
Record 1 of 45

Title: Global Strategy: the Case of Nissan Motor Company

Author(s): Toma, SG (Toma, Sorin-George); Marinescu, P (Marinescu, Paul)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 418-423 **DOI:** 10.1016/S2212-5671(13)00157-3 **Published:** 2013

Abstract: The concept of global strategy has become prominent in the international business and management literature in the 1980s. The aims of our paper are to render in brief the concept of global strategy and to highlight some of the main features of Nissan's strategy. Our paper contributes to a better understanding of the global strategy concept. and its desiping and implementation in the business corporate world. Further studies can be carried on in emphasizing the role played by global strategies in achieving high performance in a changing environment. (C) 2013 The Authors. Published by Elsevier B.V.

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Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

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Record 2 of 45

Title: Mutations in Romanian Agriculture after De-Collectivization and Privatization

Author(s): Tudor, V (Tudor, Valentina); Micu, MM (Micu, Marius Mihai); Temocico, G (Temocico, Georgeta)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 424-429 **DOI:** 10.1016/S2212-5671(13)00158-5 **Published:** 2013

Abstract: This paper aims at presenting mutations in agriculture occurred in the process of collectivization and privatization of it. In this paper we analyze the period 1990-2010 following: the dynamics of the use of the land by ownership, the dynamic structure of the value of agricultural production, the dynamic structure of the value of agricultural production and development park tractors and machinery on-farm ownership.

In the analyzed period is shown that mutations that occurred in the ownership of the land and other means of production and the system of relations between agriculture and other sectors of the economy have influenced the evolution of the structure of agricultural production after 1989, the share of livestock production in total agricultural production is reduced from 45.6% in 1989 to 31.7% in 2010, marking a downward trend in the livestock sector in agriculture, which peaked in 2004, when the share of production animal represent only 30.4%. (C) 2013 The Authors. Published by Elsevier B.V.

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Record 3 of 45

Title: Leadership - a Key Factor to a Succesful Organization - Part II

Author(s): Vacar, A (Vacar, Anca); Miricescu, D (Miricescu, Dan)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book Series:** Procedia Economics and Finance **Volume:** 6 **Pages:** 430-435 **DOI:** 10.1016/S2212-5671(13)00159-7 **Published:** 2013

Abstract: Leadership is the well-known and often discussed process nowadays of influence exerted by one person, accepted and followed by all, over the other factors (human resource) that he works with, in order to reach the organizational goals.

This research is the second part of a long cycle aimed to determine the knowledge and application of the leadership concept in the Romanian organizations considering the influences imposed by the external environment, often characterized by frequent changes. These changes may have positive or negative effects on organizations, and that is why organizations have to react fast in order to take advantage of opportunities and to protect from threats. We consider important for this research to determine the involvement of leadership in generating change among managers of Romanian organizations. (C) 2013 The Authors. Published by Elsevier B.V.

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Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 4 of 45

Title: The Wastewater - a Problem of Integrated Urban Water Management

Author(s): Iacob, VS (Iacob, Vladut-Severian)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book Series:** Procedia Economics and Finance **Volume:** 6 **Pages:** 436-443 **DOI:** 10.1016/S2212-5671(13)00160-3 **Published:** 2013

Abstract: In order to live the man uses various generating resources through waste products his work. Use of water resources causes many types of wastewater, depending on the type of household consumption, industrial or city. Integrated management of water resources represents practical ways in which sustainable development is achieved in the field of water, including wastewater management, and is also the responsibility of all interested parties: the state, local communities, users, operators and NGOs waters.

The present study shows the role and the importance of integrated management of urban water. The steps to be followed in establishing wastewater management are trying highlighting new trends in the field. (C) 2013 The Authors. Published by Elsevier B.V.

