
Record 1 of 236

Title: A TWO-FACTOR THEORY MODEL FOR THE ROMANIAN EMPLOYEES MOTIVATION

Author(s): Alexandru, AA (Alexandru, Adriana AnaMaria); Casuneanu, C (Casuneanu, Costel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 3-11 **Published:** 2010

Abstract: The paper aims to apply Herzberg's two-factor theory to employee motivation in the Romanian companies. The proposed theory model was tested using data from 402 employees. The main purpose of the study is to determine empirically the motivator-hygiene factors that have a significant impact on the overall level of Romanian employee job satisfaction, using the technique of principal components analysis, in order to build a multinomial logistic regression model for the prediction of the job satisfaction behavior based on the component scores.

The results show that a motivation-hygiene theory with three principal components (achievement, company policy and administration and interpersonal relationships) best explains the process of motivating employees. The study also indicates that achievement and the company policy have a significant impact on the overall level of employee job satisfaction, suggesting that managers need to focus more on these factors to better motivate employees.

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ISBN: 978-973-739-987-8

Record 2 of 236

Title: CHANGE MANAGEMENT FOR ASSURING THE QUALITY OF PRODUCTS AND SERVICES

Author(s): Andres, S (Andres, Solomia); Malos, RC (Malos, Raul Cezar); Onetiu, AN (Onetiu, Anda Nicoleta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 12-15 **Published:** 2010

Abstract: The paper presents some theoretical and practical contributions resulted from change management practice and the coordination of speciality practice of the students interested in change implementation in order to assure the quality of the products in a tradition company in Resita City, which is called SC UCMR S.A. Taking into consideration that the change management in quality domain points out the continuous improvement

through out the change and quality are institutionalized at company level, as well as total quality system diagnosis, we have considered highly important to point out the necessity of control and audit monitoring, the identification of differences between assuring systems and quality management extremely useful in company management orientation regarding the adaptation to imposes changes in system and with this the satisfaction of company costumers.

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Record 3 of 236

Title: RISK MANAGEMENT IN ROMANIAN ORGANIZATIONS IN THE CONTEXT OF GLOBAL ECONOMY - RESEARCH NOTES

Author(s): Andron, DR (Andron, Daniela Roxana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 16-25 **Published:** 2010

Abstract: Adequate risk management is under-evaluated in the Romanian economy of the moment. The economy has to face access to competitively and international markets depending on the consequent use of international management principles and techniques, mainly of risk management, due to the specific evolution of the aggregate economical context The result of analysis of the real present situation shows inadequate adapting of Romanian organizations to the requirements of risk management. The qualitative research intended to identify the specific needs of risk management in Romanian companies, by means of selective scientific research conducted in business and academic areas.

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Record 4 of 236

Title: CHANGE MANAGEMENT IN LEARNING ORGANIZATIONS

Author(s): Baciu, C (Baciu, Cristina)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 26-28 **Published:** 2010

Abstract: This research aim is to identify and characterize the place of change management in an organization based on knowledge, a learning organization. This study emphases the role that organizational learning has in the general perspective of change management

process. It starts from the change management theory, models which have to be followed in order to assure the success of the change, and identifies the steps/phases where learning process brings its contribution.

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Record 5 of 236

Title: FIND OUT WHAT TO CHANGE THROUGH TECHNOLOGY AUDIT

Author(s): Barsan, SC (Barsan, Simona-Clara); Sima, MG (Sima, Mihaela-Georgia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 29-36 **Published:** 2010

Abstract: The paper was designed as a handy tool for the analysis of a company with a technological platform regarding the present state and recommendations on how to improve deficiencies and change into a better one. In the same time, the authors went for a realistic viewpoint and that is why they chose to split the paper into theoretical notions regarding the technology audit (theoretic notions and benefits for the company) and a case study (deficiencies determined and solution proposed).

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Record 6 of 236

Title: ORGANIZATIONAL CULTURE FEATURES WITHIN MULTICULTURAL MANAGEMENT DISTRIBUTION CHANNELS

Author(s): Basanu, G (Basanu, Gheorghe); Gaidargi, AG (Gaidargi, Angel Gheorghe)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 37-41 **Published:** 2010

Abstract: The organizational culture analysis at a multicultural level is added to other primary activities to prospect future implantation markets, as a managerial strategy, considering the insurance, at a specific point in time and space, with a specific budget, of an optimal combination of distribution channels, sales force, and physical distribution of goods and services provided by the organization.

Therefore, the continuous improvement of management strategies must allow the adaptation of existing distribution channels to new requirements of the European Union demands

imposed by changes in technology, markets and supply outlets, namely the growing requirements of the European consumers.

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Conference Title: 17th International Economic Conference (IECS)

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Record 7 of 236

Title: COMMUNICATION IN TIMES OF CRISIS

Author(s): Basanu, G (Basanu, Gheorghe); Taranu, SA (Taranu, Serban Alexandru)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 42-50 **Published:** 2010

Abstract: Of content that work, crisis management and must have a strong reflection of crisis communication. Crisis communication is a fundamental component of the attributes that define a complete manager, and our recommendation is to refer to training managers in this respect is to immediately call in the consultants specialize in crisis communications. It stipulates that crisis communication should be based on a set of messages, specific targets that depend entirely on the approach of the crisis. The paper presents the major characteristics of the crisis, crisis management organization, the specific role of the media, the importance of rumors, current trends in crisis communication and consumer reaction or citizens.

Accomplices convinced that the crisis can be a positive opportunity for development as a mode determined inappropriately review.

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Conference Title: 17th International Economic Conference (IECS)

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Record 8 of 236

Title: CRISIS - A MOMENT OF TRUTH

Author(s): Cristina, B (Bolcas, Cristina); Florica, B (Badea, Florica); Iamandi, B (Bucur, Iamandi)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 51-57 **Published:** 2010

Abstract: As an important factor on the political-economical scene, the crisis involves profound mutations in the Romanian companies. Its effect is transmitted in the technological chain specific to each industry, because a decrease in requests automatically means a decrease in the company's income.

In the writing, we are presenting the correlation between the quality of human resource or individual intelligence and the learning processes on an organizational level, with a synergetic effect over the phenomenon of the financial crisis, as a moment of truth.

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Record 9 of 236

Title: KNOWLEDGE DYNAMICS IN NEGOTIATION

Author(s): Bratianu, C (Bratianu, Constantin); Bejinaru, R (Bejinaru, Ruxandra); Iordache, S (Iordache, Stefan)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 58-66 **Published:** 2010

Abstract: Throughout the present paperwork, we undertake a novel approach of knowledge dynamics within the negotiation process. The attempt is to identify, present, and explain the links between these two distinct concepts. The challenge is to provide readers the systemic picture of knowledge dynamics and negotiation process. In order to achieve our work's purpose, we present a thorough perspective of knowledge dynamics, in the first part afterwards we present the phases of negotiation process, and further the theoretic and practice interdependencies between the two concepts.

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Record 10 of 236

Title: OPPORTUNITIES FOR STREAMLINING THE INVESTIGATION OF ECONOMIC AND FINANCIAL FRAUDS

Author(s): Bucur, M (Bucur, Mihai); Titu, M (Titu, Mariana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 67-69 **Published:** 2010

Abstract: This paper highlights the need to streamline economic and financial fraud investigation, which takes place in specialized institutions, authorized for this purpose. We notice an expansion of economic and financial fraud at the level of Romania and the European Union and beyond, generating significant efforts and costs to investigate and fight them.

To optimize the work of investigation, the authors present some criteria that may lead to a correct sizing of the efficiency, with the help of their information.

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Record 11 of 236

Title: ENABLING THE METHODOLOGY OF ANALYZING THE IMPACT OF THE STATE AID IN COUNTRIES CLAIMING THE EUROPEAN UNION MEMBERSHIP

Author(s): Carare, V (Carare, Viorica); Maxim, I (Maxim, Ion)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 70-74 **Published:** 2010

Abstract: State aid can distort or distort the competitive environment, but to assess its effects, countries who claim to join the European Union is necessary to adapt the methodology for assessing the impact of state aid on competition conditions used in the European Union.

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Record 12 of 236

Title: E-LEARNING MANAGERS AND THEIR PERCEPTION OF TECHNOLOGY SKILLS

Author(s): Cardos, VD (Cardos, Vasile-Daniel); Tiron-Tudor, A (Tiron-Tudor, Adriana); Biro, M (Biro, Miklos)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 75-80 **Published:** 2010

Abstract: This article presents some findings of the E-Learning Manager [ELM] Project regarding the technology skills an e-learning manager should possess in order to achieve his/her mission. An online questionnaire was presented to learning specialists from several European. The results of the study showed that learning professionals consider that accreditation would be of interest to individuals currently involved, or interested in the e-learning profession. Also, the elements of the skill set were validated and used as a base for course content development purposes.

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Record 13 of 236

Title: MANAGEMENT IN ROMANIAN SMES

Author(s): Ceptureanu, S (Ceptureanu, Sebastian); Ceptureanu, E (Ceptureanu, Eduard); Tudorache, A (Tudorache, Alina)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 81-90 **Published:** 2010

Abstract: The aim of this paper is to provide an insight of managerial facts in Romanian SMEs. Based on White Charter of SMEs and on our own research, it analyzes several key areas of SMEs management: development of plans, policies and strategies within the SMEs, objectives of them, activities preferred by SMEs and their managerial priorities. In our opinion, the conclusions are interesting for those involved in entrepreneurial system: academics, students, entrepreneurs and decision-makers.

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Author Identifiers:

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Ceptureanu, Sebastian Ion	J-6069-2015	0000-0001-8849-7960

ISBN: 978-973-739-987-8

Record 14 of 236

Title: CONNOTATIONS OF THE STATE INTERVENTION IN THE ACTIVITY OF THE PRIVATE SECTOR BY APPLICATION OF STATE AID

Author(s): Chiriac, M (Chiriac, Mirela); Caraganciu, A (Caraganciu, Anatolie)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 91-96 **Published:** 2010

Abstract: The mechanism of market economy sometimes fails to solve efficiently all the problems that may arise at the current stage of development. Following this, the state can intervene in the situations of market failures through the application of state aid. The involvement of the state in the economy in order to cover such failures is welcome. But sometimes, the measures of state aid offer unjustified selective advantages for certain enterprises, thus complicating the task of market forces to reward the most competitive enterprises, and as a result the general competitiveness may suffer.

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Record 15 of 236

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

Author(s): Constantinescu, LA (Constantinescu, Liliana-Aurora); Stefanescu, C (Stefanescu, Camelia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 97-101 **Published:** 2010

Abstract: The beginning of the Third Millennium means globalization of communication for mankind information and communication represents indispensable raw material in the process of decision-making at every level, encouraging rapid and effective interventions for economic, humanitarian, ecological, etc.

Communication is vital for the functioning of the internal organization, in that it integrates the functions of management.

Transparency should be given time, the required dose of rational factors request and influence and employees in participatory management, but especially in the communication and participation in crisis management.

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Record 16 of 236

Title: PERSUASIVE COMMUNICATION - INDISPENSABLE FACTOR IN CONTEMPORARY MANAGEMENT ACHIEVEMENT

Author(s): Croitoru, G (Croitoru, Gabriel); Cumpanasu, V (Cumpanasu, Vasile)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 102-110 **Published:** 2010

Abstract: In the large process of transformation and restructuring that national economy cross, an essential role has the management activity that must be modernized and streamlined, taking into account specific conditions and achievements in this field. Currently, the phenomenon is poorly studied persuasion in terms of organizational management. The purpose of this research article is to study complex persuasive communication and its impact on management activity in industrial enterprises from

Dambovită region and developing solutions and recommendations on strengthening this activity.

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Record 17 of 236

Title: APPLYING THE CONTROLLING CONCEPT IN HUMAN RESOURCES MANAGEMENT

Author(s): Croitoru, G (Croitoru, Gabriel); Mihai, D (Mihai, Daniel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 111-119 **Published:** 2010

Abstract: Management personnel should be one of the most important areas of modern business strategy. Today is processed personnel management in human resources management: even if we are in full crisis, staff should not be considered a cost factor, but a key resource. Implementing the concept of controlling the functional areas of personnel management will allow increased efficiency of staff expenditure by the objectives of personnel management policy. From this point of view is the current theme work. Theoretical and methodological basis of this article is the requirements of modern economic theory on the management, controlling, management accounting and business economy, which helped the research field.

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Record 18 of 236

Title: TOTAL QUALITY MANAGEMENT IN THE LIGHT OF EUROPEAN QUALITY STANDARDS

Author(s): Dadarlat, AM (Dadarlat, Alexandra Martiniana); Simescu, CA (Simescu, Cristian Alexandru)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 120-124 **Published:** 2010

Abstract: Quality has now become a strategic element of the overall management of the business because it causes the highest degree of competitiveness of products and services

domestically and internationally.

Quality control is a major factor market through client has the right to choose what best fits his needs and his expectations.

Quality management system can help organizations increase their customer satisfaction. The client is what determines product acceptability. As needs and customer expectations are not fixed due to competitive pressure and technical progress, organizations are encouraged to continually improve product quality and processes.

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Record 19 of 236

Title: RISK - THE PROBABILITY OF FACING AN UNFORESEEN SITUATION

Author(s): Enescu, M (Enescu, Maria); Enescu, M (Enescu, Marian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 125-130 **Published:** 2010

Abstract: Over time, researchers have proposed approaches and models of decision making in an uncertain world, but none of them knew the success enjoyed by the mathematical theory of probabilities. The concept of random evolution can be traced for the first time in ancient Greece, but the formal terms and numerical computing probabilities occurred in the eighteenth century, in the context of gaming. Since then, probability theory has developed into an independent discipline, which has become essential for all scientific disciplines, including financial and risk management theory.

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Record 20 of 236

Title: CINDINIQUE ANALYSIS OF RISK MANAGEMENT

Author(s): Enescu, M (Enescu, Marian); Enescu, M (Enescu, Maria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 131-136 **Published:** 2010

Abstract: Risk management is more than a practical analytical technique, including values and ideals also significant, not less able and responsibility accounting. Cindynique analysis,

technical traditional territory of risk management was considered a form of control by larger accounting.

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Record 21 of 236

Title: REDEFINING THE BUSINESS VALUES IN THE CONTEXT OF THE NEW GLOBAL ECONOMIC CHALLENGES

Author(s): Ilie, G (Ilie, Georgeta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 137-142 **Published:** 2010

Abstract: This paper emphasises some dimensions of essential adjustments in the business values in the context of new economic environment. There are presented some fundamental governance adjustments inside corporations, the new priorities of CEO's for investments, risks and customers, and new directions for building a future of sustainable consumption. The most evident actions have to be focusing on cost optimisation, reprioritisation of the projects portfolio and investment budgets, optimisation the human resources etc. In this context the consulting companies have identified new business opportunities for their affaires oriented towards companies to find the best business solutions for the current values crisis.

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Record 22 of 236

Title: BALANCE SCORECARD - FROM STRATEGY TO ACTION

Author(s): Gorski, H (Gorski, Hortensia); Dumitrescu, L (Dumitrescu, Luigi); Fuciu, M (Fuciu, Mircea)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 143-147 **Published:** 2010

Abstract: The continuous development of the economy has made it clear that the companies must use new management tools in order to have success. This paper presents a new tool that will help the managers to get a better understanding of their company and of the market. The

balance scorecard is a strategy management tool that aids the managers to better set up their companies. The paper presents the concept of balance scorecard, the history of this idea, the four perspectives: innovation and learning, the consumer, the internal business process and the financial prospective. We also underline the nine steps that must be undertaken in order to have an effective implementation process of the balance scorecard.

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Record 23 of 236

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

Author(s): Grosu, A (Grosu, Adrian); Grosu, F (Grosu, Florin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 148-152 **Published:** 2010

Abstract: This paper sets out to examine key factors to consider when deciding whether to pursue HR transformation as part of a merger - and how far to go. We present a survey among 355 employees in over 100 companies in Romania, in which we tried to present a comprehensive view on employees' satisfaction in different hierarchical levels over the success of HR transformation conducted post merger / acquisition. In addition, this report includes information on risk areas identified that need to be addressed in the next period to cover the results and conclusions of this approach.

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Record 24 of 236

Title: INTERRELATION BETWEEN ECONOMIC FREEDOM AND KNOWLEDGE ECONOMY - SOME EVIDENCES FOR EUROPEAN UNION COUNTRIES

Author(s): Herciu, M (Herciu, Mihaela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 153-159 **Published:** 2010

Abstract: Economic Freedom and Knowledge Economy are two of the many directions which characterize the level of a country performance. This paper tries to present the two important directions, the indicators which can be measured, IEF and KEI, and the

relationship between them. It will try also to demonstrate that countries with free economy can turn into knowledge economy. Furthermore, it will make a comparative analysis of Romania with the EU countries average to identify pillars which Romania must improve their scores.

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Record 25 of 236

Title: FROM THE PRESENT CHAOS TO THE FUTURE WHOLE - MAPPING OUR ORGANIZATIONAL MINDS

Author(s): Hotaran, I (Hotaran, Ilinca); Naftanaila, I (Naftanaila, Ion)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 160-169 **Published:** 2010

Abstract: The largest chaos and discomforts arise when we don't have what we need. The first step to solving them is to understand that they are often generated in an earlier stage. Production or lack of it. And at this stage also the first impression is of chaos. Only after we see what is not seen, certain flows and links, we understand that there is a possible order, priorities and restrictions. The idea is that we must come to see the main existing flows, the contradictions that govern them and the stage where we discover them and recompose as a whole in the organizational mind and managerial practice.

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Record 26 of 236

Title: STRATEGICAL IMPLICATIONS OF THE ETHICAL BEHAVIOUR IN THE COMPANIES BUSINESSES

Author(s): Iancu, A (Iancu, Anica); Popescu, L (Popescu, Luminita); Popescu, V (Popescu, Virgil)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 170-174 **Published:** 2010

Abstract: In a climate obviously dominated by the lack of trust in the others, the companies have a hard time proving their social and environmental performances. In this context, the responsible companies invest in the consolidation of their partners' trust in them in parallel with the improvement of their economic performances. These organizations respect a new set of social values based on the increasing role played in the society by the corporations. For this reason, we have treated ethics not as a product of the market but as a manner of interaction between people and organizations.

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Record 27 of 236

Title: STRATEGIES FOR SUCCESSFUL BANKING COLLECTION IN ROMANIA

Author(s): Joldes, CSR (Joldes, Cosmin Silviu Raul); Iamandi, IE (Iamandi, Irina-Eugenia); Constantin, LG (Constantin, Laura-Gabriela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 175-183 **Published:** 2010

Abstract: This paper aims to analyze the evolution of overdue loans in Romania in the last period and the collection strategies implemented by banks in order to diminished the provisions and achieve the expected results by the end of the year. The research goals are on different layers: first, to overview the banking market from the loans' performance perspective, and second to understand the most appropriate strategies, used by the financial organizations to address this business issue. We expect to conclude on the most important strategies of collection, why they are important and how are they implemented, from the operational perspective.

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Author ResearcherID NumberORCID Number

IAMANDI, Irina-Eugenia C-4081-2016

ISBN: 978-973-739-987-8

Record 28 of 236

Title: QUALITY OF BUSINESS PROCESS MANAGEMENT IN COMPANIES

Author(s): Kleinhempel, S (Kleinhempel, Simona); Rusu, L (Rusu, Lucia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 184-190 **Published:** 2010

Abstract: The goal of this paper is to offer a detailed analyze for several dimension of business process quality function quality and non-human resource quality indicators, based on a business process model on services companies. We present quality function characteristics, human and non-human quality and input-output quality characteristics of the process. Our case study was focused on call centre companies as a service oriented model. We establish a table with function quality dimensions for evaluate these companies, based on software features and indicators for that domain. For human and non-human resource quality indicators we used.

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Record 29 of 236

Title: THE ANALYSIS OF CHANGE MANAGEMENT IMPLEMENTATION IN PUBLIC SECTOR

Author(s): Malos, RC (Malos, Raul Cezar); Andres, S (Andres, Solomia); Onetiu, AN (Onetiu, Anda Nicoleta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 191-196 **Published:** 2010

Abstract: The paper reflects a few theoretical synthesis and some contributions in research area pointing the knowledge of management involvement grade and other decisional factors, in change implementation at structure levels in public sector. The approached research, we consider it imposes, taking into consideration the importance of conditional connection between the efficiency activity in public sector and the results of economic al and social nature that is obtained in our society.

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Record 30 of 236

Title: THE CRISES MANAGEMENT FACED WITH NEW CHALLENGES

Author(s): Mihaescu, L (Mihaescu, Liviu); Mihaescu, D (Mihaescu, Diana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 197-201 **Published:** 2010

Abstract: We witness an economic crisis without precedent that affects every area of our existence, rich and poor, at a global scale. The noise of financial crisis makes us no longer perceive other crises, which no one seems ready to accept them, namely a crisis of values that proliferate in our society. The experience of the past crises shows that the recession affecting mainly local companies, multinational companies managed to make profits during hard times for the economy of the host country, and the management is put in front of new challenges.

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Record 31 of 236

Title: LEADING THROUGH CONFLICT. HOW MEDIATORS LEADERS TRANSFORMS DIFFERENCES INTO OPPORTUNITIES

Author(s): Mina, S (Mina, Simona)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 202-206 **Published:** 2010

Abstract: The paper provides eight powerful tools leaders can use to transform seemingly intractable differences into progress:

Integral vision-acknowledging all sides of a conflict

Systems thinking-understanding the relationship among factors contributing to conflicts

Presence-applying all your mental, emotional and spiritual resources to grasping the nature of the conflict

Inquiry-asking questions to elicit essential information for addressing the conflict

Conscious communication-choosing with awareness how you speak and listen during the conflict

Dialogue-communicating in ways that inspire participants' ability to work through the conflict

Bridging-building partnership and alliances that cross the borders dividing your organization

Innovation-fostering breakthrough solutions that create new options for resolving the conflict.

The author sustains this model of being the most efficient in solving conflicts in organizations.

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Record 32 of 236

Title: MANAGING THE PRIORITIES IN ORGANIZATIONS - IF EVERYTHING IS IMPORTANT, THEN NOTHING IS. EFFECTIVENESS BEFORE EFFICIENCY

Author(s): Naftanaila, I (Naftanaila, Ion); Cioana, G (Cioana, Georgiana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 207-216 **Published:** 2010

Abstract: Priorities are governing our lives from the first moment of our existence. In the same way, organizations are faced with decision making processes that suppose matching unlimited needs with scarce resources. In harsh times, when crisis has become permanence and not an incident, managers are concerned with what to give priority to. This article discusses a possible answer to this question by providing a relevant example of a production system where priority rules for different levels of aggregation are applied to establish which prioritization criteria brings the business closer to its goals.

