process, performance assessment, self-assessment

STUDY ON THE IMPACT OF ORGANIZATIONAL CULTURE ON THE BEHAVIOR OF MANAGERS FROM SOUTH-WEST OLTENIA REGION

Mirela SÎRBU, Carmen PUIU and Doina ROȘCA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
mirsirbu@yahoo.com, carmen2puiu@yahoo.com, doina.rosca@gmail.com

Abstract: In the current context of a constantly increasing competition, organizations are in a permanent search for ways and solutions to increase efficiency and competitiveness. Numerous studies in managerial theory and practice highlight the growing role that organizational culture exerts on managers' behaviour and implicitly on organizations' performance.

This study highlights the specific manner in which the dimensions of organizational culture are reflected in the managers' way of thinking and acting, essentially on the quality of management processes with direct effects on results. The findings of this study are based on the responses of 1086 respondents from 66 business organizations in South-West Oltenia Region, active in various fields, as part of a research conducted at national level - "Managerial Behaviour in Organizations from Romania" (COMOR).

Keywords: organizational culture, managerial behaviour, variables of organizational behaviour, cultural dimension, COMOR Project

INFLUENCE OF TQM ON HRM PRACTICES

Camelia Olari PERJU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
camelia.olari@gmail.com

Abstract: The implementation of quality management techniques enables organisations to improve internal efficiencies, which is considered as a prerequisite to become competitive in global marketplace (Lambert and Ouedraogo, 2008; Stading and Vokurka, 2003). Total quality management (TQM) is an organisation-wide process-oriented philosophy that requires changes not only in production systems, but also in decision-making processes, employee development, and employee participation and involvement (Abdullah et al., 2009; Mehra et al., 2001; Power and Sohal, 2000). The research evidence shows that when organisations aim towards TQM they adopt more constructive approach to the management of human resources (HR) by upgrading the role of HR function, and redesigning existing human resource management (HRM) practices to fit into quality plans and objectives (Blackburn

and Rosen, 1993; Vouzas, 2004). In other words, organisations introduce process improvement initiatives within the HR department in such a way to support strategic aims of quality and to bring it more in line with TQM principles. In the above context, this article presents results of the study that investigated 1) changes occurred in the HR function due to the implementation of TQM, and 2) changes occurred in HRM practices due to the implementation of TQM.

Keywords: TQM, HRM, practices

THE CONNECTION BETWEEN HRM AND TQM

Camelia Olari PERJU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
camelia.olari@gmail.com

Abstract: Today, competitive market has rapid changes in providing different kind of productions; it's because of demands and needs of customers. Total Quality Management, is a continue process of improving quality to get the Customer satisfaction. Therefore, manufacturing and service organizations and companies are trying in markets, in order to provide appropriate response to many varied needs of customers and also success in market, so that they can achieve their goals, using Quality management systems such as TQM. Better quality of goods and services, is the result of the process of true learning, so it has gained an important place for Scholars, scientific and educational institutions. World universities and research centres are seeking to improve their services with innovations. Training is one of most complicated tasks in managing the organizations, especially in "Human Resources Management", which influences other internal factors, such as Motivation, job satisfaction, creativity, innovation. One of the most important effects of TQM, from the perspective of strategic human resource management, is the high emphasize on training. TQM claims that an error, which reduces the quality of products and services of companies, is a result of having not trained workers. In this paper, we investigate the relationship between human resource management, and Total Quality Management.

Keywords: TQM, HRM, quality

THE IMPORTANCE OF RISK MANAGEMENT CULTURE

Dorin Silviu CHERA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
sorin99@oltenia.ro

Abstract: In a poorly controlled organization without an institutionalized culture, employees will tend to do the wrong thing even in the face of good policies. In a well-controlled organization with an institutionalized culture, employees will do the right thing even in the face of unclear policies. Those organizations that establish a strong culture of risk management will foster risk-informed decision making that ensures long-term viability.

Keywords: risk management, risk culture, decision making, policies

KEY SUCCESS FACTORS OF RISK CULTURE

Dorin Silviu CHERA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
sorin99@oltenia.ro

Abstract: The circumstances surrounding each risk decision are unique, and erroneous practices can arise at many levels, ranging from a single rogue trader motivated by a higher bonus to a group of individuals using unsound business practices that have been accepted (or even encouraged) by management. Some risks unfold over the course of an hour while others take place over months or years. Despite the many differences, there are several common themes that emerge in the process of neutralizing or mitigating risks at the level of individuals and business units.

We can distil these into eight key steps: 1. Hire the right people, 2. Set the tone from the top, 3. Make good risk culture easy and accessible, 4. Use an appropriate yardstick, 5. Understand the information, 6. Communicate the problem, 7. Act on it, 8. Assess the risk culture regularly.

The paper will look at each of these steps in turn and identify the inherent obstacles that companies face while executing them.

Keywords: risk, culture, risk culture, success factors

THE AUTO MARKET AT THE DEBUT OF THE ELECTRIC CAR

Ion STANCU and Adriana LĂZĂRESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
ioncstancu@gmail.com, adriana_3003@yahoo.com

Abstract: Until recently, few players in the market were taking into consideration undergoing changes to the car propulsion technology based on the buyers' inertia regarding the classic engine that has been used for over 100 years, on the global network of fuel stations and particularly on the giant oil business directly connected with the traditional car. Once the hybrid and electric car has appeared on the market, initially not very striking and mostly linked to the pollution scandals in various markets, more and more countries have begun to offer bonuses to buyers of electric and hybrid cars, which has led to certain changes on the car market. What is even more interesting is that the big car manufacturers have already felt the "danger" of the appearance and especially of the great interest that buyers have in the electric car and have already planned what to do. We should not overlook the fact that, for these new types of products, there might appear new manufacturers that can change the idea of cars completely, as they might offer, besides the electric motor, software programmes which to allow automatic driving, interactivity, executing commands, etc. whose long-term effects might be eliminating the need for a driving license, reducing the number of car parks, reducing road accidents, increasing mobility while reducing travel time, etc.

What are the material and psychological costs of such changes? How will the market react? What will the role of the states be? How fast will the new car benefit from mass production? How will the oil market react and what will the reaction of fuel stations network be? Here are some questions to be answered, based on the analysis of specialized documents, some developmental programmes made public, and some forecasts with an attempt to analyse this phenomenon in order to prepare the buyers, the market and provide information to those interested.

Keywords: market, hybrid, evolution, buyers, producers, car price, electric, mobility

ANALYSIS OF THE TRAINING NEEDS OF THE PERSONNEL IN THE MANAGEMENT OF SMALL AND MEDIUM-SIZED COMPANIES IN THE SV OLTENIA REGION

Natalița Maria SPERDEA, Ovidia DOINEA

University of Craiova, Faculty of Economics and Business Administration
nataliasperdea@yahoo.com

Abstract: South West Oltenia Region is the region with the lowest number of inhabitants in the urban area, which makes it necessary to urgently boost the development of the urban environment, which is at high risk of poverty. In the region, the unemployment rate is high, very low employment, low vacancies and a low level of entrepreneurial education. The development of the region must be based on entrepreneurial initiatives of the population, on the development of companies in the region, on training of staff and on the support given to companies in establishing layers that allow them to survive in the economic environment where they operate, their development and diversification activity. Analyzing the training needs of managers in small and medium-sized businesses in the area can lead to identifying the critical points in which action should be taken to better manage affairs and, implicitly, to increase the entrepreneurial potential of the region.

Keywords: development, management, training, poverty

ALEXITHYMIA AND ITS EVALUATION WITH REGARD TO THE ORGANIZATIONAL COMMITMENT IN TOURISM INDUSTRY

Figen SEVINÇ¹ and Ebru BAĞCI²

¹*Bartın University, Bartın Vocational School*

²*Beykent University, Beykent Vocational School*

sevinccfigen@gmail.com, ebrubagci@beykent.edu.tr

Abstract: In the tourism industry in which human relations are intense, the treatments of employers and directors to their employees affect their attitudes towards the institution, their work and the sector they have been working for, in a positive or negative way. That tourism employees, driven into loneliness due to ignorance of feelings, to increase the alexithymia (emotional deafness) as well as negatively affect organizational commitment and human relations. Thus, the alexithymia characteristics of the tourism employees, not being able to establish healthy and proper relationships in the organization, make it impossible for employees to be productive and serve in such a way to satisfy customer. The

aim of this study is to evaluate the alexithymia concept with regard to the tourism industry, reveal the relationship between the organizational commitment of the tourism employees and alexithymia characteristics.

Keywords: alexithymia, organizational commitment, tourism industry

THE DEGREE OF DEVELOPMENT OF THE TOURISM FOR DISABLED PERSONS IN ROMANIA

Cecilia-Irina RĂBONȚU and Ana-Gabriela BABUCEA
“Constantin Brâncuși” University of Târgu Jiu, Romania
cecilia.rabontu@gmail.com, gabibabucea@gmail.com

Abstract: When we discuss development of tourism as a whole, we consider the development of all types of tourism in an economy, including the tourism for people with disabilities. We approach this issue as the integration of people with disabilities into real life is increasing, and those willing to practice tourism are increasing, too. These aspects require tourism service providers to adapt their infrastructure to be accessible to all categories of people with disabilities. Whether we are talking to people with impaired of hearing, seeing or talking, with locomotor problems, with various chronic conditions, these people have the right to practice tourism and benefit from special accessibility conditions. Therefore, we have to discuss in terms of equal opportunities for all in the practice of tourism. There are many countries in Europe that implemented specific tourism facilities. Thus, in Scandinavia, the world leader in wheelchair accessible places, there are extensive services and facilities tailored for the travel of people with disabilities, as well as dedicated transport for people with disabilities. Denmark has a new tourism labelling system for accessing the hotels, attractions and other places addressed to disabled people. The UK has a wide range of accommodation units ranging from country cottages to hotels, caravan camps, barn houses, accommodation units intended to be accessible to seating with adequate lifting equipment, electric beds, specially adapted kitchens, as well as sanitary units. In Romania, the situation is somewhat different. Through this research, we aim to investigate the degree of development of tourist facilities for people with disabilities in accommodation and public catering establishments, the development of special tourism at the national level, as compared to the international offer. At the same time, we will analyze available statistical data and try to identify good practice issues from developing countries where such tourism is more developed.

