

**17<sup>th</sup> International Economic Conference  
IECS 2010**

**„THE ECONOMIC WORLD' DESTINY: CRISIS AND  
GLOBALIZATION?"**

**SIBIU, ROMANIA  
MAY 13-14, 2010**

**THE UNFOLDING OF THE CONFERENCE**

**First day**

**THURSDAY - 13<sup>th</sup> of May**

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|----------------------|---|
| 9 a.m. -<br>10 a.m.  | - <b>Registration of participants</b> in the marble hall of "Avram Iancu" Auditorium, "Lucian Blaga" University, Sibiu, str. Victoriei no. 3-5.   |
| 10 a.m. -<br>11 a.m. | - <b>Opening remarks for the Conference</b> ("Avram Iancu" Auditorium).<br>- <b>Introduction</b> of participants and the program, welcoming remarks - <b>Professor Dan Popescu Ph.D., H.C.</b> , Chairman.<br>- <b>Welcoming speech</b> - <b>Professor Constantin Oprean Ph.D., H.C.</b> , Rector of "Lucian Blaga" University.<br>- <b>Books presentation*</b> - <b>Professor Carmen Comaniciu Ph.D.</b> , Dean. |
| 12 a.m. -<br>2 p.m.  | - <b>Papers presentation on Parallel Sessions</b> at the Faculty of Economic Sciences, str. Calea Dumbrăvii no. 17.   |
| 2 p.m. -<br>4 p.m.   | - <b>Lunch Break.</b> Lunch at the Restaurant of the "Lucian Blaga" University.   |
| 4 p.m. -<br>8 p.m.   | - <b>Papers presentation on Parallel Sessions</b> at the Faculty of Economic Sciences, str. Calea Dumbrăvii no. 17.   |
| After<br>8 p.m.      | - <b>The Banquet of the Conference at the "Ramada"</b> Restaurant.  |

**Second day**

**FRIDAY - 14<sup>th</sup> of May**

- 10 a.m. -     - ***Plenary Session*** at the Faculty of Economic Sciences,  
11 a.m.       - **str. Calea Dumbrăvii no. 17.**  
                  - Presentation of ***Conclusions. Official Closing Session.***
- After         - ***Visiting tour and lunch*** at the „Apfelhaus”  
11 a.m.       - **Cisnădioara.**

**MONDAY - 17<sup>th</sup> of May**

- 9 a.m. -       - ***The International Session of the Students.***  
5 p.m.

The organizers kindly ask the participants that the time for each paper should not exceed 10-12 min.

**\* Books presentation:**

- Prof. univ. dr. **Nicolae Balteș** (co-author), **“Contabilitate. Fundamente teoretice și practice”**, „Lucian Blaga” University Publishing House, Sibiu, 2009;
- Prof. univ. dr. **Luigi Dumitrescu**, Lect. univ. dr. **Camelia Apostu**, **“Marketingul și calitatea serviciilor”**, Expert Publishing House, 2009;
- Prof. univ. dr. **Liviu Mihăescu**, **“Metode cantitative în management”**, „Lucian Blaga” University Publishing House, Sibiu, 2009;
- Prof. univ. dr. **Liviu Mihăescu**, **“Sisteme informaționale și aplicații informatice în administrarea afacerilor”**, „Lucian Blaga” University Publishing House, Sibiu, 2009;
- Prof. univ. dr. **Dan Popescu**, **“Cataclismele economice care zguduie lumea”**, Continent Publishing House, Sibiu, 2010;
- Prof. univ. dr. **Ilie Rotariu**, **“Dezvoltarea destinației turistice”**, Alma Mater Publishing House, Sibiu, 2009;
- Prof. univ. dr. **Ilie Rotariu**, **“Comunicare în afaceri”**, Alma Mater Publishing House, Sibiu, 2009;
- Conf. univ. dr. **Mihaela Herciu**, **“Performanța globală a firmei”**, „Lucian Blaga” University Publishing House, Sibiu, 2009;
- Conf. univ. dr. **Cornel Jucan**, **“Control financiar și fiscal”**, Alma Mater Publishing House, Sibiu, 2009;
- Conf. univ. dr. **Cornel Jucan**, **“Managementul activelor și pasivelor bancare”**, Alma Mater Publishing House, Sibiu, 2009;
- Conf. univ. dr. **Cosmin Tileagă**, **“Mecanisme și instituții ale mediului concurențial european”**, „Lucian Blaga” University Publishing House, Sibiu, 2009;
- Conf. univ. dr. **Cosmin Tileagă**, **“Organizații economice internaționale”**, „Lucian Blaga” University Publishing House, Sibiu, 2009;
- Lect. univ. dr. **Lucian Belașcu**, **“Economia comerțului”**, „Lucian Blaga” University Publishing House, Sibiu, 2009;
- Lect. univ. dr. **Lucian Belașcu**, **“Relația inflație-șomaj: o abordare teoretică și pragmatică”**, „Lucian Blaga” University Publishing House, Sibiu, 2009;
- Lect. univ. dr. **Ilie Moga**, **“Strategii și politici bancare”**, „Lucian Blaga” University Publishing House, Sibiu, 2009;
- Lect. univ. dr. **Ilie Moga**, **“Prețuri și concurență”**, „Lucian Blaga” University Publishing House, Sibiu, 2009;
- Lect. univ. dr. **Adrian Țăran-Moroșan**, **“Costurile – componente, sfera de cuprindere, metode și procedee de calculație”**, Psihomedica Publishing House, Sibiu, 2009;
- **“Revista Economică”**, "Lucian Blaga" University of Sibiu, Continent Publishing House, Sibiu, Editor-in-Chief: Prof. univ. dr. H.C. Dan Popescu, *CNCSIS B+ Journal, Indexed in: RePeC, Ulrich`s Periodicals Directory*;
- **“Studies in Business and Economics”**, „Lucian Blaga” University Publishing House, Sibiu, Editors-in-Chief: Conf. univ. dr. Claudia Ogorean, Conf. univ. dr. Mihaela Herciu, *Indexed in: RePeC, Index Copernicus, Ulrich`s Periodicals Directory*;
- **“Euroeconomia XXI”**, Continent Publishing House, Sibiu, CCIA Sibiu, Editor-in-Chief: Prof. univ. dr. H.C. Dan Popescu.



## Paper Sessions

**SECTION 1****GLOBALIZATION, POST – GLOBALIZATION (GPG)**

|                         |  |
|-------------------------|--|
|                         | <b>THURSDAY, MAY 13, 2010</b>          |
| <b>12 a.m. – 2 p.m.</b> | <b>ROOM: E 11</b>                      |
| <b>SESSION TRAK</b>     | <b>PARALLEL SESSION 1.1. GPG</b>       |
| <b>SESSION CHAIR</b>    | <b>POPESCU DAN,<br/>APOSTU CAMELIA</b> |

**THE IMPACT OF THE CURRENT CRISIS ON THE ROMANIAN ECONOMY**  
*BEGU LIVIU-STELIAN,  
 DAVID NICOLETA,  
 ISTRATE IOAN*

**GLOBAL ECONOMIC CRISES AND ITS IMPACT ON ROMANIA**  
*BUCUR ION,  
 BUCUR CRISTIAN*

**THE ROLE OF THE GROUP OF TWENTY- G20 IN RESHAPING THE GLOBAL ECONOMIC AND FINANCIAL SYSTEM**  
*DAEA ALEXANDRA RENATE*

**THE FOREIGN DIRECT INVESTMENTS IN EUROPE AND THE GLOBAL FINANCIAL CRISIS**  
*DIACONU LAURA,  
 POPESCU C. CRISTIAN*

**INTERNATIONAL TRADE IN THE MIDST OF GLOBAL CRISES**  
*DOBRE CLAUDIA,  
 SORICI COSTIN OCTAVIAN,  
 POCIOVALISTEANU DIANA MIHAELA*

**PEOPLE OF INDONESIA AGONY: A LENGTHY FOREST DESTRUCTION CONSEQUENCE**  
*GATUT BUDIONO*

**THE PRESENT ECONOMIC CRISIS: A GLOBAL AND WORLD CRISIS**  
*IGNAT ION,  
 ŢIGĂNAŞ CLAUDIU*

**THE CURRENT ACCOUNT DEFICIT – A CAUSE OF THE ECONOMIC CRISIS**  
*IONESCU ROMEO*

**ECONOMIC CRISIS IN ROMANIA. A BRIEF ANALYSIS**  
*MURSA GABRIEL,  
 BACIU LIVIA*

**CIVILIZATIONS FROM « CLASHES » TO EVOLUTION**  
*POPESCU DAN*

**THE ROMANIAN VILLAGE: ORIGINS AND CURRENT MANIFESTATIONS OF A PERPETUAL CRISIS**  
*POPESCU DORIS-LOUISE*

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|                         | <b>THURSDAY, MAY 13, 2010</b>        |
| <b>12 a.m. – 2 p.m.</b> | <b>ROOM: EP 2</b>                    |
| <b>SESSION TRAK</b>     | <b>PARALLEL SESSION 1.2. GPG</b>     |
| <b>SESSION CHAIR</b>    | <b>LUCIAN PAUL,<br/>OPREANA ALIN</b> |

**THE COORDINATED EFFORTS OF THE EUROPEAN UNION AND THE MEMBER STATES IN FIGHTING THE ECONOMIC CRISIS**

*ANGHEL CRISTIAN*

**THE GLOBALISATION OF THE CURRENT FINANCIAL CRISIS AND SOLUTIONS REGARDING CRISIS MANAGEMENT IN ROMANIA**

*BOGHEAN CARMEN,  
BOGHEAN FLORIN*

**ROLE OF GLOBALIZATION AFTER THE CRISIS**

*CIRSTEA CORNELIU*

**PUBLIC-PRIVATE PARTNERSHIP UNDER GLOBAL ECONOMIC CRISIS**

*CORETCHI DORU-CRISTIAN*

**ROMANIA AND THE ECONOMIC CRISIS -**

**AN EVOLUTION FILLED WITH PROMISES AND INCONCLUSIVE RESULTS**

*CRÎȘAN SILVIU*

**REFLECTION OF THE CURRENT ECONOMIC CRISIS IN THE EUROPEAN'S STATES**

*IONESCU EDUARD,  
OPREA CRISTIAN*

**REFLECTION OF THE CURRENT ECONOMIC CRISIS IN THE EUROPEAN'S STATES**

*JULA OCTAVIAN*

**ANTI-CRISIS MEASURES TAKEN IN THE EU. ICT INDUSTRY DEVELOPMENT AS THE MAIN MEASURE OF THE ROMANIAN ECONOMY OUT OF CRISIS**

*MIHĂILESCU MARIANA,  
LĂZĂRICĂ MARINELA*

**THE INVISIBLE HAND HIDDEN BEHIND THE CURRENT ECONOMICAL REALITY**

*OPREANA ALIN*

**POLICY FAILURES AND CURRENT CRISIS**

*STRASE SEBASTJAN,  
JAGRIC TIMOTEJ*

**A BRIEF DOCTRINARY OVERVIEW ON THE CURRENT FINANCIAL CRISIS**

*ȚIGĂNAȘ CLAUDIU, IGNATION*

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|                        | <b>THURSDAY, MAY 13, 2010</b>               |
| <b>4 p.m. – 6 p.m.</b> | <b>ROOM: E 12</b>                           |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 1.3. GPG</b>            |
| <b>SESSION CHAIR</b>   | <b>SIMION DOINA MARIA,<br/>BALTADOR LIA</b> |