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Record 33 of 236

Title: INTEGRATING INNOVATION AND DEVELOPMENT POLICIES - ANALYSIS OF INNOVATION PERFORMANCE

Author(s): Nastase, C (Nastase, Carmen); Popescu, M (Popescu, Mihai); Scutariu, AL (Scutariu, Adrian Liviu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 217-223 **Published:** 2010

Abstract: Starting with Lisbon Strategy, the European Union launched for the period 2007 - 2013 a set of initiatives that regards the research and innovation, the EU policy in research and the global competitiveness. This paper discusses about the importance of innovation in EU Country. The introduction and adoption of innovations differs from country to country. Analysis of innovation performance realized a classification regarding the economic performance of the EU country - European Innovation Scoreboard 2009 (EIS 2009). The EIS provides a comparative assessment of the innovation performance of the EU Member States. Most Member States until 2008 were steadily improving their innovation performance.

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Record 34 of 236

Title: VALUE- BASED MANAGEMENT AND CORPORATE SOCIAL RESPONSIBILITY IN TIMES OF GLOBAL CRISIS - ARE THEY POSSIBLE OR MANDATORY?

Author(s): Ogrean, C (Ogrean, Claudia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 224-230 **Published:** 2010

Abstract: Everybody agrees that we are living some very turbulent and crises-dominated times; so, it is the perfect time for a lot of (non exclusively) academics to argue that what we are experiencing nowadays is a crisis of values, and this is the proper time for a major change. We think that a new managerial revolution has to emerge and a change of paradigm has to occur in the field of strategic management in order to develop a comprehensive framework able to bring together a three steps approach that will reunite: value-based management --- good corporate behavior --- value-creation for stakeholders.

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Record 35 of 236

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

Author(s): Oprean, C (Oprean, Constantin); Burdusel, EN (Burdusel, Eva Nicoleta); Oprean, C (Oprean, Camelia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 231-237 **Published:** 2010

Abstract: The aim of the present paper is to apply the fundamental principles of change management to higher education organizations and identify means and opportunities for academic successful development on a highly competitive market. Nowadays, globalization, cultural diversity, increasing competitiveness, information explosion of unprecedented technological advancement - as instances of unfamiliar changes at organizational level - require quick responses that prove to be equally optimal-adaptive and innovative.

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Record 36 of 236

Title: UNEMPLOYMENT AND THE ROMANIAN GOVERNMENT DECISIONS IN CRISIS PERIOD

Author(s): Patache, L (Patache, Laura)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 238-243 **Published:** 2010

Abstract: The global crisis leaves no country unharmed and no doubt remains about this. But, should we wait for global solutions or we must try to make our one way through crisis? The paper estimates the evolution of unemployment economical costs in financial crisis period. Based on information from National Institute of Statistics (NIS), National Agency for Employment (NAE), Eurostat and in correlation with specific literature and Romanian government decisions I make an unemployment costs forecast. I tried to reveal the fact that some of government decisions in crisis period can aggravate the situation and not support the economic recovery.

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Record 37 of 236

Title: IMPLICATION OF HUMAN CAPITAL IN KNOWLEDGE BASED MANAGEMENT

Author(s): Petrescu, I (Petrescu, Ion)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 244-247 **Published:** 2010

Abstract: The theories of human capital in knowledge based management reflect the great importance of the role of the personnel in contemporary production. They emphasize the significance of the personnel among the other types of capital that are used in production. Human capital and its management are important for the organization because they give them the opportunity to use their staff in a more productive way through measurements, analyses and evaluations and that is what our approach aims to prove.

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Record 38 of 236

Title: NEW COORDINATES WASTE MANAGEMENT-NETWORK ANALYSIS BETWEEN DOMESTIC PUBLIC INSTITUTIONAL STRUCTURES, THE PRIVATE SECTOR AND THE CIVIL ORGANIZATIONS IN ENVIRONMENTAL DOMAIN

Author(s): Piciu, GC (Piciu, Gabriela-Cornelia); Trica, CL (Trica, Carmen Lenuta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 248-257 **Published:** 2010

Abstract: Improvement of relations between Bucharest and its area of influence are increasing the pressure on the environment by prioritizing social and economic issues at the expense of environmental ones.

News subject matter is related to the particular dynamics that are recorded in the economic activities, in the management of waste, traffic, consumption patterns of the population, which directly affect the quality of environmental factors.

The study aims to present the main characteristics of the region, with special respect to the domestic institutional structures of environmental policy, in particular the co-operation among regional and local actors.

Planning for mutations and the integration of environmental issues in the current phase will preserve environmental quality in acceptable parameters to the public and businesses, to improve knowledge of environmental issues and their consequences.

Attention is paid to the interaction patterns and networks between domestic public institutional structures, the private sector and the civil organizations within the European context

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Record 39 of 236

Title: A CRITICAL ANALYSIS OF DIFFERENT VALUATION METHODS FOR PUBLIC PRIVATE PARTNERSHIPS IN TOURISM INFRASTRUCTURE

Author(s): Prelipcean, G (Prelipcean, Gabriela); Boscoianu, M (Boscoianu, Mircea)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 258-265 **Published:** 2010

Abstract: Public private partnership is not a new strategy but in the context of recovery it represents an efficient vehicle capable to integrate special synergic financing strategies. A critical step in the global design of PPPs is the real time valuation of the investment that could easily incorporate the irreversibility/uncertainty, the managerial flexibility and some global indicators for investment decisions. Pindyck demonstrated that an irreversible investment opportunity is similar with a financial call option and proposed an efficient method to include the option value of waiting in the traditional profitability analysis. The positive potential of the investment is taken into consideration by using real option analysis (ROA) in traditional or modern approaches.

The main objective of this article is to present a critical analysis of different dynamic valuation methods capable to offer more realistic support in strategic decision-making applications in PPPs for the infrastructure in tourism. Based on this analysis, it is possible to stimulate the construction of PPP in emerging economies, capable to offer a good perspective for their tourism development.

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Record 40 of 236

Title: A MODERN DESIGN FOR MICROFINANCE MANAGEMENT FOR AN EFFICIENT RESPONSE IN THE CASE OF EXTREME RISK EVENTS

Author(s): Prelipcean, G (Prelipcean, Gabriela); Boscoianu, M (Boscoianu, Mircea)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 266-273 **Published:** 2010

Abstract: The serious floods caused by heavy rainfall at the end of July 2008, affected many densely populated areas in Romania. Over 5900 houses, of which 1600 totally destroyed, and more than 21000 people were reported by local authorities to have been affected by the floods. The most affected areas were situated in Maramures, in Moldova, along the Prut and Siret rivers. These areas include critical infrastructure elements (town halls, border police offices, roads, dams, civil protection facilities) and had a negative impact on the economic activity. The assessment of the effects of the disaster, conducted by the Operational Centre for Emergency Situations (OCES) under the Romanian Ministry of Environment and Sustainable Development, has demonstrated the increase of the risk level with implications as systemic risk. Considering the multiple effects and the serious micro and macroeconomic implications, the intervention of the governmental institutions must be prompt and efficient. The lack of experience in the case of these extreme risk events, but also the budgetary restrictions, require, on the one hand, the reassessment of the insurance solutions through the introduction of a new financing scheme based on PPP, or the use of the microfinance products specifically created for natural hazards risk management, on the other hand. Microfinance institutions could be efficient both in disasters, and also in events that correspond to the disaster response and the recovery process. Microfinance institutions could be easily informed on the potential consequences of natural hazards at different levels:

clients, institutions, sectors. Microfinance products and services could be robust solutions, because they respond more directly to clients needs in the aftermath of extreme events. Identifying the optimal lending program is a difficult task and it is closely related to the global recovery process. The design of these specific products represents an important contribution in order to develop an efficient recovery process, as the funds will be used more efficiently and promptly, and we consider that innovative solutions should be used for Romania and for other emerging countries.

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Record 41 of 236

Title: THE EXPLORATION OF A PREDICTIVE MODEL REFERRING TO THE SCHEME TYPE ACCESSED IN THE MANAGERIAL DECISION, IN RAIL TRANSPORTATION

Author(s): Rus, M (Rus, Mihaela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 274-281 **Published:** 2010

Abstract: The mental model of the decision-maker concerning the possibilities on which he/she will decide on a particular issue is essential to understanding and predicting his/her behavior. There are a number of cognitive factors which may influence the calculation of possibilities, which participate in the construction of representations and which have a predictive role in the decision-making behavior.

Research in recent years, which provided most consistent results, took into account and analyzed the following cognitive factors: cognitive schemes, prototypicality, anchoring alternatives, memory availability and the retro-evaluation of alternatives.

The cognitive scheme consists of a general structure of knowledge, simultaneously activated, corresponding to a complex situation in reality.

The structured cognitive schemes actively interfere in information processing. The existence of cognitive schemes is motivated by their effects on the selection and interpretation of information.

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Record 42 of 236

Title: KNOWLEDGE MANAGEMENT FRAMEWORK FOR PROJECTS

Author(s): Rusu, L (Rusu, Lucia); Kleinhempel, S (Kleinhempel, Simona)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 282-287 **Published:** 2010

Abstract: Based on production process in companies we developed a model of knowledge management that can be implemented in our university. This model is using organizational knowledge base of three entities: the research engine, the production engine and the learning engine. We try to identify several direct and indirect feed back from the production process and research process linked with external demands and internal organization objectives. This model can be implemented on World Wide Web and Internet technologies using collaborative model.

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Record 43 of 236

Title: MODERN PRODUCTION ORGANIZATION METHODS IN A TEXTILE ENTERPRISE

Author(s): Sima, E (Sima, Elena); Popa, D (Popa, Daniela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 288-292 **Published:** 2010

Abstract: The critical path consists of a number of activities which depend on each other. Therefore, the beginning of an activity is subject to the completion of another activity. The possible changes that may occur during the development of activities within the critical path shall disturb the project. The Gantt Chart is a matrix that shows on the vertical axis the list of activities to be fulfilled and horizontally the activity's estimated duration. The periods are presented in the same time measurement unit (hours, days).

The paper suggests to apply the critical path method and to build the Gantt Chart for a textile company which makes lining material with the purpose of decreasing the working time and therefore to increase productivity.

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Record 44 of 236

Title: NEW TACKLING OF HUMAN RESOURCES STRUCTURE

Author(s): Sima, MG (Sima, Mihaela-Georgia); Barsan, SC (Barsan, Simona-Clara)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 293-299 **Published:** 2010

Abstract: This paper present the main issues the human resources sector is facing today, how they should be approached and by whom. After presenting the results of a study on Romanian HR sector, the role of the HR Department is emphasized, as well as its inter connexions with every structure of the company, the main advantages coming from the use of this department in implementing changes within a company. At the end of the paper, other complementary solutions for obtaining better results are provided for the companies as well as the employees.

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Record 45 of 236

Title: THE SUPERIORITY OF THE ECONOMIC PROFIT. THE ECONOMIC BREAK EVEN POINT

Author(s): Steliac, N (Steliac, Nela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 300-306 **Published:** 2010

Abstract: The economic crisis does not exclude nor diminish the importance of achieving the economic profit because it measures the economic value of an economic agent. The economic profit is different from the accounting one. A company's performance is measured by an economic profit at least equal to zero. This paper intends to approach this economic concept, to emphasize the part played by the opportunity costs in establishing the economic profit, to present methods of calculating the economic profit, to distinguish between the economic profit and the accounting one, to present the interrelation factors and the economic break even point.

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Record 46 of 236

Title: STUDY REGARDING THE USE OF A METHOD OF QUALITY MANAGEMENT WITH A VIEW TO IMPROVE THE PROFIT IN NOWADAYS' MODERN ORGANIZATIONS

Author(s): Titu, M (Titu, Mariana); Bucur, M (Bucur, Mihai)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 307-315 **Published:** 2010

Abstract: The scientific paper presents research and a few studies regarding the modelling and the improvement of profit in modern organizations. We used one of nowadays' best known methods in such evaluations, which is the method of the factorial experiment, used to ensure and manage the quality of products and services. We followed the famous research methodology for such research and we respected the principles of organizational management.

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Record 47 of 236

Title: BREAKING THE GLASS CEILING - FEMALE ENTREPRENEURSHIP

Author(s): Todericiu, R (Todericiu, Ramona); Muscalu, E (Muscalu, Emanoil); Ghitulete, A (Ghitulete, Andrada)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 316-321 **Published:** 2010

Abstract: Specialists claim that the only certitude of the XXIst century is change, as these decades have been marked by the fastest and most spectacular changes in the history of human kind. Dfficult to forecast, the transformations that took place can be found in all areas: technical, economic, social, IT, educational, cultural and political. One of the most important, but insufficiently captured and considered changes is represented by the situation of the SMEs in the front line of the development: their transformation into the most dynamic factor and, in this context, the more and more active presence of women in management positions in SMEs.

In Romania, The National Agency for SMEs has implemented for the first time a promotion program for entrepreneurship among women managers of the SMEs sector. The program enjoyed a great success and resulted in a big impact in the business community. The program stimulates (Rotaru, C. I., 2009) the growth of women entrepreneur within the business community, the development of the skill and entrepreneur spirit among women and efficient use of the human capital formed by potential women entrepreneur, improving the economical performances of existing enterprises, led by women through the growth of the training of their employees. Other aims are equal access to the knowledge based economy,

experience sharing among business women, establishing partnerships and encouraging the will to represent personal interests in the civil society.

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Conference Title: 17th International Economic Conference (IECS)

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

ISBN: 978-973-739-987-8

Record 48 of 236

Title: FROM THE TABLEAU DE BOARD TO THE BALANCED SCORECARD

Author(s): Toma, SG (Toma, Sorin-George); Marinescu, P (Marinescu, Paul); Hudea, OS (Hudea, Oana-Simona)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 322-328 **Published:** 2010

Abstract: Integrated frameworks for business performance measurement have been designed and developed since the twentieth century. The French 'tableau de bord' and the American balanced scorecard are among the well-known management tools used in the business world. Our paper aims to contribute to a better understanding of the 'tableau de bord' and balanced scorecard concepts and to present in short their evolution. The paper provides a platform on which to build further researches on the relationship between the two concepts. The research type is literature review.

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

ISBN: 978-973-739-987-8

Record 49 of 236

Title: LEADERSHIP DURING DIFFICULT TIMES

Author(s): Tutulea, A (Tutulea, Anca)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 329-337 **Published:** 2010

Abstract: Nowadays leaders have never been more highly visible than during the recent dramatic difficulties facing the business world like earthquakes, tornadoes, multi-faced economic crisis, terrorism acts, banking system failing, etc. In difficult times like the ones we are facing with, leaders are essential because their employees need them. It is possible that a crisis may present the beginning to eliminate an organization's weaknesses, especially if it is too bureaucratic or too slow-moving to be competitive. It is indeed an opportunity if

all members look this situation in this manner. But it may also be a risk to future levels of the company. There are actions a leader can take like focusing on efficient leading the team and trying to minimize crisis' effects as much as possible, all this to sustain future growth and success.

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Conference Title: 17th International Economic Conference (IECS)

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Conference Location: Sibiu, ROMANIA

Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

ISBN: 978-973-739-987-8

Record 50 of 236

Title: "THE SECRETS" OF ACHIEVING MORE WITH LESS EFFORT, TIME AND RESOURCES

Author(s): Vintean, A (Vintean, Adriana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 338-340 **Published:** 2010

Abstract: Each individual can be more effective and happier, each profit seeking corporation can become very much more profitable, each non profit organization can also deliver more useful outputs, every government can ensure that its citizens benefit much more from its existence. For everyone and every institution it is possible to obtain much more that is of value and avoid what has negative value, with less input of effort, expense or investment.

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Conference Title: 17th International Economic Conference (IECS)

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

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Record 51 of 236

Title: COMMON MARKET ORGANIZATIONS AND AGRO-FOOD CHAINS - THE EUROPEAN AND NATIONAL BUSINESS FRAME OF THE ROMANIAN AGRICULTURE

Author(s): Zaharia, C (Zaharia, Constantin); Zaharia, I (Zaharia, Ioana); Tudorescu, N (Tudorescu, Nicolae)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 341-349 **Published:** 2010

Abstract: By signing the Treaty from Rome (1957), the task of creating the institutions and mechanisms necessary for the functioning of the single agricultural market was assigned to the Common Agricultural Policy which developed a system for the management of the agricultural resources and products by the mean of the Common Market Organizations. The Common Market Organizations are formed at communitarian level and agrofood chains are organized at national level. The process of organizing and functioning of each product's chain is based on the fact that all the economic agents making business in agriculture are complying with the communitarian and national rules.

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Conference Title: 17th International Economic Conference (IECS)

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

ISBN: 978-973-739-987-8

Record 52 of 236

Title: SOME CONSIDERATIONS REGARDING THE COMMON ORGANIZATION OF THE MARKETING WINE IN THE EUROPEAN UNION

Author(s): Zaharia, I (Zaharia, Ioana); Tudorescu, N (Tudorescu, Nicolae); Zaharia, C (Zaharia, Constantin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 350-357 **Published:** 2010

Abstract: Due to the performances achieved in the wine sector, the European Union is the world leader with over 50% of the surfaces cultivated with vine and more than 60% of the world production of grapes and wine. But unbalances are registered, however, on the European Union's wine market generated by the preservation and even growth of the exceeding quantities of wine. The reform measures taken until present days had not solved the problem and the unbalances became more accentuated. The Council Regulation (EC) no. 479/2008 has put the basis of a new reform and a high competitiveness of the wine sector.

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Record 53 of 236

Title: A POSSIBLE MODEL FOR THE STRATEGIC MANAGEMENT OF SERVICES WITHIN THE KNOWLEDGE-BASED SOCIETY

Author(s): Zamfir, A (Zamfir, Andreea); Plumb, I (Plumb, Ion)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION II: CHANGE MANAGEMENT: NEW COORDINATES **Pages:** 358-365 **Published:** 2010

Abstract: This study investigates the changes in the management of services within the knowledge-based society. We have proposed in this study a possible model for the strategic management of services, with a view to emphasising an approach to gaining competitive advantage through knowledge, people and networking. The knowledge-based strategic management of services model provides a starting point for a service organization's managers to practise strategic management, and to analyse and evaluate the specific conditions (variables) within the knowledge-based society.

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Conference Title: 17th International Economic Conference (IECS)

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ISBN: 978-973-739-987-8

Record 54 of 236

Title: THE WORLD FINANCIAL CRISIS. CHALLENGES AND ANSWERS FOR ACCOUNTING

Author(s): Achim, MV (Achim, Monica Violeta); Borlea, SN (Borlea, Sorin Nicolae); Pinte, MO (Pinte, Mirela Oana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 3-10 **Published:** 2010

Abstract: In economic history, financial failures lead to a crisis of distrust in the reliability of financial-accounting information and accounting is subjected to great challenges regarding the best accounting methods and techniques for best answering the need for accurate and reliable informing of the users of financial reporting. In this current economic crisis as well, accounting, even if it did not represent its direct cause, was not able to prevent the emergence of financial problems in due time. This paper presents a running over of the main challenges brought by the present crisis of accounting as well as the way in which it attempted to find answers to these challenges, while striving to regain the trust of the investors in accounting and in a corporate management with social responsibility.

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Conference Title: 17th International Economic Conference (IECS)

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Author Identifiers:

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Achim, Monica Violeta	C-5811-2017	0000-0003-4701-041X

ISBN: 978-973-739-987-8

Record 55 of 236

Title: MOTIVATIONS FOR USING SOCIAL NETWORKING SITES: THE CASE OF ROMANIA

Author(s): Andrei, AG (Andrei, Andreia Gabriela); Iosub, D (Iosub, Daniela); Iacob, A (Iacob, Amalasuanta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 11-16 **Published:** 2010

Abstract: Social networking sites (SNS) have been experiencing a growth boom in latter years, consequently drawing marketers' attention as an important medium for meaningful interaction with the consumer. But achieving brand effectiveness on SNS begins with understanding users' motivations for online social networking. This paper sought to explore Romanian users' motivations, and reports findings from a qualitative study consisting of face-to-face in-depth interviews and participant observation. We determine the main differences in motivations for using four major Romanian social networking sites. Implications in terms of brand communication within the context of SNS are also discussed.

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

Author Identifiers:

Author	ResearcherID Number	ORCID Number
Andrei, Andreia	I-9722-2017	0000-0002-1093-6713

ISBN: 978-973-739-987-8

Record 56 of 236

Title: CULTURAL ATTRACTIVENESS AS A DETERMINANT OF THE TOURIST DESTINATIONS COMPETITIVENESS IN THE EUROPEAN UNION COUNTRIES

Author(s): Balan, D (Balan, Diana); Popescu, IC (Popescu, Ioana Cecilia); Veghes, C (Veghes, Calin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 17-22 **Published:** 2010

Abstract: The literature has identified cultural resources as one of the factors exerting a major impact on the attractiveness of a particular area - city, region or country, and, consequently, on its competitiveness as a tourist destination. Paper presents the main results of assessing the cultural attractiveness of the tourist destinations, as a direct outcome of the cultural resources capitalization, in connection with the participation in the cultural activities, attractions that have a major influence on the choice of the holiday destinations and the major motivations of the main holiday trips at the level of the European Union's tourists.

Accession Number: WOS:000392592900003

Conference Title: 17th International Economic Conference (IECS)

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Record 57 of 236

Title: HIERARCHY THE TOURISTIC DESTINATIONS FROM THE CUSTOMER'S PERSPECTIVE BY A FUZZY MULTICRITERIA DECISION MAKING METHOD

Author(s): Ban, O (Ban, Olimpia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 23-29 **Published:** 2010

Abstract: We slightly transform a recent method in fuzzy multicriteria decision making to find a hierarchy of the touristic destinations available at the level of a touristic agency according with the preferences of a customer. In this way we obtain a rigorous and easy implementable method to help the future tourist to choose the best vacation from his point a view. We illustrate the procedure by a numerical example.

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Conference Title: 17th International Economic Conference (IECS)

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Record 58 of 236

Title: REVEALING THE PEOPLE WHO EMPOWER THE SOCIAL NETWORKS - AN EXPLORATORY RESEARCH OF THE ROMANIAN MARKET

Author(s): Canda, A (Canda, Andrei); Rusescu, M (Rusescu, Marius); Pantea, C (Pantea, Carmen)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 30-36 **Published:** 2010

Abstract: Present paper focuses on highlighting the importance of the social networks as a word-of-mouth and an online marketing tool among the undergraduates, master and PhD students, by presenting the behavior of the youngsters in the online environment, analyzing their opinions and preferences towards the use of the social networking tools. Base sample consists of college students from the Faculty of Marketing at the Academy of Economic Studies Bucharest. The main objective of this research is to see whether businesses should communicate online on the social networks and which are the preferred networks used by students.

Accession Number: WOS:000392592900005

Conference Title: 17th International Economic Conference (IECS)

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Record 59 of 236

Title: THE DETERMINANTS OF CONSUMER BEHAVIOUR ON THE EUROPEAN MARKET

Author(s): Caragin, AR (Caragin, Andreea Raluca); Paraschiv, DM (Paraschiv, Dorel Mihai); Marinoiu, AM (Marinoiu, Ana-Maria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 37-42 **Published:** 2010

Abstract: This article critically analyzes some key issues in consumer behaviour, also aiming to assess the determinants of consumer behaviour in general, taking into consideration examples from the European market. The importance of country image is also discussed, being strictly connected to the image of the products realized there. Some successful product-country combinations are presented and some recommendations are made for the Romanian products on the local and international markets. The research goal was to determine possible attributes that can be connected with Romania's image in order to enhance the success of our local products on the international markets. The expected results should help Romanian companies to increase their competitiveness on a market more and more dominated by the multinational companies.