Keywords: tourism, development, disabled persons, adapted services

APPLICABILITY OF YIELD MANAGEMENT CONCEPT IN TOURISM INDUSTRY

Ionela Cristina MICU
University of Pitești, Faculty of Economics and Law, Pitești, Romania
micucristyna@yahoo.com

Abstract: The paper presents aspects related to the knowledge and implementation of Yield Management techniques by tour operators in order to optimize and satisfy the requirements of the consumers. Yield Management is a way to maximize profits based on careful tracking of pricing and pricing developments and their setting, taking into account real sales and availability of the firm. The degree of applicability of Yield Management in the different sectors of the tourism industry is different; depending on the levels it can be adopted. The hotel industry favours the implementation of Yield Management due to the high degree of spreading and the existence of hotel units of different categories and sizes. In the tour operator industry, the level and applicability of Yield Management is medium (low and medium sized tour operators) and high (large-sized tour operators). The application of Yield Management techniques in airlines is higher than in other sectors, as the air transport industry has some essential features for the proper application of this type of management. The most representative indicators for the implementation of Yield Management are the employment rate and the fare. Yield Management is the system that supports the decision to differentiate service offerings to market demand to maximize profits or revenue, thus becoming an indispensable tactic for companies that are making efforts to maintain market share and profitability. The study highlights that transnational tourism companies, such as large hotel groups (Marriott, Holiday Inn), airlines (British Airways, Air France, Lufthansa, American Airlines) and tour operators have noticed the benefits of using a performance management.

Keywords: Yield Management, tourism industry, tour operator, hotel, airline, profits

DESIGNING THE STRATEGY OF THE SALES ACTIVITY IN A TOURISM COMPANY

Mădălina BRUTU and Daniela MIHAI
University of Pitești, Faculty of Economics and Law, Pitești, Romania
madalinabrutu@yahoo.com, dana_mihai2005@yahoo.com

Abstract: Bill Donaldson noticed the fact that, despite the crucial importance of the sale activity for an organization, the economic management and marketing courses do not mention but transiently the subject of sales, in case they do not ignore it completely. In practice, as the same author notices, the situation is different, the most rated companies being perfectly aware of sales importance, of the fact that these perform the connection between the company and its clients. This paper aims at presenting a guide for the design of the sales strategy, operationalized on a tourism company. The selection of this research topic was determined by the importance of the sales activity in organizations with activity in the market. The mere recognition of this aspect will not bring the expected success, without assuming an efficient design of its strategy. Tourism is for Romania a field whose real potential has not been exploited yet, and tourism companies need strategies to attract Romanian and foreign clients.

Keywords: strategy, sales activity, tourism company

WHY DO SCHOOLS NEED TO HAVE A STRATEGIC MARKETING PLAN?

Sorina Raula GIRBOVEANU
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
sorinaraulagirboveanu@gmail.com

Abstract: In business and higher education, organizations spend much of their time and effort on marketing: they research markets, target customers through advertising and manage huge customer database. By contrast, marketing is not a priority in many schools.

This article is aimed to outline a strategic approach to marketing in schools: identifying potential customers early whilst creating a brand and key messages that attract and maintaining a culture of continual communication and improvement.

Keywords: marketing, schools, strategic plan, customers

ON SEVERAL ASPECTS REGARDING SUSTAINABLE MARKETING

Carmen PUIU and Mirela SÎRBU
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
carmen2puiu@yahoo.com, mirsirbu@yahoo.com

Abstract: The essence of sustainable marketing is allowing current consumers to meet their needs, but also to provide future generations with this opportunity. The "spirit" of this concept is not as new as it may seem since it has manifested itself in various forms during time, arising from the criticism of marketing for its role in creating false desires, emphasizing consumer materialism and creating cultural pollution, etc. Thus, the concepts of green marketing, societal and social marketing or ecopreneurship have emerged, each being a step in the right direction, namely sustainable marketing.

What does this concept offer in addition? Sustainable marketing is not just a sum of achievements in satisfying the interests of consumers, companies and society in general (as societal marketing), but is also a holistic, integrative approach to these elements, which pursues social equity (People), a close relationship with the environment (Planet) and the business's long term viability (Profit) for the benefit of current and future consumers, and society as a whole.

Keywords: sustainable marketing, green marketing, societal marketing, corporate social responsibility

BEST PRACTICES FOR INTEGRATING DIGITAL MARKETING TO STIMULATE BUSINESS GROWTH

Camelia BUDAC
University of Sibiu, Sibiu, Romania
camelia.budac@ulbsibiu.ro

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

business communication. In a world in which social media and new technologies drives strongly decisions in business relationships, integrated digital marketing campaigns for promoting products and services plays an important role in future brands` communication. The consumer is changing, used tools are more diversified and the platforms evolve. For being effectiveness, a marketer should be in touch with all updates and he should identify opportunities and also finding solutions for market threats. For a successful online marketing campaign, brands should optimize their communication by choosing suitable tools and channels. This paper aims to bring important contributions in the integration of digital marketing by highlighting best practices in planning online marketing campaigns; choosing specific tools for searching the online market; communicating with adequate target; quickly and effective performance testing of campaigns; measuring data for a deeper understanding of the customer experience using analytics tools.

Keywords: digital marketing, online marketing campaign, best practices, adequate communication tools

CORPORATE SOCIAL RESPONSIBILITY TRACK

CSR PREVIEW IN THE CASE OF ROMANIAN AND BULGARIAN LISTED COMPANIES

Mirela SICHIGEA and Adriana CRĂIȚAR

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
mirelasichigea@gmail.com, iotaadriana@gmail.com

Abstract: Corporate social responsibility for listed companies goes from the optional sphere to the mandatory one. This action has implications for the professional work of specialists such as accountants, auditors and managers. For the purposes of non-financial reporting, they have both national and European legislation, which has a consultative and general role.

Starting from the EU guide on reporting non-financial information and GRI standards, was produced a CSR performance evaluation sheet by the companies listed on the Romanian and Bulgarian Stock Exchange. Thus, each firm was analyzed based on the criteria set out in the assessment sheet quantifying individual social performance. Following the assessment was established a forecast image of the non-financial reports that investigated firms will prepare for 2017 financial year.

The results of the research showed a low interest of the companies analyzed on the CSR theme.

Keywords: corporate social responsibility, non-financial reporting, performance evaluation

PRICING, ENVIRONMENTAL AND SOCIAL PERFORMANCE IN THE WATER SUPPLY COMPANY - MONOPOLY DE JURE (REAL EXAMPLE)

Ninel NESHEVA-KIOSSEVA¹ and Georgy GETOV²

¹*New Bulgarian University, Bulgaria*¹

²*Ministry of Education and Science, Bulgaria*²

rubins85463@gmail.com, g.getov@mon.bg

Abstract: The aim of the paper is to study the pricing of water for domestic use, social and environmental performance of company “monopoly de jure”, or so-called “natural monopoly”. It is a case study on a real example of functioning of worldwide private water, utilities company operated in Sofia, Bulgaria. In the history of Sofia, for first time, a water supplier, which is a private company (United Utilities), has been admitted in 2000 with 25-year concession contract. At 2010 the concession has been discontinued and the water supply of Sofia has been granted to another worldwide company -Veolia, which is a supplier of water of the capital of Romania, Bucharest, too. The chronological framework of the study covers 10 years.

The problem is interesting from scientific point of view for several reasons:

The importance of water from environmental, social and economic point of view, and water like a human right; methods of pricing of water and more broadly - the opportunity to consider these issues in an area with abundant water resources, and, at the same time - with a relatively low households incomes, in terms of a single water supplier.

Sources: Main sources of the study are official documents in the public domains: by State water regulator (the State Commission for energy and water regulation), Ministry of regional development and public works, Bulgarian Court of Audit, National Institute of Statistics, Eurostat and the European Parliament, EBRD.

Accounting and financial methods, statistical regression analysis and modelling of dependencies in the hypothesis testing. In the paper, through the testing of hypotheses, financial and accounting research, was analyze the pricing of water for domestic use. Were investigated non-regulatory pricing, rate of return, price cap and their specific “model“ in Bulgaria. Conclusions were drawn about the results of the various pricing methods, expressed in the level of water prices for the population, the social “affordability”; about environmental result, by setting the degree of effective use and conservation of water resources. The study can be developed in the post-2010 period as a comparative analysis of Veolia's performance in both cities - Bucharest and Sofia, comparative analyzes of regulatory pricing methods, legal environment, “affordability “, environmental key indicators, environmental management and accountability.

Keywords: affordability, pricing, water

ANALYSIS OF POLICIES TO REDUCE GREENHOUSE GASES

Claudiu George BOCEAN and Cătălina SITNIKOV
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
boceanclaudiu@yahoo.com, inasitnikov@yahoo.com

Abstract: Global warming is a process that takes place 11500 years after the end of the last ice age. The main reason identified is the increased emissions of greenhouse gases (GHG). Since the nineteenth century, the evolution of GHG recorded a quantum leap from the previous linear evolution. Man is the main factor behind this development through the process of industrialization and population exponential increasing. In this article we study the causes that have resulted in increased GHG emissions and actions taken from the end of the 20th century to reduce GHG emissions. To determine the effectiveness of the measures we calculate indices of correlation between GHG emissions and values of the variables investigated registered in the European Union. Based on these calculations we propose a mix of actions which will have a decreasing effect on GHG emissions in the EU.