**GLOBALIZATION AND EDUCATION FOR SUSTAINABLE DEVELOPMENT**

**BĂLAN GEORGE,  
VASIU DIANA ELENA**

**THE DIAGNOSTIC ANALYSIS OF THE BINOMIAL RELATION – ECO-INEFFICIENT ECONOMY VERSUS ECO-EFFICIENT ECONOMY, AT EU LEVEL**

**BĂLĂNESCU (RADU) CRISTINA MIHAELA,  
ȘTEFĂNESCU MIHAELA,  
ȘTEFĂNESCU (POPESCU) LUCIA**

**ECOLOGICAL PROCESSES UNDER THE IMPACT OF GLOBALIZATION: CONTRADICTIONARY TRENDS OR SUBJECTIVE INTERPRETATIONS?**

**CASE STUDY: ROSIA MONTANA  
BRAN FLORINA**

**ADAPTATION TO CLIMATE CHANGE**

**DOBRE ION,  
BRAN FLORINA,  
IOAN ILIDKO**

**SOURCES FOR DIMINISHING THE CLIMATE CHANGES**

**DOBRESCU EMILIAN**

**GLOBALIZATION AND CONSUMER PROTECTION**

**GHEORGHIU GABRIELA,  
BUNDA NICOLETA RAMONA,  
POPOVICI VERONICA**

**EMPLOYMENT IN AGRICULTURE IN ROMANIA – STATE OF PLAY (SUBSISTENCE AGRICULTURE) AND ITS PERSPECTIVES (E.G.: GREEN FARMING)**

**GHINARARU CATALIN**

**FINANCIAL INSTRUMENTS FOR BIODIVERSITY PRESERVATION**

**IOAN ILDIKO,  
RĂDULESCU CARMEN VALENTINA,  
BURUIANĂ VIOREL**

**ENERGY SECURITY POLICIES IN POST-GLOBALISATION. COMPARATIVE STUDY**

**MIRON RAMONA,  
TACHE ILEANA**

**CARBON EMISSION ALLOWANCES – FINANCIAL INSTRUMENTS TRADED ON CAPITAL MARKETS**

**NAN SANDA SIMONA,  
SOLOVASTRU MIRCEA ȘTEFAN**

**PROMOTION OF SUSTAINABLE PRODUCTION AND CONSUMPTION**

**NEGREA ALEXANDRU,  
MARICESCU LILIANA DENISA,  
POPA CRISTINA**

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|                         | <b>THURSDAY, MAY 13, 2010</b>                |
| <b>12 a.m. – 2 p.m.</b> | <b>ROOM: E 12</b>                            |
| <b>SESSION TRAK</b>     | <b>PARALLEL SESSION 1.4. GPG</b>             |
| <b>SESSION CHAIR</b>    | <b>BURNETE SORIN,<br/>ȚICHINDELEAN MIHAI</b> |

**THE MEASUREMENT OF CORRUPTION AND THE IDENTIFICATION OF ITS PROPAGATION FACTORS**

**ANDREI TUDOREL,  
MATEI ANI,  
IACOB ANDREEA ILUZIA**

**THE ROLE OF LOHN PROCESSING OPERATIONS IN THE DEVELOPMENT OF ROMANIA'S READY-MADE CLOTHES MANUFACTURING**

**AVRIGEANU ALINA FLORENTINA,  
ANGHEL FLAVIA GABRIELA  
STÂNGĂ ELENA**

**THE NECESSITY TO IMPLEMENT A NEW MODEL OF GOVERNANCE IN ROMANIA**

**BĂLĂCEANU CRISTINA TEODORA**

**TRIANGLE MANUFACTURING WITHIN EAST-EUROPEAN APPAREL INDUSTRY**

**BURNETE SORIN**

**A STATISTICAL – ECONOMETRIC APPROACH OF THE FAMILY STRUCTURE AND BEHAVIOR IN EUROPEAN COUNTRIES**

**GHIȚĂ SIMONA  
VOINEAGU VERGIL,  
VIRJAN DANIELA**

**ASPECTS OF PHRASAL ANGLICISMS IN THE ROMANIAN ECONOMIC LANGUAGE**

**GREAVU ARINA**

**E-CRIME: COLLABORATIVE MAPPING OF CRIMES**

**MOCANU (VÎRGOLIC) AURA,  
LIȚAN DANIELA,  
VELICANU MANOLE**

**EVOLUTION OF AGRICULTURAL MARKET'S MECHANISMS UNDER THE IMPACT OF OF CUSTOM REGULATIONS IN THE 1990-2009 PERIOD**

**NĂSTASE MIRCEA**

**RURAL DEVELOPMENT POLICY IN ROMANIA**

**PAUL LUCIAN**

**USING TOURISM STATISTICS: A CASE STUDY OF SIBIU, ROMANIA**

**ROTARIU ILIE,  
RICHARDS GREG**

**MANAGING CULTURAL DIVERSITY IN INTERNATIONAL TOURISM**

**ROVINARU MIHAELA,  
ROVINARU FLAVIUS**

**FRAMEWORK FOR CAPABILITY EVALUATION OF THE CORPORATION**

**UNGUREANU GABRIELA,  
VARGA (UNGUREANU) ANCA**

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|                        | <b>THURSDAY, MAY 13, 2010</b>           |
| <b>4 p.m. – 6 p.m.</b> | <b>ROOM: E 22</b>                       |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 1.5. GPG</b>        |
| <b>SESSION CHAIR</b>   | <b>TILEAGĂ COSMIN,<br/>OPREANA ALIN</b> |

**THE RELATIONSHIP BETWEEN THE UNEMPLOYMENT RATE AND THE SIZE OF THE SHADOW ECONOMY-A NONPARAMETRIC ANALYSIS OF USA DATA WITH SPLINE MODELS**  
*ALEXANDRU ADRIANA ANAMARIA,  
DOBRE ION*

**SCHOOL-TO-WORK TRANSITION AND LABOUR MARKET INTEGRATION OF ROMANIAN UNIVERSITIES GRADUATES**  
*ANGELESCU CORALIA, DOBRE MIHAELA HRISANTA, MOSORA COSMIN LIVIU*

**DEMOGRAPHIC PRESSURE ON HEALTHCARE FINANCING IN ROMANIA**  
*ASANDULUI LAURA, BACIU LIVIA*

**THE INTERRELATIONS BETWEEN LABOR MARKET POLICIES AND DEMOGRAPHIC BEHAVIOR WITH SPECIAL EMPHASIS ON NEW MEMBERS OF EU**  
*BOBOC CRISTINA, PELE DANIEL, TITAN EMILIA*

**THE TRAINING AND REORIENTATION – FROM THE MANAGER TO SIMPLE WORKERS – SUBSTANTIAL INVESTMENT TO BE MADE IN THE EASTERN EUROPEAN COUNTRIES**  
*ENEA CONSTANȚA, ENEA CONSTANTIN*

**ACTIVE MEASURES FOR INCREASING THE EMPLOYMENT CHANCES OF PEOPLE IN SEARCH OF JOBS IN THE CONTEXT OF ECONOMIC CRISIS**  
*GHERGHEL SILVIA*

**A MATCHING THEORY PERSPECTIVE ON DISEQUILIBRIA IN THE ROMANIAN LABOR MARKET**  
*KORKA MIHAI,  
DIMIAN GINA CRISTINA*

**THE SITUATION ON THE LABOUR MARKETS IN THE EU 27 AND THE IMPACT OF CRISIS ON EMPLOYMENT**  
*MILITARU MADALINA, UNGUREANU GABRIELA*

**SOCIAL RESPONSIBILITY OF FIRMS AND ABUSIVE LABOR PRACTICES ABROAD: IS CONSUMERS' BOYCOTT THE ETHICAL ANSWER ON THE HOME MARKET?**  
*MUȘETESCU RADU*

**EUROPEAN UNION UNEMPLOYMENT AND SOCIAL EXCLUSION**  
*NAE TATIANA-ROXANA*

**THE EFFECTS OF THE CURRENT CRISIS ON EMPLOYMENT**  
*PAPUC CHIVA MARILENA, ACELEANU MIRELA IONELA*

**HUMAN CAPITAL. ANY INVESTMENT IN EDUCATION LEADS TO ECONOMIC GROWTH?**  
*POPESCU C. CRISTIAN, DIACONU LAURA*

**THE IMPACT OF GLOBALIZATION ON EDUCATION**  
*STEJAR (PRICOPIE) CAMELIA, GEANGALE ANCA*

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|                        | <b>THURSDAY, MAY 13, 2010</b>                  |
| <b>6 p.m. – 8 p.m.</b> | <b>ROOM: EM 9</b>                              |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 1.6. GPG</b>               |
| <b>SESSION CHAIR</b>   | <b>TĂNĂSESCU CRISTINA,<br/>BUNESCU LILIANA</b> |

**WORLD FINANCIAL MARKETS DECOUPLING THEORY POST REVIEW**  
*BOTIKA MARIANNA*

**GLOBALIZATION OF ECONOMIC DEVELOPMENT**  
*BUCUR ION,  
DONE IOAN,  
BUCUR CRISTIAN*

**AN ECONOMETRIC ANALYSIS CONCERNING THE INFLUENCE OF THE INVESTMENT CLIMATE ON THE INVESTMENT DECISIONS**  
*CORDUNEANU CARMEN,  
DIMA BOGDAN,  
MILOȘ LAURA RAISA*

**“NON-STATE” ACTORS IN THE GLOBALIZATION OF THE ECONOMY**  
*GHERGHEL LAURA*

**THE INVESTMENT CLIMATE AND THE DECISION TO UNDERTAKE FDI**  
*MACELARU PATRICIA SABINA*

**INTRA-FIRM TRADE AND GLOBALIZATION**  
*MAHA LIVIU-GEORGE,  
DONICI GABRIEL-ANDREI,  
MAHA SORIN-ȘTEFAN*

**IMPLEMENTATION OF SUSTAINABLE BANKING PRINCIPLES IN BANKING RISK MANAGEMENT**  
*RĂDULESCU CARMEN VALENTINA,  
BĂLU FLORENTINA OLIVIA,  
MARICESCU LILIANA DENISA*

**INTERNATIONAL FINANCIAL CRISIS – THE IMPORTANCE AND IMPLICATIONS OF THE CAPITAL OF TRUST AND THE QUALITY OF FINANCIAL INSTRUMENTS**  
*ROMAN IOANA NICOLETA*

**CRISIS – ELEMENT OF ECONOMIC CYCLICITY. RETROSPECTIVE LOOK OVER A FEW FINANCIAL CRISIS OF THE TWENTIETH CENTURY**  
*ROVINARU FLAVIUS,  
ROVINARU MIHAELA*