Accession Number: WOS:000392592900006

Conference Title: 17th International Economic Conference (IECS)

Conference Date: MAY 13-14, 2010

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

ISBN: 978-973-739-987-8

Record 60 of 236

Title: "SELLING THE BRAND TO YOUR EMPLOYEES" OR "WHY DO WE NEED INTERNAL MARKETING?"

Author(s): Catoiu, I (Catoiu, Iacob); Cetina, I (Cetina, Iuliana); Radulescu, V (Radulescu, Violeta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 43-48 **Published:** 2010

Abstract: Internal marketing has been proposed as a way of increasing lower level commitment to corporate strategies and improving organizational integration. The need for internal marketing, especially within service organizations, is commonly recognized, but its implementation is considerably more difficult than its planning. Attitude barriers

(unreceptiveness to marketing philosophy) may exist even in the higher levels of management, where they are potentially more difficult to change, yet changing them will have the greatest effect on the organization. This article examines the impact of internal marketing in order to increase employee involvement in reaching decisions, making commitments and taking action.

Whilst the principles of internal and external marketing are the same, there are some differences - in targeting, politics, incentives, skills, motivation and interpersonal factors.

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

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Record 61 of 236

Title: 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

Author(s): Catoiu, I (Catoiu, Iacob); Edu, T (Edu, Tudor); Negricea, C (Negricea, Costel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 49-57 **Published:** 2010

Abstract: The FTA between the European Union and India will have a significant impact on trade. This is why the identification of the potential opportunities and threats entailed by the provisions of the FTA could be considered a must for the European companies and especially, for the Romanian ones. In this regard, we consider that a marketing research of the secondary data pertaining to the ongoing negotiations and reactions of the involved parties could clarify several aspects of the unknown implications of this agreement.

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Record 62 of 236

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

Author(s): Chiru, C (Chiru, Codrin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 58-63 **Published:** 2010

Abstract: This paper examines the possibilities to use some of the latest developments in knowledge management jointly with emotional marketing communication through advertorials and expert endorsements and demonstrates via case studies the high capacity of these techniques to decode and communicate emotions through implicit knowledge. Aimed to build consumers' trust and brands' fundamentals, endorsements are very efficient choices to build brand equity and increase the overall efficiency of the marketing processes. This paper also presents a new model of choice based on tacit, implicit and explicit consumer knowledge and a holistic endorsement model established on the relation between brand lifecycle and endorser's personality. The shift from functional to emotional communication drives the importance of the personality and public image of the endorser; therefore brand advertising becomes more and more an experts' affair.

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Author ResearchID NumberORCID Number

Babatunde, Kamaldin G-3734-2017

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Record 63 of 236

Title: THE INTERNATIONAL ENVIRONMENT STANDARDS - THE BASE OF THE ENVIRONMENT MANAGEMENT SYSTEM

Author(s): Condrea, E (Condrea, Elena); Constandache, M (Constandache, Mihaela); Nitu, V (Nitu, Valentin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 64-68 **Published:** 2010

Abstract: We can say that, at a global level, the last decades are characterized by the intense preoccupations regarding the environment's protection, respectively the elaboration of pollution lowering, of the environment contamination risk. As result of the intense preoccupations regarding the environment's protection, the 207 Technical Committee, within ISO, has developed the ISO 14000 standards' series, having as main objective the supplying of a common environment management approach frame for the interested ones.

The implemented Environmental Management System can be certified according to the provisions of ISO/IEC Guide 66:1999 and EA 7/02:2000. The European reference for EMS implementation and certification is the Directive 761/2001/March 2001 of the European Parliament and of the Council allowing voluntary participation by organisations in a Community eco-management and audit scheme.

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Record 64 of 236

Title: PARTICULARITIES OF THE AUDIT OF A HACCP SYSTEM

Author(s): Condrea, E (Condrea, Elena); Stanciu, AC (Stanciu, Anca Cristina); Nitu, V (Nitu, Valentin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 69-74 **Published:** 2010

Abstract: The audit of the HACCP system is realized in conformity with the requirements specified in "The guide of the criteria for realizing an audit in accordance with the 882/2004 CE Regulation referring to the official controls", established through the decision of the Decision of the 677/2006 CE Commission. Indifferently if it is about organizations in Romania, in the European Union or outside of it, the HACCP audit must contain each aspect of the 12 HACCP stages.

The conclusions of the HACCP audit indicate the conformity grade and/or the nonconformity one; the chances of improving the HACCP plan.

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Conference Title: 17th International Economic Conference (IECS)

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Record 65 of 236

Title: CULTURAL HERITAGE MANAGEMENT AND TOURISM

Author(s): Cosmescu, I (Cosmescu, Ioan); Dudau, D (Dudau, Denisa)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 75-81 **Published:** 2010

Abstract: Cultural tourism has a major influence on how the presentation of cultural heritage is planned. In the developed world, its influence is most evident as cultural heritage management becomes more mature and aware of uses and users other than those traditionally covered in conservation planning. This awareness, however, may not always lead to an easy relationship, as tensions can emerge resulting from the different needs of tourism and conservation. This situation is especially critical in developing countries, where mass tourism occurs before suitable cultural heritage management legislation is enacted. Unless tourism is controlled, significant damage can occur from overuse, misappropriation of cultural property, souveniring, and the illegal trade of artifacts.

Accession Number: WOS:000392592900012

Conference Title: 17th International Economic Conference (IECS)

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci
ISBN: 978-973-739-987-8

Record 66 of 236

Title: SUPPORT OF NATIONAL BRANDS, SOLUTION FOR OUTGO FROM CRISIS

Author(s): Cretoiu, RI (Cretoiu, Raluca Ionela); Stoica, AM (Stoica, Ana-Maria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 82-86 **Published:** 2010

Abstract: It is a lot of theory in the building up of a brand, briefly, it represents a social and psychological force, which is born to accomplish a mission. To reach the strategic decisions of the organization, all the management and marketing components, as well as the molecules must bind their energy, be well correlated and correctly used, for carving of a brand. A brand is the way in which a good, a service, an event or a company is reflected in the consumers' mind, representing the whole of perceptions that the public has on a subject. In the economic crisis context, the company image being the only identification element that creates emotional connections with the clients, satisfying one or several of their expectances.

Accession Number: WOS:000392592900013

Conference Title: 17th International Economic Conference (IECS)

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

ISBN: 978-973-739-987-8

Record 67 of 236

Title: THE FINANCING OF AN INTEGRATED RURAL DEVELOPMENT IN BAVARIA WITHIN THE FRAMEWORK OF THE EUROPEAN AGRICULTURAL FUNDS FOR THE DEVELOPMENT OF RURAL AREAS

Author(s): Diringer, F (Diringer, Franz)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 87-94 **Published:** 2010

Abstract: In 2005 essential reforms of the Common Agricultural Policy (CAP) of the European Union took place, in the course of which the financing of the promotion of rural development was modernized. For the current period of 2007-2013 it is settled by the EAFRD-regulation, which is applied to a three-stage program planning process on EU, national and sub-national level. This process is considered to be quite complex and contradictory to the politically intended principle of subsidiarity. The EAFRD-regulation is criticized for its unilateral orientation, the Bavarian strategy for enhancing agriculture and rural areas (BayZAL) for being not effective enough.

Accession Number: WOS:000392592900014

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Record 68 of 236

Title: IS THERE A GASTRONOMIC TOURIST OFFER IN ROMANIA?

Author(s): Dulau, AV (Dulau, Alexandra Viorica); Coros, MM (Coros, Monica Maria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 95-104 **Published:** 2010

Abstract: The present paper aims to present the industry of tourism and hospitality services in Romania in the context of the current economic crisis. The purpose of the research and analysis is to determine the place of the gastronomic tourism offer within the branding project of our country as a tourist destination. We have started from the development of the tourist offer and we have correlated it with the manner in which the tourism demand for Romania's tourist potential has developed during the past twenty years. Despite being declared an appreciated tourism-related asset, the gastronomic tourist offer is almost inexistent in Romania.

Accession Number: WOS:000392592900015

Conference Title: 17th International Economic Conference (IECS)

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Record 69 of 236

Title: THE KEY OF INFLUENCE IN SOCIAL MEDIA

Author(s): Dumea, AC (Dumea, Andrei-Cosmin); Nistor, GC (Nistor, George-Cristian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 105-110 **Published:** 2010

Abstract: Social media is currently an evolving "wave" in business marketing. Marketers are beginning to drive the use of social media as a component in their marketing strategy and campaigns to reach out to customers and fans. Among the subdisciplines of marketing that may utilise social media include promotions, marketing intelligence, sentiments research, public relations, marketing communications and product and customer management. However, these methods often lack the depth of information needed to understand why people engage in certain behaviours. This paper will explore recent examples of types of on-line participation and classifications.

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Conference Title: 17th International Economic Conference (IECS)

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Record 70 of 236

Title: THE IMPACT OF DIGITIZATION AND OF THE INTERNET ON THE BUSINESS MODELS

Author(s): Dumitrescu, L (Dumitrescu, Luigi)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 111-114 **Published:** 2010

Abstract: Today's world is more interconnected and interdependent as ever before. The globalization and the information technology have created an interconnected global economy that handles huge economic exchange flows. In this new context the managers need a new optic in order to adapt to the today's changes. The Internet gives the buyers and sellers the possibility of more interaction and personalization and these possibilities are the virtual business models: generic, B2C, B2B. This paper presents these three models that allow the exchange process to be lead by the client. In these models, the clients define the rules of engagement or they can isolate themselves if they want to using the online intermediaries.

Accession Number: WOS:000392592900017

Conference Title: 17th International Economic Conference (IECS)

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Record 71 of 236

Title: VIRAL MARKETING - HOW TO USE THE INTERNET FOR ADVERTISING

Author(s): Fuciu, M (Fuciu, Mircea); Dumitrescu, L (Dumitrescu, Luigi); Gorski, H (Gorski, Hortensia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 115-119 **Published:** 2010

Abstract: This paper presents the importance of the internet in the development of marketing a global level. It brings forth a new marketing concept that is used today, the concept of viral marketing. We want to present the importance of this new tool for today's companies in the context of the electronic world. The paper presents several approaches for the concept of viral marketing as well as some steps that must be undertaken by a company that wants success with a viral marketing campaign. We present some techniques that a web based company may use as well as the importance of using the new web based social networks in marketing.

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Conference Title: 17th International Economic Conference (IECS)

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ISBN: 978-973-739-987-8

Record 72 of 236

Title: CORPORATE SOCIAL RESPONSIBILITY. ENVIRONMENTAL APPLICATIONS IN ROMANIA

Author(s): Funaru, M (Funaru, Mihaela); Iosip, A (Iosip, Alexandru)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 120-125 **Published:** 2010

Abstract: Corporate Social Responsibility is a concept relating to the contribution that companies must take in order to contribute to the development of modern society. As states and international institutions have realized that adopting the principles of CSR by companies serves to the objectives of sustainable development, it appeared the need for international standards to define what a "desirable corporate behavior" is.

CSR is a concept increasingly known in the Romanian business environment. An important thing for Romanian companies is to understand the implications of applying the social responsibility concept on long-term and the direct connection that it exerts on economic and social performances and environmental protect.

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ISBN: 978-973-739-987-8

Record 73 of 236

Title: AN OVERVIEW ABOUT RECYCLING AND OBTAINING ENERGY FROM ALTERNATIVE SOURCES

Author(s): Gavan, S (Gavan, Smaranda); Bode, EA (Bode, Elena-Alina)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 126-130 **Published:** 2010

Abstract: The aim of this paper is to emphasize the importance of environmental protection and its correlation to sustainable development of economy. Traditionally obtain energy by burning fossil fuel might lead to ecological disasters. Finding alternative energy sources is necessary more than ever, both to environmental conditions and because of depletion of fossil fuels. Thus, among numerous environmental damage is particularly important to avoid an energy crisis because depletion of fossil fuels. Recycling organic waste and obtaining alternative sources of energy such as biogas and biodiesel can be considered solutions to the energy crisis and to reduce pollution.

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ISBN: 978-973-739-987-8

Record 74 of 236

Title: INTERNATIONAL CIVIL AVIATION TODAY AND TWENTY YEARS LATER
Author(s): Grancay, M (Grancay, Martin); Szikorova, N (Szikorova, Nora)
Book Group Author(s): Lucian Blaga Univ Sibiu
Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 131-138 **Published:** 2010

Abstract: The aim of the paper is to analyze changes at the air transportation market that have been caused by the ongoing globalization and a series of crises in the beginning of the 21st century. We study the current state of the aviation market and look at its probable developments. We identify several principal megatrends the sector is heading to: multilateralism, global liberalization, consolidation, emergence of new business models, growing importance of environmental dimension, fast growth of regional carriers and shift of the center of gravity to Asia. The increased dynamics of the sector will create a completely new market structure.

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Record 75 of 236

Title: THE ROMANIAN INBOUND TOURISM BEFORE AND DURING THE ECONOMIC CRISIS
Author(s): Iosip, A (Iosip, Alexandru); Funaru, M (Funaru, Mihaela)
Book Group Author(s): Lucian Blaga Univ Sibiu
Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 139-143 **Published:** 2010

Abstract: Today, the Romanian tourism industry is faced with challenges linked to the economic downturn. More than ever the overarching challenge for the tourism sector is to remain competitive but not only: environmental and social sustainability in tourism are more than ever crucial when foreseeing the future of this sector. Past crises show that people continue to travel and that tourism does not stop altogether but requires adaptation on behalf of the policy makers and stakeholders. Tourism possesses the inherent ability to diversify Romania's economy, to stimulate entrepreneurship, catalyze investment, create large numbers of sustainable jobs, and help social development.

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Conference Title: 17th International Economic Conference (IECS)
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ISBN: 978-973-739-987-8

Record 76 of 236

Title: CUSTOMER VALUE: THE CRITICAL SOURCE FOR COMPETITIVE ADVANTAGE

Author(s): Militaru, G (Militaru, Gheorghe)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 144-151 **Published:** 2010

Abstract: This paper explores service sector and its potential to take into account different opportunities to gain a competitive advantage. The major objective is to determine the opportunities and limitations in which service sector growth is fuelled by advances in information technology, and innovation. Information technology has a substantial impact on the growth of digital services. Our findings illustrate that the profitability of manufacturers depends on exploiting value-added services. The contribution of this paper is to aid academics and researchers to better understand how services are the crucial force for today's change toward a global economy.

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ISBN: 978-973-739-987-8

Record 77 of 236

Title: THE IMPACT OF MIXED EMOTIONS AND RELATIONSHIP MARKETING ON CONSUMERS BEHAVIOUR

Author(s): Musetescu, A (Musetescu, Adina); Nicolau, I (Nicolau, Irina); Craciun, CS (Craciun, Cristian Stefan)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 152-157 **Published:** 2010

Abstract: Relationship marketing is one of the concepts that are based on loyalty. The ideal customers are purchasing companies products frequently and in large quantities, are not price sensitive, and recommend them to everybody. It is well known that emotions have a lot of influence on the consumer behavior. Turning mixed emotions and especially negative ones into all positive is the dream of every company. An interview was conducted on BMW

owners that want to prove the existence of consumer's ambivalence of preferences and the importance of the quality of products and services.

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Record 78 of 236

Title: ROMANIAN TOURISM TRENDS IN THE EUROPEAN CONTEXT

Author(s): Neculita, M (Neculita, Mihaela); Sarpe, D (Sarpe, Daniela); Mazilescu, V (Mazilescu, Vasile)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 158-163 **Published:** 2010

Abstract: Before 1990 Romania was an important tourist destination for the Eastern European market, mainly promoting the seaside tourism products, balneoclimaterical resorts, cultural programmes and the famous monasteries located in the Northern Moldavia and Bukovina. The Romanian tourist offer has not changed significantly over time. However it became uncompetitive in relation with the requirements of tourism demand and with similar tourism products available on international markets.

The purpose of this paper is to present and assess the current situation of Romanian tourism and its prospects in the context of European integration.

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Record 79 of 236

Title: HOW SUSTAINABLE ARE THE FIRST SIGNS OF EUROPEAN TOURISM RECOVERY?

Author(s): Nicula, V (Nicula, Virgil); Neagu, ER (Neagu, Elena Roxana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 164-170 **Published:** 2010

Abstract: The first signs of a rebound in European travel and tourism demand are expected to be seen this year, but still many uncertainties remain with regard to 2010' s prospects. It is also quite clear that, once we do finally come out of the recession and see sustained recovery

in demand, the marketplace will be very different from what we had grown used to before the crisis. The industry has its work cut out to adapt to this new operating environment.

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Record 80 of 236

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

Author(s): Niculae, SM (Niculae, Sabin Mihai); Marinescu, P (Marinescu, Paul); Toma, GS (Toma, George Sorin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 171-175 **Published:** 2010

Abstract: Store image designates public attitudes towards the shop and has a role in the success of the store's overall activity. Because 70% of the buying decisions are taken in the store and the consumer can get to spend more than 2 hours shopping, especially as all the products are found under one roof. Large commercial areas with shops, supermarkets and hypermarkets have been transformed into a communication medium for large audiences and can generate a traffic of about 800,000 to 1,000,000 customers per month. The goals of this paper are (1) to argue that the store image, as it has been previously developed by marketing academics, is a necessary target for store performance and (2) that consumer buying and shop selection behaviors can be influenced by using in-store communication.

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Record 81 of 236

Title: INTERNAL PUBLIC RELATIONS - THE PANACEA FOR COMPANIES IN TIME OF ECONOMIC CRISIS

Author(s): Olaru, SD (Olaru, Silvia Delia); Dinu, C (Dinu, Cristina)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 176-180 **Published:** 2010

Abstract: For many companies, 'PR' is still a fad which only those who have nothing to do with their money can afford it. In times of crisis, when companies are facing problems such

as: staff reductions, relocations, freezing salaries, etc..., efficient communication with employees is more necessary than ever to maintain a productive work environment, to boost productivity and to keep the employees as "reliable partners" in selling company's image, products and / or the services offered on the market

This paper presents how internal public relations is a advantage hard to imitate of a company in times of economic crisis

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Record 82 of 236

Title: A DYNAMIC CLUSTER ANALYSIS OF THE LOGISTICS PERFORMANCE INDEX. A ROMANIAN CASE STUDY

Author(s): Ioan, P (Ioan, Popa); Dorel Mihai, P (Dorel Mihai, Paraschiv); Roxana, VD (Roxana, Voicu-Dorobantu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 181-185 **Published:** 2010

Abstract: The paper presents a comparison of the Romanian situation in view of the 2007 and 2010 World Bank Logistics Performance Index. The method chosen for analysis is cluster analysis, due to the possibility of comparison to regional groups.

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Record 83 of 236

Title: MARKETING TOOLS FOR ATTRACTING AND KEEPING INVESTORS

Author(s): Popescu, L (Popescu, Loredana); Balintescu, O (Balintescu, Oana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 186-191 **Published:** 2010

Abstract: This scientific communication offers some marketing tools for capital seekers who understand that capital raising has largely moved from a finance function to a marketing function. Accurately identifying the target investor and effectively highlighting the strengths of the business are now critical to securing the support the business needs. Attracting Investors shows how to make market and the business to raise funds, and explains

why marketing is the key to successful capital raising. The capital game has changed, and in Attracting Investors, market must establish new rules, according to the marketing.

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Record 84 of 236

Title: ADAPTATION MARKETING STRATEGIES OF PUBLIC ORGANIZATIONS IN TIMES OF CRISIS

Author(s): Pricop, OC (Pricop, Oliver Constantin); Lupu, DV (Lupu, Diana Viorica)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 192-197 **Published:** 2010

Abstract: Public organizations must be increasingly subject to analyses of efficiency because a public sector that is transparent and public-oriented facilitates both the necessary social comfort needed for the implementation of macroeconomic programs for economic recovery and the premises of a superior sectoral economic performance. The structure of a model of the public organizations' adaptation to the crisis, from a marketing perspective, could be the following:

1. analysis of planning effectiveness during the period prior to the crisis
2. reassessment of the institutional position
3. analysis of the public activity's beneficiaries
4. reconfiguration of public strategies and ways of action

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Record 85 of 236

Title: THE SME ANALYSIS WITHIN THE CURRENT ECONOMIC CONTEXT

Author(s): Ranf, DE (Ranf, Diana Elena); Todarita, ET (Todarita, Elida Tomita)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 198-202 **Published:** 2010

Abstract: The specialists' particular interest for the small and medium enterprises (SME) comes from the important role it holds in the economies of most countries of the world. The Small and Medium Enterprises contribute to the creation of an important number of

jobs, absorbing part of the available labour force as a result of economy's restructuring. Besides all these, Small and Medium Enterprises may influence, through their mobility and flexibility, the production's adjustment process to the market's requirements. In Romania, small and medium enterprises successfully act towards diminishing the monopolist role of big enterprises.

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Record 86 of 236

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

Author(s): Rosu, L (Rosu, Leonard)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 203-211 **Published:** 2010

Abstract: Free movement of good and services represent the corner stone of European Union. It is in the same time a principle, a process and a right. At European level, the concept of free movement represents much more than free trade because it implies a right to enter the national markets. Liberalization, approximation (or harmonization) and mutual recognition are the three main ways for achieving this process. In this paper, starting from the explanation of the mechanism which determine free movement I analyzed the legal basis and the relevant jurisprudence in order to demonstrate that ECJ could be an engine, a stimulator of these.

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Record 87 of 236

Title: STRATEGIC MARKETING OBJECTIVES FOR A GREEN DIMENSION OF THE CUSTOMER SATISFACTION MODEL

Author(s): Sima, V (Sima, Violeta); Gheorghe, IG (Gheorghe, Ileana Georgiana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 212-216 **Published:** 2010

Abstract: This paper started from the implementation of the sustainable development concept, for modern organization. We consider that the utilization of the specific methods, techniques and instruments request a new approach of the dimensions of the evaluation model for customer satisfaction by including a new one, which we called The Green Dimension.

This article presents some considerations regarding an integrated approach of strategic mix from a 'green' perspective. We started from the classical approach of the problem considering SMART objectives and we added three new characteristics, resulting ECOSMART objectives.

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Record 88 of 236

Title: STATISTICS IN THE ECONOMICAL IMPACT OF TOURISM

Author(s): Simion, DM (Simion, Doina Maria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 217-222 **Published:** 2010

Abstract: From a global point of view tourism is one of the worlds largest industry. Evaluating the economical proportions of tourism is a complex procedure which involves specific statistical tools. A primary such tool used for quantifying the economical impact of tourism is the "tourism satellite account" This tool provide macroeconomic indicators able to describe the size and economic importance of tourism. The perseverance, the advanced stage in the preparation of the procedure from the conceptual, methodological and application point of view, the effectiveness of the specialized institutions and work-teams in ordering, organizing and aligning the economies for this field of activity, make me believe that we face a new start in the national statistics and in the international statistics.