Keywords: greenhouse gas, climate change, pollution causes, mitigation measures, ISO 14000

CORPORATE SOCIAL RESPONSIBILITY: AN ANALYSIS OF ROMANIAN BANKS

Roxana Maria BĂDÎRCEA, Alina Georgiana MANTA, Ramona PÎRVU and Nicoleta FLOREA
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
roxanamariapirvu@yahoo.com, iacobescu_a@yahoo.com, ramopirvu@gmail.com, nmflorea@yahoo.com

Abstract: The purpose of the study is to analyze the corporate social responsibility (CSR) activities carried out by some of the Romanian banks. The study is based on the secondary data taken from the annual reports of the banks. The analysis includes the following variables: education, culture, environment and social. The results show that though the Romanian banks are making efforts in the CSR areas but still there is a requirement of more emphasis on CSR. The private sector banks have overall highest contribution in CSR activities. Public sector banks and foreign banks are still lagging in this area. The study has a scope of further research where the CSR performance of banks can be related to financial performance of the banks.

Keywords: Corporate Social Responsibility, Banking, Education, Culture, Environment, Social

INTEGRATED MANAGEMENT SYSTEMS, CORPORATE SOCIAL RESPONSIBILITY AND MARKET VALUE IN ROMANIAN HOSPITALITY INDUSTRY

George IONESCU¹, Daniela FIROIU², Ramona PÎRVU³ and Roxana BĂDÎRCEA⁴
^{1,2}*Romanian-American University*
^{3,4}*University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania*
george.ionescu@profesor.rau.ro, firoiu.daniela@profesor.rau.ro, ramopirvu@gmail.com,
roxanamariapirvu@yahoo.com

Abstract: Management systems and standards have become a key issue for any company and a prerequisite for survival in the current global context. Pressure and growing demands from various stakeholders, including regulatory bodies, community, clients, employees, suppliers and governments impose the necessity to adopt such systems/standards. Implementing and maintaining such systems require the allocation of significant resources, with direct impact on the entity. This study aims to identify the relation between integrated management systems, social responsibility and companies' value growth based on a cross-sectional survey research of Romanian hospitality industry. The findings of this study have shown a positive correlation between the implementation of integrated management systems, corporate social responsibility and companies' market value for the Romanian hospitality industry. The results contribute to a better understanding of the factors that determine the correlation between the implementation of integrated management systems, corporate social responsibility and companies' value as a key value proposition for a sustainable hospitality industry.

Keywords: hospitality industry, integrated management system, market value, sustainable hospitality

THE CSR PERSPECTIVE OF ROMANIAN SMES

Silvia PUIU and Catalina SITNIKOV

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
silviapuiu@yahoo.com, inasitnikov@yahoo.com

Abstract: The paper presents the most important managerial approaches from the perspective of corporate social responsibility (CSR), starting with a general point of view in European Union and ending with the particular case of small and medium enterprises (SMEs) in Romania. The objectives of the research are to identify the changes occurred in the CSR policies in SMEs in the member states of EU and especially in Romania; to find out if there is CSR reporting in these entities and if the data are in accordance with the facts and also offer some guidelines in order to increase the level of CSR in Romanian SMEs. The research methodology is based on the analysis of statistical data existent in European countries and of the websites of companies. The results of the research are useful for having a better picture on CSR and its implementation in Romania that still remains a country in development and with great potential for CSR projects.

Keywords: corporate social responsibility, CSR reporting, managerial approach, Romania, small and medium enterprises

RECOMMENDATIONS REGARDING THE SUCCESSFUL IMPLEMENTATION OF CSR STRATEGIES

Mihnea-Răzvan ȘTEFĂNESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
mihnea.razvan.stefanescu@gmail.com

Abstract: This paper is a responsible business guide, which includes steps to identify and implement corporate social responsibility principles in micro, small and medium-sized businesses, but also in companies that do not find themselves in these categories. The author believes that this concept can enrich the business opportunities for companies and can bring many competitive advantages to companies that want to implement CSR strategies. A responsible company must be active in at least one of the four areas that concern social activities, namely: the market, employees, community and the environment. Based on its core values and principles, on the domain in which it operates and stakeholder requirements, the company choose specific and individual activities in each of these areas to focus its efforts on.

If the objectives are too high, it may be difficult to allocate resources for all selected activities and the company will probably never achieve (regarding both the economic and CSR domains).

Keywords: responsible business, opportunities, advantages, strategies, focus, efforts

MOTIVATIONS AND OBJECTIVES IN RESEARCHING CSR

Mihnea-Răzvan ȘTEFĂNESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
mihnea.razvan.stefanescu@gmail.com

Abstract: The impact of CSR on business has been usually studied by trying to understand the relationship between CSR practices and the company's performance. This has been done mostly by studying the relationship between financial performances and social or environmental performances. However, this approach focuses on results rather than on the processes and therefore does not help companies wishing to understand how CSR policies need to be developed and managed. With this in mind, the aim is to explore the process by which companies have integrated CSR activities into the competitiveness of business. Our view is that this approach will help develop a better understanding of how a company can design and embed CSR policies in its future strategy, while at the same time gaining a competitive edge for the future.

Keywords: business, performances, results, strategy, competitive, edge

THE DIFFUSION OF CSR IN EMERGING ECONOMIES

Cosmin FRATOȘȚIȚEANU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
cosminfratostiteanu@yahoo.com

Abstract: The article captures the most important institutions and actors contributing to the increase societal and regulatory awareness of CSR in emerging markets. One of the most important roles is attributed to the supranational institutions which govern and set broad regulatory objectives including over the business environments of member countries. Thus, an important aspect for advancing CSR in emerging economies is regional integration, which creates complex systems of multilevel governance, involving sets of norms, instruments, and institutional arrangements that can be used selectively and in combination with other approaches. All spheres of activity are covered by various supranational arrangements, such that different combinations of supranational and intergovernmental elements emerge in various issue areas, according to their degree of sensitivity, likelihood of opportunism, and need for uniformity.

Keywords: international organizations, business environment, institutional arrangements

CONSIDERATIONS ON THE NEED TO RECONFIGURE CORPORATE GOVERNANCE

Victoria Isabela DRAGOMIR, Marioara AVRAM and Sorin DOMNIȘORU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
isabela_dragomir@yahoo.com, marioaraavram@yahoo.com, domnisorusorin@yahoo.com

Abstract: The paper aims to emphasize in a descriptive, exploratory manner the need to reconfigure corporate governance. Research takes a qualitative, constructivist form in that the approach starts from the importance of corporate governance and goes to analyse the causes that have led to the failure of corporate governance. It supports and deepens the thesis that corporate governance influences global well-being by making a major contribution to creating a healthier business and social environment. Though, our work suggests that things cannot be improved if the past is not sufficiently well-known. It is considered that the future is generally unpredictable but advocates the creation of an environment characterized by corporate ethics and corporate governance as elements that encourage the concern for sustainable development as a safe way that can lead to maximizing the value of organizations, concurrently with the realization of the general interest. The study pleads for a corporate governance characterized by fairness, transparency and accountability.

Keywords: corporate governance, economic and social failures, ethics, assumption

ENHANCING RETAIL FORMAT CHOICE OF ENVIRONMENTAL ORIENTED CONSUMERS IN DIY RETAIL

Dan-Cristian DABIJA and Brîndușa BEJAN

Babes-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania
cristi_dabija@yahoo.com, brandusa.bejan@econ.ubbcluj.ro

Abstract: Purpose: In addition to the “rush” to increase market share, boost sales and satisfy customers’ desires and expectations as well as possible, today’s companies, regardless of their business sector, are increasingly faced with ensuring the sustainability of their actions, tactics and strategies. Food and non-food retailers do not strike a discordant note in this regard since they are extremely interested in implementing measures to encourage socially responsible consumption, product recycling and environment protection activities. The purpose of these measures is to catch people’s attention and have consumers choose the stores and the retail formats when paying return visits.

Design/methodology/approach: Drawing on structural equation modelling and the reason-action theory, the authors carry out quantitative consumer research on an emerging market to highlight the social responsible consumption behaviour factors (personal attitude towards environmental pollution, propensity towards environmental protection, environmental concern) driving the customers of international DIY store chains to choose these retail formats also because they implement sustainability strategies.

Findings: The results reveal that there is a difference between Romanian and foreign retail chains with respect to the impact of social responsible consumption behaviour factors/dimensions on the choice of retail format due to the distinct communication of sustainability strategies and the different actual actions implemented.

Research/practical implications: The research contributes to the development of the literature in that it establishes the connection between social responsible consumption behaviour and retail format choice in the Romanian DIY retail.

From the management perspective, the paper provides retailers operating on emerging markets possible strategic directions to adapt their strategies for approaching these markets.

Originality/value: The value of the paper lies in the partial application of SRCB scale in the DIY retail on an emerging market with a view to enhancing consumer retail format choice depending on their environmental concerns, their attitudes towards environmental pollution and propensity towards environmental protection.

Keywords: social responsible consumption behaviour, environmental oriented consumers, DIY retail, emerging market, green consumers

VIEWPOINTS REGARDING THE IMPORTANCE OF USING THE CONCEPT OF SOCIAL RESPONSIBILITY IN THE ACCOUNTING OF THE ORGANISATION

Florentina Carmen PETRE

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

carmenpetre1980@yahoo.com

Abstract: The permanent development of the economic company led to the review of the attitude of the organisation towards the employees, especially within the organisations where the social responsibility was not based on solid organisation, coordination and monitoring principles. Starting from the fact that the interest of the company in general is not in contradiction with the community interest, the organisation must understand the relation between accounting and social responsibility, the manner in which they influence each other. The capital managers, and also other interested parties, in regard to which the administration has a certain social responsibility, uses accounting in order to obtain information regarding the consequences of the economic increase on the opportunities and environmental costs.