Accession Number: WOS:000396454100054

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

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Record 5 of 45

Title: The Value of Brand Equity

Author(s): Budac, C (Budac, Camelia); Baltador, L (Baltador, Lia)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book Series:** Procedia Economics and Finance **Volume:** 6 **Pages:** 444-448 **DOI:** 10.1016/S2212-5671(13)00161-5 **Published:** 2013

Abstract: This paper aims to be a brief presentation of brand equity as a provider of strategic advantages for companies that own brands. Successful management of a brand must be focused on values capitalization so that these attributes could represent a natural extension of general perception. The stated goal of any brand manager is to strengthen the brand values so that they may be easily recognizable and identifiable to the public. (C) 2013 The Authors. Published by Elsevier B.V.

Accession Number: WOS:000396454100055

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 6 of 45

Title: Applying Marketing Principles in the Field of Medical Services - an Ethical Challenge?

Author(s): Catoiu, I (Catoiu, Iacob); Geangu, IP (Geangu, Iuliana Petronela); Gardan, DA (Gardan, Daniel Adrian)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 449-456 **DOI:** 10.1016/S2212-5671(13)00162-7 **Published:** 2013

Abstract: Article propose in a synthetic and punctual manner, a debate fundamentally aimed on two research directions: to what extent the perception of doctors towards the use of marketing principles in the daily activities is in contradiction with their professional ethics and how it can be modelled the doctor-patient relationship by consistently integrating the principles of marketing in medical work. Authors propose a number of conclusions and suggestions from both scientific literature review and a qualitative research conducted on doctors in Bucharest dental offices. The research suggests that, fundamentally, doctors perceive their work as performing a medical act that exceeds the boundaries of a purely commercial prestation. From this point of view, the use of marketing mix in medical work is a challenge for marketers, being necessary emphasizing the specific social marketing component in the development of medical marketing strategies. (C) 2013 The Authors. Published by Elsevier B.V.

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Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 7 of 45

Title: The Consumer Resistance Behavior towards Innovation

Author(s): Cornescu, V (Cornescu, Viorel); Adam, CR (Adam, Cecilia-Roxana)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 457-465 **DOI:** 10.1016/S2212-5671(13)00163-9 **Published:** 2013

Abstract: The purpose of this work is to identify and analyze consumer resistance in order to understand this concept in the area of resistant behavior. The paper converges on studying the resistance to innovation from a theoretical perspective and to show it importance in innovation process. The paper concludes by describing the complexity of resistance to innovation, its forms and effects on the behavior of consumers and market. Although most authors focus their research on positive adoption decisions, this paper instead focus on developing insight into the relatively underdeveloped area of resistant behavior literature by presenting key concepts of resistance to innovation. (C) 2013 The Authors. Published by Elsevier B.V.

Accession Number: WOS:000396454100057

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Record 8 of 45

Title: Using Factor Analysis in Relationship Marketing

Author(s): Dumitrescu, L (Dumitrescu, Luigi); Tichindelean, M (Tichindelean, Mihai); Vinerean, S (Vinerean, Simona)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 466-475 **DOI:** 10.1016/S2212-5671(13)00164-0 **Published:** 2013

Abstract: The purpose of the paper is to present a detailed application of the factor analysis technique within the domain of relationship marketing. A comprehensive literature review is undertaken regarding the concept of customer loyalty an important variable of relationship marketing. Loyalty is defined by its two dimensions behavioral and attitudinal; the second dimension is understood through the three components of the human psyche: affective, cognitive and conative. Conative Loyalty is measured through four items which are statistically and semantically reduced to two items without a heavy loss of information. (C) 2013 The Authors. Published by Elsevier B.V.

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Record 9 of 45

Title: The Role of Information in Art Museum Communication Process

Author(s): Enasel, IO (Enasel, Iulia-Oana)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 476-481 **DOI:** 10.1016/S2212-5671(13)00165-2 **Published:** 2013

Abstract: The way that nowadays world is constantly changing influences both individuals and organizations. They have to act in an innovative, fast environment, pursuing their goals. The amount of information increases and it becomes difficult to filtrate and transform it. This is a conceptual paper, which aims at analysing art museums in nowadays society from a communication perspective. It starts out by describing how the museum institution managed to adapt during time and the way it modified under the action of innovation. It describes the needs and functions that such an institution has in society and corroborates them with the information sending process, offering scenario in which an elitist approach of the art museum and a leisure oriented approach can coexist. (C) 2013 The Authors. Published by Elsevier B.V.