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Record 89 of 236

Title: THE IMPACT OF CLIMATE CHANGES ON THE TOURISM CLIMATE RESOURCE USING "TOURISM CLIMATE INDEX" (TCI)

Author(s): Spanu, S (Spanu, Simona)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 223-228 **Published:** 2010

Abstract: Climate has a strong influence on the tourism and recreation sector and represents one of the natural resource on which the tourism industry is predicated. There has been little consideration of how climate change might affect the tourism climate resource or how such changes could alter the competitive relationships between tourism destinations. This study use the 'tourism climate index' (TCI) to explore the impact of projected climate change on the tourism climate resource of a sample of tourism destinations in Sibiu area.

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Record 90 of 236

Title: (TRANS) CULTURAL VALUES AND MEANINGS IN INTERNATIONAL MARKETING

Author(s): Tarnovan, AM (Tarnovan, Anabella-Maria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 229-236 **Published:** 2010

Abstract: Based on the network society paradigm conceptualized by Manuel Castelles and the cultural dimensions identified by Geert Hofstede, this article aims to provide a theoretical background for new approaches, regarding cultural patterns in the consumer behaviour and mindset. The research among young people from seven different cultures, Romania, United Kingdom, Japan, Austria, Spain, Pakistan and the USA attempts to identify possible shared values and meanings which can be applied in marketing strategies across cultures, in an international business environment.

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Record 91 of 236

Title: CONSUMER SATISFACTION, FIDELITY AND LOYALTY - A CONCEPTUAL FRAMEWORK

Author(s): Tichindelean, M (Tichindelean, Mihai); Apostu, C (Apostu, Camelia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 237-242 **Published:** 2010

Abstract: The paper's purpose is to review important aspects of the speciality literature regarding the three concepts of consumer satisfaction, fidelity and loyalty. Furthermore the authors try to deliver new theoretical insights of how the mental evaluation process of the consumer can generate different levels of satisfaction. The article is structured in three parts; the first part contains a description of the consumer satisfaction concept mental evaluation process and levels of satisfaction, the second part describes the concept of consumer fidelity and actions through which a firm can retain its consumers, the third part emphasizes aspects of consumer loyalty and theoretical correlation between the different types of loyalty and the firm's profitability.

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Record 92 of 236

Title: FLOATING ROMANIA - AN ANALYSIS OF FLOATING VOTERS IN THE 2009 PRESIDENTIAL ELECTIONS

Author(s): Tiorean, O (Tiorean, Ovidiu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 243-251 **Published:** 2010

Abstract: Using the data from presidential elections in 2004 and 2009, I have analysed the scale of floating voters from one candidate to the other. After identifying two groups of floating voters, I have tried to explain their swing vote using the median voter theorem. I have discovered a positioning swing approving the median voter theorem and a political swing disapproving of the median voter theorem.

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Conference Title: 17th International Economic Conference (IECS)

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Record 93 of 236

Title: THE ROLE AND IMPORTANCE OF EVENTS TOURISM IN CONTEMPORARY ECONOMY

Author(s): Tileaga, C (Tileaga, Cosmin); Moga, I (Moga, Ilie); Grama, B (Grama, Blanca)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 252-256 **Published:** 2010

Abstract: This paper aims to examine the link between tourism activities and events on tourist destinations, with a focus on implementing their development strategies. In this research will pursue the development of tourism events and to direct such events on cities, regions and countries. It will consider the important role that tourism eveminente positive steps can play in regional or national economies.

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Record 94 of 236

Title: TOURISM INFLUENCE ON THE ROMANIAN ECONOMIC ENVIRONMENT

Author(s): Trandafir, RA (Trandafir, Raluca-Andreea); Asalos, N (Asalos, Nicoleta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 257-261 **Published:** 2010

Abstract: Tourism is represented as the most complex world industry, in its progress being involved the entire society. It reflects both the society state, representing its barometer and the potential of this sector to bring prosperity and wealth, creating a large added value. The economic impact of tourism can be measured in many ways, using a range of base fundamental indicators, which proves the contribution of the economic field in a broad sense. This article describes as follows the tourism estate in the current context and also the importance of the balance payment as economic indicator in tourism assessment.

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

ISBN: 978-973-739-987-8

Record 95 of 236

Title: A MARKETING VIEW OVER THE CONSUMER PRIVATE SPACE

Author(s): Veghes, C (Veghes, Calin); Pantea, C (Pantea, Carmen); Balan, D (Balan, Diana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 262-267 **Published:** 2010

Abstract: As an effect of the organizations' extended attempts to capture, process and use the consumers' personal data in their marketing efforts, the concept of privacy, in connection with the consumer's private space, has gained an increasing importance.

Paper intends to identify the content of the consumer's private space based on the types of personal data the consumer is willing to disclose, and to provide a reference in the process of clarifying what is and what is not personal, and, consequently, what personal data - in terms of the consumers' characteristics and behavior - should be carefully employed by the organizations conducting direct marketing campaigns.

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Record 96 of 236

Title: STRATEGIC MANAGEMENT IN ROMANIAN TOURIST COMPANIES

Author(s): Vorzsak, M (Vorzsak, Magdalena); Gut, CM (Gut, Carmen Maria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 268-272 **Published:** 2010

Abstract: At global level, the industry of tourism represents worldwide the most dynamic activity sector and the most important generator of workplaces. In this research, we sought to find some cases where tourism still does not show beneficial effects on the Romanian economy. We have started by analyzing the microeconomic level of tourism companies, trying to achieve a more detailed image of their management situation, especially of strategic management. Such an analysis shall enable us to suggest some solutions for the improvement of the situation and for the transformation of our tourism companies into a promotional factor of the entire economy.

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Record 97 of 236

Title: THE XXI CENTURY CONSUMER - AN APPRIORI DISCUSSION ABOUT UNCERTAIN FUTURE

Author(s): Zeca, ED (Zeca, Ecaterina Daniela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 273-278 **Published:** 2010

Abstract: The great mobility of the population, production, information, changes identities, and converts loyalties. Everything and everyone are driven by the same desire to exist, to be on the („stage". The production structures, but also the ones destined to services are adjusting themselves towards new areas of advantage.

In the XXI century the consumer plays a very important role in setting the objectives, and the statement has it's coverage area in every culture, on every continent, because, as the theory has already proven the practice has demonstrated also, the producer or the retailer are calibrating their actions according to the customer's attitude.

And the client builds his personal identity in the XXI century as if he has as standard „I am what I buy and how I buy !"

The current paper is trying to present, from the perspective of exploring and without having as goal elaborating and finishing a list, the answers at a series of questions like: tendencies, opportunities and threats for the XXI century consumer, the responsibility and rights of the consumers, European policies regarding consumer protection and economic security of the consumers.

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Record 98 of 236

Title: INFLATION TARGETING STRATEGY IN ROMANIA. AN ECONOMETRIC ANALYSIS

Author(s): Ailenei, D (Ailenei, Dorel); Cristescu, A (Cristescu, Amalia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 3-12 **Published:** 2010

Abstract: Considering the basic principles of the IT strategy, we have tested an econometric model meant to verify if Romania provided the conditions for building and using the main working instruments that a central bank can employ in implementing the aforementioned strategy. Thus, we have designed and tested an equation for aggregated demand, imperative for simulating the effects of some macroeconomic shocks that could contribute to missing the target. Moreover, we have designed econometric equations for prices levels' forecast (core 2) and for the Central Bank's reaction function.

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Record 99 of 236

Title: MODEL FOR THE COMPUTATION OF THE CUSTOMERS' PROFITABILITY ACCORDING TO THE REQUESTS OF THE SUSTAINABLE DEVELOPMENT

Author(s): Albescu, F (Albescu, Felicia); Dumitrana, M (Dumitrana, Mihaela); Jinga, G (Jinga, Gabriel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 14-22 **Published:** 2010

Abstract: The objective of our research is to imagine a model of computation of the customers' cost and consequently of their profitableness according to the information supplied by the managerial accounting concerning the costs and prices, taking into account the requests of the sustainable development. The model created can be also detailed on the products sold to the customers (customers/products). In our work we relied on the components of the customers cost, computed according to their nature using an adequate methodology to the type of expense. In this way we will be able to make a real analysis of the customers' structure by their efficiency with consequences on the advantages or disadvantages that can be granted to them.

Accession Number: WOS:000392594000002

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Record 100 of 236

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

Author(s): Andrei, M (Andrei, Monica); Oprea, M (Oprea, Margareta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 23-27 **Published:** 2010

Abstract: The paper aims at identifying, measuring and analysing the global social security programs, the private benefits practices that complement the state benefits, as well as the impact of the latter on the employee's quality of life.

The study focuses in particular on the health insurance and pension plans from the public-private partnership point of view, thus bringing an element of novelty within the current social security domain, giving the fact that the large majority of works focus only on public domain - employee or private domain - employee relationships, and not on the public domain - employee - private domain relationship.

Accession Number: WOS:000392594000003

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci
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Record 101 of 236

Title: THE TAX AUDIT SUBJECT TO THE FISCAL PROCEDURE CODE

Author(s): Anghel, DF (Anghel, Daniel Florin); Mesea, OE (Mesea, Oana Elena)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 28-34 **Published:** 2010

Abstract: With the integration of Romania into the European Union, a greater attention should be given to tax audit in terms of alignment with the provisions of the Member States in the field, as they are effective. The aim of this paper is to present the scope of the tax audit, how is it made and the stages of the fiscal inspection in Romania in the context of the present Fiscal Procedure Code.

Accession Number: WOS:000392594000004

Conference Title: 17th International Economic Conference (IECS)

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Record 102 of 236

Title: LIQUIDITIES AND SOLVABILITY- INSTRUMENTS OF SURVEILLANCE OF THE INSURER FOR THE REALIZATION OF A FINANCIAL MANAGEMENT IN THE CONTEXT OF EUROPEAN INTEGRATION

Author(s): Antal, RM (Antal, Raluca Meda); Mihalca, GM (Mihalca, Gabriela Maria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 35-39 **Published:** 2010

Abstract: The company has sufficient funds to realize its financial obligation on a short term? The answer to that question lies with the correlation between the entry and exit of cash in the company. A company can face problems of liquidities when it invests too much in actives or it can not control its debtors. But even a successful insurance society has problems with liquidities. Territorial expansion means investments in building, electronic systems and work force which must be paid before the insurance policies are sold and paid of by clients. This may cause a temporary liquidities crisis.

Financial management by his directions of action, presents various importance for all those that wish to know besides the performance of firms how does the company stand regarding solvabilities and liquidities.

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Record 103 of 236

Title: RETHINKING THE REGULATION OF DERIVATIVES MARKETS AND IMPLICATIONS FOR FINANCIAL RISK MANAGEMENT

Author(s): Anton, SG (Anton, Sorin Gabriel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 40-46 **Published:** 2010

Abstract: The unprecedented global financial and economic crisis that started in 2007 has had a profound impact on the regulation of financial markets and on risk management. The reform of the derivatives markets regulation represents an important topic nowadays. The paper analyzes the far-reaching reforms of the derivatives markets regulation in order to assure the stability of financial system. The financial crisis has underscored the need for safe, efficient and sound derivatives markets, as well as appropriate risk management practices.

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Record 104 of 236

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

Author(s): Baicu, CG (Baicu, Claudia Gabriela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 47-51 **Published:** 2010

Abstract: The most recent global financial crisis which had its roots in the sub-prime mortgage crisis in the United States (2007) has revealed some weaknesses in the current regulatory system of international financial activity that must be adapted to the tendencies shown on the international financial markets. In this context, the article underlines the need for international banking regulation, the roots of financial turmoil of 2007-2008 and some lessons for international financial/banking regulation.

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Record 105 of 236

Title: STUDY REGARDING THE ECONOMIC ENTITY'S FINANCIAL DIAGNOSIS

Author(s): Baltas, N (Baltas, Nicolae); Ciuhureanu, AT (Ciuhureanu, Alina Teodora)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 52-59 **Published:** 2010

Abstract: Current and potential investors, the employees, creditors, suppliers, clients and other users of the information supplied by the annual financial statements make decisions based on the evaluation of the enterprise's credibility, respectively its ability to generate currency or its equivalents, necessary for the payment of due obligations. The evaluation of the enterprise's ability to generate cash or cash equivalents from third parties can be achieved only if they are offered relevant and credible information regarding the enterprise's financial situation, the performances and changes that occurred in the enterprise's financial situation.

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Record 106 of 236

Title: APPROACHES AND TRENDS ON COST MANAGEMENT CONSIDERING THE DEEPENING OF THE FINANCIAL CRISIS

Author(s): Bana, SE (Bana, (Panciu) Stefania-Eliza)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 60-66 **Published:** 2010

Abstract: Knowing the costs represents an important factor when taking decisions or planning future activities. The analysis and registration of data regarding the costs of past activities is only part of the cost accounting. Managers are preoccupied both by the future costs - their level influences production and supply decisions - and by price politics. The economists from transitional countries try to introduce modern approaches in the calculation of costs with strategic management purposes, known and utilized in the countries with well developed economies. Unfortunately they paid little attention to the modalities of applying the new international approach to cost management in a new competitive environment.

Considering that all firms are preoccupied with continuous cost reduction, in this material we want to debate on this subject that is of major importance for any manager, regardless of his or her field of activity. We will try to answer to the following questions:

How can we effectively reduce business costs?

What should be the priorities of the management of companies in 2010?

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Record 107 of 236

Title: ANALYSIS OF LIQUIDITY IN ROMANIAN IT COMPANIES

Author(s): Batrancea, I (Batrancea, Ioan); Moscviciov, A (Moscviciov, Andrei); Batrancea, LM (Batrancea, Larissa-Margareta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 67-71 **Published:** 2010

Abstract: In this paper, the authors have created a system of indicators to evaluate the financial position of IT companies throughout liquidity. Due to the rapid development of the Romanian IT industry, we focused our attention on this area and analyzed a subject pool of IT companies throughout the concept of liquidity. Using a system of indicators, we have observed that the selected companies need to focus more on their liquidity management policies, to avoid further high debts and overdue obligations.

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Record 108 of 236

Title: THE FINANCIAL AND THE PERFORMANCE AUDIT - SUCCESSFUL ALTERNATIVES IN MANAGING THE PUBLIC FINANCIAL RESOURCES

Author(s): Bobes, FM (Bobes, Florina-Maria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 72-75 **Published:** 2010

Abstract: The external public audit work done by the Court of Accounts, as the supreme audit institution in our country, is essential for ensuring accountability on the management of public funds. The responsibility for using the public money under legal and performance conditions is, of course, entitled to the officers of public budgets, but the public audit is the one that assesses the financial management of the entities and that issues recommendations that stay behind taking managerial decisions aimed at a better use of the funds. By auditing the execution accounts of the budgetary funds and of other public funds it is intended to see if all the financial resources of the state and of the public sector have been used in an

efficient and appropriate way in the purposes and according to the destination established through the budgetary laws.

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Record 109 of 236

Title: THE ORGANISATION OF THE AUDIT STRUCTURES IN THE CONTEXT OF THE CORPORATE GOVERNANCE

Author(s): Boghean, F (Boghean, Florin); Hlaciuc, E (Hlaciuc, Elena); Boghean, C (Boghean, Carmen)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 76-79 **Published:** 2010

Abstract: The internal audit function represents a unique setting research for at least four important reasons. The internal audit function (IAF) often fully serves the stakeholders involved in the governing processes, in the board of directors, in the audit committee, in the external audit, and in the company's management, for instance.

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Record 110 of 236

Title: RISK AVERSION ANALYSIS AND SIMULATION OF JUMPS IN OPTION PRICING

Author(s): Boldea, BI (Boldea, Bogdan-Ion); Boldea, CR (Boldea, Costin-Radu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 80-84 **Published:** 2010

Abstract: Using an evolutionary algorithm for simulation, we investigate the effects of risk-aversion and physical jumps in option pricing, especially for medium- and short-term options.

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Record 111 of 236

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

Author(s): Bonaci, CG (Bonaci, Carmen Giorgiana); Matis, D (Matis, Dumitru); Strouhal, J (Strouhal, Jiri)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 85-92 **Published:** 2010

Abstract: Our paper exploits the uniformity degree of accounting regulation by considering companies listed in the EU, but within the context of a certain diversity degree of accounting practices, which is guaranteed when considering the largely debated area of reporting for financial instruments. Accounting practice should mainly represent accounting standards' projection into reality, but as Ray Ball expressed it, implementation is the Achilles heel of IFRS. We make use of the Herfindahl (H) Index in order to document the compatibility of accounting practices. The documented level of compatibility allows for useful debate from a standard setting perspective, high compatibility being expected.

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Record 112 of 236

Title: TESTING THE EFFICIENT MARKET HYPOTHESIS FROM THE INFORMATIONAL POINT OF VIEW - THE CASE OF THE ROMANIAN CAPITAL MARKET

Author(s): Bratian, VR (Bratian, Vasile Radu); Taran-Morosan, A (Taran-Morosan, Adrian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 93-99 **Published:** 2010

Abstract: In this paper we aim to test the efficient market hypothesis (EMH), the case of the Romanian capital market. According to this purpose, our research aims to test the hypothesis of the random walk of the BET and BET-C stock indicators of the Bucharest Stock Exchange and to this end we apply statistical tests to detect whether the capital market in Romania is efficient in the weak form.

Accession Number: WOS:000392594000015

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Record 113 of 236

Title: RESIDENTIAL CONSTRUCTIONS IMPULSION THROUGH DECENTRALIZATION AT BRASOV COUNTY LEVEL

Author(s): Bratulescu, ML (Bratulescu, Maria Letitia); Pestritu, L (Pestritu, Laurentiu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 100-109 **Published:** 2010

Abstract: The current global economic crisis has determined major transformations in specific markets, residential construction field not being excluded. The decrease in the number of residential units delivered at national level, which is also encountered at Brasov County level, requires solutions for the enhancement of the upward trend in the above-mentioned field. State involvement, by decentralization measures, may contribute to residential constructions impulsion by specific levers, restructuring and outsourcing being two connected processes that may contribute to administrative and fiscal flows making efficient.

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Record 114 of 236

Title: THE INTERNATIONAL FINANCIAL REPORTING STANDARD FOR SMALL AND MEDIUM-SIZED ENTITIES: PROS, CONS AND CHALLENGES

Author(s): Bunea-Bontas, CA (Bunea-Bontas, Cristina Aurora); Petre, MC (Petre, Mihaela Cosmina)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 110-119 **Published:** 2010

Abstract: The IFRS for SMEs is considered an important milestone in the process of international accounting harmonization. The aim of this paper is to discuss some consensual and controversial issues on this standard, focusing on the need for specific accounting regulation for SMEs, practical consideration prior its adoption, its impact from the perspective of important stakeholders, and some challenges of adopting the IFRS for SMEs. Our conclusion is that a simplified framework for financial reporting for private entities is in the best interest of the users of financial information and that the efforts of the IASB in these directions are welcomed.

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Record 115 of 236

Title: PREMISES OF IMPLEMENTING ACTIVITY-BASED COSTING WITHIN UNIVERSITIES

Author(s): Bunea-Bontas, CA (Bunea-Bontas, Cristina Aurora); Petre, MC (Petre, Mihaela Cosmina)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 120-128 **Published:** 2010

Abstract: Costs indicate the financial performance, measuring how well resources have been allocated and consumed. In this paper we have conducted a theoretical research on the general principles of Activity-Based Costing method, investigating how it can be applied within higher education institutions and we have provided a practical research on the particular aspect of allocating the costs to activities and programs. The conclusion is that the Activity-Based Costing provides a reliable method to report, define and capture the resources spent by higher education institutions within specified activities contributing to their overall performance, and insures these operate on a financial sustainable basis.

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Record 116 of 236

Title: THE REPERCUSSIONS OF THE TAX BURDEN ON THE BEHAVIOUR OF THE ROMANIAN TAXPAYERS DURING 2009

Author(s): Bunescu, L (Bunescu, Liliana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 129-136 **Published:** 2010

Abstract: The existence of any modern state is unconceivable without a tax system - efficient through performance and pressure on taxpayers. The purpose of this paper is to highlight a series of reactions which the romanian taxpayer has when confronted with any fiscal decisions taken by the authorities. This paper is a presantation of the repercussions which the tax burden has on the tax arrears accumulated by the romanian taxpayers to budgetary revenues, the repercussions on the number of cases of tax evasion or the dynamics of economic agents. Often, the increase of the tax burden is a premise for a conflict and doesn't generate a motivation to work. Most tax liability encourages illegal employment and

tax evasion. Policy should consider that taxation may not exceed a critical threshold, because otherwise it negatively affects economic development.

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Record 117 of 236

Title: PERFORMANCE ANALYSIS MODEL FOR COMPANIES USING THE LIQUIDITY, SOLVENCY, PROFITABILITY CORRELATION

Author(s): Burja, C (Burja, Camelia); Burja, V (Burja, Vasile)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 137-143 **Published:** 2010

Abstract: The paper presents an analysis model for economic performance built on the basis of the correlations between the companies' liquidity, solvency and profitability. The purpose of the research is to highlight through techniques specific for economic analysis the factors influencing performance, thus providing adequate support to base decisions. The results of the analysis materialized in a case study confirmed that the company's expected profitability depends on the proper management of resources, on the company's liquidity level and on the appropriate financing structure, which will determine adequate solvency.

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Record 118 of 236

Title: THE FUZZY MODEL FOR THE EVALUATION OF PUBLIC INVESTMENT PROJECTS

Author(s): Burja, V (Burja, Vasile); Burja, C (Burja, Camelia); Aldea, M (Aldea, Mihaela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 144-151 **Published:** 2010

Abstract: This paper proposes a fuzzy model for making decisions regarding the evaluation and selection of the public investment projects, illustrated in an appropriate case study. The classic evaluation of the economic, social and ecological performance of the public investments is not enough and it is not possible because the indicators used to highlight the quantitative and qualitative aspects have a certain uncertainty degree and they cannot be

expressed in rigorous monetary terms in all the situations. The models based on the fuzzy logic offer to the managers of the public administrations a reasonable solution for substantiating their decisions.

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Record 119 of 236

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

Author(s): Calota, TO (Calota, Traian-Ovidiu); Negrutiu, M (Negrutiu, Magdalena); Ciobanasu, M (Ciobanasu, Marilena)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 152-159 **Published:** 2010

Abstract: In Romania, the revaluation of tangible assets was either mandatory either optional. Later development in the real estate sector led to new increases in the fair value. Since 2009, financial-economic crisis determined the decrease in the market value of the buildings and constructions. Numerous legislative changes determined us to create a comparative presentation of the legislation in force. This is why the conclusions to this study specify the tax treatment in the present and future period and results in a global analysis of revaluation and its incidence on the results of accounting, tax and equity.

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Record 120 of 236

Title: SPECIALIZED FINANCIAL INTERMEDIARIES IN EU RESIDENTIAL REAL ESTATE FINANCE. AN OVERVIEW

Author(s): Capraru, B (Capraru, Bogdan)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 160-163 **Published:** 2010

Abstract: The international financial crisis which started in 2007 proved that the trend in universal banking operations could be considered a threat for the financial stability of the banking systems.

In this paper we make a short overview of the residential real estate specialized financial intermediaries markets of EU, underling the importance of their activity, the trends of diminishing of their role in the favor of universal banking and the threats of this tendencies. We consider that the most stable models for real estate finances are mutual banks and contract savings for housing because of their finance circuits' characteristics.