In the ideal situation, all the impacts of the organisation on the society and the environment are included in a system of their accounting record.

Thus one requires the analysis of the social responsibility variables and of the degree of implementation of the measuring and valorising methods in the accounting of the information regarding the concept of social responsibility.

Keywords: social responsibility, social performance, social balance

EDUCATING FOR SUSTAINABILITY: PERSPECTIVES AND CRITICAL NOTES ON ACCOUNTING SCHOLARS' ROLE IN HIGHER EDUCATION

Mara Del Baldo¹ and Maria-Gabriella Baldarelli²

¹*University of Urbino Carlo Bo Department of Economics, Society and Politics, Urbino, Italy*

²*University of Bologna Department of Business Administration, Bologna, Italy*

mara.delbaldo@uniurb.it, maria.baldarelli@unibo.it

Abstract: Education for sustainable development represents a relevant issue that allows Universities to lead and respond to social needs towards a more sustainable life and a complete change in the global paradigm of education and involvement of society. A crucial point for developing a culturally sensitive vision is to deepen the scholars' genuine commitment to sustainability. A pillar of sustainability education should rest on authenticity, intended as coherence between the scholars' research and teaching arguments relative to sustainability and the concrete behaviours held in their professional and personal spheres of life.

Starting from this premise, the papers aims to inquire if there is a decoupling between the concepts scholars contribute to promote within the sustainability discourse and the real practice of sustainability in their personal and professional experience. "Is there a missing link between what scholars teach and study, thereby contributing to sustainability research and their daily choices and style of life?"

After having presented the research design and the methodological approach adopted to empirically investigate the phenomenon the attention has been focused on the social and environmental accounting research literature, where some contributions claim for the presence of "blue meanies" that invade the world of scholarship, reflection, collegiality and hinder the development of challenges toward sustainability. The preliminary results of the explorative study suggest that a lot of tension related to education for sustainability improve the transfer of sustainable values and attitudes within the scientific community and the students, while several factors hinder sustainable behaviours in the daily professional and personal life of scholars, thus undermining relationships which are a pillar of sustainability.

Keywords: blue meanies, Education for Sustainability (EfS), Social and environmental accounting research (SEAR)

HOW SOCIALLY RESPONSIBLE ARE THE ROMANIAN LISTED COMPANIES?

Camelia Daniela HAȚEGAN, Nicoleta SÎRGIHI and Ruxandra Ioana CUREA-PITORAC
West University of Timisoara, Faculty of Economics and Business Administration, Timisoara, Romania
camelia.hategan@e-uvv.ro, nicoleta.sirghi@e-uvv.ro, ruxandra.curea@e-uvv.ro

Abstract: The social responsibility has become an important part of the long-term perspectives of the listed companies. Doing this, the companies are taking the responsibility for their impact on society regardless of their financial performance.

In this context, the objective of this paper is to study the degree of social responsibility of the Romanian listed companies in correlation with their financial performance. In order to achieve this aim, a quantitative analysis of a panel data of all companies listed at Bucharest Stock Exchange (BSE), except those under insolvency, between 2011 and 2016 was conducted, by processing the information from annual financial statements.

The empirical research consists of a comparative analysis between the companies who register profit and the one who didn't, from the perspective of corporate social responsibility (CSR) policies and their behaviour.

The results highlight the fact that the listed companies continued to make corporate giving even in the years their recorded losses (even if they didn't have tax benefits). In conclusion the financial performance is not the only determinant factor for social responsibility but together with the CSR policies contributes to the long-term sustainability of the companies.

Keywords: Corporate Social Responsibility, corporate giving, financial performance

THE GLOBAL ECOLOGICAL CRISIS AND SUSTAINABLE ECONOMIC DEVELOPMENT

Răducu Ștefan BRATU
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
braturaducu@yahoo.com

Abstract: Human-nature relationship shows itself in various instances: in urban, industrial cultural life and so on. By intervening, man has essentially altered the natural environment, according to his needs. The need for a new approach of the human-environment-economics has therefore been felt. The results obtained in what concerns the harmonization between perpetual growth and solutions to the economic, social and ecologic issues have not convinced, so far. Altogether, the improvement of the production techniques and the dematerialization of economy do not allow more than relative resources savings, insufficient if the annual production continues to grow steadily. Finding a balance between the existing natural capacities and the present and future needs of society is an essential problem. The ecological imprint has become so overwhelming, that the planet cannot bear it any longer. The predator character of the "consumption society" is vigorously denounced. The correct evaluation of the human capital state and average, long term development tendencies is of fundamental importance for a realistic projection of a sustainable development model, in all its essential components: economic, social, cultural and environmental.

Keywords: sustainable economic development, resources, ecological crisis, environment

FINANCE AND BANKING TRACK

BUDGET AND CONTROL OF BUDGETS

Ana-Maria TRUȘCĂ

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
anamariatrusca@gmail.com

Abstract: Budgets are one of the main planning and control tools, so it is important to know what implications they have towards a company and the advantages or disadvantages that derive from the design and implementation of a budget plan.

One of the most important stages of the management process is the development of planning and therefore the need for anticipated knowledge of what is intended to be achieved as a purpose of administration is obvious. In the last decades, control has become of major importance as a result of the need to know in advance how the company's operations will be performed. Budgets are tailored to the structure, size and technology required by the organization. These should provide for unforeseen external situations in order to avoid major risks.

In conclusion, a budget is a systematic method of allocating financial, physical and human resources to achieve strategic objectives. Companies are developing budgets to monitor progress toward targets, help control spending and predict cash flow and profit.

The central challenge facing developers of budgets is mapping the future, which can never be done with perfect precision. The rapid pace of technological change and the complexity of global competition make efficient budgets more difficult and more important.

Keywords: budget, budget control, global competition

BUDGETARY CONSOLIDATION IN ROMANIA - A RATIONAL APPROACH TO THE PROBLEMS OF THE PUBLIC BUDGET SYSTEM

Ilie RĂSCOLEAN and Ileana-Sorina RAKOS

University of Petroșani, Romania
ilierascolean@yahoo.com, nihilsinedeo_68@yahoo.com

Abstract: This study aims to demonstrate that sustainable development of any company is linked to the quality of governance, which depends largely on the ability of political institutions to achieve desired behaviours, as well as tools used for and how they are used. In this context, the budgetary consolidation is in the government burden that focuses on reducing the budget deficit - as a prerequisite for medium-term reduction of the public debt, and in the long term, the creation of a real savings that lead to sustainable public and economic budgets. The authors consider that the maintenance of the public budget deficit within limits, ensuring sustainability, must express a concern of public authorities, especially during periods of economic growth that provides more margins for manoeuvre for the governmental action, making possible a “smoother” adjustment, avoiding broad austerity packages and, thus, fewer sacrifices on the part of the population. Giving such an interpretation of the budgetary consolidation, reducing the budget deficit cannot be a purpose, but an effect of areas to be orbiting different activities, to facilitate healing processes and economic-financial relations, and last but not least, the social ones. The article ends with the conclusions concerning the budgetary consolidation and its effect upon our national economy.

Keywords: budget, consolidation, economic, entities, governance

ARGUMENTS FOR AN INTEGRATED APPROACH ON MACROECONOMICS AND PUBLIC FINANCES

Dan Marin BOAJĂ and Ionuț Alin CIURLĂU

„Dimitrie Cantemir” Christian University, Bucharest, Romania
boajadan@yahoo.com, ionutz_1343@yahoo.com

Abstract: The present study has as a starting point the conclusions from the observation of the present situation and the prefiguration of the requirements of the future knowledge society and the dynamics of regional integration processes and the globalization of human life. MACROECONOMY AND PUBLIC FINANCE are two autonomous, self-standing study disciplines, built into the process of developing and diversifying the integrated system of sciences, particularly science of man and society, with sporadic references from one to the other, in the sense that MACROECONOMY perceives specific public finance instruments as automatic or discretionary stabilizers of macroeconomic policy, while

PUBLIC FINANCES refer to macroeconomic variables almost exclusively considered at national level when public spending targets are aiming at the general interest objectives and actions. Our view is that this state of things must be overcome, both in the theoretical thinking and in practical action. Practical MACROECONOMY exceeds the national framework, which must also be reflected theoretically, because the macroeconomic practice needs to be supported by a corresponding type of PUBLIC FINANCES. In fact, lately there have been attempts to approach MACROECONOMY and PUBLIC FINANCE from a European or world perspective. The main concern of the study is the systemic approach of the MACROECONOMICS and PUBLIC FINANCES, from the perspective of the integrated system of economic science, because the object of the preoccupations is the same, namely the man with his needs. Economic science as a whole, but especially MACROECONOMY and PUBLIC FINANCE, must identify the paths and provide the tools for human needs to be satisfied at the best (quantitative, structural and qualitative) level in respect of all the components of the living and non-living world and providing prosperous conditions to future generations, equal chances of life and fulfilment at all levels

Keywords: macroeconomics, public finances, integrated interdisciplinary approach, human development

FINANCING AGRICULTURE - BETWEEN MYTH AND REALITY

Nela-Loredana CĂRĂBA-MEIȚĂ

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

loredanameita@yahoo.co.uk

Abstract: This article presents the way and mechanisms for financing agriculture both during the pre-accession period of Romania to the European Union and during the post-accession period, both in terms of their structure and the volume and size of the main sources of financing.

The use of non-reimbursable pre-accession funds had in view the real absorption capacity of Romanian agriculture, a capacity that depends on the fulfilment of criteria regarding the economic size of the enterprise, the size of the holding, the degree of land merger and, last but not least, the level of competitiveness.