**TRADE BALANCE AND REAL EXCHANGE RATE CHANGES: A REVISIT**  
*SHAHBAZ MUHAMMAD,  
JALIL ABDUL*

**AN APPROACH IN DATING ROMANIAN BUSINESS CYCLE’S TURNING POINTS**  
*TĂNĂSESCU CRISTINA,  
BUCUR AMELIA*

**THE SOCIAL ASPECTS OF GLOBALIZATION**  
*ZODIERIU ELENA*

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|                        | <b>THURSDAY, MAY 13, 2010</b>               |
| <b>4 p.m. – 6 p.m.</b> | <b>ROOM: E 31</b>                           |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 1.7. GPG</b>            |
| <b>SESSION CHAIR</b>   | <b>MĂRGINEAN SILVIA,<br/>BELAȘCU LUCIAN</b> |

**THE IMPACT OF LISABON STRATEGY ON THE DIFFERENT ECONOMICS AREAS IN EU AND THE NEW ECONOMIC STRATEGY EUROPE 2020**

**ANGELESCU CORALIA,  
CREȚU ALINA ȘTEFANIA,  
STANEF ROBERTA MIHAELA**

**COHESION AND DISPARITIES IN THE EUROPEAN UNION – CAUSES AND EFFECTS OF ECONOMIC CRISIS**

**BEGU LIVIU-STELIAN,  
TEODORESCU IRINA-TEODORA,  
DIMIDOV IOANA CĂȚĂLINA**

**LISBON STRATEGY REVIVAL AND EUROPEAN UNION STRATEGY 2020 - SOME REMARKS**  
**BELAȘCU LUCIAN, OLTEAN LIVIA, BALTADOR LIA**

**SYSTEMIC INTERDEPENDENCIES: UNEMPLOYMENT - PURCHASING AND CONSUMPTION BEHAVIOUR. AN EUROPEAN APPROACH**

**DANU MARCELA-CORNELIA**

**INSTITUTIONAL QUALITY, ECONOMIC FREEDOM AND SUSTAINABLE DEVELOPMENT. A COMPARATIVE ANALYSIS OF EU COUNTRIES**

**IACOBUȚĂ ANDREEA,  
GAGEA MARIANA**

**STATE AID AND STRUCTURAL FUNDS IN THE EUROPEAN UNION. CONNECTION WITH MEMBER'S TRADE FLOWS**

**ICHIM NELA RAMONA,  
PAVEL ELENA MIHAELA, NITULESCU IOANA**

**THE IMPACT OF GLOBALIZATION ON EU COMPETITION POLICY CONCERNING THE CONDUCT OF DOMINANT UNDERTAKINGS**

**LAZĂR IOAN,  
LAZĂR LAURA,  
LAZĂR SZILARD**

**PREDATORY PRICING: PARADOX OR CHALLENGE FOR COMPETITION POLICY?**

**MĂRGINEAN SILVIA**

**ADAPTING TO THE TIMES: THE CASE OF EU COMPETITION POLICY REGARDING THE MOTOR VEHICLE SECTOR**

**NIMINEȚ LIVIANA ANDREEA**

**THE IMPLICATIONS OF FINANCIAL CRISIS ON LOCAL PUBLIC FINANCES FROM EUROPEAN UNION COUNTRIES IN A GLOBALIZATION WORLD**

**RUSU (CHELARU) ELENA**

**IS THE ROMANIAN PATTERN AN 'ATYPICAL' MODEL FOR SUSTAINABLE ECONOMIC DEVELOPMENT? THE COMPETITIVENESS ANALYSIS FROM THE ECONOMIC CONVERGENCE PERSPECTIVE**

**ȘTEFĂNESCU MIHAELA, BĂLĂNESCU (RADU) CRISTINA MIHAELA, SAVONEA RUXANDRA**

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|                         | <b>THURSDAY, MAY 13, 2010</b>         |
| <b>12 a.m. – 2 p.m.</b> | <b>ROOM: E 51</b>                     |
| <b>SESSION TRAK</b>     | <b>PARALLEL SESSION 1.8. GPG</b>      |
| <b>SESSION CHAIR</b>    | <b>JUCAN CORNEL,<br/>MIHAIU DIANA</b> |

**REGIONAL ATTRACTIVENESS IN ROMANIAN DEVELOPMENT REGIONS**

**BAKO DANA,  
VARVARI ȘTEFANA**

**RELATIONS OF THE GLOBALISATION WITH REGIONAL ECONOMIC DEVELOPMENT POLICY**

**BREBAN CLAUDIA MARIA**

**TOPICALITY OF SCIENTIFIC RESEARCH AND INNOVATION IN ROMANIAN ECONOMICS**

**CIUCUR ELENA,  
CIUCUR DUMITRU**

**ASPECTS REGARDING THE IMPORTANCE OF NATIONAL COMPETITIVENESS FOR IMPROVING THE INTEGRATION'S DEGREE**

**DUDA-DAIANU DANA-CODRUȚA,  
HARANGUS DANIELA**

**THE PERSPECTIVE OF ROMANIAN EUROPEAN INTEGRATION IN TERMS OF INTERNATIONAL COMMERCIAL RELATIONS**

**GAGEA ANDREEA,  
NEGUȚ SILVIU,  
STĂNCULESCU ANCA MARIA**

**PANEL DATA USE FOR THE ANALYSIS OF THE ECONOMIC AND SOCIAL PHENOMENA AT REGIONAL LEVEL**

**IACOB ANDREEA ILUZIA,  
ANDREI TUDOREL,  
OANCEA BOGDAN**

**OPENING TOWARDS EUROPE: REGIONAL DEVELOPMENT BETWEEN STRATEGIC APPROACH AND PRIORITY POLICY**

**POPESCU DAN-ALEXANDRU**

**THE REGIONAL COMPETITIVENESS OF THE WEST REGION OF ROMANIA**

**POPOVICI ADINA,  
NAGY CSABA**

**EVOLUTION AND POSSIBILITIES OF REGIONALIZATION IN ROMANIA**

**ȘCUTARIU ADRIAN LIVIU,  
NĂSTASE CARMEN,  
POPESCU MIHAI**

**INNOVATION, RESEARCH AND DEVELOPMENT IN ROMANIAN SME'S**

**SORICI COSTIN OCTAVIAN,  
DOBRE I. CLAUDIA, POCIOVALISTEANU DIANA-MIHAELA**

**IS SME SECTOR THE KEY FOR RESTARTING ECONOMIC GROWTH IN EUROPEAN UNION?**

**TRAȘCĂ DANIELA LIVIA,  
POPA RALUCA ANDREEA**

## Paper Sessions

**SECTION 2****CHANGE MANAGEMENT: NEW COORDINATES (CMNC)**

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|                         | <b>THURSDAY, MAY 13, 2010</b>              |
| <b>12 a.m. – 2 p.m.</b> | <b>ROOM: E 31</b>                          |
| <b>SESSION TRAK</b>     | <b>PARALLEL SESSION 2.1. CMNC</b>          |
| <b>SESSION CHAIR</b>    | <b>MIHĂESCU LIVIU,<br/>VINȚEAN ADRIANA</b> |

**CHANGE MANAGEMENT FOR ASSURING THE QUALITY OF PRODUCTS AND SERVICES**

**ANDREȘ SOLOMIA,  
MALOȘ RAUL CEZAR,  
ONEȚIU ANDA NICOLETA**

**CHANGE MANAGEMENT IN LEARNING ORGANIZATIONS**

**BACIU CRISTINA**

**COMMUNICATION IN TIMES OF CRISIS**

**BĂȘANU GHEORGHE, ȚĂRANU ȘERBAN ALEXANDRU**

**CRISIS – A MOMENT OF TRUTH**

**BOLCAȘ CRISTINA, BADEA FLORICA**

**THIRD MILLENNIUM, GLOBALIZATION OF COMMUNICATION AND THE COMMUNICATION'S SIGNIFICANCE IN CRISIS SITUATIONS**

**CONSTANTINESCU LILIANA-AURORA, ȘTEFĂNESCU CAMELIA**

**PERSUASIVE COMMUNICATION – INDISPENSABLE FACTOR IN CONTEMPORARY MANAGEMENT ACHIEVEMENT**

**CROITORU GABRIEL, CUMPĂNAȘU VASILE**

**REDEFINING THE BUSINESS VALUES IN THE CONTEXT OF THE NEW GLOBAL ECONOMIC CHALLENGES**

**GEORGETA ILIE**

**IS A MERGER THE RIGHT TIME TO LAUNCH AN HR TRANSFORMATION?**

**GROSU ADRIAN, GROSU FLORIN**

**FROM THE PRESENT CHAOS TO THE FUTURE WHOLE – MAPPING OUR ORGANIZATIONAL MINDS**

**HOTĂRAN ILINCA, NĂFTĂNĂILĂ ION**

**THE ANALYSIS OF CHANGE MANAGEMENT IMPLEMENTATION IN PUBLIC SECTOR**

**MALOȘ RAUL CEZAR, ANDREȘ SOLOMIA, ONEȚIU ANDA NICOLETA**

**THE CRISES MANAGEMENT FACED WITH NEW CHALLENGES**

**MIHĂESCU LIVIU, MIHAESCU DIANA**

**A CHANGE MANAGEMENT-BASED APPROACH TO THE DYNAMICS OF HIGHER EDUCATION INSTITUTIONS**

**OPREAN CONSTANTIN,  
BURDUSEL EVA NICOLETA,  
OPREAN CAMELIA**

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|                        | <b>THURSDAY, MAY 13, 2010</b>             |
| <b>4 p.m. – 6 p.m.</b> | <b>ROOM: E 41</b>                         |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 2.2. CMNC</b>         |
| <b>SESSION CHAIR</b>   | <b>OGREAN CLAUDIA,<br/>APOSTU CAMELIA</b> |