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Record 121 of 236

Title: THE IMPACT OF THE ECONOMIC CRISIS UPON CORPORATE GOVERNANCE AND TRANSPARENCY OF FINANCIAL REPORTS

Author(s): Chilarez, D (Chilarez, Danut); Ene, GS (Ene, George Sebastian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 164-173 **Published:** 2010

Abstract: All crisis manifested internationally have spread lately doubt and insecurity on the capital market, that have also effects upon the investors' trust in the managers' capacity to represent their interests, mostly that in some situations they have acted illegally or with malevolence regarding the interests of the companies. The practice has confirmed the necessity to intensify the efforts of accepting and imposing an efficient model of corporate governance able to control, evaluate and meet the demands of all interested parties. The persons charged with corporate governance must assure that the entity reaches the informing objectives to the interested parties. The actions and the events in the last few years regarding financial reporting, accounting, financial audit and corporate governance have tended, in general, to increase the trust in financial reporting, at international level.

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Record 122 of 236

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

Author(s): Ciuhureanu, AT (Ciuhureanu, Alina Teodora); Baltas, N (Baltas, Nicolae)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 174-183 **Published:** 2010

Abstract: One of the problems that employers are facing is the salary contributions' calculation and the legislative regulations in the matter. It is impossible to capture all aspects regarding the salaries in one paper. Therefore, this paper focuses on presenting the entity's contributions regarding salaries and salary deductions, the accent being on the evolution of their quotas during 2006-2010. Moreover, we have made a case study on how the recreation leave is calculated, since it is common knowledge that in practice this aspect is often ignored.

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Record 123 of 236

Title: SIGNIFICANCE OF THE CONCEPT OF "TAXPAYER" IN ROMANIA

Author(s): Comaniciu, C (Comaniciu, Carmen)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 184-194 **Published:** 2010

Abstract: Frequently asked questions like: What is the taxpayer? Who has the status of the taxpayer? How should I react against taxpayer rights and obligations? We will try to answer these questions from the classic definition of taxpayer, then identifying its typology based on work performed and the results of this work, without neglecting the report rights - obligations. Romania's status as European Union membership brings in attention the quality of taxpayer EU budget, which is why we capture general issues arising from this quality.

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Record 124 of 236

Title: TAX POLICY AND ECONOMIC DEVELOPMENT

Author(s): Dobrota, G (Dobrota, Gabriela); Ungureanu, MD (Ungureanu, Mihai Dragos); Chirculescu, MF (Chirculescu, Maria Felicia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 195-202 **Published:** 2010

Abstract: The paper progressively presents aspects regarding tax policy and economic growth, Romania's tax policy, comparisons with other countries in the European Union, and

the correlation between it and economic growth. Perspectives regarding tax pressure differ a lot from one expert to another, from one governmental administration to another, according to their interests and to the factual situations they seek to mirror and defend. The influence it has on economic development can be intercepted by means of econometric tests, the explanatory variables taken into account for Romanian economy being revenue budgets, taxation degree, income tax, unemployment rate and inflation rate. In conclusion the impact of tax policy on economic growth has to be commensurated concordantly with other macroeconomic indicators, with the involvement of the state in economy by means of tax key-factors as well as that high taxation affects economic growth negatively.

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Record 125 of 236

Title: A BEHAVIOURAL APPROACH OF RISK CULTURE IN MODERN SOCIETIES

Author(s): Donath, L (Donath, Liliana); Popescu, AC (Popescu, Alexandra-Codruta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 203-210 **Published:** 2010

Abstract: The present economic crisis has shaped the world as we know it differently: the theories arguing the complete rationality of economic decisions face serious counter-arguments. Neither a perfect market, governed by equilibrium and rationality, nor economic field without behavioural assumptions, is longer viable. When adopting decisions of all types, and especially financial ones, one must consider a behavioural approach. Behavioural economics has changed the way the economists conceptualize today's world. Relevant features of human behaviour absent in so far assessments have been taken into account. Behavioural aspects focus on human behaviour and thereby it should be applied to all fields.

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Record 126 of 236

Title: AN INTERNATIONAL ANALYSIS OF FINANCIAL AND POLITICAL DETERMINANTS FOR THE LIFE INSURANCE SECTOR DEVELOPMENT

Author(s): Dragota, M (Dragota, Mihaela); Tulbure, N (Tulbure, Narcis); Miricescu, EC (Miricescu, Emilian Constantin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 211-221 **Published:** 2010

Abstract: The life insurance provides protection inside an insecure world and it contributes by the invested money to the financial markets and national economies' development. In our research of insurance development and financial factors nexus, we estimate the life insurance equation using a panel (cross-country, time-series) dataset consisting of 42 countries over the period of 1996-2007. In draws on multivariate OLS regressions, we have found that the life insurance sector is influenced positively by the capital market development and the non-life penetration rate and it is negatively influenced by the political environment, the real interest rate and the economic development degree.

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Record 127 of 236

Title: EVALUATION OF THE INDICATORS PROGRAMS AND MULTI-ANNUAL COMMITMENT APPROPRIATIONS

Author(s): Dragu, GG (Dragu, Gabi Georgiana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 222-228 **Published:** 2010

Abstract: The complexity of public sector that is characterized by activities by the development and implementation of public policies and providing services not being directly connected with the resources available and required quality creates difficulties in establishing performance criteria.

Throughout this work, the improvements brought by OMPF (Order of the Ministry of Public Finance) 1792/2002 for the approval of the methodological Norms are presented, with regards to the employment, liquidation, enactment and payment of public institutions' expenditures but also organization, evidence and account of budgetary and legal commitments through Order of the Ministry of Public Finance 547/2009 regarding its modification and addition. Ministry of Public Finance Ordinance no. 79/2010 for approving the methodological norms on closing the accounts of accounting, preparation and submission of financial statements of public institutions at December 31. 2009.

The research methodology aims to present the development of the concept of multi-annual commitment appropriations in public institutions, budget programs, the accounting as a support factor for managers in setting and reaching the proposed evaluation indicators. The author proposes an analysis of the accounting as a factor influencing the performance of public institutions. The method used was that of historical research and of data analysis through the study of available documents. Dynamic environment in which public entities operate, the downward trend of public resources, poorly presented objectives, and public distrust (though declining), are a challenge for public accounting as a factor in performance.

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Record 128 of 236

Title: INVESTMENT MODELS THAT CAPTURE THE ACCELERATOR EFFECT

Author(s): Drob, C (Drob, Catalin); Serbu, RS (Serbu, Razvan Sorin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 229-232 **Published:** 2010

Abstract: The purpose of this article is to present the main models of investment that have accelerator effect included into their structure. The basic model that captures this effect is the accelerator model. Empirical evidence has brought to light that this model can't fully explain the investment behavior of firms. Therefore, have been proposed other investment models, more complex, which take account of the accelerator effect and other important determinants of investment.

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Record 129 of 236

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

Author(s): Dudian, M (Dudian, Monica); Frasinianu, I (Frasinianu, Ion); Maciuca, M (Maciuca, Monica)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 233-240 **Published:** 2010

Abstract: The objective of this paper is to concisely show the similarities and contrasts between rating agencies and banks in terms of the following components of rating systems: risk classes, relevant risk indicators, the used models and structure of the process of assigning the risk grade. This work is structured in the following manner: the first part briefly presents the scientific references, the second one encompasses the comparative analysis and the last part stands for conclusions.

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Record 130 of 236

Title: AN ANALYSIS OF THE CORPORATE BOND ISSUES ON THE ROMANIAN CAPITAL MARKET

Author(s): Duhnea, C (Duhnea, Cristina); Georgescu, C (Georgescu, Cristina); Ghita Mitrescu, S (Ghita Mitrescu, Silvia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 241-246 **Published:** 2010

Abstract: Providing financing to companies is a challenge for the financial system, which needs to demonstrate its usefulness by allowing these companies to gain access to available financial resources. This paper aims to analyze the process of financing through corporate bonds issue on the Romanian capital market in terms of their content, value and investor payoff on the one hand, but also to identify the Romanian capital market's capacity to provide financial resources during the financial crisis that affected the Romanian economy since the second half of 2008.

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Record 131 of 236

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

Author(s): Enache, E (Enache, Elena); Vechiu, C (Vechiu, Camelia); Morozaan, C (Morozaan, Cristian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 247-250 **Published:** 2010

Abstract: In 2008, the global financial crisis has generated a feeling of distrust from investors and significantly increased their risk aversion. The size of current account deficit, the relatively high external financing needs and the dependence of the banks on it, the high ratio between loans in foreign currency and deposits in foreign currency made of the Romanian economy, a risky destination for investors. In these conditions, since the end of 2008 and throughout 2009, the government's economic program was focused on reducing the external deficit in both public and private sector, on minimizing the effects of recession, on avoiding a crisis of the exchange rate and on cooling the inflationary pressures.

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Record 132 of 236

Title: NEW APPROACHES OF COST CALCULATION AND IMPACT ON PERFORMANCE TO ROMANIAN INDUSTRIAL ENTERPRISES, XXI CENTURY PERSPECTIVE

Author(s): Ene, D (Ene, Dumitru)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 251-258 **Published:** 2010

Abstract: Management accounting system is a useful tool for enterprise management, which aims to achieve performance piloting enterprise by promoting efficiency and effectiveness. Purpose of the research: identifying cost-performance correlation in terms of managerial accounting by using a computer system and management costs.

Objectives: - to identify current problems and methods in theory Financial Accounting chronological stages of the process of defining performance measurement;

- characterization of modern methods of calculation of cost control and performance measurement activities;

Expected results: improvement of managerial accounting by applying standard- cost method, the standard- single cost version in romanian industrial enterprises in complex economic context, particular XXI century

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Record 133 of 236

Title: TRANSNATIONAL COMPANIES' INVESTMENT STRATEGIES IN CRISIS SITUATIONS

Author(s): Ene, S (Ene, Sebastian); Chilarez, D (Chilarez, Danut)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 259-265 **Published:** 2010

Abstract: The financial and economic crisis triggered in the United States strongly affected the global economy, causing an unprecedented recession. This situation has led to a decrease of the transnational companies' profits, to downsizing and to strategic reorientation. The financial problems they faced were extremely serious, many business giants going bankrupt

or through the restructuring process. In this context the question arises about the motivations and investment strategies undertaken by them during the crisis. The analysis shows that only part of the motivations and investment strategies developed by the transnational companies before the crisis are still valid today.

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Record 134 of 236

Title: DETERMINING THE CONNECTION BETWEEN THE TOTAL VALUE OF PROJECTS SUBMITTED AND TOTAL VALUE OF APPROVED INTO THE SECTORAL OPERATIONAL PROGRAMME OF ENVIRONMENT

Author(s): Florescu, D (Florescu, Daniela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 266-273 **Published:** 2010

Abstract: The structural funds are post - adhesion funds paid from the European Union budget, whose main objective is to provide support for the member states so that the economic and social disparities between the European Community regions diminish. They are used to support investments in: education, health, development of IMM (small and medium sized enterprises), infrastructure and transport, environment, energy sector, agriculture, tourism, research, professional training etc. This research work verifying the existence of the link between the value of the projects submitted and the total approved projects into the Sectoral Operational Programme of Environment.

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Record 135 of 236

Title: RISK MANAGEMENT ROLE IN SUSTAINABLE DEVELOPMENT

Author(s): Gavriletea, MD (Gavriletea, Marius Dan); Gavriletea, MI (Gavriletea, Mihaela Ioana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 274-280 **Published:** 2010

Abstract: Sustainable development is a current and continuously challenge in the world, which is why each country individually act to achieve this. Each company is exposed to a variety of risks; some of these may cause adverse results to ecosystem, representing a threat to sustainable development. To avoid unpleasant issues causing risks occurrence, companies will have to implement an effective risk management program. Insurance companies have their well-established role in national economies, representing a risk transfer solution. Throughout this paper, we will examine the entire set of methods for controlling and financing the risks that companies are exposed to, and can negatively influence sustainability. The conclusions obtained are presented both in various stages of research and at the end of the paper, are relevant and practical; they can also be given a set of recommendations.

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Record 136 of 236

Title: BUDGET DEFICIT AND PUBLIC DEBT IN ROMANIA - A MEMBER STATE OF THE EUROPEAN UNION

Author(s): Gherghina, R (Gherghina, Rodica); Mosteanu, T (Mosteanu, Tatiana); Lacatus, C (Lacatus, Carmen)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 281-287 **Published:** 2010

Abstract: In the present research study, the authors have analyzed the nature of budget deficit, they have studied the relation between the three components: budget deficit, public debt, gross domestic product, they have evaluated the evolution of the budget deficit over a certain period of time, they have also identified the causes that lead to budget imbalance, as well as the financing sources for both budget deficit and public debt. They have carefully analyzed the main indicators for measuring budget deficit and they have interpreted the results. In the same time, they have offered recommendations concerning the financing of budget deficit.

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Record 137 of 236

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

Author(s): Gondor, M (Gondor, Mihaela); Munteanu, A (Munteanu, Anca)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 288-297 **Published:** 2010

Abstract: In this paper we analyze Romanian banking performance for the period 2007-2008 by implying data envelopment analysis. Also we use traditional measures like ROE, ROA and overdue and doubtful loans to total loan portfolio to provide a more comprehensive and complete picture of commercial banks performance. By adopting the intermediation approach in defining categories of inputs and outputs, our conclusion focus on how ownership structure and size influence technical, allocative and cost efficiency. Moreover, this study aims at identifying the relatively best performing banks by pointing out the benchmark of the system. Following this, the issue of improvement performance of inefficient banks is discussed.

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Record 138 of 236

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

Author(s): Gondor, M (Gondor, Mihaela); Munteanu, A (Munteanu, Anca)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 298-306 **Published:** 2010

Abstract: The present paper aims at analyzing the particularities that characterize Romanian current economic situation, by highlighting the challenges and opportunities that are embedded in the current economic environment. For this aim we review some of the useful literature addressing the causes of the actual financial crisis. Emphasize is put on the specific details that characterize Romanian economy in general and the banking system in particular. Our focus is on the financial stability objective that is an intrinsic goal for the NBR. Furthermore, we discuss the timetable concerning the adoption of EURO and bring into discussion the threats embedded in the actual context with particular reference to monetary convergence

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Record 139 of 236

Title: REGIONAL EMPLOYMENT EFFECTS OF THE CURRENT ECONOMIC CRISIS IN ROMANIA

Author(s): Goschin, Z (Goschin, Zizi); Constantin, DL (Constantin, Daniela-Luminita); Danciu, AR (Danciu, Aniela-Raluca)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 307-316 **Published:** 2010

Abstract: Starting from the main manifestations of the current economic crisis in Romania, both at the national and regional level, the paper focuses on its territorial effects on the labour market. The impact of economic crisis varies among regions, with significant differences between the component counties, depending on their economic profile. In order to come to a more detailed picture of national, sectoral and local effects of the crisis on the number of employees, a swift-share analysis over January 2009-January 2010 period is further carried out.

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Record 140 of 236

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

Author(s): Grosanu, A (Grosanu, Adrian); Rachisan, PR (Rachisan, Paula Ramona); Livarciuc, OM (Livarciuc, Oana-Maria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 317-325 **Published:** 2010

Abstract: The opening of the national market requires in the context of economic entities a thorough knowledge of the internal regime but also of the external factors which, either directly or indirectly, influence their activity and efficiency. For the economic entities the action of obtaining economic information becomes fundamental. We have tried to elaborate a statistical study in order to quantize the manner in which the Romanian economic entities, especially those from the North-West development region, perceive the organization of managerial accounting, the implementation of responsibility centers, the budget allocation process, and other aspects concerning the Romanian accounting system of the last decades.

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Record 141 of 236

Title: CHALLENGES OF MANAGEMENT ACCOUNTING OF SMALL AND MEDIUM ENTERPRISES (SMEs)

Author(s): Groza, C (Groza, Constantin); Briciu, S (Briciu, Sorin); Cordos, AM (Cordos, Ana-Maria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 326-333 **Published:** 2010

Abstract: In the last decade, management accounting is not seen only as activity that record and process accounting transactions, but it is a complex process with multiple objectives. This study will show how accounting software systems assist the implementation of different management accounting tasks and financial reporting for SMEs. On the basis of the this study, there is need to consider the potential of migration of accounting software to integrated information systems, such as ERP or SEM systems.

The limitation of this research is due to a limited number of cases studied and lack of studies on management accounting in SME.

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Record 142 of 236

Title: RISK MANAGEMENT - POLE OF INTEREST IN RELATION TO CORPORATE GOVERNANCE. THE COMPANY'S REACTION TO RISK

Author(s): Gruiescu, M (Gruiescu, Mihaela); Ioanas, C (Ioanas, Corina); Ungureanu, MD (Ungureanu, Mihai Dragos)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 334-341 **Published:** 2010

Abstract: There is risk in everything we do. A risk-free situation is one where we know exactly what will happen and there is no variation doubt, which is otherwise impossible. But not all risks have only a negative connotation, some of them can even create opportunities. A good risk management means to keep an unwanted risk in certain permissible limits and exploit its, opportune" side.

Corporate governance represents an innovative method of supervision on firms' activity. Executive boards now exert more and more influence, the investors become more and more pretentious, and the managers have become more aware of the key problems their business

have to confront (every day). All these are tendencies that result from the higher importance laid on corporate governance in the business world.

Given the reasons, this theme awoke in us a great attention, considering the present tendencies of organizing the management of companies. They consist in finding those ways that would prevent investors and the taxation from being manipulated.

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Record 143 of 236

Title: Transparency for Better Governance

Author(s): Gyorgy, A (Gyorgy, Adina); Gyorgy, A (Gyorgy, Attila)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 342-348 **Published:** 2010

Abstract: As the title suggests, the approach of the article is focused on the relation between transparency used in budgeting process and governance, observing the impact on efficiency in public spending, judicious allocation of state resources and enhanced comprehensiveness over the government's expenditure. Therefore, a review of the budget legislation of the Member States has been undertaken in order to identify how transparency principle is reflected therein and then determine if any dependence exists between the variables presented above. This work was supported by CNCISIS-UEFISCSU, project number PNII-IDEI 1780/2008

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Record 144 of 236

Title: FINANCIAL DECISIONS FOR INSOLVENT COMPANIES

Author(s): Hada, T (Hada, Teodor)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 349-353 **Published:** 2010

Abstract: The paper addresses the complexity of the decisions made by companies going insolvent. Two methods that establish insolvency are presented, namely: the Altman Z-score and the Cematt model, with improvements made by the author on a case study. The paper

also presents the main financial decisions from the moment bankruptcy is declared and until the capitalization of the asset.

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Record 145 of 236

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

Author(s): Hagiu, RE (Hagiu, Raymonda Elena); Breban, L (Breban, Ludovica)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 354-360 **Published:** 2010

Abstract: Globalization of world Economy and technical and scientific progress offer opportunities to increase the efficiency within the different industrial sectors of the agriculture. This objective can be accomplished by priority guiding to manufacturing and exporting the high competitive food-processing products. The increase of the economic efficiency has social and economic consequences both for producers and for consumers. General information and especially economic one, are the main resources used in the management process, which allow a reasonable examination and an exact evaluation of using the material, human and natural resources in order to take the right decision

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Record 146 of 236

Title: MODERN BANKING PRODUCTS IN THE GLOBAL ECONOMY

Author(s): Harangus, D (Harangus, Daniela); Duda-Daianu, DC (Duda-Daianu, Dana-Codruta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 361-365 **Published:** 2010

Abstract: The banks, as financial entities, activate in a global environment. The great changes that have occurred in the economic world impose changes in the nature, structure and functioning of banking products as well as in financial services provided by the banks to their clients. These changes refer mainly to the rapid connection that can be established by

business partners with the help of bank transactions, personalization of customer relations, and increase of the IT role in the communication between the bank and its customers. Our research aims to identify the evolution of online and global banking products, specific to digital economy.

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Author Identifiers:

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Record 147 of 236

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

Author(s): Horobet, A (Horobet, Alexandra); Dumitrescu, S (Dumitrescu, Sorin); Dumitrescu, DG (Dumitrescu, Dan Gabriel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 366-375 **Published:** 2010

Abstract: The paper focuses on understanding the changes in exchange rate regimes used in Central and Eastern European countries that are currently members of the European Union but have not yet joined the Exchange Rate Mechanism II, in view of their potential euro adoption. Some of these countries - Czech Republic, Hungary, Poland and Romania - pursue compromise exchange rate regimes, while Bulgaria opted for a currency board in 1997, following a severe financial crisis. Moreover, there is a difference between the announced exchange rate regime and the de facto regime in all of these countries, coupled in some of them with an inflation targeting monetary policy rule.

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Record 148 of 236

Title: THE ANALYSIS OF THE EUROPEAN FUNDS INPUT IMPLEMENTATION OPPORTUNITIES FOR THE ROMANIAN GENDARMERIE

Author(s): Huba, CC (Huba, (Stefanescu) Catalina Carmen)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 376-383 **Published:** 2010

Abstract: Without a massive input of European non-refundable funds, the Romanian unbending public budget cannot be perceived as having a stimulating function in the economy, on the whole. Starting from this point, the following survey aims at providing an analysis of the level of European pre-accession and post-accession funds input existent in Romania, with a particular look on the European funds already absorbed and of the projects which have either been implemented or are currently being implemented by the Romanian Gendarmerie - an institution with responsibilities in the field of ensuring public order and national security.

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Record 149 of 236

Title: RISK MANAGEMENT: BETWEEN FAILURES AND NEW APPROACHES

Author(s): Ilie, L (Ilie, Livia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 384-387 **Published:** 2010

Abstract: In the last decades we were witnessing a revolution in the financial sector as a result of the development of tools and techniques for risk management. New markets were created to transfer risks. And these markets were successful in generating huge profits. Risk is always with us. But the growing emphasis on mathematical modelling made it less comprehensible to those outside the financial services industry. The failures of risk management are important causes in the current crisis. This paper aims to identify the failures and to present the possible new approaches in risk management.

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Record 150 of 236

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

Author(s): Ilincuta, LD (Ilincuta, Lucian-Dorel); Mares, DM (Mares, Daniel-Marius); Mares, V (Mares, Valerica)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 388-391 **Published:** 2010

Abstract: IFRS 5 the non-current assets held for sale and discontinued operations requires that an entity will categorize a non-current assets (or group of assets for disposal) as held for sale, if its carrying accounting value will be principally recovered through sale operations and not through its continuing using. The accounting regulations in Romania provide transfer of the non-current assets held for sale on stocks.

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Record 151 of 236

Title: EVOLUTION OF THE TAX ON PROFIT IN ROMANIA DURING 2000 AND 2009. ADVANTAGES AND DISADVANTAGES OF GRANTING TAX RELIEF

Author(s): Ionac, I (Ionac, Ioana); Zamfirescu, L (Zamfirescu, Luminita); Ionac, C (Ionac, Catalin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 392-400 **Published:** 2010

Abstract: In the present paper, we analyzed the tax on profit, its evolution during 2000-2009, its contribution to the total budgetary revenues, its role of stimulating the economic and social development, by mentioning some possibilities by means of which the importance of these taxes could be increased. The researches were done for Romania and contain generalities of the tax on profit, objectives of the tax policy related to the period 2000-2010, evolution of the tax on profit, basic model of the sampling module, of subjects, of tax and of accounting principles in the management of profit. The aim of the paper is to analyze and quantify the benefits of the exemption from paying the tax on the reinvested profit granted to the economical agents.