Keywords: financing, credit, subsidies, non-reimbursable external funds

TAX ADMINISTRATION PRACTICES: INTERNATIONAL APPROACH

Carmen Mihaela MOGOIU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

mogoiu_carmen@yahoo.com

Abstract: This paper presents a series of practices of tax administrations in different countries of the world, focusing on their functions, mission and responsibilities, as well as on the characteristics of the integrated fiscal information system. Following the analysis of the main features of tax administrations around the world, from emerging to top-level, self-assessments of the strengths and weaknesses of their organizations can be made to describe the current level and understand the steps needed to lead the tax administration to a new level of maturity, but I believe that the applicability of best practice should be made after a rigorous analysis of the expected impact and there must be taken into account the differences in national institutional systems, customs and traditions, technological progress and, especially the natural resources of the country. A modern and performing tax administration must pay particular attention to the practice of self-evaluation and voluntary compliance, cost reduction and burden diminution for taxpayers, to provide with the goods and services needed to increase the standard of living of citizens and ensure economic prosperity.

Keywords: modern tax administration, international practices, tax compliance

CONSEQUENCES OF FRAUD AT THE PRESENTATION OF THE FINANCIAL STATEMENTS

Florentina Maria ISTRATE

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

istrateflorentina@ymail.com

Abstract: The field of tax evasion has generally been the subject of research at different levels on a number of occasions. However, reality demonstrates that tax fraud today is far from being properly and completely perceived, so the mechanisms designed to prevent and combat it are far from being effective. Tax evasion is a very difficult concept to express, and there is no clear definition of tax fraud. When it comes to fraud, there is also talk of legal or legitimate fraud, illegal fraud, international evasion, legal and illegal evasion, tax havens or refugees, abuse of the right to flee to the tax, freedom to choose the least taxed way, or fiscal underestimation, law fraud or underground economy. The

current context calls for an objective need to focus on real and immediate measures on the development and implementation of audit methods aimed at discovering frauds and errors that are more and more difficult to detect. In this respect, we will address in the paper the identification of the causes and conjunctions that lead to the fraudulent financial situations as well as the asymmetries established in defining the fraud by the concept of error.

Keywords: error, risk, financial statements, fraud, regulations

STUDY ON FRAUD PREVENTION AND DETECTION

Alexandra Ana IENOVAN

West University Timișoara, Faculty of Economics and Business Administration, Timișoara, Romania
alexandra.ienovan90@e-uvt.ro

Abstract: Today's economy has triggered an increase in organizations' interest in keeping their assets intact, their position on the market and reducing as much as possible costs and losses. Adopting and implementing risk management protocols, as a pro-active role in order to maintain economic and financial balance, has become a growing concern for companies. The positive impact of adopting anti-fraud policies has to companies, can be demonstrated by diminishing the probability of occurrence, shorter detection time and material fraud acts, all with the intention of protecting the organization's reputation, brand, credibility of the management, implicitly the business in general. This paper aims to highlight the need and the positive impact of the implementation of anti-fraud strategies within the organization.

Keywords: fraud, prevention, detection, anti-fraud policies

TAX EVASION BETWEEN FISCAL AND PENALTY

Andreea-Mihaela CORÎCI and Darius ILINCUȚA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
cabavilincuta@yahoo.com, ilincutza_darius@yahoo.com

Abstract: Although in present times a big importance is given to combating and preventing tax evasion, as well as to all tax frauds, there are, however, people who are tax evaders from the point of view of the criminal body, who manage to ease of payment of tax liabilities to the state. By imposing more drastic or lighter penalties, it is attempted to determine the taxpayer in order not to escape the payment of taxes and to commit the crime. If for the financial controlling authority a fiscal crime has a direct impact on the budget of a certain area, the fiscal action is a criminal one for the criminal authority.

Keywords: tax evasion, tax transparency, tax fraud

DETERMINANTS OF VOLUNTARY TAX COMPLIANCE

Narcis Eduard MITU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
mitunarcis@yahoo.com

Abstract: The concerns for taxation and the implications of tax compliance behaviour on society development are very old. Tax is the return due to society on its investments: the roads, educated workforces, courts and so on. If the taxpayers avoid or evade tax, they are free-riding off benefits provided by others. To fully understand differences in compliance behaviour across cultures one needs to understand differences in tax administration and citizen attitudes toward governments. Tax compliance is a complex behavioural issue and its investigation requires the use of a variety of methods and data sources. It is essential to move away from viewing tax compliance merely from a legal perspective, but from an ethical and moral perspective. To better understand the voluntary compliance, we tried to identify a number of factors who which influences the decision to pay taxes. Thus, we attempt to offer a broader view on the influence of tax morale on compliance behaviour, because the tax morale might have to do with the high degrees of tax compliance registered around the world.

Keywords: tax morale, tax compliance, economic factors, institutional factors, social factors, individual factors

CENTRAL BANKS AND THEIR RISK MANAGEMENT PROCESS

Gabriela Otilia LĂȚEA

National Institute of Economic Research, National Bank of Romania, Craiova, Romania
roxanamariapirvu@yahoo.com

Abstract: The article deals with issues related to risk management matters within the central banks activity, considering that these are complex entities with a clearly defined objective, to preserve price stability. In this regard, an important issue for the central banks is to solve the problems linked to risk management, to define and apply the appropriate guiding principles for financial, operational and strategic (policy) risks. As an integrated part of decision-making in the institution, risk management requires risks to be measured in an objective and consistent way across all types of operations, promoting transparency, consistency and simplicity. Central bank risk managers need to be prudent, because in this manner is maintained the confidence in the central bank's independence and in its ability to comply with the mandate. National banks are regulators and policy-makers. In the same time, they act as "service providers" having to be well managed, needing to be efficient and to care about their own resources, since are entrusted with public money. Related to that, a variety of other risks emerges from their operational activity, extending but not limited to those affecting: payment systems, cash management, IT&C systems, including cyber risks, asset management, human resources a.s.o. A severe impact on the central bank reputation and financial position may be caused by the materialization of any of these risks. That's why their prevention needs to be part of all daily activities.

A risk-free organization does not exist, so central banks must define and approve the level of risk appetite and tolerance, to report and monitor risks in an effective and suitable way. The art of the central bank is to manage risks without losing sight the two goals: financial and price stability and in the same time, setting an example for the entire banking.

Keywords: risk management, central bank, guiding principles, prudence, policy risk, operational risk

CENTRAL BANK TRANSPARENCY AND INDEPENDENCY UNDER THE INFLATION TARGETING REGIME

Irina-Raluca BADEA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
badea_irina_raluca@yahoo.com

Abstract: The transparency and independence of central banks have been the subject of overheated debates mostly after the Maastricht Treaty was undertaken, namely after the year 1992. Therefore, numerous studies dating from the 1990s focus on measuring central bank independence (CBI), proxied usually by the turnover rate and demonstrating that there is an inverse correlation between CBI and inflation. To put it differently, a central bank which is isolated from political pressure is able to conduct a more efficient monetary policy, and its accountability goes towards the fundamental objective, namely price stability. This paper aims at presenting transparency and independence in the context of inflation targeting, drawing the attention to the dimensions of the CBI and limitations when it is quantified. Moreover, the emphasis is put on the two standard indices, GMT and CUK, and their economic interpretation. Even though the legal measure of independence consists of political and economic autonomy, we should take into consideration the informal independence as well.

Keywords: central bank, independence, transparency, inflation targeting

ECONOMIC STABILITY IN THE EU AND THE DYNAMICS OF MONETARY INTEGRATION

Gheorghe POPESCU and Cristian Florin CIURLĂU

"Dimitrie Cantemir" Christian University, Bucharest, Romania
popescu_ucdc@yahoo.com, cristianciurlau@yahoo.com

Abstract: The current exchange economy is a monetary economy, superior to credit economy. The man followed, in a form or another, the rationality, perceived more simplistically or more complex, ever since the moment of conscious production of those needed for living. The preoccupation for increasing the rationality, especially of the economic one, goes as a leading thread through the entire social-human evolution. At a certain stage of historical development, the advantages of using money have been understood, the skill of their handling has been constantly perfected in order to satisfy the increasingly complex system of interests, finding that the currency is a fundamental vehicle of economic and social progress. A first ranked component of human progress is the concern for identifying the opportunities to overcome conflicting situations between needs and resources, including stability and increasing efficiency. The currency has been present in this approach in all forms of social organization, including in the current context marked

by integration at regional level and globalization, with all the fluctuations of those processes. The proper functioning of the common market in EU is inconceivable without currency. Therefore, EU has established a common currency, euro, actually used in a wider area, and has created the necessary infrastructure, having as its nucleus The European Central Bank. In the functioning of the euro and The ECB have been identified, of course, some gaps, but, overall, the currency has proved its stabilizing capacity. We aim to demonstrate that the currency can be a factor of economic stability in the EU, that the beneficial intervention of the currency was intuited long before the European integration process began and that the history of economic and social dynamics offers enough arguments in favor of the of monetary and practice integration theory into current trends towards current trends for regionalization and globalization.

Keywords: currency monetary area, stability, fiscal federalism, creditor as a last resort

FROM PRICE STABILITY TO FINANCIAL STABILITY

Patricia Amalia HANDRO

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
patricia.handro@yahoo.com

Abstract: Before the 2008 crisis, Central Banks have based their foreign currencies policies on the assumption that the currency stability leads to financial stability and that the two notions lead unconditionally to sustainable economic growth. A large number of economists admit that the current crisis has highlighted the boundaries of the mainstream economics and its implications in financial regulation and the scope of monetary policy, which should focus not only on price stability but also on financial stability. The 2008 crisis had an important spill over credit risk, i.e. the discrepancy between the maturities of the assets (long term) and the due liabilities (short term). In other words, banks, financial institutions have to challenge a minimal amount of countercyclical capital and reserves that are sufficient to cope with the turmoil caused by falling asset prices and liquidity risk. In this context the Macroprudential policy tools should also include the "parallel banking system" (investment bank, hedge funds, private equity). Last but not least, central banks have to cooperate with the other categories of systemic risk managers: Financial Stability Board FSOC (SUA), European Systemic Risk Board-ESRB (UE), and Financial Policy Committee FPC (GB) National Committee for Financial Stability-CNSF (Romania).