**MANAGEMENT IN ROMANIAN SMES***CEPTUREANU SEBASTIAN, CEPTUREANU EDUARD, TUDORACHE ALINA***BALANCE SCORECARD – FROM STRATEGY TO ACTION***GORSKI HORTENSIA, DUMITRESCU LUIGI, FUCIU MIRCEA***THE STRATEGICAL IMPLICATIONS OF THE ETHICAL BEHAVIOUR IN THE COMPANIES BUSINESSES***IANCU ANICA, POPESCU LUMINIȚA, POPESCU VIRGIL***QUALITY OF BUSINESS PROCESS MANAGEMENT IN COMPANIES***KLEINHEMPEL SIMONA, RUSU LUCIA***MANAGING THE PRIORITIES IN ORGANIZATIONS - IF EVERYTHING IS IMPORTANT, THEN NOTHING IS. EFFECTIVENESS BEFORE EFFICIENCY***NĂFTĂNĂILĂ ION, CIOANĂ GEORGIANA***INTEGRATING INNOVATION AND DEVELOPMENT POLICIES - ANALYSIS OF INNOVATION PERFORMANCE***NĂSTASE CARMEN, POPESCU MIHAI, SCUTARIU ADRIAN LIVIU***VALUE-BASED MANAGEMENT AND CORPORATE SOCIAL RESPONSIBILITY IN TIMES OF GLOBAL CRISIS – ARE THEY POSSIBLE OR MANDATORY?***OGREAN CLAUDIA***NEW COORDINATES WASTE MANAGEMENT- NETWORK ANALYSIS BETWEEN DOMESTIC PUBLIC INSTITUTIONAL STRUCTURES, THE PRIVATE SECTOR AND THE CIVIL ORGANIZATIONS IN ENVIRONMENTAL DOMAIN***PICIU GABRIELA-CORNELIA, TRICĂ CARMEN LENUȚA***A CRITICAL ANALYSIS OF DIFFERENT VALUATION METHODS FOR PUBLIC PRIVATE PARTNERSHIPS IN TOURISM INFRASTRUCTURE***PRELIPCEAN GABRIELA, BOSCOIANU MIRCEA***THE EXPLORATION OF A PREDICTIVE MODEL REFERRING TO THE SCHEME TYPE ACCESSED IN THE MANAGERIAL DECISION, IN RAIL TRANSPORTATION***RUS MIHAELA***MODERN PRODUCTION ORGANIZATION METHODS IN A TEXTILE ENTERPRISE***SIMA ELENA, POPA DANIELA***THE SUPERIORITY OF THE ECONOMIC PROFIT. THE ECONOMIC BREAK EVEN POINT***ȘTELIAC NELA***FROM THE TABLEAU DE BOARD TO THE BALANCED SCORECARD***TOMA SORIN-GEORGE, MARINESCU PAUL, HUDEA OANA-SIMONA***”THE SECRETS” OF ACHIEVING MORE WITH LESS EFFORT, TIME AND RESOURCES***VINȚEAN ADRIANA*

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|                        | <b>THURSDAY, MAY 13, 2010</b>           |
| <b>4 p.m. – 6 p.m.</b> | <b>ROOM: E 21</b>                       |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 2.3. CMNC</b>       |
| <b>SESSION CHAIR</b>   | <b>HERCIU MIHAELA,<br/>TUTULEA ANCA</b> |

**A TWO-FACTOR THEORY MODEL FOR THE ROMANIAN EMPLOYEES MOTIVATION**  
*ALEXANDRU ADRIANA ANAMARIA, CASUNEANU COSTEL*

**ORGANIZATIONAL CULTURE FEATURES WITHIN MULTICULTURAL MANAGEMENT DISTRIBUTION CHANNELS**  
*BĂŞANU GHEORGHE,  
GAIDARGI ANGEL GHEORGHE*

**KNOWLEDGE DYNAMICS IN NEGOTIATION**  
*BRĂTIANU CONSTANTIN,  
BEJINARU RUXANDRA,  
IORDACHE ŞTEFAN*

**E-LEARNING MANAGERS AND THEIR PERCEPTION OF TECHNOLOGY SKILLS**  
*CARDOŞ VASILE-DANIEL, TIRON-TUDOR ADRIANA, BIRO MIKLOS*

**APPLYING THE CONTROLLING CONCEPT IN HUMAN RESOURCES MANAGEMENT**  
*CROITORU GABRIEL, MIHAI DANIEL*

**INTERRELATION BETWEEN ECONOMIC FREEDOM AND KNOWLEDGE ECONOMY – SOME EVIDENCES FOR EUROPEAN UNION COUNTRIES**  
*HERCIU MIHAELA*

**LEADING THROUGH CONFLICT. HOW MEDIATORS LEADERS TRANSFORMS DIFFERENCES INTO OPPORTUNITIES**  
*MINA SIMONA*

**IMPLICATION OF HUMAN CAPITAL IN KNOWLEDGE BASED MANAGEMENT**  
*PETRESCU ION*

**KNOWLEDGE MANAGEMENT FRAMEWORK FOR PROJECTS**  
*RUSU LUCIA ,  
KLEINHEMPEL SIMONA*

**NEW TACKLING OF HUMAN RESOURCES STRUCTURE**  
*SIMA MIHAELA-GEORGIA, BÂRSAN SIMONA-CLARA*

**LEADERSHIP DURING DIFFICULT TIMES**  
*TUTULEA ANCA*

**A POSSIBLE MODEL FOR THE STRATEGIC MANAGEMENT OF SERVICES WITHIN THE KNOWLEDGE-BASED SOCIETY**  
*ZAMFIR ANDREEA,  
PLUMB ION*

**COMMON MARKET ORGANIZATIONS AND AGRO-FOOD CHAINS – THE EUROPEAN AND NATIONAL BUSINESS FRAME OF THE ROMANIAN AGRICULTURE**  
*ZAHARIA CONSTANTIN,  
ZAHARIA IOANA,  
TUDORESCU NICOLAE*

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|                        | <b>THURSDAY, MAY 13, 2010</b>            |
| <b>6 p.m. – 8 p.m.</b> | <b>ROOM: E 11</b>                        |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 2.4. CMNC</b>        |
| <b>SESSION CHAIR</b>   | <b>MUSCALU EMANOIL,<br/>TUTULEA ANCA</b> |

**RISK MANAGEMENT IN ROMANIAN ORGANIZATIONS IN THE CONTEXT OF GLOBAL ECONOMY – RESEARCH NOTES**  
*ANDRON DANIELA ROXANA*

**FIND OUT WHAT TO CHANGE THROUGH TECHNOLOGY AUDIT**  
*BÂRSAN SIMONA-CLARA, SIMA MIHAELA-GEORGIA*

**OPPORTUNITIES FOR STREAMLINING THE INVESTIGATION OF ECONOMIC AND FINANCIAL FRAUDS**  
*BUCUR MIHAI, ȚÎȚU MARIANA*

**ENABLING THE METHODOLOGY OF ANALYZING THE IMPACT OF THE STATE AID IN COUNTRIES CLAIMING THE EUROPEAN UNION MEMBERSHIP**  
*CĂRARE VIORICA, MAXIM ION*

**CONNOTATIONS OF THE STATE INTERVENTION IN THE ACTIVITY OF THE PRIVATE SECTOR BY APPLICATION OF STATE AID**  
*CHIRIAC MIRELA, CARAGANCIU ANATOLIE*

**TOTAL QUALITY MANAGEMENT IN THE LIGHT OF EUROPEAN QUALITY STANDARDS**  
*DĂDÂRLAT ALEXANDRA MARTINIANA,  
SIMESCU CRISTIAN ALEXANDRU*

**RISK - THE PROBABILITY OF FACING AN UNFORESEEN SITUATION**  
*ENESCU MARIA, ENESCU MARIAN*

**CINDINIQUE ANALYSIS OF RISK MANAGEMENT**  
*ENESCU MARIAN, ENESCU MARIA*

**STRATEGIES FOR SUCCESSFUL BANKING COLLECTION IN ROMANIA**  
*JOLDEȘ COSMIN SILVIU RAUL, IAMANDI IRINA-EUGENIA, CONSTANTIN LAURA-GABRIELA*

**UNEMPLOYMENT AND THE ROMANIAN GOVERNMENT DECISIONS IN CRISIS PERIOD**  
*PATACHE LAURA*

**A MODERN DESIGN FOR MICROFINANCE MANAGEMENT FOR AN EFFICIENT RESPONSE IN THE CASE OF EXTREME RISK EVENTS**  
*PRELIPCEAN GABRIELA, BOSCOIANU MIRCEA*

**STUDY REGARDING THE USE OF A METHOD OF QUALITY MANAGEMENT WITH A VIEW TO IMPROVE THE PROFIT IN NOWADAYS' MODERN ORGANIZATIONS**  
*ȚÎȚU MARIANA, BUCUR MIHAI*

**BREAKING THE GLASS CEILING – FEMALE ENTREPRENEURSHIP**  
*TODERICIU RAMONA, MUSCALU EMANOIL, GHIȚULETE ANDRADA*

**SOME CONSIDERATIONS REGARDING THE COMMON ORGANIZATION OF THE MARKETING WINE IN THE EUROPEAN UNION**  
*ZAHARIA IOANA, TUDORESCU NICOLAE, ZAHARIA CONSTANTIN*

## Paper Sessions

**SECTION 3****MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE (MCTNPC)**

|                         |   |
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|                         | <b>THURSDAY, MAY 13, 2010</b>             |
| <b>12 a.m. – 2 p.m.</b> | <b>ROOM: E 41</b>                         |
| <b>SESSION TRAK</b>     | <b>PARALLEL SESSION 3.1. MCTNPG</b>       |
| <b>SESSION CHAIR</b>    | <b>COSMESCU IOAN,<br/>TROANCĂ DUMITRU</b> |

**THE WORLD FINANCIAL CRISIS. CHALLENGES AND ANSWERS FOR ACCOUNTING**  
*ACHIM MONICA VIOLETA, BORLEA SORIN NICOLAE, PINTEA MIRELA OANA*

**CULTURAL ATTRACTIVENESS AS A DETERMINANT OF THE TOURIST DESTINATIONS COMPETITIVENESS IN THE EUROPEAN UNION COUNTRIES**  
*BĂLAN DIANA, POPESCU IOANA CECILIA, VEGHEȘ CĂLIN*

**HIERARCHY THE TOURISTIC DESTINATIONS FROM THE CUSTOMER'S PERSPECTIVE BY A FUZZY MULTICRITERIA DECISION MAKING METHOD**  
*BAN OLIMPIA*

**CULTURAL HERITAGE MANAGEMENT AND TOURISM**  
*COSMESCU IOAN, DUDĂU DENISA*

**IS THERE A GASTRONOMIC TOURISM OFFER IN ROMANIA?**  
*DULĂU ALEXANDRA VIORICA, COROȘ MONICA MARIA*

**THE ROMANIAN INBOUND TOURISM BEFORE AND DURING THE ECONOMIC CRISIS**  
*IOSIP ALEXANDRU, FUNARU MIHAELA*

**ROMANIAN TOURISM TRENDS IN THE EUROPEAN CONTEXT**  
*NECULIȚĂ MIHAELA, ȘARPE DANIELA, MAZILESCU VASILE*

**HOW SUSTAINABLE ARE THE FIRST SIGNS OF EUROPEAN TOURISM RECOVERY?**  
*NICULA VIRGIL, NEAGU ELENA ROXANA*

**STATISTICS IN THE ECONOMICAL IMPACT OF TOURISM**  
*SIMION DOINA MARIA*

**THE IMPACT OF CLIMATE CHANGES ON THE TOURISM CLIMATE RESOURCE USING "TOURISM CLIMATE INDEX" (TCI)**  
*SPĂNU SIMONA*

**THE ROLE AND IMPORTANCE OF EVENTS TOURISM IN CONTEMPORARY ECONOMY**  
*TILEAGĂ COSMIN, MOGA ILIE*

**TOURISM INFLUENCE ON THE ROMANIAN ECONOMIC ENVIRONMENT**  
*TRANDAFIR RALUCA-ANDREEA, ASALOS NICOLETA*

**STRATEGIC MANAGEMENT IN ROMANIAN TOURIST COMPANIES**  
*VORZSAK MAGDALENA, GUȚ CARMEN MARIA*

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|                        | <b>THURSDAY, MAY 13, 2010</b>                   |
| <b>6 p.m. – 8 p.m.</b> | <b>ROOM: E 21</b>                               |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 3.2. MCTNPG</b>             |
| <b>SESSION CHAIR</b>   | <b>TODERICIU RAMONA,<br/>ȚICHINDELEAN MIHAI</b> |