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Record 152 of 236

Title: AUDITING IN EUROPE- EVOLUTION AND TRENDS

Author(s): Iosivan, OR (Iosivan, Oana Raluca)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 401-407 **Published:** 2010

Abstract: This research presents a brief evolution identifying the trends of audit profession in the Europe, and in Romania. We analyze the recent decisions of the European Commission concentrating its harmonization focus on auditor mandate through European Union. It is only likely to see this trend will cause changes in the undergoing arrangements for external overview of the audit. The present paper is trying to mark the turning points in the evolution of statutory audit, by underlining the most important concepts in the field of financial audit that contributes to the organic and functional analysis of the auditing process with its most significant evolution. Last but not least we try to identify the needs and trends of audit profession nowadays in Europe and Romania.

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Record 153 of 236

Title: THE BANKING CONTROL - A KEY ELEMENT IN THE PREVENTION AND LIMITATION OF THE RISK IN BANKING

Author(s): Jucan, CN (Jucan, Cornel Nicolae)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 408-410 **Published:** 2010

Abstract: Starting from the premise that banking control represents the key element in the prevention and limitation of the damages resulted from inadequate management, this paper engages with the concept (of financial control) in order to explore the regulation activity, the controlling activity per se, as well as the measures of correction ranging from the conventional application of the legislative norms and regulations to the restructuring of the financial institutions.

Especially with an eye to the financial crisis and its climax in the present context, the position adopted in this paper is focused on the need to adopt a more detailed regulation - legislatively implemented - of several aspects regarding the management, supervision, and control of the banking activity.

The paper also emphasizes the necessity and the specific modes of intervention of the state in the economy, in general, and in the financial and capital markets, in particular.

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Record 154 of 236

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

Author(s): Lupu, DV (Lupu, Diana Viorica); Bulgariu, C (Bulgariu, Catalin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 411-415 **Published:** 2010

Abstract: In the past 10 years, the evolution of cards in Romania has followed an upward trend. The limitations of magnetic stripe cards have compelled the banks to introduce smart cards. The major advantages highlighted by the promoters of this type of card have been the maximum security of transactions. At the end of 2009, only 20% of the cards issued in Romania are equipped with EMV technology. In 2010 several banks have begun to adopt the chip card system.

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Record 155 of 236

Title: CASH GENERATING UNITS ACCOUNTING TREATMENT - IMPAIRMENT LOSS RECOGNITION AND MEASUREMENT

Author(s): Manea, MD (Manea, Marinela-Daniela); Giju, GC (Giju, George Ciprian); Vatasoiu, CI (Vatasoiu, Cristian Ionel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 416-420 **Published:** 2010

Abstract: Although it has been suggested that Cash Generating Units (CGU) impairment loss should be first be allocated to the subjective values of assets (intangible assets for which there is no active market, assets whose fair value diminished with the sell costs is less than their book value) IASC rejected this approach. The main reason for this decision to reject such a losses allocation criterion is related to the fact that all unit assets form an entire and it is natural to allocate any losses to all components of assets on a proportional basis, without considering that some values may be more subjective than others. Moreover the fund cash generating unit concept involves a comprehensive approach for component assets and not an active-by-active approach.

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Record 156 of 236

Title: INDICATORS OF THE COMPANY'S VALUE DEVELOPMENT

Author(s): Marza, SGB (Marza, Stefan Gheorghe Bogdan); Sava, R (Sava, Raluca); Esanu, N (Esanu, Nicolae)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 421-428 **Published:** 2010

Abstract: In this article we considered the new approach in evaluating a company, the one concerning the long-term performance evaluation through indicators of value growth. Thus, company evaluation that aims to estimate the company's value becomes an activity of modern business management that seeks and acts through specific instruments on increasing its value to obtain the expected performance of all interest groups and even to exceed them.

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Record 157 of 236

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

Author(s): Mesea, OE (Mesea, Oana Elena); Anghel, DF (Anghel, Daniel Florin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 429-439 **Published:** 2010

Abstract: The budget deficit represents a current topic, strongly debated not only at national level, but at international level too. Most of the time, the issue of budget deficit has been analysed in the context of the financial crises the international economy has faced during years. Recently, once the international financial crisis has erupted, the debates on the budget deficit topic have intensified, referring both to the interest shown by the public sector authorities and by the research communities on this matter. The aim of this paper is to present the recent developments of the Romania's budget deficit and the measures the Government engaged to undertake in the context of the Stand-By Agreement signed with IMF, in order to reduce the budget deficit and to finance it.

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Record 158 of 236

Title: THE CLUSTER ANALYSIS FOR THE DEVELOPMENT OF A RATING SYSTEM FOR COMPANIES LISTED AT THE BUCHAREST STOCK EXCHANGE

Author(s): Miclaus, PG (Miclaus, Paul Gabriel); Lupu, R (Lupu, Radu); Ungureanu, S (Ungureanu, Stefan)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 440-446 **Published:** 2010

Abstract: The main idea of the structural models originating from Black-Scholes(1973) and Merton(1974) is to consider corporate liabilities as contingent claims on the assets of the firm. In other words the market value of the firm is the fundamental state variable (Giesecke 2002). We used data from the Bucharest Stock Exchange a a methodology relying on these previous paper to provide a system for the evaluation of rating for the companies listed at the Romanian Stock Exchange.

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ISBN: 978-973-739-987-8

Record 159 of 236

Title: MODELS OF INTERNATIONALIZATION AND BARRIERS FACED BY THE FINANCIAL SERVICES FIRMS

Author(s): Micuda, D (Micuda, Dan); Visinescu, S (Visinescu, Sorin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 447-456 **Published:** 2010

Abstract: This paper goal is to better understand the barriers to internationalization for financial services firms, including their relative importance and how these would support a regional approach to expansion rather than a globally diverse approach. It addresses the under-researched area of services internationalization, particularly for financial services and to the debate on regionalization versus globalization and describes how existing internationalization theories do not fully explain the barriers that financial services firms face when internationalizing and from this aspect, the preference for regional expansion over globally diverse expansion in financial services firms.

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Record 160 of 236

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

Author(s): Mihaiu, DM (Mihaiu, Diana Marieta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 457-464 **Published:** 2010

Abstract: Education is defined as a priority both on nationally and European plan, the investment in human resources is considered the most important, a basic pillar in ensuring and improving the economic competitiveness. The education system must be built up to meet three principles: fairness, boost performance, efficiency. Of course all of these can be achieved in the conditions of an adequate funding.

We can identify as beneficiaries of the superior education are: the state, the student, and private enterprises. After we determined the three categories of beneficiaries, we can think a system of financing the superior education to which both the state and the student can contribute too, but also the private companies.

This paper contains some proposals regarding the voucher system, the students' loans, and changes in the funding formula used in higher education system.

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Record 161 of 236

Title: USING MARKOWITZ THEORY IN THE CONSTRUCTION OF A FINANCIAL PORTFOLIO. APPLICATION ON BUCHAREST STOCK EXCHANGE

Author(s): Milos, LR (Milos, Laura Raisa); Milos, MC (Milos, Marius Cristian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 465-470 **Published:** 2010

Abstract: In this paper, the authors test a model of an efficient portfolio with minimum risk, starting from the analysis of one year portfolio payoff and risk of ten securities from Bucharest Stock Exchange. In accordance with the modern portfolio theory, maximization of returns at minimal risk should be the main objective of every investor. We show, using a mathematical methodology based on Markowitz portfolio theory and on Lagrange function, which is the exact amount of stocks to be purchased from a Bucharest Stock Exchange sample of securities in order to have an efficient portfolio with minimum risk at a given return.

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Record 162 of 236

Title: THE COMPANY'S GROWTH POTENTIAL

Author(s): Minica, M (Minica, Mirela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 471-477 **Published:** 2010

Abstract: The paper carried a presentation of how to forecast the turnover of a company based on historical data and using the rate of sustainable growth.

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Record 163 of 236

Title: SOME METHODS FOR ASSESSING RUIN PROBABILITY

Author(s): Mircea, I (Mircea, Iulian); Covrig, M (Covrig, Mihaela); Serban, R (Serban, Radu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 478-487 **Published:** 2010

Abstract: In examining the nature of the risk associated with a business portfolio, it is often of interest to assess how the portfolio is expected to perform over an extended period of time. In our research we searched for some risk models to find analytic expressions for the calculation of the ruin probability or to find the best approximations of it. We present some risk models and methods of approximating the ruin probability using the parameters of the individual claim distribution, the load factor of premiums, and the intensity parameter of the process of the number of claims. We compared Cramer's estimate with the diffusion and with De Vylder's approximation. The comparisons indicate very bad accuracy for the diffusion approximation.

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Record 164 of 236

Title: THE SWOT MATRIX FOR OWN REVENUES OF THE ROMANIAN LOCAL BUDGETS

Author(s): Miricescu, EC (Miricescu, Emilian Constantin); Gyorgy, A (Gyorgy, Attila); Campeanu, EM (Campeanu, Emilia Mioara)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 488-494 **Published:** 2010

Abstract: Although each year during 1991-2007 the aggregate local budgets were in surplus, however their deficit reached at 0.72% of GDP in 2008 and 0.46% of GDP in 2009. As local public administration expenditures can hardly be reduced, the public decision makers must find effective solutions to increase the local budgets revenues. The aim of this study is to investigate which are their own finance resources of the Romanian local budgets and to find solutions for their diversification, by using a useful instrument - the SWOT matrix, with the purpose to have an appropriate understanding and to anticipate its trend.

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Record 165 of 236

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

Author(s): Mocanu, M (Mocanu, Mihai)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 495-498 **Published:** 2010

Abstract: Accounting and the calculation of costs, are approaches with a general character, especially concerning the industrial fields. References to this issue, concerning agriculture, are too few, both internationally and internally. As the field of agriculture has it's importance within an economy, the agricultural production must be accomplished based on economic efficiency criteria. Efficiency mainly meaning, costs as low as possible in the given market conditions. Consequently, costs must be made and controlled rigorously. This can be done by applying the proper cost calculation methods to the specific of agricultural production.

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Conference Title: 17th International Economic Conference (IECS)

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Conference Location: Sibiu, ROMANIA

Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

ISBN: 978-973-739-987-8

Record 166 of 236

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

Author(s): Moldovan, I (Moldovan, Iosif)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 499-504 **Published:** 2010

Abstract: Restructuring budget expenses, resuming crediting, taking into account the financial resources necessary for public investments, increase of the degree of absorbing European funds and social dialog are major challenges for executive power during this year. The responsibility comes to the executive power which must promote budgetary policies with immediate outcomes in cutting down budgetary expenses as a consequence of diminishing budgetary income.

Therefore, diminishing budgetary allotment on specific domains has become a priority strengthened by the funding international financial institutions, IMF, the European Commission and the World Bank of last year; the domains which entail major cutting down of the sums allotted are those regarding the wages of the staff in the budgetary sector and those which fund the pension public system.

The general measures are being expected to entail outcomes by enforcing the legislation regarding restructuring national agencies (Law 329 from 2009), unitary wages for the budgetary staff (Law 330 from 2009), promoting the law regarding the maximum number of the staff within the local public administration and the reconstruction within the pension public system.

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ISBN: 978-973-739-987-8

Record 167 of 236

Title: A SYSTEM OF ASSESSING THE PERFORMANCE OF ROMANIAN IT COMPANIES

Author(s): Moscviciov, A (Moscviciov, Andrei); Batrancea, LM (Batrancea, Larissa-Margareta); Nichita, RA (Nichita, Ramona-Anca)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 505-510 **Published:** 2010

Abstract: In this paper, the authors analyze the performance of the Romanian IT companies with the help of a correlated indicators system. Choosing a subject pool of Romanian companies within the IT area, we have analyzed the performance using a system of indicators. Assessing the data, we have observed that the profitability of these firms has

followed, in general, an ascending trend during the four years we have taken into consideration.

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ISBN: 978-973-739-987-8

Record 168 of 236

Title: PUBLIC DEBT MANAGEMENT IN ROMANIA. PUBLIC DEBT ADMINISTRATION BETWEEN 2000 AND 2008

Author(s): Mosteanu, T (Mosteanu, Tatiana); Postole, MA (Postole, Mirela Anca); Lacatus, C (Lacatus, Carmen)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 511-518 **Published:** 2010

Abstract: The authors of the present research study have started from the fact that the public debt portfolio is of utmost importance for a state and the process of administrating it represents a priority.

It has been emphasized that the modifications in the legislation regulating public debt have influenced the evolution of the level of indebtedness and have brought in a series of new elements in the field of public debt management, on the level of its administration.

The public debt has been analyzed function of its administrator and, based on the respective analysis, the authors have interpreted the obtained results.

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Record 169 of 236

Title: MEASURES AND STRATEGIES IMPLEMENTED BY ROMANIA FOR REDUCING THE EFFECTS OF THE FINANCIAL AND ECONOMIC CRISIS

Author(s): Muntean, MA (Muntean, Madalina Anca)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 519-524 **Published:** 2010

Abstract: The world economic crisis is amplified by the day and Romania experiences more strongly that this economic recession at the level of the companies in Romania. There is a crisis of overconsumption. To get out of it, our country needs to eliminate the waste by

investing in infrastructure based on multi-programming budget, by fiscal reform that is not neutral and by implementing structural reforms.

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Record 170 of 236

Title: STRUCTURE IN THE TERRITORIAL PROFILE - ARGES COUNTY - OF THE CREDITS AND DEPOSITS OF ECONOMIC AGENTS IN THE INTERNATIONAL FINANCIAL CRISIS, 2008-2009

Author(s): Naftanaila, C (Naftanaila, Cristina); Isbasoiu, EC (Isbasoiu, Eliza Consuela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 525-530 **Published:** 2010

Abstract: The international financial crisis and, particularly, its evident consequence - the recession in the developed countries - is expanding on the Romanian economy on several channels: trade, financial, exchange rate channel, confidence, and finally, on the effects channel of the wealth and the balance sheet.

Romania's banking sector remains vulnerable, provided that bad loans continued to increase, which discourages the banks to resume lending.

In this paper we proposed to analyze the financial behaviour of traders in Arges County, amid the uncertainties induced by the global crisis.

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Record 171 of 236

Title: CEC BANK - ACTIVE PRESENCE IN THE ROMANIAN ECONOMIC POLICY

Author(s): Negotiu, C (Negotiu, Calin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 531-535 **Published:** 2010

Abstract: In the context of the current financial and economic crisis in the XXI century, which reached the whole world and also Romania, we do a brief anamnesis of the present situation, and the role and contribution brought by CEC Bank on the Romanian banking market, in his long history of over 145 years, with the outstanding achievements.

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Record 172 of 236

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

Author(s): Negrutiu, M (Negrutiu, Magdalena); Ciobanasu, M (Ciobanasu, Marilena); Calota, TO (Calota, Traian-Ovidiu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 536-541 **Published:** 2010

Abstract: Our study addresses a change in substance brought by OMPF 3055/2009 aiming the treatment of commercial discounts, granted / received after selling goods and services. In our opinion, this can lead to:

- a risky confusion between the accounting of the commercial discounts after billing, and when it should be registered according to the contractual provisions on the moment to fulfill the criteria for granting trade discounts;
- tracking difficulty of the discounts through two accounts with an opposite function to the income/expenditure account, involving difficulty in matching the information recorded in the final balance, buying/selling records and the VAT statement.

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Record 173 of 236

Title: KEYNES DYNAMIC MODEL OF SAVINGS WITH BEHAVIOR FUNCTION

Author(s): Nitu, O (Nitu, Oana); Duhnea, C (Duhnea, Cristina); Georgescu, C (Georgescu, Cristina)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 542-547 **Published:** 2010

Abstract: Consumers have different attitudes regarding consumption and saving. In this paper is presented a model starting from Keynes model, by introducing the behavior function that characterizes agents' behavior from the point of view of consumption and saving at the same time, the analysis of this new system and conditions that are determined

such that the parameters of the model satisfy these conditions and a flip or Neimark-Sacker bifurcation appears.

Accession Number: WOS:000392594000076

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Record 174 of 236

Title: THE SOCIAL IMPACT OF THE ECONOMIC CRISIS IN THE EU

Author(s): Nitu, O (Nitu, Oana); Nicodim, L (Nicodim, Liliana); Bucur, CR (Bucur, Cristina Raluca)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 548-554 **Published:** 2010

Abstract: Throughout this crisis which has drawn so much attention from the entire world in the last months, we have followed, with great concern, how it is spreading beyond the borders of the initially affected sectors. The instability wave has propagated itself from one sector to another, first from real estate to banks and other financial markets, then in all the fields of real economy. The crisis wave has crossed the border between the public domain and the private one, due to the fact that the blow received by the financial situations of the private firms has imposed new and harsh burdensome requirements on the public sector finances. The crisis has also crossed the national borders of the developed countries, as the people of Iceland have felt, and now we have reasons to fear that this crisis will ruin the emerging markets and other developing countries, lowering their substantial economic development of the last years.

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Record 175 of 236

Title: SETTLEMENT IN EQUITY INSTRUMENTS OF THE ENTITY'S OWN CAPITALS

Author(s): Oprea, M (Oprea, Margareta); Andrei, M (Andrei, Monica)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 555-557 **Published:** 2010

Abstract: The necessity of writing standards regarding the financial instruments, as well as financial actives and debts has appeared on the base of the explosion of using derivatives and markets on which they are exposed, also as aftermath of the many financial scandals which shook USA and Europe in the last decade. Unsuitable usage of derivatives, hiding the catastrophic effects of a bad segmentation by keeping them outside the balance and keeping away information of the financial position were the only responsables for creating such a situation. The obligation of presenting derivatives of the balance sheet as financial actives or debts, the assert of writing detailed information regarding financial cash flow, fair value, the nature and conditions of financial instruments are essential contributions of accounting standards elaborated in this manner.

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Record 176 of 236

Title: FINANCING POLICY EVOLUTION OF ROMANIAN COMPANIES UNDER THE INFLUENCE OF MONETARY POLICY INSTRUMENTS

Author(s): Oprean, C (Oprean, Camelia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 558-567 **Published:** 2010

Abstract: This article points out the impact of monetary policy upon the romanian companies financing policy during the economic crises. There are analysed the partial correlation coefficients of the following indicators: reference and active interest rates, minimum required reserves rate and inflation rate, on one side, and non-financial companies loans, on the other side. It has been elaborated a prognoze through an econometric model, regarding the volume of loans to non-financial companies taking into account changes in the above indicators during the analysed period. Also, an analyses of the above factors impact upon the market capitalization in Romania is made.

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Record 177 of 236

Title: THE ROLE OF FOREIGN BANKS IN CENTRAL AND EASTERN EUROPEAN COUNTRIES

Author(s): Orastean, R (Orastean, Ramona)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 568-572 **Published:** 2010

Abstract: Banking sectors in Central and Eastern European countries (CEE) are dominated by foreign credit institutions, the prevalent form of foreign presence being that of subsidiaries and branches. This paper examines the process of the internationalisation in the CEE banking markets, describing the advantages and disadvantages of the foreign banks entry. In the region, foreign banks played a significant role in privatising, re-capitalising and modernising the domestic banking systems. By summarising the latest development in CEE banking sectors, this paper also highlights the exposure of Western European banks to Central and Eastern Europe in the context of the global financial crisis.

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Record 178 of 236

Title: FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH IN ROMANIA - AN ECONOMETRIC ANALYSIS

Author(s): Ovidiu, S (Ovidiu, Solomon); Adam, AS (Adam, Altar-Samuel); Judita, S (Judita, Samuel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 573-582 **Published:** 2010

Abstract: We model the evolutions of FDI and GDP in Romania, in the period 1998-2008, by using the autoregressive Markov-switching model. The relationship between the above variables is examined by using the Gretl and Matlab software. We also examine the existence of a causality relationship between these two variables, by using a Granger causality test. The results of the present study can be used to forecast the size of FDI, as well as the medium term dynamics of the Romanian economy.

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Record 179 of 236

Title: THE "VULNERABLE" ATM IN FRONT OF THE CARD FRAUDSTERS

Author(s): Petrascu, D (Petrascu, Daniela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 583-587 **Published:** 2010

Abstract: The technological progress inevitably brings new problems, problems that we have to face and deter. The new IT issues and information transfer (especially on the Internet) started the development of new virtual markets. Unfortunately, it also entailed the emergence of a modern type of infraction, the swindle with credit cards, a problem this paper focuses on.

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Conference Title: 17th International Economic Conference (IECS)

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

ISBN: 978-973-739-987-8

Record 180 of 236

Title: CONSIDERATIONS REGARDING THE APPEALS AGAINST THE DECISIONS OF THE ROMANIAN COURT OF ACCOUNTS

Author(s): Petria, L (Petria, Licuta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 588-592 **Published:** 2010

Abstract: Public finances are not inexhaustible and therefore should be utilized in a rational manner and in compliance with legal provisions. According to Law no. 94/1992 republished, the Court of Accounts is responsible for conducting the control of the establishment, management and use of state and public sector financial resources, and in order to reinforce the findings contained in the audit documents, the competent bodies within the Court of Accounts issue decisions which contain the measures that should be taken by the auditee. These decisions may be appealed by the auditee and the appeals may be resolved by the appeal resolution committee in the conditions stipulated in the Law on the organization and operation of the Romanian Court of Accounts.

Accession Number: WOS:000392594000083

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Record 181 of 236

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

Author(s): Petria, N (Petria, Nicolae); Badulescu, D (Badulescu, Daniel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 593-599 **Published:** 2010

Abstract: It is well known the fact that the banking system is one of the main pillars of financial system and country's / region` s or even world's financial stability depends on good and efficient operation of financial system. Nowadays economic and financial crises firstly began with a banking slump which turned in one financial slump and ended into economic slump, which influences all world. The situation of banking system, its operating mode, its quick adjustment ability at internal and external shocks, the answer which it gives at contagion processes who are manifesting today, due to the financial globalization phenomenon, can ensure or jeopardize the financial stability of a country. From this reasons, this paper makes an evaluation of Romanian banking market situation, aiming to enhance: its development level, its depth, estimation of intermediation degree within the system, also the system competence to face internal and external shock. This paper also aims to evaluate future development outlook of banking system and of Romanian banking market in current context of financial slump.

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Record 182 of 236

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

Author(s): Pinteaa, MO (Pinteaa, Mirela-Oana); Achim, MV (Achim, Monica-Violeta)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 600-607 **Published:** 2010

Abstract: Globalization and sustainable development, requires national and international companies to meet corporate performance standards that exceed the economic area. Thus, for long term success, companies must integrate into their business strategy coordinates of a sustainable approach, which aims to harmonize economic, ecological and social objectives. Traditional performance measures are primarily financial ones that were developed starting from the 1920s. Some strategic goals are financial, but most are not focused on money issues. Trying to track things like customer service, quality, flexibility and innovation-using 1920s' tools seems a bit of a stretch (Denton, 2005). This paper is trying to emphasis the need for non-financial measures of performance in the context of sustainable development.