Moreover, emerging market countries have had the objective to float their exchange rate to the extent that it influences inflation. In reality, they paid much more attention to it, as did some developed countries too, as part of an export growth strategy by depreciating the national currency. Greater flexibility of the currency will, however, be necessary.

Keywords: Emerging markets, Price Stability, Financial Stability, Monetary Policy, Countercyclical Capital, Reserve

DEVELOPMENT OF DEPOSITS GUARANTEE IN THE BANKING SYSTEM OF MOLDOVA

Larisa MISTREAN

Academy of Economic Studies of Moldova (University)
mistrean_larisa@yahoo.com

Abstract: Money kept in house versus money deposited in the bank is a dilemma arising primarily out of fear of losing. To mitigate these risks and to enhance confidence in the banking system, the authorities propose increasing the deposit guarantee ceiling. Experts argue that this is an important measure to increase confidence in the banking sector and believes that this ceiling should be increased to a minimum of 50 thousand lei, while the medium and long term - more than that. Experts estimate based on figures for average wage and GDP per capita, suggesting that banking statistics is not just a basis for calculating real and objective determination of coverage.

Keywords: Deposit, Guarantee, Schemes

RECENT APPROACHES IN THE BANKING RISK MANAGEMENT. THE MISCONDUCT RISK

Ionuț Radu UNGUREANU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
ungureanuionutradu@yahoo.com

Abstract: The deviations from a prudent and healthy banking practice, the misconduct in the relationship with customers, the abuses and fraud have generated the most drastic decrease of the degree of trust in banks at a global level. Treating the misconduct risk with responsibility must be a priority for every bank, while the identification, evaluation and correction of deviations are a basic component of the banking strategy and of the future business models. The paper offers a perspective on the importance of managing the misconduct risk at the level of the banking systems.

The banks but also the regulatory and supervisory entities are facing new challenges that have emerged in the activity of organisation integrity insurance in a continuously changing and more and more complex operating environment. The violation of the regulations has increased in the context of globalisation, digitalisation and regulation accentuation. The recent crisis, which has affected the global economy, has greatly diminished the investors' trust and has lead to new laws, has increased supervision and the number of operational risk events. Besides the direct and indirect financial consequences (loss of reputation), the business models of banks are also affected by the misconduct risk. The restrictions imposed by the authorities regarding the banking activity have the potential to threaten the viability of the banks of systemic importance and the operation of the banking system.

Keywords: banking system, banking performance, business models, misconduct risk

INSOLVENCY RISK AT THE LEVEL OF COMMERCIAL BANKS IN ROMANIA

Ioana Raluca SBÂRCEA

Lucian Blaga University of Sibiu, Faculty of Economic Sciences

ioana.sbarcea@ulbsibiu.ro

Abstract: The banking sector in Romania, like other banking systems, is under the permanent sign of the possible manifestation of different risks that may affect the activity of each bank, but also the national economy and even the international one, if we refer to banking systems with international subsidiaries. The 2007-2008 economic and financial crisis has revealed that banking risks need to be analyzed permanent in order to prevent the commercial banks from becoming insolvent. In this paper, out of the many risks that may affect the banking activity, I will refer to the insolvency risk which is manifested by the occurrence of significant capital losses, with repercussions on the interests of the shareholders as well as on the interests of the bank clients. I analyzed the indicators that can be calculated in order to measure the insolvency risk, and the situation of these indicators at the level of three banks in the Romanian banking system that recorded losses in 2016. The analysis is aimed to highlight the possibility for the insolvency risk to occur in this banks but also to reflect the correlation between the recorded loss and the insolvency risk probability.

Keywords: risk, insolvency, capital, loss

CUSTOMER EXPERIENCE AS A KEY DRIVER IN BUSINESS STRATEGY IN A BANKING ENVIROMENT DISRUPTED BY FINTECH COMPANIES

Paul Ovidiu HANDRO

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

paul.handro@yahoo.com

Abstract: In the year of 2017 when the Nobel Prize in Economic Sciences is won by Richard H. Thaler, with a strong contribution to Behavioral Economics and in a period of a strong influence generated by technology, Customer Experience (CE) should be the key driver of the banks in identifying the right way for their future profitability.

Data sharing, block chain technology, bitcoin acceptance, banking without a bank concept, are also the new drivers that will create new experiences for the customers and will reduce the dominant position of the banks.

In maintaining their future profitability banks should get more loyal customers by generating a choice architecture with a high visibility [Richard Thaler et al., Nudge, Pinguin Books,2009] for them.

In this era of technology penetration in our life, highly visible choice architecture can be created by banks and fintech companies only together. From this collaboration banks will be able to deliver new value and services with faster time to market, reduced costs, and improved return on investments and also to concentrate the efforts in their core area of expertise.

By the other side, delivering a superior customer experience takes more than developing an application it requires significant investments in employees training and collaboration across customer channels and business function, from distribution to operations and compliance departments.

The aim of the present paper will be an analysis of the above elements and trends in order to show the importance of a superior CE as a key driver in Business Strategy of a bank.

Keywords: customer experience, choice architecture, customer behavior, banking profitability, Fintech Companies

RELATIONSHIPS BETWEEN STOCK RETURNS AND FINANCIAL RATIOS: EVIDENCE FROM SELECTED BANKS LISTED ON BUCHAREST STOCK EXCHANGE

Cristian Valeriu STANCIU and Cristi Marcel SPULBĂR
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
valeriu.stanciu@gmail.com, cristi_spulbar@yahoo.com

Abstract: The Romanian stock market plays an important role in a capital allocation process. Very often, the investors' decisions are based on fundamental analysis of the targeted listed companies. The aim of this paper is to investigate the relationships between stock returns and financial ratios. In order to achieve that, we will use a multiple regression model, where the dependent variables are the stock returns of two selected banks listed on Bucharest Stock Exchange (Transilvania Bank and BRD – Groupe Societe Generale) and the independent variables are the selected financial ratios.

Keywords: stock returns, financial ratios, banks, Bucharest Stock Exchange, multiple regression model

COMPARATIVE ANALYSIS OF BANKRUPTCY RISK FOR SOME ROMANIAN SOCIETIES LISTED AT BUCHAREST STOCK EXCHANGE

Victoria FIRESCU¹, Jenica POPESCU² and Bogdan POPA³
¹*University of Pitesti, Pitesti, Romania*
^{2,3}*University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania*
firescuvictoria@yahoo.com, jenica_popescu@yahoo.com, ec.bogdan.popa@gmail.com

Abstract: In the present, risks are always present, but this thing doesn't mean that the society can't carry on the economic activity in conditions of a favorable result. Through the risks to which the entity is subject, an important place is the risk of bankruptcy. The level of this risk can be determined by using of large number of liquidity and solvability indicators on the base of dates from the balance of accounts and from the profit and loosing cont.

In this paper is analyzed by comparison the risk of bankruptcy of companies from three sectors of activity: production, commerce and tourism. It is analyzed the evolution of score Z, indicator representative for the risk of bankruptcy, on a period of 14 years (2002-2015), enough for every society and sector. The sample of 15 enterprises has been formed on basis of information available for this research.

After analysis of results, we notice that the best results concerning the risk of bankruptcy are recorded in the commerce sector and on the last place is situated the tourism sector.

In a future approach we will continue the research on a larger number of enterprises, and we will analyze the cause that lead to bankruptcy of societies, emphasizing to elaborate a systems which lead to a lower level the risk of bankruptcy.

Keywords: risk of bankruptcy, sector, comparative analysis, liquidity, solvency

CREATION OF VALUE OR CREATION OF VALUES FOR FIRMS? VALUE-GENERATING DECISIONS AND MEASUREMENT TOOLS

Nicolae SICHIGEA and Laura VASILESCU
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
nicolaesichigea@yahoo.com, laura.vasilescu.ucv@gmail.com

Abstract: Increasing company value is a permanent purpose for the firms' managers, evaluated by all stakeholders: shareholders, employees, customers, financial institutions. A sustainable value creation is reflected by the availability of funding and development sources, the production of quality goods and services in harmony with the environment, the remuneration of employees and shareholders of the firm.

In this paper we present the value-increasing decisions based on the increase of the cash-flows for the existing assets in the conditions of optimization of their duration in the company and the achievement of new investments only considering the limit to which their return exceeds the cost of the financing capital. Another important issue consist on reducing the financing cost in the broader context of optimizing the company's financial structure.

There are also analyzed the tools for measuring the value growth of the company: financial instruments, hybrid instruments (accounting and financial), stock market instruments, exemplified by the value growth evaluation of the pharmaceutical companies listed on the Bucharest Stock Exchange.

Keywords: firm's value, Economic Value Added, cost of capital

CROWDFUNDING – AN ALTERNATIVE FINANCING CHANNEL FOR FIRMS

Laura VASILESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
laura.vasilescu.ucv@gmail.com

Abstract: In present economic environment the finance accessing is one of the main challenges for start-ups, innovative companies, and other firms, including Small and Medium Enterprises (SMEs). In this context, crowdfunding represent a source of alternative financing, a way to get funds for new projects, innovative ideas, business development, from potential investors through online platforms. Therefore, crowdfunding is an important tool for supporting and promoting entrepreneurship, innovation and economic growth with impacts on new business models.