**MOTIVATIONS FOR USING SOCIAL NETWORKING SITES: THE CASE OF ROMANIA**  
**ANDREI ANDREIA GABRIELA,**  
**IOSUB DANIELA,**  
**IACOB AMALASUNTA**

**REVEALING THE PEOPLE WHO EMPOWER THE SOCIAL NETWORKS – AN EXPLORATORY RESEARCH OF THE ROMANIAN MARKET**  
**CANDA ANDREI,**  
**RUSESCU MARIUS,**  
**PANTEA CARMEN**

**THE DETERMINANTS OF CONSUMER BEHAVIOUR ON THE EUROPEAN MARKET**  
**CĂRĂGIN ANDREEA RALUCA,**  
**PARASCHIV DOREL MIHAI,**  
**MARINOIU ANA-MARIA**

**THE KEY OF INFLUENCE IN SOCIAL MEDIA**  
**DUMEA ANDREI COSMIN,**  
**NISTOR GEORGE CRISTIAN**

**CORPORATE SOCIAL RESPONSIBILITY. ENVIRONMENTAL APPLICATIONS IN ROMANIA**  
**FUNARU MIHAELA,**  
**IOSIP ALEXANDRU**

**AN OVERVIEW ABOUT RECYCLING AND OBTAINING ENERGY FROM ALTERNATIVE SOURCES**  
**GĂVAN SMARANDA,**  
**BODE ELENA-ALINA**

**CUSTOMER VALUE: THE CRITICAL SOURCE FOR COMPETITIVE ADVANTAGE**  
**MILITARU GHEORGHE**

**THE IMPACT OF MIXED EMOTIONS AND RELATIONSHIP MARKETING ON CONSUMERS BEHAVIOUR**  
**MUȘETESCU ADINA,**  
**NICOLAU IRINA,**  
**CRĂCIUN CRISTIAN ȘTEFAN**

**STRATEGIC MARKETING OBJECTIVES FOR A GREEN DIMENSION OF THE CUSTOMER SATISFACTION MODEL**  
**SIMA VIOLETA,**  
**GHEORGHE ILEANA GEORGIANA**

**CONSUMER SATISFACTION, FIDELITY AND LOYALTY – A CONCEPTUAL FRAMEWORK**  
**ȚICHINDELEAN MIHAI,**  
**APOSTU CAMELIA**

**THE XXI CENTURY CONSUMER – AN APPRIORI DISCUSSION ABOUT UNCERTAIN FUTURE**  
**ZECA ECATERINA DANIELA**

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|                        | <b>THURSDAY, MAY 13, 2010</b>          |
| <b>6 p.m. – 8 p.m.</b> | <b>ROOM: E 41</b>                      |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 3.3. MCTNPG</b>    |
| <b>SESSION CHAIR</b>   | <b>NICULA VIRGIL,<br/>GREAVU ARINA</b> |

**THE IMPACT OF THE FUTURE FREE TRADE AGREEMENT BETWEEN THE EUROPEAN UNION AND INDIA ON THE EUROPEAN AND ROMANIAN ECONOMIES FROM A MACROMARKETING PERSPECTIVE – A MARKETING RESEARCH**  
**CĂTOIU IACOB,**  
**EDU TUDOR,**  
**NEGRICEA COSTEL**

**THE INTERNATIONAL ENVIRONMENT STANDARDS - THE BASE OF THE ENVIRONMENT MANAGEMENT SYSTEM**  
**CONDREA ELENA,**  
**CONSTANDACHE MIHAELA,**  
**NIȚU VALENTIN**

**THE FINANCING OF AN INTEGRATED RURAL DEVELOPMENT IN BAVARIA WITHIN THE FRAMEWORK OF THE EUROPEAN AGRICULTURAL FUNDS FOR THE DEVELOPMENT OF RURAL AREAS**  
**DIRINGER FRANZ**

**INTERNATIONAL CIVIL AVIATION TODAY AND TWENTY YEARS LATER**  
**GRANČAY MARTIN,**  
**SZIKOROVÁ NÓRA**

**A DYNAMIC CLUSTER ANALYSIS OF THE LOGISTICS PERFORMANCE INDEX. A ROMANIAN CASE STUDY**  
**POPA IOAN,**  
**PARASCHIV DOREL MIHAI,**  
**VOICU-DOROBANȚU ROXANA**

**MARKETING TOOLS FOR ATTRACTING AND KEEPING INVESTORS**  
**POPESCU LOREDANA,**  
**BALINTESCU OANA**

**ADAPTATION MARKETING STRATEGIES OF PUBLIC ORGANIZATIONS IN TIMES OF CRISIS**  
**PRICOP OLIVER CONSTANTIN,**  
**LUPU DIANA VIORICA**

**COULD BE EUROPEAN COURT OF JUSTICE CASE LAW, AN ENGINE OF FREE MOVEMENT OF GOODS AND OF FREEDOM TO PROVIDE SERVICES?**  
**ROȘU LEONARD**

**FLOATING ROMANIA – AN ANALYSIS OF FLOATING VOTERS IN THE 2009 PRESIDENTIAL ELECTIONS**  
**ȚIEREAN OVIDIU**

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|                        |  | <b>THURSDAY, MAY 13, 2010</b>             |
| <b>4 p.m. – 6 p.m.</b> |  | <b>ROOM: EM 9</b>                         |
| <b>SESSION TRAK</b>    |  | <b>PARALLEL SESSION 3.4. MCTNPG</b>       |
| <b>SESSION CHAIR</b>   |  | <b>DUMITRESCU LUIGI,<br/>STANCIU OANA</b> |

**„SEEING THE BRAND TO YOUR EMPLOYEES” OR „WHY DO WE NEED INTERNAL MARKETING?”**

**CĂTOIU IACOB,  
CETINĂ IULIANA,  
RĂDULESCU VIOLETA**

**RETHINKING EMOTIONAL VS. FUNCTIONAL IN MARKETING COMMUNICATION. THE CASE OF ADVERTORIALS AND ENDORSEMENTS**

**CHIRU CODRIN**

**PARTICULARITIES OF THE AUDIT OF A HACCP SYSTEM**

**CONDREA ELENA,  
STANCIU ANCA CRISTINA,  
NIȚU VALENTIN**

**SUPPORT OF NATIONAL BRANDS, SOLUTION FOR OUTGO FROM CRISIS**

**CREȚOIU RALUCA IONELA,  
STOICA ANA-MARIA**

**THE IMPACT OF DIGITIZATION AND OF THE INTERNET ON THE BUSINESS MODELS**

**DUMITRESCU LUIGI**

**VIRAL MARKETING – HOW TO USE THE INTERNET FOR ADVERTISING**

**FUCIU MIRCEA,  
DUMITRESCU LUIGI,  
GORSKI HORTENSIA**

**BUILDING SHOP IMAGE BY USING THE STORE AS A MEAN AND A PLACE OF COMMUNICATION**

**NICULAE SABIN MIHAI,  
MARINESCU PAUL,  
TOMA GEORGE SORIN**

**INTERNAL PUBLIC RELATIONS – THE PANACEA FOR COMPANIES IN TIME OF ECONOMIC CRISIS**

**OLARU SILVIA DELIA,  
DINU CRISTINA**

**THE SME ANALYSIS WITHIN THE CURRENT ECONOMIC CONTEXT**

**RANF DIANA ELENA,  
TODĂRIȚĂ ELIDA TOMITA**

**(TRANS)CULTURAL VALUES AND MEANINGS IN INTERNATIONAL MARKETING**

**TARNOVAN ANABELLA-MARIA**

**A MARKETING VIEW OVER THE CONSUMER PRIVATE SPACE**

**VEGHEȘ CĂLIN,  
PANTEA CARMEN,  
BĂLAN DIANA**

## Paper Sessions

**SECTION 4****BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE  
21ST CENTURY PERSPECTIVE (BAFSCP)**

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|                         | <b>THURSDAY, MAY 13, 2010</b>                |
| <b>12 a.m. – 2 p.m.</b> | <b>ROOM: E 21</b>                            |
| <b>SESSION TRAK</b>     | <b>PARALLEL SESSION 4.1. BAFSCP</b>          |
| <b>SESSION CHAIR</b>    | <b>SAVA RALUCA,<br/>ȚĂRAN-MOROȘAN ADRIAN</b> |

**INFLATION TARGETING STRATEGY IN ROMANIA. AN ECONOMETRIC ANALYSIS**  
*AILENEI DOREL, CRISTESCU AMALIA*

**MODEL FOR THE COMPUTATION OF THE CUSTOMERS' PROFITABILITY ACCORDING TO THE  
REQUESTS OF THE SUSTAINABLE DEVELOPMENT**  
*ALBESCU FELICIA, DUMITRANA MIHAELA, JINGA GABRIEL*

**THE IMPACT OF THE ECONOMIC CRISIS UPON CORPORATE GOVERNANCE AND TRANSPARENCY  
OF FINANCIAL REPORTS**  
*CHILAREZ DĂNUȚ, ENE GEORGE SEBASTIAN*

**EVALUATION OF THE INDICATORS PROGRAMS AND MULTI-ANNUAL COMMITMENT  
APPROPRIATIONS**  
*DRAGU GABI GEORGIANA*

**DETERMINING THE CONNECTION BETWEEN THE TOTAL VALUE OF PROJECTS SUBMITTED AND  
TOTAL VALUE OF APPROVED INTO THE SECTORAL OPERATIONAL PROGRAMME OF  
ENVIRONMENT**  
*FLORESCU DANIELA*

**REGIONAL EMPLOYMENT EFFECTS OF THE CURRENT ECONOMIC CRISIS IN ROMANIA**  
*GOSCHIN ZIZI, CONSTANTIN DANIELA-LUMINIȚA, DANCIU ANIELA-RALUCA*

**AUDITING IN EUROPE - EVOLUTION AND TRENDS**  
*IOSIVAN OANA RALUCA*

**KEYNES DYNAMIC MODEL OF SAVINGS WITH BEHAVIOR FUNCTION**  
*NIȚU OANA, DUHNEA CRISTINA, GEORGESCU CRISTINA*

**THE SOCIAL IMPACT OF THE ECONOMIC CRISIS IN THE EU**  
*NIȚU OANA, NICODIM LILIANA, BUCUR CRISTINA RALUCA*

**THE ECONOMY OF SCALE SHAPED AS MONOPOLY VS. THE SUSTAINABLE ECONOMIC GROWTH**  
*PREDESCU ANTONIU*

**THE INDEPENDENT ORGANIZATION OF THE ACTIVITY - AN EXIT ROUTE FOR SMALL  
ENTREPRENEURS DURING THE CRISIS**  
*SAVA RALUCA, MÂRZA BOGDAN, ȚĂRAN -MOROȘAN ADRIAN*