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ISBN: 978-973-739-987-8

Record 183 of 236

Title: ELECTORAL CYCLE IMPLICATION ON FISCAL POLICY. THE ROMANIAN CASE

Author(s): Pirtea, M (Pirtea, Marilen); Lobont, O (Lobont, Oana); Nicolescu, C (Nicolescu, Cristina)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 608-613 **Published:** 2010

Abstract: Often elections reduce the time horizon of governments, and they risk to compromise the socioeconomic activities, in disadvantage of votes, ignoring the democratic fundament of citizen's options representation. The objective of this paper is to provide some empirical evidencies on relation between fiscal policy and electoral cycles. The main output consist in this thesis, that some support could be found for this, in Roumania because the romanian political system has shown that it is unable to adapt to a schedule with continuous and frequent elections, because, with the human resources available at the moment, the parties can not simultaneously fight against electoral and a reasonable governance.

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Record 184 of 236

Title: CONSEQUENCES OF GLOBAL FINANCIAL CRISIS ON LONG TERM FINANCING IN ROMANIA

Author(s): Popa, D (Popa, Daniela); Sima, E (Sima, Elena)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 614-622 **Published:** 2010

Abstract: Lack of liquidity on the American financial market was a trigger for the financial crisis all over the world. The financial crisis tent to amplify and Romania is not the only country that feels it strongly. We can feel it here in Europe, and in Romania. Romanian export growth is slowing, even that the main customers are from European Union and not from US, and the local currency loose strength.

This paper focuses on the external causes and on Romanian consequences of this financial crisis: less credit will generate slower economical growth, interest rates will increase, cuts in consuming, delay in adopting European currency, social problems as unemployment and decline of living conditions. The solution is no easy: a strong support by government to increase big investment in infrastructure using UE funds, fiscal stimulus to increase

consumption demand, smart investments to allow economical growth and stimulation of savings.

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Record 185 of 236

Title: FINANCIAL COMMUNICATION AND NEW APPROACHES BASED ON CASH FLOWS

Author(s): Popescu, L (Popescu, Loredana); Calin, C (Calin, Cristina)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 623-629 **Published:** 2010

Abstract: The financial communication based on cash flows is sustained by the unexpected development of the financial markets. Such information is revealed by the cash flow analysis. What is its objective? To provide information about the cash receipts and cash payments of an economical entity during a financial exercise. The way this report is being done allows measuring the influence those activities of exploitation, investment and financing an entity develops within a certain timeframe have on funds availability and on growth or decrease of means money within the respective timeframe

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

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Record 186 of 236

Title: MANAGEMENT OF THE BUDGETARY BALANCE IN EUROPEAN UNION DEVELOPED COUNTRIES FROM THE PERSPECTIVE OF BUDGETARY SYSTEMS AND MACROECONOMIC POLICIES

Author(s): Popescu, M (Popescu, Marin); Tuncu, GF (Tuncu, George Florin); Dinescu, E (Dinescu, Emilian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 630-636 **Published:** 2010

Abstract: The analysis of certain developed countries' experiences referring to the use of economic policies allows the emphasis both of the effects that each type of budgetary policy generates, and of the co-action of the multitude of phenomena related to such policies.

Moreover, it is certain that irrespective of an economic policy, it cannot be efficient at all times and neither can it be on long term; it is enough that its efficiency be sensed during a settled period of time.

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Conference Title: 17th International Economic Conference (IECS)

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

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Record 187 of 236

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

Author(s): Popov, E (Popov, Elena)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 637-642 **Published:** 2010

Abstract: The Basel II Accord sets important guidelines for capital adequacy and defines a framework for the use of internal evaluation models: foundation and advanced IRB approaches. Both approaches have in common the fact that the bank provides its own estimates for the Probability of Default (PD) variable, which reflects the quality of the borrower. In this work, we propose a method of computing the rating in numerical form, which can later be converted to a PD estimate. We choose to use feed-forward neural networks for learning the functional relationship that underlies the rating, for their various advantages, and we aim at coping with the major disadvantage of neural networks which consists in the black-box perception by the final user. We aim at obtaining a model in an intelligible form in order to comply with Basel II Accord that states that internal models have to be explained and presented to the authority for validation.

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Record 188 of 236

Title: THE ECONOMY OF SCALE SHAPED AS MONOPOLY VS. THE SUSTAINABLE ECONOMIC GROWTH

Author(s): Predescu, A (Predescu, Antoniu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 643-646 **Published:** 2010

Abstract: This paper analyses all the economic connections between economies of scale and the present knowledge concerning the resources needed for accomplishing, in the long term, sustainable economic growth, aiming at clarifying, in theory at least, the best 'recipe' for a (large) company, in this context: to be just an economy of scale or a monopoly based on an economy of scale? To find out, we analyzed multilaterally these two types of companies' handling of the total (average) cost issue, keeping in mind, in this context, a monopoly is better, if can be, run as an economy of scale.

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Record 189 of 236

Title: BUDGETING SYSTEM OF THE ECONOMIC ENTITIES ORGANIZED BY RESPONSIBILITY CENTERS

Author(s): Rachisan, PR (Rachisan, Paula Ramona); Grosanu, A (Grosanu, Adrian); Berinde, SR (Berinde, Sorin Romulus)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 647-654 **Published:** 2010

Abstract: The budgeting process represents an important condition for the efficient development of an economic entity's activity and also of the responsibility centers within it. The statement that an entity has obtained profit throughout a period of time is not enough to highlight its efficiency. We must not forget that an economic entity exists and develops its activity because the shareholders or partners have released certain resources, embodied in productive inputs, and they wish for the resources to be productively used in order to be appropriately remunerated. In this respect, certain strategic objectives are established, plans and budgets are elaborated, and, therefore, the economic performance must be analyzed by reference to the established objectives and transposed into the elaborated budgets.

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Record 190 of 236

Title: THE FOREIGN CAPITAL ROLE IN THE ROMANIAN BANKING SYSTEM - A GENERAL VIEW

Author(s): Radulescu, M (Radulescu, Magdalena)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 655-664 **Published:** 2010

Abstract: Central and Eastern Europe represented in the 90s a preferred location for the foreign capital in many areas and, especially, in the banking sector area. The main investments in the banking sectors came as a result of privatisation of the state-owned banks in this region. After that, the bulk of bank financing going into Eastern European countries was loan financing from parent banks to their subsidiaries for an aggressive credit expansion, frequently in foreign currency. The resource flow may have also been triggered by profit opportunities in the region's version of the carry trade, and doing so through the extension of loans-in lieu of equity flows-had accounting and tax advantages. In sum, the resource flow reflects a strategic opening by Western European banks into new markets that were underdeveloped and that turned out to be quite profitable.

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Record 191 of 236

Title: CREATIVE ACCOUNTANCY - BETWEEN THE PERMISSIVE SIDE AND THE CONTRAVENTIONAL ASPECT

Author(s): Salceanu, A (Salceanu, Alexandru)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 665-668 **Published:** 2010

Abstract: Accountancy represents the most genuine source of information referred to by investors, share holders, employees, business partners etc. when they take economic decisions. In this context, the techniques used by the creative accountancy, by which the accounting information is manipulated with a view to distorting reality, are deeply harmful to the business environment. That is why it is necessary to join efforts with a view to developing a conceptual framework that should compulsorily stipulate the use of those policies whose result should be accounting information that will reflect, as accurate as possible, reality.

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Record 192 of 236

Title: THE PROCESS OF EUROPEAN STOCK MARKETS INTEGRATION FROM THE 21ST CENTURY PERSPECTIVE

Author(s): Sargu, AC (Sargu, Alina Camelia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 669-+ **Published:** 2010

Abstract: This paper, far from being an exhaustive study on the matter, or a problem solver with that regard, presents, using a well structured literature review, the main indicators that were identified by the economic studies so far for underlying the degree of the European stock markets integration. It is also providing, using an analysis based on an extensive database, a measurement of the evolution and the dynamics of the euro zone stock markets integration, while mapping out the future road that this process may take. Overall the study establishes that important progress has been made in the process of European stock markets integration, especially in the case of the euro zone, but the road ahead is still long and challenging.

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Conference Title: 17th International Economic Conference (IECS)

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Record 193 of 236

Title: SIGNIFICANT CHANGES IN PUBLIC EXPENDITURES IN THE CONTEXT OF THE ECONOMIC AND FINANCIAL CRISIS

Author(s): Sava, AS (Sava, Anca-Stefania)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 679-685 **Published:** 2010

Abstract: The aim of this paper is to address the significant changes in terms of public expenditures in the current crisis. After a brief literature review on necessary public expenditures in times of recession, I have presented, at European level, and particularly in Romania, which items of public expenditures changed significantly in 2009, compared with previous years. The Romanian state has spent more on social protection, public debt interests, state aids for sustaining companies affected by the crisis etc. Also, using the correlation coefficient, it was showed that public spending was likely to contribute to economic growth during 2006-2009.

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Record 194 of 236

Title: THE INDEPENDENT ORGANIZATION OF THE ACTIVITY - AN EXIT ROUTE FOR SMALL ENTREPRENEURS DURING THE CRISIS

Author(s): Sava, R (Sava, Raluca); Marza, B (Marza, Bogdan); Taran-Morosan, A (Taran-Morosan, Adrian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 686-691 **Published:** 2010

Abstract: This paper investigates the relatively new concept of "individual enterprise", the reason behind its occurrence, how it was perceived by entrepreneurs, its advantages and disadvantages compared to those of companies, how to establish one, accounting and taxation issues of this form of organization as well as the development of individual enterprises in Romania between 2008 and 2009.

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Record 195 of 236

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

Author(s): Sbarcea, IR (Sbarcea, Ioana Raluca)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 692-697 **Published:** 2010

Abstract: In recent years it is noticed an unfavorable evolution of the Romanian agriculture, this statement being proven by the continuously decreasing contribution of it to the gross domestic product. This is due to many factors, starting from those who have a close connection with agriculture and reaching to those that are related to the lack of an adequate funding of the agriculture. These realities have led me to do an analysis of the causes underlying this reluctance of the commercial banks towards agriculture, a reluctance that is related to some particularities of this sector, which are viewed by the bank's analysts as being risk generating.

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Record 196 of 236**Title:** PORTFOLIO SELECTION TECHNIQUES USING DATA ANALYSIS**Author(s):** Serban, F (Serban, Florentin); Stefanescu, MV (Stefanescu, Maria Viorica); Dedu, S (Dedu, Silvia)**Book Group Author(s):** Lucian Blaga Univ Sibiu**Source:** ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 698-703 **Published:** 2010**Abstract:** This paper presents an original method for building a portfolio of shares in order to characterize Bucharest Stock Exchange. Both data related to technical analysis of shares as well as data related to fundamental analysis are used for portfolio selection. The principles of portfolio building are presented, portfolio composition is described and its evolution over a time period is analysed. We demonstrate the performance of the proposed method by comparing the results obtained with the evolution BET index, BET-C index or BET -XT index, which are representative for the capital market in Romania.**Accession Number:** WOS:000392594000099**Conference Title:** 17th International Economic Conference (IECS)**Conference Date:** MAY 13-14, 2010**Conference Location:** Sibiu, ROMANIA**Conference Sponsors:** Lucian Blaga Univ Sibiu, Fac Econ Sci**ISBN:** 978-973-739-987-8**Record 197 of 236****Title:** SEQUENTIAL ANALYSIS REGARDING THE DEBTS' LIQUIDATION IN FISCAL MATTER**Author(s):** Serediuc, T (Serediuc, Titus)**Book Group Author(s):** Lucian Blaga Univ Sibiu**Source:** ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 704-709 **Published:** 2010**Abstract:** The liquidation of debts, of pecuniary obligation in general, has become a major concern for the economic entities with a public, but more especially private character, theoreticians and also practitioners being very interested in the subject, and last, but not least, the legislators which can not remain insensitive to this phenomenon, trying to find solutions to calm as much as possible this aspect of the financial crisis that the Romanian economic environment is facing, by passing legislative acts. The present paper tries to present the complexity of the obligation to liquidate accumulated debts, the financial-fiscal procedure to be followed, under the perspective of the current rightful positive order in the above mentioned field.**Accession Number:** WOS:000392594000100**Conference Title:** 17th International Economic Conference (IECS)**Conference Date:** MAY 13-14, 2010**Conference Location:** Sibiu, ROMANIA**Conference Sponsors:** Lucian Blaga Univ Sibiu, Fac Econ Sci**ISBN:** 978-973-739-987-8

Record 198 of 236

Title: ECONOMETRIC TESTING OF THE FISCAL POLICY STANCE IN THE EUROZONE

Author(s): Socol, C (Socol, Cristian); Marinas, MC (Marinas, Marius-Corneliu); Socol, AG (Socol, Aura-Gabriela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 710-714 **Published:** 2010

Abstract: Within this study, We have used the reaction function model of the fiscal policy, in order to study the behaviour of the governments in the Eurozone's countries. The analysis methodology was that of the dynamic panel, in which We have included the first twelve countries of the Eurozone, the studied period was 1990-2009 and the used data series were those of the European Commission (2009). In this study We have proved, using a structural budget balance model, the promotion of an countercyclical discretionary fiscal policy, which is symmetrical enough, depending on the phases of the business cycle.

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Record 199 of 236

Title: MYTHS AND REALITY TO IMPLEMENTING THE FLAT TAX IN ROMANIA

Author(s): Socol, C (Socol, Cristian); Marinas, MC (Marinas, Marius-Corneliu); Socol, AG (Socol, Aura-Gabriela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 715-719 **Published:** 2010

Abstract: This paper evaluates the main effects of the implementation of flat tax system in Romanian economy. We demonstrate, based on the empirical evidence, that their effects in the economy are ambiguous. If accompanying measures are not going to be enforced, the introduction of the flat rate of 16% in Romania will lead to unsustainable budgetary and current account deficits and inflationist pressures. There are no signals of Laffer-type behavioral responses consolidating budgetary revenue increases from the tax cut.

Accession Number: WOS:000392594000102

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Record 200 of 236

Title: CURRENT STAGE OF DEVELOPMENT OF THE ROMANIA'S CAPITAL MARKET IN THE CONTEXT OF THE EU INTEGRATION

Author(s): Solovastru, MS (Solovastru, Mircea Stefan); Nan, SS (Nan, Sanda Simona)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 720-729 **Published:** 2010

Abstract: This presentation is focusing on the relevant aspects regarding the stage of development of the Romanian capital market before and after the Romania's Accession to the European Union. We are analyzing the main indicators of the Romanian markets in financial instruments: Bucharest Stock Exchange and Sibiu Derivatives Exchange as well as the investment funds market. We have formulated final remarks on the effects of the international financial crisis to the Romanian capital market.

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Record 201 of 236

Title: PUBLIC-PRIVATE PARTNERSHIP - ALTERNATIVE TO IMPROVE PERFORMANCE IN PUBLIC HOSPITALS

Author(s): Stefanescu, A (Stefanescu, Aurelia); Turlea, E (Turlea, Eugeniu); Mocanu, M (Mocanu, Mihaela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 730-736 **Published:** 2010

Abstract: The limited resources and significantly increasing demand of hospital services are the major problems of health system. By this fundamental research, we frame the issues of the public-private partnership, pointing out its role in improving the performance of public hospitals. The research is substantiated by a synthesis of the ideas on this topic published into the professional literature, as well as of the regulations drawn up by national and international regulators. The undertaken research explains the concepts of public-private partnership, analyses the models of public-private partnership applicable into the public hospitals from Europe, identifies its inputs into the improvement of performance, as well as the principles that assure the success of the public-private partnership into the public hospitals from Romania.

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Record 202 of 236

Title: DOES FOREIGN CORPORATE GOVERNANCE INFLUENCE PERFORMANCES? - THE CASE OF ROMANIAN BANKING SYSTEM

Author(s): Stefanescu, C (Stefanescu, Cristina); Bota-Avram, C (Bota-Avram, Cristina); Muresan, M (Muresan, Mariana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 737-745 **Published:** 2010

Abstract: The purpose of our empirical study is to investigate the relationship between foreign ownership and board of directors, and performances in Romanian banking system. The research methodology is based on econometric analysis using various statistical tools (descriptive statistic, correlations and regressions).

To reach to a conclusion, we tried to identify the degree of correlation between dependent and independent variables and to create a function of regression to express the influence of each considered factor over banks' performances.

The results of the performed analysis show that the characteristic considered for both ownership and board of directors have a positive significant influence over banks' performances

The paper has some limitations, too, because there might be other factors closely related to the board of banks and their ownership that were not analyzed in this study and might also be behind the positive empirical association established.

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Record 203 of 236

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

Author(s): Suiu, I (Suiu, Ion); Diaconu, E (Diaconu, Elena); Diaconu, CS (Diaconu, Catalin-Stefan)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 746-749 **Published:** 2010

Abstract: The order of the Minister of Public Finance no. 3055/2009, published in the Official Gazette no. 766 of 10.11.2009, applicable starting with January, the first, 2010 puts its imprint on the nature of the assets, inventory accounting. Thus, the legislative act brings

about some changes in the area of the stocks, the cost of stock assessment and stock records. In the paper "Particularities regarding stock accounts according to the Accounting Regulations harmonised with the European Directives" we introduce new regulations on the accounting treatment of inventories trying theoretical approach taking into account both the legal and the practical.

Accession Number: WOS:000392594000106

Conference Title: 17th International Economic Conference (IECS)

Conference Date: MAY 13-14, 2010

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Record 204 of 236

Title: THE FINANCIAL CRISIS AND ITS IMPLICATIONS ON THE HOUSEHOLDS BEHAVIOUR. THE ROMANIAN CASE

Author(s): Sumedrea, S (Sumedrea, Silvia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 750-759 **Published:** 2010

Abstract: The paper presents main causes and effects of the global financial crisis and analyses the impact of this phenomenon around the world, but particularly on Romanian economy. The crisis affected both companies and population and the paper examine the households behaviour related to the credit market during two distinct periods: 2004-2008 - years of economic welfare and 2009 - beginning of crisis for Romanian economy.

Accession Number: WOS:000392594000107

Conference Title: 17th International Economic Conference (IECS)

Conference Date: MAY 13-14, 2010

Conference Location: Sibiu, ROMANIA

Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

ISBN: 978-973-739-987-8

Record 205 of 236

Title: ASPECTS REGARDING FISCAL AND BUDGETARY POLICY OF THE ROMANIA IN 2010

Author(s): Tuncu, GF (Tuncu, George-Florin); Popescu, M (Popescu, Marin); Rizea, M (Rizea, Marinel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 760-769 **Published:** 2010

Abstract: The fiscal policy concept is often presented with different shades, usually pointing out its side concerning the tax system promoted by a state. In fact, fiscal policy can be conceived only as a mixture between the methods of procurement of resources available

to the state and those regarding the destinations that are given to these resources, in the performance of its functions and tasks.

Fiscal policy represents the aggregate of decisions that are taken in order to achieve the structural modeling of the tax system, the guarantee of its functioning in order to accomplish the desired aims in economics by the public decision-making person.

Therefore, fiscal policy is a component of the state financial policy, including all the regulations on the establishment and collecting of taxes and materializing the state's options about taxes, also the decisions concerning public expenses that are financed. But, its components must be concerted with those of the budgetary or monetary policy, also of the price policy and the employment policy etc., so that they become integrated into the general policy.

When it comes to taxation, European policy has two major components: direct taxation - which is the responsibility of member states and indirect taxation, which affects the free movement of goods and services.

Member states have already taken measures to prevent tax evasion and double taxation, and European policy in this area aims to ensure that on the home market the competition is not distorted by differences between the systems and the installments of indirect taxation.

Moreover, measures have been taken to prevent the negative effects of competition in taxation, which may arise in case of assets transfers between EU member states.

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Conference Title: 17th International Economic Conference (IECS)

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Record 206 of 236

Title: THE VALUE-ADDED ROLE OF INTERNAL AUDIT IN THE WORK OF EXTERNAL AUDITORS

Author(s): Turlea, E (Turlea, Eugeniu); Stefanescu, A (Stefanescu, Aurelia); Mocanu, M (Mocanu, Mihaela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION IV: BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE 21ST CENTURY PERSPECTIVE **Pages:** 770-777 **Published:** 2010

Abstract: The internal audit function plays numerous roles in an entity, among which supporting management to achieve its objectives, assessing the internal control system and entity's legal compliance. The present paper points out a less researched role of internal audit, namely the value-added role of internal audit in the work of external auditors. The idea of audit as ritual which provides comfort is the main focus of the paper. Relevant legal provisions on the topic are also analyzed. Authors aim at demonstrating the value-added role of internal audit and expect to convince readers of the importance of good communication between internal and external auditors.

Accession Number: WOS:000392594000109

Conference Title: 17th International Economic Conference (IECS)

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Record 207 of 236

Title: APPLICATION OF HEALTHCARE ECONOMICS IN DEVELOPING COUNTRIES

Author(s): Afrasine, L (Afrasine, Laura); Zalzal, A (Zalzal, Ali)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 3-12 **Published:** 2010

Abstract: This paper describes international humanitarian efforts for the deployment of technology in healthcare centres in developing countries. The IEEE Humanitarian Technology Challenge (<http://www.ieeehtc.org>) develops and implement technological solutions for the provision of reliable electricity, data connectivity of rural district health offices, and identifying individuals and linking them to their medical records. The focus is set on the Individual ID tied to Health Records because the authors are involved in this specific challenge. The paper describes the economics of healthcare in developing countries and how this affects the implementation of technologies. Furthermore, this study will report the proceedings for providing a comprehensive system that will define public health in villages, allowing for trauma and emergency as well as disease response, control and studies, clinical healthcare, disease surveillance and prevention, and health vaccination.

Accession Number: WOS:000392594500001

Conference Title: 17th International Economic Conference (IECS)

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ISBN: 978-973-739-987-8

Record 208 of 236

Title: PORTFOLIOS - OPTIMUM CHOICE THROUGH FUZZY SELECTION

Author(s): Badescu, AV (Badescu, Adrian Victor); Cristea, RN (Cristea, Radu Nicolae)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 13-22 **Published:** 2010

Abstract: This analysis uses fuzzy theory to bring a new perspective on the use of decision makers as means of seeking the optimum portfolio. Thus in this paper, we construct a new portfolio combining fuzzy choice selection with a wide variety of subjective preferences, defined through fuzzy theory and fuzzy logic in order to append the classic selection problem. Furthermore by using specifically designed optimization techniques we ensure compatibility between different approaches thus improving the selection process by more accurately defining the given decisional situation.