There are different types of crowdfunding, among the most used are: peer-to-peer lending, equity crowdfunding, reward-based crowdfunding, donation-based crowdfunding, investment-based crowdfunding and other hybrid models that combine one or more elements of crowdfunding types.

Despite the main benefit of this form of financing (concept validation, access to the public and other financing sources, marketing tool), crowdfunding could generate some potential risks, such as: risk of failure, intellectual property rights protection, underestimation of the costs, firm's reputation.

In this paper there are analyzed the main evolutions and trends regarding the alternative financing for EU firms, motivation for crowdfunding, the crowdfunding models and their features, the main advantages and disadvantages of crowdfunding and an assessment of recent initiatives regarding this form of financing.

Keywords: financing, crowdfunding, firms, economic development

ANALYSIS OF THE CORRELATION BETWEEN ECONOMIC AND FINANCIAL PERFORMANCE INDICATORS AND RISK IN THE ROMANIAN ENERGY SECTOR

Silviu-Valentin CÂRSTINA, Marian SIMINICĂ and Daniel CÎRCIUMARU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
silviu.carstina@yahoo.com, msiminica@yahoo.com, danielcirciumaru@yahoo.com

Abstract: The energy sector, one of the main sectors in our country, with a significant contribution to GDP, is the target of our analysis in the present research paper. As a reference period for the last five fiscal years we have determined a series of economic and financial indicators, the overall efficiency with which businesses in the sector operate, as well as the level of operational and financial risk to which they have been exposed throughout the analyzed period. Through its structure, the paper defines the concept of economic and financial performance as well as the means by which it can be quantified at the level of the enterprise, but it also follows the main theoretical aspects regarding the risks to which it is exposed as well as the way of grouping them. After the theoretical approach to economic and financial performance and the two forms of risk: exploitation and financial, we determined a series of performance indicators, but also the operating and financial leverage coefficient as indicators of risk level. The end of the paper is given by the existing correlation analysis between economic and financial performance and risk, which is possible with the SPSS statistical program, the index being used as the Pearson index.

Keywords: economic and financial performance, operating risk, financial risk, correlation

THE YIELDS OF SHARES OF THE PHARMACEUTICAL SECTOR ON THE CAPITAL MARKET IN ROMANIA

Dorel BERCEANU and Dalia SIMION

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
dorelberceanu@yahoo.com, daliasimion@yahoo.com

Abstract: Capital market investments are riskier than money market ones. But as the interest rate on bank deposits is very low, there are more and more people who see in the investments on the capital market a worthwhile alternative to get the best return on their cash. It is clear the expectations of investors are commensurate in terms of profitability and risk. To hope for greater profitability, the risk one needs to get is bigger. When it comes to creating portfolios, the pharmaceutical sector is in the attention of investors being perceived as a stable sector of the economy.

In the present paper, the authors want to state based on yields determination to what extent a placement in the pharma shares is an "inspired" choice for investors.

Keywords: dividend, pharmaceutical companies, net profit, shareholders, returns

THE ROLE OF INTANGIBLE ASSETS EVALUATION IN THE KNOWLEDGE-BASED ECONOMY AND THEIR IMPACT OF COMPANIES

Dalia SIMION and Dorel BERCEANU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

daliasimion@yahoo.com, dorelberceanu@yahoo.com

Abstract: In the current context of knowledge-based economy, the role of intangible assets is of fundamental importance, since the value of companies is generated not only by tangible assets, but increasingly by assets based on knowledge. Enhancing a company's performance and gaining a competitive advantage implies giving more attention to intangible assets in order to be able to evaluate and use it more efficiently, thus acquiring basic competences for the company. The value of intangible assets cannot be easily determined in financial terms, although economic and financial analysis provides some information but cannot capture the whole picture. This paper highlights issues related to the context of the knowledge-based economy, the competitive role of intangible assets in general and of intellectual capital in particular and their contribution to the performance of companies.

Keywords: Knowledge-based economy, intangible assets, intellectual capital, evaluation, performance

THE FORECAST OF THE FINANCIAL PERFORMANCES - ATTRIBUTE OF AN EFFICIENT FINANCIAL MANAGEMENT

Florina Maria TĂVALĂ

University of Sibiu, Faculty of Economic Sciences, Financial Department, "Lucian Blaga, Sibiu, Romania

florina11@yahoo.com

Abstract: The financial forecast has as main objective the optimal dimensioning of the amount of resources needed to meet the company's short, medium and long-term needs, as well as identifying the financing methods without negatively affecting the liquidity and solvency of the firm. The paper outlines the forecasting techniques used to determine the expected balance sheet and profit account, demonstrating that their construction is an iterative process, because there are links between the two accounting documents through the forecasted net profit. Therefore, the efficient financial management involves making financial forecasts.

Keywords: forecast, turnover, financial management

INFLUENCE OF CONTRIBUTION RATE DYNAMICS ON THE PENSION PILLAR II ON THE EVOLUTION OF THE UNIT VALUE OF THE NET ASSETS OF THE NN PENSION FUND

Constantin DURAC

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

costidurac@gmail.com

Abstract: As political decision-makers have recently proposed among other measures the reduction in the share of privately managed private pension funds (Pillar II) in Romania from 5.1%, currently at 2.5%, starting with January 2018, I propose to analyze through a unifactorial regression model the influence of the Pillar II contribution share on the unit value of the net asset (VUAN) and thus on the pension that the future pensioners of Pillar II will receive. I'm looking to get an econometric model that can be used to make forecasts and using specialized software to predict the VUAN level on December 31, 2017, given that the share of contributions will remain at 5.1%. At the same time, I intend to predict VUAN for the end of 2018, as from 1 January 2018 the quota will increase to 6%, but also if the quota drops to 2.5%.

Keywords: pension, fund, VUAN

THE BANK CREDIT - ITS ROLE IN FINANCING SMES

Lorena TUPANGIU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

lorena.tupangiu@ilexgsm.ro

Abstract: The equity of commercial companies, defined as the various economic entities, is often insufficient to cover the global need for company financing, the financial resources for running the current business or for making

investments are insufficient. In this situation, companies call for other means of financing, such as bond issues, mid- and long-term or short-term bank loans, trade credit from suppliers and other operating liabilities.

Keywords: bank credit, need of financing, money resources, capital

THE NEGATIVE IMPACT OF SOME LIMITED POLICIES FOR REFORMING THE PENSION SYSTEM

Mădălina Giorgiana MANGRA, Marieta STANCIU and Anca VĂRZARU
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
madamangra@yahoo.com, mariettastanciu@yahoo.com, varzaruanca@yahoo.com

Abstract: Maintaining cost-push inflation, increasing prices on the background of liberalization and, particularly, the existence of fewer employees contributing to pensioners support, but also the aging of the population and the exodus of young people in other EU countries, are some of the reasons led to fear that pillar no. I will have a negative impact on pensioners. In the government's attention, there was a pension reform policy that would ensure a decent living for the beneficiaries. At present, the increasing pensions was based on the adoption of an effective policy of collecting taxes and of reducing tax evasion, which allowed the increase of the pension point to 100 lei as of July, 1st 2017, the abolition of the obligation to pay the contributions to health insurance and tax exemption, all for pensions lower or equal to 2000 lei. Uncertainty about the payment of pensions in the future has led many taxpayers to the state budget to join the second pension pillar.

Keywords: state pension, current reform policies, unbalanced system, impact, private managed pension

TRANSFER PRICES AND MARKET VALUE OF REINSURANCE TRANSACTIONS

Andreea Lavinia CAZACU NEAMȚU
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
cazacu.andreea21@yahoo.ro

Abstract: As a result of the increasingly sustainable economic and financial crisis, which is characterized by the diminishing of the sums due to the state budget, the interest of more and more countries, including Romania, for the legalization and control over the transfer prices increases. Transfer pricing is an activity involving the execution of client related actions for a specific financial product through multiple intermediaries and/or tax jurisdictions. These transfer prices are used in different industries and, in the last period, have been used, in particular, by reinsurance companies as a result of difficult economic conditions and increasing competitiveness. Under these circumstances, insurers need to be aware that they will carry out tax inspections whose role is to verify using the market value principle, the compliance of their prices with the affiliated reinsurers in order to avoid misuse of those prices, by exaggerating costs and artificially reducing potential profits. This study emphasizes that reinsurance contracts made by affiliated companies are not the issue, but the way in which transactions are carried out that do not accurately reflect the risks transferred, their costs and the respect of the market value principle. If they are not carefully controlled, these reinsurance companies have every reason to use transfer pricing to move the profit between tax jurisdictions with differentiated rates of taxation, thus minimizing total corporate tax.

Keywords: transfer prices, market value, reinsurance

VALUE ADDED TAX - WHERE TO? NEW APPROACHES REGARDING VAT

Anca Alina BUZIERNESCU, Nicoleta Mihaela FLOREA and Stelian SELISTEANU
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
ancabuziernescu@yahoo.com, nmflorea@yahoo.com, stelian.selisteanu@rcc.ro

Abstract: It is known that, since it was introduced, VAT is the tax with the highest contribution to the state budget of Romania, of approx. 46%, according to budget estimates for 2017. However, our country faces the highest VAT GAP in the EU, collecting only 70% of what it should collect. In this context, it is very important to adopt as a matter of urgency administrative tax measures in relation to the reduction of VAT evasion, as well as measures to improve the collection rate of VAT: electronic invoicing, introduction of electronic cash registers, Split VAT, reverse charge.