**THE VALUE-ADDED ROLE OF INTERNAL AUDIT IN THE WORK OF EXTERNAL AUDITORS**  
*ȚURLEA EUGENIU, ȘTEFĂNESCU AURELIA, MOCANU MIHAELA*

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|                         | <b>THURSDAY, MAY 13, 2010</b>            |
| <b>12 a.m. – 2 p.m.</b> | <b>ROOM: E 22</b>                        |
| <b>SESSION TRAK</b>     | <b>PARALLEL SESSION 4.2. BAFSCP</b>      |
| <b>SESSION CHAIR</b>    | <b>BALTEȘ NICOLAE,<br/>SBÂRCEA IOANA</b> |

**IMPACT OF ACCOUNTING OPTIONS ON FINANCIAL REPORTING OUTPUT - AN OVERVIEW ON EU CAPITAL MARKETS**

***BONACI CARMEN GIORGIANA, MATIȘ DUMITRU, STROUHAL JIRI***

**ALTERNATIVE ACCOUNTING TREATMENT REGARDING THE TANGIBLE ASSETS BELONGING TO ENTITIES IN TOURISM INDUSTRY**

***CALOTĂ TRAIAN-OVIDIU, NEGRUȚIU MAGDALENA, CIOBANAȘU MARILENA***

**STUDY ON THE ENTITY'S ACCOUNTING LIABILITIES AND THE EMPLOYEES' SALARY DEDUCTIONS**

***CIUHUREANU ALINA TEODORA, BALTEȘ NICOLAE***

**STATISTICAL STUDY REGARDING THE ORGANIZATION OF MANAGERIAL ACCOUNTING AND IMPLEMENTATION OF THE RESPONSIBILITY CENTERS WITHIN ECONOMIC ENTITIES IN ROMANIA**

***GROSANU ADRIAN, RACHISAN PAULA RAMONA, LIVARCIUC OANA-MARIA***

**CHALLENGES OF MANAGEMENT ACCOUNTING OF SMALL AND MEDIUM ENTERPRISES (SMES)**

***GROZA CONSTANTIN, CORDOS ANA-MARIA, BRICIU SORIN***

**PROPOSAL FOR AN ACCOUNTING RELATED TO THE EVALUATION AND APPRAISAL OF THE RISKS WITHIN THE AGRICULTURE SECTOR**

***HAGIU RAYMONDA ELENA, BREBAN LUDOVICA***

**ACCOUNTING OF THE WITHDRAWN ASSETS OR THE NON-CURRENT ASSETS FROM THE CURRENT USING AND AVAILABLE FOR SALE**

***ILINCUȚĂ LUCIAN – DOREL, MAREȘ DANIEL – MARIUS, MAREȘ VALERICA***

**CASH GENERATING UNITS ACCOUNTING TREATMENT - IMPAIRMENT LOSS RECOGNITION AND MEASUREMENT**

***MANEA MARINELA-DANIELA, GÎJU GEORGE CIPRIAN, VATAȘOIU CRISTIAN IONEL***

**SOME HYPOTHESIS REGARDING THE EXPENSES' ACCOUNTING AND CALCULATION IN THE ROMANIAN AGRICULTURE**

***MOCANU MIHAI***

**ACCOUNTING AND BUSINESS TAX REDUCTIONS IN THE CONTEXT OF ROMANIAN ACCOUNTING HARMONIZATION WITH EU DIRECTIVES**

***NEGRUȚIU MAGDALENA, CIOBANAȘU MARILENA, CALOTĂ TRAIAN-OVIDIU***

**CONSIDERATIONS REGARDING THE APPEALS AGAINST THE DECISIONS OF THE ROMANIAN COURT OF ACCOUNTS**

***PETRIA LICUȚA***

**CREATIVE ACCOUNTANCY – BETWEEN THE PERMISSIVE SIDE AND THE CONTRAVENTIONAL ASPECT**

***SĂLCEANU ALEXANDRU***

**PARTICULARITIES REGARDING STOCK ACCOUNTS ACCORDING TO THE ACCOUNTING REGULATIONS HARMONISED WITH THE EUROPEAN DIRECTIVES**

***ȘUIU ION, DIACONU ELENA, DIACONU CĂTĂLIN-ȘTEFAN***

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|                        | <b>THURSDAY, MAY 13, 2010</b>              |
| <b>4 p.m. – 6 p.m.</b> | <b>ROOM: E 11</b>                          |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 4.3. BAFSCP</b>        |
| <b>SESSION CHAIR</b>   | <b>ORĂȘTEAN RAMONA,<br/>BRĂȚIAN VASILE</b> |

**RETHINKING THE REGULATION OF DERIVATIVES MARKETS AND IMPLICATIONS FOR FINANCIAL RISK MANAGEMENT**  
*ANTON SORIN GABRIEL*

**RISK AVERSION ANALYSIS AND SIMULATION OF JUMPS IN OPTION PRICING**  
*BOLDEA BOGDAN-ION, BOLDEA COSTIN-RADU*

**TESTING THE EFFICIENT MARKET HYPOTHESIS FROM THE INFORMATIONAL POINT OF VIEW - THE CASE OF THE ROMANIAN CAPITAL MARKET**  
*BRĂȚIAN VASILE RADU,  
TĂRAN-MOROȘAN ADRIAN*

**SPECIALIZED FINANCIAL INTERMEDIARIES IN EU RESIDENTIAL REAL ESTATE FINANCE. AN OVERVIEW**  
*CĂPRARU BOGDAN*

**AN INTERNATIONAL ANALYSIS OF FINANCIAL AND POLITICAL DETERMINANTS FOR THE LIFE INSURANCE SECTOR DEVELOPMENT**  
*DRAGOTĂ MIHAELA, TULBURE NARCIS, MIRICESCU EMILIAN CONSTANTIN*

**AN ANALYSIS OF THE CORPORATE BOND ISSUES ON THE ROMANIAN CAPITAL MARKET**  
*DUHNEA CRISTINA,  
GEORGESCU CRISTINA,  
GHIȚĂ MITRESCU SILVIA*

**THE CLUSTER ANALYSIS FOR THE DEVELOPMENT OF A RATING SYSTEM FOR COMPANIES LISTED AT THE BUCHAREST STOCK EXCHANGE**  
*MICLĂUȘ PAUL GABRIEL, LUPU RADU, UNGUREANU ȘTEFAN*

**USING MARKOWITZ THEORY IN THE CONSTRUCTION OF A FINANCIAL PORTFOLIO. APPLICATION ON BUCHAREST STOCK EXCHANGE**  
*MILOȘ LAURA RAISA, MILOȘ MARIUS CRISTIAN*

**SETTLEMENT IN EQUITY INSTRUMENTS OF THE ENTITY'S OWN CAPITALS**  
*OPREA MARGARETA, ANDREI MONICA*

**CURRENT STAGE OF DEVELOPMENT OF THE ROMANIA'S CAPITAL MARKET IN THE CONTEXT OF THE EU INTEGRATION**  
*SOLOVASTRU MIRCEA ȘTEFAN, NAN SANDA SIMONA*

**THE PROCESS OF EUROPEAN STOCK MARKETS INTEGRATION FROM THE 21ST CENTURY PERSPECTIVE**  
*ȘARGU ALINA CAMELIA*

**PORTFOLIO SELECTION TECHNIQUES USING DATA ANALYSIS**  
*ȘERBAN FLORENTIN, ȘTEFĂNESCU MARIA VIORICA, DEDU SILVIA*

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|                         | <b>THURSDAY, MAY 13, 2010</b>                |
| <b>12 a.m. – 2 p.m.</b> | <b>ROOM: EM 9</b>                            |
| <b>SESSION TRAK</b>     | <b>PARALLEL SESSION 4.4. BAFSCP</b>          |
| <b>SESSION CHAIR</b>    | <b>COMANICIU CARMEN,<br/>BUNESCU LILIANA</b> |

**THE TAX AUDIT SUBJECT TO THE FISCAL PROCEDURE CODE**  
**ANGHEL DANIEL FLORIN,**  
**MESEA OANA ELENA**

**THE REPERCUSSIONS OF THE TAX BURDEN ON THE BEHAVIOUR OF THE ROMANIAN TAXPAYERS DURING 2009**  
**BUNESCU LILIANA**

**SIGNIFICANCE OF THE CONCEPT OF „TAXPAYER” IN ROMANIA**  
**COMANICIU CARMEN**

**TAX POLICY AND ECONOMIC DEVELOPMENT**  
**DOBROTĂ GABRIELA,**  
**UNGUREANU MIHAI DRAGOȘ,**  
**CHIRCULESCU MARIA FELICIA**

**RISK MANAGEMENT – POLE OF INTEREST IN RELATION TO CORPORATE GOVERNANCE. THE COMPANY'S REACTION TO RISK**  
**GRUIESCU MIHAELA,**  
**IOANĂȘ CORINA,**  
**UNGUREANU MIHAI DRAGOȘ**

**EVOLUTION OF THE TAX ON PROFIT IN ROMANIA DURING 2000 AND 2009. ADVANTAGES AND DISADVANTAGES OF GRANTING TAX RELIEF**  
**IONAC IOANA ,**  
**ZAMFIRESCU LUMINIȚA ,**  
**IONAC CĂTĂLIN**

**ELECTORAL CYCLE IMPLICATION ON FISCAL POLICY. THE ROMANIAN CASE**  
**PIRTEA MARILEN,**  
**LOBONȚ OANA,**  
**NICOLESCU CRISTINA**

**SEQUENTIAL ANALYSIS REGARDING THE DEBTS' LIQUIDATION IN FISCAL MATTER**  
**SEREDIUC TITUS**

**ECONOMETRIC TESTING OF THE FISCAL POLICY STANCE IN THE EUROZONE**  
**SOCOL CRISTIAN,**  
**MARINAȘ MARIUS-CORNELIU**  
**SOCOL AURA-GABRIELA**

**MYTHS AND REALITY TO IMPLEMENTING THE FLAT TAX IN ROMANIA**  
**SOCOL CRISTIAN,**  
**MARINAȘ MARIUS-CORNELIU,**  
**SOCOL AURA-GABRIELA**

**ASPECTS REGARDING FISCAL AND BUDGETARY POLICY OF THE ROMANIA IN 2010**  
**ȚUNCU GEORGE-FLORIN,**  
**POPESCU MARIN,**  
**RIZEA MARINEL**

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|                        | <b>THURSDAY, MAY 13, 2010</b>            |
| <b>6 p.m. – 8 p.m.</b> | <b>ROOM: E 51</b>                        |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 4.5. BAFSCP</b>      |
| <b>SESSION CHAIR</b>   | <b>PETRIA NICOLAE,<br/>SBÂRCEA IOANA</b> |