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Conference Title: 17th International Economic Conference (IECS)

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Record 209 of 236

Title: GENERAL PURPOSE TECHNOLOGIES AND ECONOMIC GROWTH A FOCUS ON INFORMATION AND COMMUNICATION TECHNOLOGIES

Author(s): Bunda, NR (Bunda, Nicoleta Ramona); Popovici, V (Popovici, Veronica); Gheorghiu, G (Gheorghiu, Gabriela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 23-30 **Published:** 2010

Abstract: The phenomenon of recurring prolonged swings in the economic growth rate is approached in this paper by examining two particular episodes of history, i.e. the Electricity and ICT eras. The differences and similarities found are very instructive and guide our expectations about the economic impact of present GPT. The strong productivity slowdown, but the ongoing spread of ICT and its continuing precipitous price decline are reasons for optimism about economic growth in the 21st century. Beside this historical contextualization the data on ICT Development Index (IDI) and the estimations on sources of output growth point to some still latent potentialities of contemporary GPT.

Accession Number: WOS:000392594500003

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Record 210 of 236

Title: IMPLEMENTING MULTIPLE SOFTWARE APPLICATIONS IN MANAGEMENT SYSTEMS

Author(s): Carutasu, G (Carutasu, George); Botezatu, CP (Botezatu, Cornelia Paulina); Joita, AC (Joita, Alin-Cristian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 31-37 **Published:** 2010

Abstract: Management Systems are still creating a buzz on the market, although the implementation of multiple applications into one integrated system continues to be an issue. This paper expands on the subject of application integration architectures, as a fragment of the technical research in Development and Implementation of the Integrated Management System (DI-IMS) Project. It presents the results of an extended study on Integrated Management Systems on the Romanian market, revealing the prerequisites for the

integration process. The following section presents a part of the new integration technology architectures and the middleware technologies, ending with ideas on future research.

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Conference Title: 17th International Economic Conference (IECS)

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ISBN: 978-973-739-987-8

Record 211 of 236

Title: RONALD COASE'S THEORY AND THE BIOMASS POTENTIAL IN ROMANIA

Author(s): Cismas, L (Cismas, Laura); Maghear, D (Maghear, Diana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 38-46 **Published:** 2010

Abstract: Environmental protection is an essential problem not only for European Union but for all the countries in the world due to the negative effects that they propagate. The total energy demand in the year 2030 is expected to increase by 50 percent.

According to the theory developed by American economist Ronald Coase regarding the trading pollution right on the market, Romania could obtain a gain in value of Euro 929,074,924.8 in case of maximum use of energy potential of the biomass that it dispose of.

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Conference Title: 17th International Economic Conference (IECS)

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Record 212 of 236

Title: NEW PARADIGMS OF ENTERPRISE

Author(s): Coculescu, C (Coculescu, Cristina); Despa, R (Despa, Radu); Folcut, O (Folcut, Ovidiu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 47-51 **Published:** 2010

Abstract: At present, it tries the placement of Industrial Informatics System (IIS) in enterprise context which suffers a series of important changes. Main external causes which have action over the changing of industrial informatics system come from the enterprise itself wherein the system is put in and wherewith it joins and, finally, into the environment (of market, law, social, natural) wherein it operates. In the last years, there was observed an important tendency of enterprise management in a form very like that of live or social systems.

In this paper, there will be shown some of the aspects appreciated as important for conception and computerization of new kind of enterprises, with special references to the new paradigms of enterprise.

Viewing the dynamic of this domain wherein absolute accepted solutions for understanding the sense of evolution of implied actors and results aren't reached, the presentation will contain many elements of "history".

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Conference Title: 17th International Economic Conference (IECS)

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Record 213 of 236

Title: THE INFLUENCE OF THE QUANTIFICATION MODE TO THE SIMULATION OF ECONOMIC PROCESSES

Author(s): Coculescu, C (Coculescu, Cristina); Despa, R (Despa, Radu); Solomon, O (Solomon, Ovidiu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 52-58 **Published:** 2010

Abstract: Measurement, estimation and/or the determination of the size of investigated economic phenomena represent essential conditions for knowledge and analysis of investigated economic and social phenomena, using simulation techniques. This is not an easy objective to achieve in terms of an accelerate dynamics of the investigated phenomena and when the most of the information is qualitative. In this scope, the simulation is preceded by a very punctilious preparatory action which primarily consist in the modality of quantification the factors (numeric or non-numeric) which characterize the analyzed system.

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Record 214 of 236

Title: INTEROPERABILITY ENHANCEMENTS FOR ADMINISTRATIVE SERVICES

Author(s): Constantinescu, R (Constantinescu, Radu); Zota, R (Zota, Razvan); Vasilescu, A (Vasilescu, Adrian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 59-62 **Published:** 2010

Abstract: Romania is facing major challenges in the public administration field as a member of the European Union since 2007. Thus, it has become a mandatory requirement to adhere to the European dimension of the public administration reform process. In this paper, we are going to discuss how the European Union Services Directive has influenced the reform process, as effectively implementations of a Single Point of Contact in Romania is coming to reality. The discussion is based on the experience gained as contributors to the implementation of a PSC proof of concept. We therefore intend to identify several future challenges considering that the service directive implementation will be finished by the end of 2010.

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

ISBN: 978-973-739-987-8

Record 215 of 236

Title: ABOUT MOBILE COMPUTATIONAL TECHNOLOGIES

Author(s): Cristescu, CI (Cristescu, Corina Ioana); Cristescu, MP (Cristescu, Marian Pompiliu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 63-68 **Published:** 2010

Abstract: The new generations of mobile devices offer advanced capabilities as compared to previous generations. Although mobile devices are still limited by physical constraints, due to their portable nature, the new devices obviously dispose of superior capacities such as the possibility to offer computational and stocking capabilities similar to desktop PCs, high quality displays, multiple interfaces. This added value can be exploited and transformed into supplementary revenue for mobile service providers, so that the different business models and the adopted policies suffer substantial changes and adaptations as mobile calculation technologies and applications based on mobility reach maturity age.

Accession Number: WOS:000392594500009

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ISBN: 978-973-739-987-8

Record 216 of 236

Title: DISTRIBUTED APPLICATIONS. PRACTICAL RULES

Author(s): Cristescu, MP (Cristescu, Marian Pompiliu); Cristescu, CI (Cristescu, Corina Ioana); Cucu, C (Cucu, Ciprian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 69-74 **Published:** 2010

Abstract: The web application, also known as webapp, is software accessed through a browser over the Internet or Intranet. Webapps are widely used due to the versatility and wide usage of the web browsers, to the easiness of using a web browser as a client platform, also called a thin client. The optimization of the software is an important component of the software engineering and an important step in the development of the software products. The optimization of a program implies the improvement of the software performances, alleging that during the optimization process the performance of the software is improved with a superior value for the moment.

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Record 217 of 236

Title: LABOR INCOME TAXATION IN ROMANIA IN THE CURRENT EUROPEAN CONTEXT

Author(s): Dinescu, E (Dinescu, Emilian); Rizea, M (Rizea, Marinel); Stoian, FB (Stoian, Florin Bogdan)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 75-81 **Published:** 2010

Abstract: Frequent changes in tax law, including using the annual state budget and state social security budget laws, require the preparation, separately for each year, of a study - overview of labor income taxation.

In the present context in which Romania has adopted an labor income tax system based on flat tax and considering that most EU and non EU states use taxation on income installments, it is necessary to know both taxation methods, their advantages and disadvantages and their impact study over the labor market.

Their understanding is very important and their study provides necessary information for the Romanian State in order to improve our tax system, for the Romanian businessmen that activate or will activate abroad, for millions of Romanian people that work in these countries.

This document presents, base on legal facts, the rates used for the calculation, in strict accordance with the legal provisions in force, the budgetary obligations owned in Romania in 2010 by the employee and employer for labor incomes, with specifications that ensure the correct interpretation and applicability of the regulations in force. There are also presented labor taxation in EU and non EU states, with their essential features and characteristics, to be able to detach the first elements of comparison, elements that can open up ways of further deepening the subject.

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Record 218 of 236

Title: COLLABORATIVE ENVIRONMENTAL SECURITY FACING THE CHALLENGES OF THE ECONOMIC PROCESS DEVELOPMENT

Author(s): Doinea, M (Doinea, Mihai); Ciurea, C (Ciurea, Cristian); Dumitrache, M (Dumitrache, Marilena)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 82-+ **Published:** 2010

Abstract: The distributed and collaborative aspects of the working process of IT and, particularly, non-IT firms are revealed with emphasis on the role that software and hardware equipments are playing to ensure a well and secure development process. Security aspects are identified and presented as a must in the fight against all malicious users and optimization comes as an improvement. Metrics for revealing the security effects on the quality characteristics are built and a working methodology for creating a safe and efficient distributed environment is proposed.

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Conference Title: 17th International Economic Conference (IECS)

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci

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Record 219 of 236

Title: THE GEOTHERMAL POTENTIAL OF ORADEA CITY'S AREAL AND ITS ECONOMIC EFFECTS

Author(s): Florea, A (Florea, Adrian); Maghear, D (Maghear, Diana)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 92-100 **Published:** 2010

Abstract: The implementation of an energetic strategy in order to capitalize the potential of the regenerable energy resources is registered in the coordinates of the energetic on medium and long term development of Romania

Oradea City is located in a special geodynamic context, characterized by a high geothermic flow in the last 2 divided by 3 millions of years is certified by the powerful thermal springs. In the case in which the geothermal potential of the Oradea city area would have used a greater capacity, this would have contributed at the carbon dioxide pollution reduction with approximately 8%.

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ISBN: 978-973-739-987-8

Record 220 of 236

Title: THE EVOLUTION OF THE INTERNAL AUDIT ACTIVITY IN THE PUBLIC DOMAIN

Author(s): Grejdan, GE (Grejdan (Demian), Gabriela Elena); Joldos, AM (Joldos (Udrea), Ana-Maria); Stanciu, I (Stanciu, Ionela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 101-106 **Published:** 2010

Abstract: The evolution of the internal audit activity in the public domain has known lately a visible upward tendency outrunning the beginning stage-where the institutional foundations were laid-passing to the consolidation stage where the internal audit, should y become entirely functional and to offer an important contribution to a good management of the public budgetary control.

The study of our research has been substantiated through a scientific research carried out in 25 public institutions from Sibiu country. The essential goals consist in the fact that now, we can say that we are in the consolidation stage of the internal audit function, the evidence being the conclusive results scored through the achievement of value-added tax and the improvement of the activities carried on in public entities, but also through the awareness of management, in general of its importance and necessity. On the basis of the previous information of the present writing, one notices that it is necessary to consolidate the legislative body specific to the public internal audit in order to lead to the expansion of the degree of implementation, but especially to the growth of internal audit activity's contribution to the progress of the public entity.

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Conference Sponsors: Lucian Blaga Univ Sibiu, Fac Econ Sci
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Record 221 of 236

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

Author(s): Joita, AC (Joita, Alin-Cristian); Carutasu, G (Carutasu, George); Botezatu, CP (Botezatu, Cornelia Paulina)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 107-115 **Published:** 2010

Abstract: With the global financial crisis, it has become a struggle for many of the small and medium enterprises, especially start-ups, to maintain existence or develop. The European Charter for Small Enterprises, the Lisbon Strategy Agenda and Europe 2020 Strategy plan recommend supporting SMEs, as these are the backbone of economy. This paper identifies a solution for supporting SMEs, based on the background experience of the authors in implementing Business Incubators (e.g. URA-ITA). Furthermore, it proposes a model of a Virtual Business Incubator will be implemented in later phases of research.

Accession Number: WOS:000392594500015

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Record 222 of 236

Title: CLOUD COMPUTING - A NEW BRAND IN THE WORLD OF SOFTWARE DEVELOPERS

Author(s): Lazarica, M (Lazarica, Marinela)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 116-121 **Published:** 2010

Abstract: This paper aims to highlight the key features of cloud computing (a modern solution in these moments) and its benefits. Global market for cloud computing totals 15 billion this year and will reach over 26 billion USD in 2013. In Romania, its value is still very small - only cloud computing is an alternative this year, later than the United States, even in a dynamic field like IT. The first cloud service integrator in Romania is Appnor. Appnor integrates best business solutions based on cloud computing model.

Accession Number: WOS:000392594500016

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Record 223 of 236

Title: DATA MINING TECHNIQUES USED WITHIN THE SIX SIGMA OPTIMIZATION METHODOLOGY

Author(s): Lungu, I (Lungu, Ion); Andronie, M (Andronie, Mihai)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 122-127 **Published:** 2010

Abstract: Six Sigma is a methodology used to optimize both production and business processes having five stages: Define, Measure, Analyze, Improve and Control. Each stage usually uses statistical techniques to analyze the data available. Because modern data is complex and stored in large databases, the previous statistical techniques are not any more appropriate for such an analysis. For this reason data mining techniques become necessary and they can be used instead, bringing better performances.

This paper focuses on the use of data mining techniques instead of the statistical ones in all the five stages of the Six Sigma methodology.

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Record 224 of 236

Title: THE IMPACT OF GEOGRAPHIC, TECHNOLOGICAL AND LINGUISTIC PROXIMITY ON INTERNATIONAL KNOWLEDGE SPILLOVERS

Author(s): Maftai, A (Maftai, Anamaria)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 128-136 **Published:** 2010

Abstract: This paper reconsiders the localized nature of knowledge spillovers, arguing that geographic proximity per se is not a sufficient condition for innovation to occur. Using patent citations as a proxy for technological spillovers, we analyze knowledge diffusion patterns between the United States, Japan, Germany, Netherlands and Taiwan across six technological areas and we estimate a model of knowledge transmission that evaluates the impact of spatial distance, cognitive and linguistic proximity. The results provide considerable support that remoteness does not constrain knowledge spillovers when the cognitive distance between agents is small and when they share a similar language.

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Record 225 of 236

Title: BUSINESS STRATEGY THROUGH IT&C

Author(s): Mares, MD (Mares, Marius Daniel); Mares, V (Mares, Valerica); Ilincuta, LD (Ilincuta, Lucian Dorel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 137-143 **Published:** 2010

Abstract: Businesses will need to audit their data handling and security practices and get the right processes in place. Expect to see some major class actions by consumers against businesses that have had their data breached, stolen or lost. Search engines have spiders that are programmed to go through the Internet indexing key words into a database. Usually the algorithms are designed to focus on high quality links. Pay per - methods offer the possibility of complete control over clicks and revenues or costs, furthermore being very easy to analyze and changed on-the-fly in order to optimize.

By storing historical purchase data of individual customers, online food retailers remove this chore and allow consumers to spend more time on the more interesting aspects of shopping. The Internet has brought a greater transparency especially in terms of price, promotions, PR and new product development and release.

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Record 226 of 236

Title: STRATEGIC ECONOMIC DEVELOPMENT THROUGH OLD AND NEW TECHNOLOGY

Author(s): Mares, V (Mares, Valerica); Mares, MD (Mares, Marius Daniel)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 144-149 **Published:** 2010

Abstract: In the mortgage lending industry, customers are using the Internet to shop for information and compare rates, although only a tiny fraction of mortgages now originate on-line, where it is cheaper to process them. The Internet has enormous potential, now only beginning to be realized, for dispensing information to citizens less expensively and more accurately than telephone inquiries. Filing tax returns or applications for permits and licenses on-line, for example, cuts costs both to the government and to taxpayers.

One of the major features of the Internet revolution is its potential to make the whole economic system, more competitive by bringing many markets closer to the economists' textbook model of perfect competition, characterized by large numbers of buyers and sellers bidding in a market with perfect information. The results should be lower profit margins, more efficient production, and greater consumer satisfaction.

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Record 227 of 236

Title: MINIMIZE ECONOMIC CRISIS THROUGH DIGITAL ECONOMY

Author(s): Martin, FM (Martin, Florin-Marius); Stoica, E (Stoica, Eduard)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 150-153 **Published:** 2010

Abstract: The economic crisis has had and still has a strong impact on the economy and economic development. The effect is strongly felt by states in developing countries. A possible solution that could come and meet climate change effects related to business is considered the digital economy. This step of economic development and new business models make a positive impact on SMEs growth by increasing labour productivity, turnover, the competition, cooperation and enlarging markets. A first step in the development and progress towards a digital economy is the adoption of information and communication technology in business, industry target is the SMEs sector which is the main supporter of GDP.

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Record 228 of 236

Title: STRATEGIES FOR ENVIRONMENTAL PROTECTION AND RESOURCE MANAGEMENT IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

Author(s): Oprean, C (Oprean, Constantin); Vanu, MA (Vanu, Mihaela Alina); Bucur, A (Bucur, Amelia)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 154-163 **Published:** 2010

Abstract: It is a prerequisite for the economic situation of any country to evince a strong connection with sustainable development. Profit can only be obtained under decent circumstances, given the connection among the three components of sustainable development, i.e. economic, social and environmental. The strategies aimed at environmental protection and resource management are considered as a major objective for any manager. The aim of this paper is to set forth a theoretical approach to environmental protection strategies by means of promoting investment in photovoltaic panels, as well as providing a case study to justify this selection.

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Record 229 of 236

Title: LISBON AGENDA: AN EDUCATIONAL STRATEGY WITHOUT EDUCATION1

Author(s): Pana, MC (Pana, Marius-Cristian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 164-170 **Published:** 2010

Abstract: Growing educational resources is justified by the wrong presumption according to which bigger inputs mean necessarily improvements in the quality of educational services. Moreover, those effects will certainly correspond with the both individually and socially expected ones. These strategies fail mostly because of confusion between quantity and quality concerning educational output. I will try to emphasize the consequences of such fallacies by using two of the Lisbon Strategy's benchmarks. Considering the social and economic aftermaths, I will argue that controlling early school leavers' rate and the growing number of tertiary graduates are two important sources of fallacies.

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Record 230 of 236

Title: VERY-LARGE-DATASETS ORIENTED SOFTWARE MODULES

Author(s): Pavel, SL (Pavel, Sorin Lucian)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 171-177 **Published:** 2010

Abstract: The increasing development of large-datasets oriented software requires solid theoretical foundation, because they concern large number of users. "Large-datasets", means data of very high orders: $10(7)$ similar to $10(10)$ sets.

The paper points out and justifies the particularities of very large datasets oriented software, such as: data acquisition and dataset construction, datasets hoarding, datasets quality requirements and datasets selection and administration.

The paper offers a distributed architecture of this kind of applications that includes: the collection of datasets itself or the very large database, and specialized modules/units for: data acquisition, datasets homogenizing, datasets classification, datasets selection, datasets sorting, datasets clusterizing, datasets export.

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Record 231 of 236

Title: A STUDY ON THE RELATIONSHIP BETWEEN ICT AND INNOVATION IN EUROPE

Author(s): Preda, AM (Preda, Ana-Maria); Crisan, DA (Crisan, Daniela Alexandra); Potecea, O (Potecea, Olga)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 178-183 **Published:** 2010

Abstract: The abundance at all governmental levels of the initiatives aimed to support the innovation-based ICT was at the root of the present study which focuses on the relationship between Information and Communications Technology (ICT) and Innovation at country level. We have used two composite indicators, one for the Innovation performance - the "Summary Innovation Index"(SII) from the European Innovation Scoreboard (EIS) - and another for ICT - the "e-readiness" index assessed by the Economist Intelligence Unit (EIU) in cooperation with the IBM Institute for Business Value. The results represent a first step towards finding the best driving factors that can stimulate innovation.

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Record 232 of 236

Title: THE EFFICIENCY OF ONLINE BUSINESS - SOME STRATEGIES FOR INTERNET BUSINESS ENDURANCE

Author(s): Serbu, R (Serbu, Razvan); Danciu, A (Danciu, Aniela); Drob, C (Drob, Catalin)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 184-187 **Published:** 2010

Abstract: The interest that online business is taking advantage of, during these days, is growing in spite of nowadays economic circumstances. This may be an outcome of the economic crises, a moment in which the consumers have become first of all more careful about the prices and then the rest. The aim of this paper is to present the efficiency of online business and the research purpose is to underline some action that are essential for the e-business endurance during these time of crisis. In this paper we are trying to complete the picture, to identify new solutions and ways of rebalancing the economy which can be supported by the growth of e-business activities.

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Record 233 of 236

Title: MATHPRACTICE - USING TECHNOLOGY TO ENHANCE MATH LEARNING

Author(s): Stanica, JL (Stanica, Justina-Lavinia); Crisan, DA (Crisan, Daniela-Alexandra)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 188-194 **Published:** 2010

Abstract: The information and communication technologies use in education offers new ways of training and evaluation. However, there are many challenges in designing an online e-learning and e-assessment software with support for mathematics. Some of the issues of developing such a system are: how to improve the process of displaying mathematical content on the web, how to provide a better feedback mechanism for students and how to author and input new mathematical content. In developing the MathPractice system we tried to find solutions for some of these technical problems.

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Record 234 of 236

Title: INTEGRATED PRODUCTION PLANNING. APPLICATION TO VIRTUAL ORGANIZATION

Author(s): Todose, D (Todose, Daniela); Titan, E (Titan, Emilia); Serban, RR (Serban, R. Radu)

Book Group Author(s): Lucian Blaga Univ Sibiu

Source: ECONOMIC WORLD DESTINY: CRISIS AND GLOBALIZATION?, SECTION V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF ECONOMIC DEVELOPMENT **Pages:** 195-205 **Published:** 2010

Abstract: In this paper we searched for some production planning and scheduling problems to find algorithms for solving. We present some models and algorithms for the integrated production planning and scheduling, the Resource Constrained Project Scheduling Problem (RCPS), the Particle Swarm Optimization (PSO) model, some algorithms for determining maximal couplings with minimal arch length in the graph attached to an allocation problem, and determining the solution of Dirichlet's problem and the potential problem which appear in a task scheduling model. Also, we elaborated a model for the optimal selection of partners in a virtual organization.

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Record 235 of 236

Title: AUDITING AND REENGINEERING TWO-STAGE LEAST SQUARES
ECONOMETRIC APPLICATIONS

Author(s): Tomozei, C (Tomozei, Cosmin); Amancei, C (Amancei, Cristian)

Book Group Author(s): Lucian Blaga Univ Sibiu

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ECONOMIC DEVELOPMENT **Pages:** 206-214 **Published:** 2010

Abstract: The objective of this article is to reflect on the process of auditing and reengineering the two-stage least squares econometric software. We will also present a software application that has the role of determining the coefficients of a linear model, based on the ordinary least squares and the two-stage least squares regression analysis, which has been audited and reengineered in order to fulfil the objectives with a higher degree of accuracy.

By applying the appropriate development, auditing and reengineering strategies, costs are being considerably reduced and the level of efficiency is appreciably increasing.

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Record 236 of 236

Title: THE INTERNET OF THINGS FOR A NEW BUSINESS WORLD

Author(s): Zota, RD (Zota, Razvan Daniel); Timofte, CM (Timofte, Carmen Manuela);
Constantinescu, R (Constantinescu, Radu)

Book Group Author(s): Lucian Blaga Univ Sibiu

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V: ECONOMIC INFORMATION TECHNOLOGY IN THE AVANT-GARDE OF
ECONOMIC DEVELOPMENT **Pages:** 215-219 **Published:** 2010

Abstract: Nowadays the business models based on static information architectures begin to change in the way they start to link together different things, products or manufacturing processes in the so called "Internet of Things". Our own lives are changing rapidly and in the world of Internet of Things different sensors and actuators are embedded in physical objects, linked specially through wireless networks and often using the same network protocol (IP - Internet Protocol) to connect to the Internet. In this paper we present some characteristics and new business applications for what it is and what will become the Internet of Things.

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