Keywords: VAT GAP, VAT evasion, collection rate, Split VAT, reverse charge

INFORMATICS AND STATISTICS TRACK

CYBER DEFENCE- PROACTIVE COMPONENT OF THE INFORMATIVE SECURITY

Ionuț RIZA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
rizaionut@gmail.com

Abstract: Actions of informational nature take and will take place in any of the phases of peace, crisis, conflict, post-conflict. Therefore, it is essential for governmental institutions to dispose of capabilities of permanent warning, evaluation, analysis and reaction, and also to maintain a continuous state of structural and doctrinal adjustment, in order to allow it to achieve the national interests in this cyber space. Currently, NATO has an officially authorized Cyber Defence policy in order to protect the North Atlantic Alliance cyber space (the entirety of infrastructures of communication and information systems). Cyber Defence is considered to be part of the security policy in the computer and communications systems, notably on monitoring the incidents, and also the response and recovery procedures of the affected systems and data. An important role within the development of this field is played by the projection achievement in the cyber space of the countermeasures regarding the main threats to the security namely terrorism, espionage, sabotage, subversion and organized crime through the identification of concepts, structures, doctrinal elements, specific methods and means of combating these threats. Further on, the most significant examples of cyber-attacks are presented and they reveal the fact that in the new era the concept of cyber war has gained consistency and became a real threat. In this way, the people involved, the purposes, means, targets and effects amplify, expand and refine gradually, according to the technological, social, geopolitical and economical evolutions.

Keywords: Cyber Defence, Web Defacement, Denial of Services, Distributed Denial of Service

VARIABLES AFFECTING ON IRAQI WHEAT PRICE EQUATION BY USING QUANTILE PRINCIPAL COMPONENT REGRESSION

Fadel ALHUSSEINI and Latif ATIYAH

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
fadel.alhusseini@gmail.com, latiflatif987@yahoo.com

Abstract: The multicollinearity problem is considered critical in regression models, due to the fact that the estimators of these models are not real and thus they cannot represent the phenomenon data. Therefore, a treatment must be applied to this problem in order to obtain realistic estimators that can be generalized on the study population. The test model in the present study suffers from multicollinearity problem. To overcome this problem, the quantile principal component regression was employed. It is considered a new method for treating multicollinearity problems in quantile regression problem. The analysis included the study of Iraqi Wheat Price Equation through three quantile levels: 0.05, 0.55 and 0.95.

Keywords: multicollinearity problem, Quantile principal component regression, Iraqi Wheat Price Equation

SYMMETRIES IN OPTIMAL CONTROL THEORY

Liviu POPESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
liviunew@yahoo.com

Abstract: The most important and powerful tool for studying the optimal solutions in control theory is Pontryagin's Maximum Principle. It generates the differential equations of first order, necessary for the optimal solutions. For each optimal trajectory, $c(t)=(x(t),u(t))$, it offers a lift on the cotangent space $(x(t),p(t))$ satisfying Hamilton-Jacobi-Bellman equations. However, finding a complete solution to an optimization problem remains extremely difficult for several reasons. First of all, we are dealing with the issue of integrating a Hamiltonian system (which is generally difficult to integrate except for particular costs). Secondly, some special solutions so-called abnormal, should be managed. Finally, even if all solutions are found, there remains the problem of selecting optimal solutions from them. For these reasons, except for linear systems with quadratic costs, one can usually expect to find a complete solution to an optimal control problem in only small size. Therefore, it is very important to determine the symmetries of the Hamiltonian systems which can be used in order to decrease the number of degree of freedom for the dynamical systems.

Keywords: symmetries, optimal control, Pontryagin Maximum Principle, Hamiltonian systems

COMPLEX ANALYSIS OF SOFTWARE QUALITY BY QUANTIFYING SOFTWARE QUALITY METRICS

Ion BULIGIU and Liviu Ion CIORA

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

buligiu.ion@gmail.com, liviuciora2004@yahoo.com

Abstract: The present paper aims at finding ways of studying software quality through statistical analysis methods and applying quality assurance techniques, identifying and quantifying software quality metrics. In order to study the software from a qualitative point of view, it is intended to draw conclusions about the ways of intervention, the corrective actions during the design stages, development - writing the source code of the programmers and testing the software system, including during the implementation phase. This is done through quality assurance systems and the use of modular performance testing modules to determine the level of quality for the entire IT system. In support of this approach, and in understanding the place and role of software systems analysis and analysis techniques, we have approached in a systematic manner their multiple concepts using a variety of research methods of economic science such as: induction and deduction, abstraction, analysis and the synthesis, diagnosis, processing of statistical information, the use of statistical methodologies applied to the quality study at the level of computer systems and the research of the field of testing and assurance of software quality.

Keywords: software quality, software metrics, statistical analysis methods, diagnosis, quality assurance, quality study

THE ROLE OF INFORMATION TECHNOLOGIES IN THE MANAGEMENT OF CUSTOMER RELATIONS

Tomiță Constantin VASILE, Cora Ionela DANIASA, Luminița Florentina POPESCU, Anica IANCU and
Virgil POPESCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

vasiletomita@yahoo.com, coraionela@yahoo.com, lumipopescu2002@yahoo.com, iancunina@yahoo.com,
virgil.popescu@automotive.com.ro

Abstract: The computer revolution has changed man's relationship with information. Today the information has the status of resource. Information technology (IT or IT abbreviated) is the one that creates, stores and provides access to this resource. The main feature of IT is progressive evolution, and lifetime is now considered to be 18 months (Moore's law). Access to information is becoming more rapid as all major powers (the United States, Japan, the European Union) are engaged in high-speed transmission infrastructure, known as information highways. The most common "product" of telecommunication-informatic "marriage" is the Internet, the number of users globally doubles from one year to the next. Futurists believe that we are in a process of transition from the industrial age and that of information to the knowledge economy, with major implications at a political, economic and social-cultural level.

Keywords: information technologies, management of customer relations, progressive evolution

THE IMPACT OF USING DATA MINING TECHNIQUES IN RETAIL BANKING

Adrian Ionuț PASCU

University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania

adrianionut.pascu@gmail.com

Abstract: Currently the banking system is able to store impressive amounts of data collected day-to-day, from customer's personal data to transactional or risk profile data of the customers. The decisions concerning the marketing strategy, the risk management strategy and the development one are made after "the knowledge of large amounts of data is extracted" (Han J.Kamber M.2006, Data mining: Concepts and Techniques), analyzed and interpreted, this process being known as data mining.

The techniques of data mining are a sequel of the statistical methods and of the traditional data analysis, there are techniques that take a traditional approach based on assumptions and data analyses but there are also evolutionary techniques based on data analyses that are used to identify tendencies and standards.

The traditional approach is similar to statistical methods, the difference being given by the management of large amounts of data. The object of these traditional methods is making a resume of a dataset in order to identify and describe the main features. The evolutionary techniques try to anticipate patterns and future behaviors, to identify small deviations from the rule in order to detect an unusual action, these patterns being especially used to detect fraud.

The process of data mining seems to be essential through the techniques used in areas such as customer retention and loyalty, fraud prevention and risk management, marketing campaigns and customer segmentation.

Keywords: data mining, data mining techniques, retail banking, marketing campaigns, customer segmentation

IRREGULAR PROCESSES IN ECONOMY AND BUSINESS: RESEARCH METHODS

Vadim DUMITRAȘCU and Roxana Arabela DUMITRAȘCU
“Dimitrie Cantemir” Christian University, Bucharest, Romania
dumitrascu_vadim@yahoo.com, dumitrascu_arabela@yahoo.com

Abstract: Irregularity and fluctuation have become ubiquitous attributes of modern economic phenomenology. At the same time, it is noted the incapacity of traditional methods and tools of analysis, both quantitative and qualitative, to capture and explain in a meaningful and conclusive manner such manifestations. Non-linearity requires special research methods. Hurst analysis is one of the modern techniques which facilitates the scientific study of the chaotic processes. Essentially, Hurst's analysis is based on identifying and treatment of memory phenomena and informational noise which characterizes apparently disordered economic processes.

Keywords: irregular processes, Hurst analysis, non-linearity

STUDY ON INTEGRATING SYSTEM DYNAMICS AND GROUP MODEL BUILDING PRINCIPLES WITHIN AN ECONOMIC MAP MODEL

Victor TIȚA¹ and Nicolae BOLD²

¹*UASVM Bucharest, Faculty of Management, Economic Engineering in Agriculture and Rural Development, Slatina Branch, Romania*

²*University of Pitești, Faculty of Sciences, Physical Education and Informatics, Pitești, Romania*
victortita@yahoo.com, bold_nicolae@yahoo.com

Abstract: The difficulty of studying an economic environment is based on the complexity of the network and the extremely large number of parameters that can affect the entire market even when a slight change takes place. The paper studies the added value that the acknowledged approaches such as System Dynamics and Group Model Building can bring to a representation model of a geographical economic market which will be described in the paper by applying their principles to this model. The geographical economic map is built using concepts related to graph theory and is still sensitive related to its basic conceptualization, thus the principles that base both approaches can found a economic map model that is closer to reality.

Keywords: map, graph, economy, system dynamics, group model building

ROMANIA'S POPULATION DECLINE AND DEMOGRAPHIC FUTURE

Lucian Adrian SALA
University of Craiova, Faculty of Economics and Business Administration, Craiova, Romania
sala_lucian@yahoo.com

Abstract: Like most of the countries around the world, European member states are suffering from the declining population, due to low birth rates and decreasing death rates. Romania's population is undergoing a series of changes that will continue to unfold in the foreseeable future. Demographic transitions are taking place in the case of all member states that are part of EU-28, with various degrees of intensity. Romania's population is shrinking and undergoing a continuous process of erosion since 1992 when it hit a peak of 23,2 Million. Under the influence of a decreasing birth rate and death rate, the population is projected to decrease from 19,8 Million in 2015 to 14,5 Million in 2080. This article examines how these inevitable changes will shape Romania's demographic landscape, with an emphasis on the changes over time suffered by the total population, birth rates, and life expectancy, as seen through the "Demographic Transition Model" stages as put forward by Thompson in 1929.

Keywords: demographic transition, population decline, birth rates, death rates