**INTERNATIONAL BANKING REGULATION: SOME LESSONS FROM THE MOST RECENT GLOBAL CRISIS**

*BAICU CLAUDIA GABRIELA*

**CORPORATE RATING IN BANKS AND RATING AGENCIES: COMPARATIVE APPROACH**

*DUDIAN MONICA, FRĂSINEANU ION, MACIUCA MONICA*

**ROMANIAN BANKING PERFORMANCE: AN OUTLOOK PROVIDED BY DATA ENVELOPMENT ANALYSIS**

*GÖNDÖR MIHAELA, MUNTEANU ANCA*

**MODERN BANKING PRODUCTS IN THE GLOBAL ECONOMY**

*HARANGUS DANIELA, DUDA-DAIANU DANA-CODRUȚA*

**ON EXCHANGE RATE REGIMES IN CEE COUNTRIES: THE DIFFICULT PATH OF EURO ADOPTION**

*HOROBET ALEXANDRA, DUMITRESCU SORIN, DUMITRESCU DAN GABRIEL*

**THE BANKING CONTROL – A KEY ELEMENT IN THE PREVENTION AND LIMITATION OF THE RISK IN BANKING**

*JUCAN CORNEL NICOLAE*

**DYNAMICS OF THE CARD AS A MEANS OF PAYMENT BEFORE AND DURING THE ECONOMIC CRISIS**

*LUPU DIANA VIORICA, BULGARIU CĂTĂLIN,*

**CEC BANK – ACTIVE PRESENCE IN THE ROMANIAN ECONOMIC POLICY**

*NEGOȚIU CĂLIN*

**THE ROLE OF FOREIGN BANKS IN CENTRAL AND EASTERN EUROPEAN COUNTRIES**

*ORĂȘTEAN RAMONA*

**THE "VULNERABLE" ATM IN FRONT OF THE CARD FRAUDSTERS**

*PETRAȘCU DANIELA*

**EVOLUTION AND INVOLUTION IN ROMANIAN BANKING SYSTEM IN THE CONTEXT OF CRISIS RESULTS**

*PETRIA NICOLAE, BADULESCU DANIEL*

**A METHOD OF RULE EXTRACTION FROM TRAINED NEURAL NETWORKS FOR CREDIT RATING**

*POPOV ELENA*

**THE FOREIGN CAPITAL ROLE IN THE ROMANIAN BANKING SYSTEM – A GENERAL VIEW**

*RĂDULESCU MAGDALENA*

**REASONS FOR THE RELUCTANCE OF THE COMMERCIAL BANKS IN LENDING THE ROMANIAN AGRICULTURE DOMAIN**

*SBÂRCEA IOANA RALUCA*

**DOES FOREIGN CORPORATE GOVERNANCE INFLUENCE PERFORMANCES? – THE CASE OF ROMANIAN BANKING SYSTEM**

*ȘTEFĂNESCU CRISTINA, BOȚA-AVRAM CRISTINA, MUREȘAN MARIANA*

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|                        | <b>THURSDAY, MAY 13, 2010</b>           |
| <b>6 p.m. – 8 p.m.</b> | <b>ROOM: E 31</b>                       |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 4.6. BAFSCP</b>     |
| <b>SESSION CHAIR</b>   | <b>MOLDOVAN IOSIF,<br/>MIHAIU DIANA</b> |

**ANALYSING AND MANAGING PRIVATE BENEFITS, A COMPLEMENT OF SOCIAL SECURITY PROGRAMS**

**ANDREI MONICA,  
OPREA MARGARETA**

**THE FINANCIAL AND THE PERFORMANCE AUDIT – SUCCESSFUL ALTERNATIVES IN MANAGING THE PUBLIC FINANCIAL RESOURCES**

**BOBEȘ FLORINA-MARIA**

**RESIDENTIAL CONSTRUCTIONS IMPULSION THROUGH DECENTRALIZATION AT BRASOV COUNTY LEVEL**

**BRĂTULESCU MARIA LETIȚIA,  
PESTRÎȚU LAURENȚIU**

**THE FUZZY MODEL FOR THE EVALUATION OF PUBLIC INVESTMENT PROJECTS**

**BURJA VASILE,  
BURJA CAMELIA,  
ALDEA MIHAELA**

**RESUMPTION OF ECONOMIC GROWTH - CENTRAL OBJECTIVE OF THE MONETARY POLICY PURSUED BY THE NATIONAL BANK OF ROMANIA**

**ENACHE ELENA,  
VECHIU CAMELIA,  
MOROZAN CRISTIAN**

**BUDGET DEFICIT AND PUBLIC DEBT IN ROMANIA – A MEMBER STATE OF THE EUROPEAN UNION**

**GHERGHINA RODICA,  
MOȘTEANU TATIANA,  
LĂCĂTUȘ CARMEN**

**THE IMPACT OF THE FINANCIAL CRISIS ON FINANCIAL STABILITY AND MONETARY CONVERGENCE: THREATS AND OPPORTUNITIES FOR ROMANIAN ECONOMY**

**GÖNDÖR MIHAELA,  
MUNTEANU ANCA**

**THE ANALYSIS OF THE EUROPEAN FUNDS INPUT IMPLEMENTATION OPPORTUNITIES FOR THE ROMANIAN GENDARMERIE**

**HUBA (ȘTEFĂNESCU) CĂTĂLINA CARMEN**

**RECENT DEVELOPMENTS OF ROMANIA'S BUDGET DEFICIT UNDER THE IMPACT OF THE WORLD FINANCIAL CRISIS**

**MESEA OANA ELENA,  
ANGHEL DANIEL FLORIN**

**REDEFINING THE SOURCES OF FUNDING THE EXPENSES FOR EDUCATION, AS TO INCREASE THEIR ECONOMICAL EFFICIENCY**

**MIHAIU DIANA MARIETA**

**ECONOMIC APPROACH TO THE NECESSITY FOR RECONSIDERATION OF THE ROMANIAN PUBLIC PENSION SYSTEM**

**MOLDOVAN IOSIF**

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|                        | <b>THURSDAY, MAY 13, 2010</b>            |
| <b>4 p.m. – 6 p.m.</b> | <b>ROOM: EP 2</b>                        |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 4.7. BAFSCP</b>      |
| <b>SESSION CHAIR</b>   | <b>OPREAN CAMELIA,<br/>MARTIN FLORIN</b> |

**THE SWOT MATRIX FOR OWN REVENUES OF THE ROMANIAN LOCAL BUDGETS**  
**MIRICESCU EMILIAN CONSTANTIN ,**  
**GYORGY ATTILA,**  
**CĂMPEANU EMILIA MIOARA**

**PUBLIC DEBT MANAGEMENT IN ROMANIA. PUBLIC DEBT ADMINISTRATION BETWEEN 2000 AND 2008**  
**MOȘTEANU TATIANA,**  
**POSTOLE MIRELA ANCA,**  
**LACATUȘ CARMEN**

**MEASURES AND STRATEGIES IMPLEMENTED BY ROMANIA FOR REDUCING THE EFFECTS OF THE FINANCIAL AND ECONOMIC CRISIS**  
**MUNTEAN MĂDĂLINA ANCA**

**STRUCTURE IN THE TERRITORIAL PROFILE – ARGES COUNTY – OF THE CREDITS AND DEPOSITS OF ECONOMIC AGENTS IN THE INTERNATIONAL FINANCIAL CRISIS, 2008 – 2009**  
**NĂFTĂNĂILĂ CRISTINA,**  
**ISBĂȘOIU ELIZA CONSUELA**

**FINANCING POLICY EVOLUTION OF ROMANIAN COMPANIES UNDER THE INFLUENCE OF MONETARY POLICY INSTRUMENTS**  
**OPREAN CAMELIA**

**CONSEQUENCES OF GLOBAL FINANCIAL CRISIS ON LONG TERM FINANCING IN ROMANIA**  
**POPA DANIELA,**  
**SIMA ELENA**

**MANAGEMENT OF THE BUDGETARY BALANCE IN EUROPEAN UNION DEVELOPED COUNTRIES FROM THE PERSPECTIVE OF BUDGETARY SYSTEMS AND MACROECONOMIC POLICIES**  
**POPESCU MARIN, ȚUNCU GEORGE FLORIN, DINESCU EMILIAN**

**BUDGETING SYSTEM OF THE ECONOMIC ENTITIES ORGANIZED BY RESPONSIBILITY CENTERS**  
**RACHISAN PAULA RAMONA,**  
**GROSANU ADRIAN,**  
**BERINDE SORIN ROMULUS**

**SIGNIFICANT CHANGES IN PUBLIC EXPENDITURES IN THE CONTEXT OF THE ECONOMIC AND FINANCIAL CRISIS**  
**SAVA ANCA-ȘTEFANIA**

**PUBLIC-PRIVATE PARTNERSHIP – ALTERNATIVE TO IMPROVE PERFORMANCE IN PUBLIC HOSPITALS**  
**ȘTEFĂNESCU AURELIA,**  
**ȚURLEA EUGENIU,**  
**MOCANU MIHAELA**

**THE FINANCIAL CRISIS AND ITS IMPLICATIONS ON THE HOUSEHOLDS BEHAVIOUR. THE ROMANIAN CASE**  
**SUMEDREA SILVIA**

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|                        | <b>THURSDAY, MAY 13, 2010</b>           |
| <b>4 p.m. – 6 p.m.</b> | <b>ROOM: E 51</b>                       |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 4.8. BAFSCP</b>     |
| <b>SESSION CHAIR</b>   | <b>EȘANU NICOLAE,<br/>TĂNASE RENATE</b> |

**LIQUIDITIES AND SOLVABILITY- INSTRUMENTS OF SURVEILLANCE OF THE INSURER FOR THE REALIZATION OF A FINANCIAL MANAGEMENT IN THE CONTEXT OF EUROPEAN INTEGRATION**  
**ANTAL RALUCA MEDA,**  
**MIHALCA GABRIELA MARIA**

**STUDY REGARDING THE ECONOMIC ENTITY'S FINANCIAL DIAGNOSIS**  
**BALTEȘ NICOLAE, CIUHUREAN ALINA TEODORA**

**APPROACHES AND TRENDS ON COST MANAGEMENT CONSIDERING THE DEEPENING OF THE FINANCIAL CRISIS**  
**BANA ( PANCIU ) ȘTEFANIA – ELIZA**

**ANALYSIS OF LIQUIDITY IN ROMANIAN IT COMPANIES**  
**BĂTRÂNCEA IOAN,**  
**MOSCVICIOV ANDREI,**  
**BĂTRÂNCEA LARISSA-MARGARETA**

**THE ORGANISATION OF THE AUDIT STRUCTURES IN THE CONTEXT OF THE CORPORATE GOVERNANCE**  
**BOGHEAN FLORIN,**  
**HLACIUC ELENA,**  
**BOGHEAN CARMEN**

**THE INTERNATIONAL FINANCIAL REPORTING STANDARD FOR SMALL AND MEDIUM-SIZED ENTITIES: PROS, CONS AND CHALLENGES**  
**BUNEA-BONTAȘ CRISTINA AURORA, PETRE MIHAELA COSMINA**

**PREMISES OF IMPLEMENTING ACTIVITY-BASED COSTING WITHIN UNIVERSITIES**  
**BUNEA-BONTAȘ CRISTINA AURORA,**  
**PETRE MIHAELA COSMINA**

**PERFORMANCE ANALYSIS MODEL FOR COMPANIES USING THE LIQUIDITY, SOLVENCY, PROFITABILITY CORRELATION**  
**BURJA CAMELIA,**  
**BURJA VASILE**