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Record 10 of 45

Title: Marketing Research regarding the Usage of Online Social Networking Sites by High School Students

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

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 482-490 **DOI:** 10.1016/S2212-5671(13)001664 **Published:** 2013

Abstract: This paper aims to present the concept of online social networks (OSN) and its evolution in the world of business as well as several important advantages and disadvantages of using online social networking sites. We are presenting a quantitative research on the main reasons for using online networking sites by high schools students from the several counties of Romania. The authors will present the results of the research which underline: the main activities undertaken by students with this new

communication tool, the average number of friends the students have and the selection criteria for them as well as the influence level of OSN sites on the life and activity (school and private) of the students. (C) 2013 The Authors. Published by Elsevier B.V.

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Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 11 of 45

Title: Tourism Activity of Member States and Romania's Place within the First Five Years after EU Accession

Author(s): Harja, E (Harja, Eugenia); Stangaciu, OA (Stangaciu, Oana Ancuta)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 491-502 **DOI:** 10.1016/S2212-5671(13)00167-6 **Published:** 2013

Abstract: This paper is a brief statistical analysis of the evolution of tourism in the EU-27 in the first five years after Romania's accession. The analysis was based on official data published by Eurostat regarding the tourist accommodation capacity by categories, the number of arrivals and overnight stays of tourists and non-residents. I highlighted each time Romania's place within Member States, preferring graphics that are more suggestive than synthetic data tables. In conclusions I have highlighted the changes occurred in Romania, far from those expected after five years as a member of the European Union. (C) 2013 The Authors. Published by Elsevier B.V.

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Record 12 of 45

Title: Success and Goals: an Exploratory Research in Small Enterprises

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

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 503-511 **DOI:** 10.1016/S2212-5671(13)00168-8 **Published:** 2013

Abstract: Goals are important because they guide behaviour and influence performance level. This article aims to identify how small and medium sized enterprises define success, which are the goals that guide them and which factors influence the setting of these goals. Several factors related to the enterprise, not the entrepreneur, were tested. The results show that there is no association between company's goals and those factors - except for one particular type of ability, namely the marketing ability. This makes us believe that in small and medium sized enterprises, the entrepreneur has the most important role in setting the company's goals. (C) 2013 The Authors. Published by Elsevier B.V.

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Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 13 of 45

Title: Measuring Managers' Perception of Innovation in the Romanian Hospitality Industry

Author(s): Iorgulescu, MC (Iorgulescu, Maria-Cristina); Ravara, AS (Ravara, Anamaria Sidonia)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 512-522 **DOI:** 10.1016/S2212-5671(13)00169-X **Published:** 2013

Abstract: In the current economic environment, innovation is a common characteristic of both services and manufacturing enterprises. In the tourism sector innovation has become compulsory in the quest to achieve long term competitiveness. However, innovation is seldom assessed even after being integrated in the daily routine of tourism enterprises. The purpose of this article is to study the degree to which innovation is implemented in the Romanian hospitality industry by analyzing hotel managers' perception on various types of innovations. The results offer an image on how innovative the hospitality industry is and on how innovation is fostered and achieved. (C) 2013 The Authors. Published by Elsevier B.V.

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Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 14 of 45

Title: Towards to Sustainable Tourism - Framework, Activities and Dimensions

Author(s): Janusz, GK (Janusz, Grabara K.); Bajdor, P (Bajdor, Paula)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 523-529 **DOI:** 10.1016/S2212-5671.(13)00170-6 **Published:** 2013

Abstract: The tourism sector is most often associated with the attractive places worth to visit, sights to be seen or entertainment. In the general opinion, tourist sector does not have any negatives - it causes hundreds of tourists coming to the country who leave money, provide jobs and disseminate local space. On the other hand, heavy tourist traffic causes a significant damage, not only to the environment, which may lead to its degradation, but it also has a negative impact on the local community - for example, tourists bring a Coke or McDonalds', the things unknown for one region, for example and they can lead to tooth decay or obesity. Fortunately, for many years many attempts have been made to reduce or eliminate the negative impact of the tourism sector, with these attempts arose the term "sustainable tourism" meaning tourism not detrimental to the environment, and improving the living conditions of the tourist area and generating certain financial income. This article is completely describes what the "sustainable tourism" term is. (C) 2013 The Authors. Published by Elsevier B.V.