**A BEHAVIOURAL APPROACH OF RISK CULTURE IN MODERN SOCIETIES**  
**DONATH LILIANA,**  
**POPESCU ALEXANDRA CODRUȚA**

**INVESTMENT MODELS THAT CAPTURE THE ACCELERATOR EFFECT**  
**DROB CĂTĂLIN, ȘERBU RĂZVAN SORIN**

**NEW APPROACHES OF COST CALCULATION AND IMPACT ON PERFORMANCE TO ROMANIAN INDUSTRIAL ENTERPRISES , XXI CENTURY PERSPECTIVE**  
**ENE DUMITRU**

**TRANSNATIONAL COMPANIES' INVESTMENT STRATEGIES IN CRISIS SITUATIONS**  
**ENE SEBASTIAN,**  
**CHILAREZ DĂNUȚ**

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|                        | <b>THURSDAY, MAY 13, 2010</b>       |
| <b>6 p.m. – 8 p.m.</b> | <b>ROOM: EP 2</b>                   |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 4.9. BAFSCP</b> |
| <b>SESSION CHAIR</b>   | <b>ILIE LIVIA,<br/>MÂRZA BOGDAN</b> |

**RISK MANAGEMENT ROLE IN SUSTAINABLE DEVELOPMENT**

*GAVRILETEA MARIUS DAN,  
GAVRILETEA MIHAELA IOANA*

**TRANSPARENCY FOR BETTER GOVERNANCE**

*GYORGY ADINA,  
GYORGY ATTILA*

**FINANCIAL DECISIONS FOR INSOLVENT COMPANIES**

*HADA TEODOR*

**RISK MANAGEMENT: BETWEEN FAILURES AND NEW APPROACHES**

*ILIE LIVIA*

**INDICATORS OF THE COMPANY'S VALUE DEVELOPMENT**

*MÂRZA ȘTEFAN GHEORGHE BOGDAN, SAVA RALUCA, EȘANU NICOLAE*

**MODELS OF INTERNATIONALIZATION AND BARRIERS FACED BY THE FINANCIAL SERVICES FIRMS**

*MICUDA DAN,  
VISINESCU SORIN*

**THE COMPANY'S GROWTH POTENTIAL**

*MINICĂ MIRELA*

**SOME METHODS FOR ASSESSING RUIN PROBABILITY**

*MIRCEA IULIAN,  
COVRIG MIHAELA,  
ȘERBAN RADU*

**A SYSTEM OF ASSESSING THE PERFORMANCE OF ROMANIAN IT COMPANIES**

*MOSCVICIOV ANDREI,  
BĂTRÂNCEA LARISSA-MARGARETA,  
NICHITA RAMONA-ANCA*

**FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH IN ROMANIA – AN ECONOMETRIC ANALYSIS**

*OVIDIU SOLOMON,  
ADAM ALTĂR-SAMUEL,  
JUDITA SAMUEL*

**THE NEED OF EXTRA-FINANCIAL MEASURES OF PERFORMANCE IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT**

*PINTEA MIRELA-OANA,  
ACHIM MONICA-VIOLETA*

**FINANCIAL COMMUNICATION AND NEW APPROACHES BASED ON CASH FLOWS**

*POPESCU LOREDANA,  
CALIN CRISTINA*

## Paper Sessions

**SECTION 5****ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE  
OF ECONOMIC DEVELOPMENT (EITEC)**

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|                        | <b>THURSDAY, MAY 13, 2010</b>              |
| <b>6 p.m. – 8 p.m.</b> | <b>ROOM: E 12</b>                          |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 5.1. EITEC</b>         |
| <b>SESSION CHAIR</b>   | <b>CRISTESCU MARIAN,<br/>MARTIN FLORIN</b> |

**PORTFOLIOS - OPTIMUM CHOICE THROUGH FUZZY SELECTION**

**BADESCU ADRIAN VICTOR,  
CRISTEA RADU NICOLAE**

**GENERAL PURPOSE TECHNOLOGIES AND ECONOMIC GROWTH A FOCUS ON  
INFORMATION AND COMMUNICATION TECHNOLOGIES**

**BUNDA NICOLETA RAMONA,  
POPOVICI VERONICA,  
GHEORGHIU GABRIELA**

**IMPLEMENTING MULTIPLE SOFTWARE APPLICATIONS IN MANAGEMENT SYSTEMS**

**CĂRUȚAȘU GEORGE,  
BOTEZATU CORNELIA PAULINA,  
JOIȚA ALIN-CRISTIAN**

**THE INFLUENCE OF THE QUANTIFICATION MODE  
TO THE SIMULATION OF ECONOMIC PROCESSES**

**COCULESCU CRISTINA,  
DESPA RADU,  
SOLOMON OVIDIU**

**ABOUT MOBILE COMPUTATIONAL TECHNOLOGIES**

**CRISTESCU CORINA IOANA,  
CRISTESCU MARIAN POMPILIU**

**DISTRIBUTED APPLICATIONS. PRACTICAL RULES**

**CRISTESCU MARIAN POMPILIU,  
CRISTESCU CORINA IOANA,  
CUCU CIPRIAN**

**TECHNOLOGY AND BUSINESS INCUBATOR CENTERS - ADDING SUPPORT TO SMALL AND  
MEDIUM ENTERPRISES IN THE INFORMATION SOCIETY**

**JOIȚA ALIN-CRISTIAN,  
CĂRUȚAȘU GEORGE,  
BOTEZATU CORNELIA PAULINA**

**CLOUD COMPUTING – A NEW BRAND IN THE WORLD OF SOFTWARE DEVELOPERS**

**LĂZĂRICĂ MARINELA**

**DATA MINING TECHNIQUES USED WITHIN THE SIX SIGMA OPTIMIZATION METHODOLOGY**

**LUNGU ION,  
ANDRONIE MIHAI**

**BUSINESS STRATEGY THROUGH IT&C**

**MAREȘ MARIUS DANIEL,  
MAREȘ VALERICA,  
ILINCUȚĂ LUCIAN DOREL**

**MINIMIZE ECONOMIC CRISIS THROUGH DIGITAL ECONOMY**

**MARTIN FLORIN-MARIUS,  
STOICA EDUARD**

**VERY-LARGE-DATASETS ORIENTED SOFTWARE MODULES**

**PAVEL SORIN LUCIAN**

**MATHPRACTICE – USING TECHNOLOGY TO ENHANCE MATH LEARNING**

**STĂNICĂ JUSTINA-LAVINIA,  
CRIȘAN DANIELA-ALEXANDRA**

**AUDITING AND REENGINEERING TWO-STAGE LEAST SQUARES ECONOMETRIC APPLICATIONS**

**TOMOZEI COSMIN,  
AMANCEI CRISTIAN**

**THE INTERNET OF THINGS FOR A NEW BUSINESS WORLD**

**ZOTA RĂZVAN DANIEL,  
TIMOFTE CARMEN MANUELA,  
CONSTANTINESCU RADU**

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|                        | <b>THURSDAY, MAY 13, 2010</b>          |
| <b>6 p.m. – 8 p.m.</b> | <b>ROOM: E 22</b>                      |
| <b>SESSION TRAK</b>    | <b>PARALLEL SESSION 5.2. EITEC</b>     |
| <b>SESSION CHAIR</b>   | <b>ȘERBU RĂZVAN,<br/>STOICA EDUARD</b> |

**AN APPLICATION OF HEALTHCARE ECONOMICS IN DEVELOPING COUNTRIES**  
**AFRĂSINE LAURA,**  
**ZALZALA ALI**

**RONALD COASE'S THEORY AND THE BIOMASS POTENTIAL IN ROMANIA**  
**CISMAȘ LAURA,**  
**MAGHEAR DIANA**

**NEW PARADIGMS OF ENTERPRISE**  
**COCULESCU CRISTINA,**  
**DESPA RADU,**  
**FOLCUȚ OVIDIU**

**INTEROPERABILITY ENHANCEMENTS FOR ADMINISTRATIVE SERVICES**  
**CONSTANTINESCU RADU,**  
**ZOTA RĂZVAN,**  
**VASILESCU ADRIAN**

**LABOR INCOME TAXATION IN ROMANIA IN THE CURRENT EUROPEAN CONTEXT**  
**DINESCU EMILIAN,**  
**RIZEA MARINEL,**  
**STOIAN FLORIN BOGDAN**

**COLLABORATIVE ENVIRONMENTAL SECURITY FACING THE CHALLENGES OF THE ECONOMIC PROCESS DEVELOPMENT**  
**DOINEA MIHAI,**  
**CIUREA CRISTIAN,**  
**DUMITRACHE MARILENA**

**THE GEOTHERMAL POTENTIAL OF ORADEA CITY'S AREAL AND ITS ECONOMIC EFFECTS**  
**FLOREA ADRIAN,**  
**MAGHEAR DIANA**

**THE EVOLUTION OF THE INTERNAL AUDIT ACTIVITY IN THE PUBLIC DOMAIN**  
**GREJDAN (DEMIAN) GABRIELA ELENA,**  
**JOLDOS (UDREA) ANA-MARIA,**  
**STANCIU IONELA**

**THE IMPACT OF GEOGRAPHIC, TECHNOLOGICAL AND LINGUISTIC PROXIMITY ON INTERNATIONAL KNOWLEDGE SPILLOVERS**  
**MAFTEI ANAMARIA**

**STRATEGIC ECONOMIC DEVELOPMENT THROUGH OLD AND NEW TECHNOLOGY**  
**MAREȘ VALERICA,**  
**MAREȘ MARIUS DANIEL**

**STRATEGIES FOR ENVIRONMENTAL PROTECTION AND RESOURCE MANAGEMENT IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT**  
**OPREAN CONSTANTIN,**  
**VANU MIHAELA ALINA,**  
**BUCUR AMELIA**

**LISBON AGENDA: AN EDUCATIONAL STRATEGY WITHOUT EDUCATION**

**PANĂ MARIUS-CRISTIAN**

**A STUDY ON THE RELATIONSHIP BETWEEN ICT AND INNOVATION IN EUROPE**

**PREDA ANA-MARIA,**

**CRIȘAN DANIELA ALEXANDRA,**

**POTECEA OLGA**

**THE EFFICIENCY OF ONLINE BUSINESS – SOME STRATEGIES FOR INTERNET BUSINESS  
ENDURANCE**

**ȘERBU RĂZVAN,**

**DANCIU ANIELA,**

**DROB CĂTĂLIN**

**INTEGRATED PRODUCTION PLANNING. APPLICATION TO VIRTUAL ORGANIZATION**

**TODOSE DANIELA,**

**ȚIȚAN EMILIA,**

**ȘERBAN R. RADU**



***“Lucian Blaga” University of Sibiu***

***Faculty of Economic Sciences***

**17<sup>th</sup> International Economic Conference**

**IECS 2010**

***„THE ECONOMIC WORLD’ DESTINY: CRISIS AND  
GLOBALIZATION?”***

**SIBIU, ROMANIA**

***MAY 13-14, 2010***

**We greatly thank you for your participation,  
*HOPING TO SEE YOU AGAIN IN SIBIU – IECS 2011!***