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Record 15 of 45

Title: Regional Tourism Development in Romania - Consistency with Policies and Strategies Developed at EU Level

Author(s): Nicula, V (Nicula, Virgil); Spanu, S (Spanu, Simona); Neagu, RE (Neagu, Roxana Elena)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 530-541 **DOI:** 10.1016/S2212-5671(13)00171-8 **Published:** 2013

Abstract: The national tourism development master plan for the period 2007-2026 focuses on tourism resources of the regions. The regional tourism development strategy

should have the opportunities and threats that are found in every county of the region as guide marks. Their identification leads to facilitate the implementation of tourism development strategy, the opportunity maximum use being the revival and growth ramp of tourist activities, preventing threats ensure the proper functioning of the implementation process. In this paper we analyzed a series of indicators of tourist movement in the eight development regions of Romania. (C) 2013 The Authors. Published by Elsevier B.V.

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Record 16 of 45

Title: Evolution of Tourist Accommodation Structures in Romanian's Developing Regions in the Context of New Challenges at European Level

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

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 542-549 **DOI:** 10.1016/S2212-567M3100172-X **Published:** 2013

Abstract: This paper analyzes the evolution of tourist structures with functions of tourist accommodation in the eight development regions of Romania. Given the financial crisis, the differences between regions in terms of tourism infrastructure have accentuated. Investments to modernize tourist infrastructure and resorts can certainly revive tourism in many regions, which in its turn can help the economic growth of the area. (C) 2013 The Authors. Published by Elsevier B.V.

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Record 17 of 45

Title: Flow Theory and Online Marketing Outcomes: a Critical Literature Review

Author(s): Obada, DR (Obada, Daniel Rares)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 550-561 **DOI:** 10.1016/S2212-567M3100173-1 **Published:** 2013

Abstract: The aim of this paper is to provide a critical review of flow theory - a psychological state - and its marketing outcomes in online environments. Despite the strong interest of researchers from various disciplines, adapting the flow theory to online environments has been problematic. Based on a careful examination of the literature, we identified conceptual challenges confronted when studying flow online. The paper further discusses some possible solutions for challenges and underlines the need for more studies in this research area. Finally, marketing outcomes of applying flow theory in online environment were examined. (C) 2013 The Authors. Published by Elsevier B.V.

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Record 18 of 45

Title: The Evolution of Entrepreneurship Activity Indicators in Two European Countries

Author(s): Popescu, NE (Popescu, Nelu Eugen)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 562-572 **DOI:** 10.1016/S2212-5671(13)00174-3 **Published:** 2013

Abstract: The aim of this paper is to present how the economic situation affected the evolution of the entrepreneurial activity in Romania and Hungary in the last few years including the in the post-crisis period. We will have a look at the attitudes, perceptions and aspiration towards entrepreneurship in Romania and Hungary and will briefly outline some of the similarities and differences between the indicators in these two European countries based on the GEM framework. The paper will provide a brief overview of some entrepreneurship related indicators and will be used for an future introductory analysis, which is meant to provide the basis for further investigation in order to thoroughly understand the connection between entrepreneurship and economic development. (C) 2013 The Authors. Published by Elsevier B.V.

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Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 19 of 45

Title: The Assessment of Perceived Service Quality of Public Health Care Services in Romania Using the SERVQUAL Scale

Author(s): Purcarea, VL (Purcarea, Victor Lorin); Gheorghe, LR (Gheorghe, Luliana Raluca); Petrescu, CM (Petrescu, Consuela Madalina)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 573-585 **DOI:** 10.1016/S2212-5671(13)00175-5 **Published:** 2013

Abstract: The objective of this paper is to explore the application of the original SERVQUAL scale in the context of public health care services in Romania. More specifically, we implemented the SERVQUAL scale in order to uncover whether it fits as the original version or adjustments should be done and to define the demographic profiles of health care consumers who use public services in Romania.

We have selected our sample respondents from a list of a gynaecological health care forum members, namely women from Bucharest who should have posted messages on the chosen forum no more than three months before the study was conducted and the messages should have comprised their experiences with certain physicians. The internal consistency, validity and reliability of the SERVQUAL scale were assessed with the Cronbach's alpha values and factor analysis. The perceived service quality was measured as the difference between perceptions and expectations known as the gap.

Results indicated that the biggest gap score was registered by the tangibles dimension followed by responsiveness dimension and reliability dimension. (C) 2013 The Authors. Published by Elsevier B.V.

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Record 20 of 45

Title: Dynamics of the Comparative Advantages in Romanian Exports Compared to the European Union

Author(s): Stangaciu, OA (Stangaciu, Oana Ancuta); Harja, E (Harja, Eugenia)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book Series:** Procedia Economics and Finance **Volume:** 6 **Pages:** 586-594 **DOI:** 10.1016/S2212-5671(13)00176-7 **Published:** 2013

Abstract: The main objective of this paper is to prove if the dynamics of the comparative advantages in Romania in the period of time 2000-2011 has any convergence potential and if the specialization of production capacities has suffered modifications. For the study of the comparative advantage dynamics in Romanian exports compared to the European Union in the period of time 2000-2011, we analysed the modifications in the structure of the sections included in the Combined Nomenclature for national exports and we calculated the Balassa and the Datum indexes. In order to emphasize the convergence and the stability in time of the export structure we used the econometric tools specific to the regression analysis. (C) 2013 The Authors. Published by Elsevier B.V.

Accession Number: WOS:000396454100070

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

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Record 21 of 45

Title: Estimating the Effect of Common Currencies on Trade: Blooming or Withering Roses?

Author(s): Miron, D (Miron, Dumitru); Miclaus, P (Miclaus, Paul); Vamvu, D (Vamvu, Danusia)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book Series:** Procedia Economics and Finance **Volume:** 6 **Pages:** 595-603 **DOI:** 10.1016/S2212-5671(13)00177-9 **Published:** 2013

Abstract: Using a gravity model and data on 182 countries worldwide, this paper estimates the effects of exchange rate volatility and currency unions on international trade for ten years spanning 1980 through 2010. We provide added confirmation and further strengthen the empirical findings in Rose (2000) prior to 1999, but we find a gradually diminishing Rose effect for the 2000-2010 period, when the Euro Zone is added to the currency union dummy. The rest of the coefficients generally comply in magnitude and sign with what is standard in the "gravity" literature. Our findings support a much stronger effect of a currency union on trade than the hypothetical effect of reducing exchange rate volatility to zero. (C) 2013 The Authors. Published by Elsevier B.V.

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Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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ISSN: 2212-5671

Record 22 of 45

Title: Trust in Romanian Fiscal Institutions from the point of view of Sustainability: A Case Study

Author(s): Banu, I (Banu, Ilie); Banu, IM (Banu, Ioana Madalina (Butiuc)); Popescu, M (Popescu, Marin)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book Series:** Procedia Economics and Finance **Volume:** 6 **Pages:** 604-608 **DOI:** 10.1016/S2212-5671(13)00178-0 **Published:** 2013

Abstract: Fiscal stability is one of the paramount demands of important foreign investors, as well as of all taxpayers. Fiscal stability is influenced by the level of trust in the fiscal system and in fiscal institutions. We conducted a study to determine the level of trust in the Romanian fiscal system, medium- and long-term, as well as in fiscal institutions. The recommendation that can be made after analysing the results is that the level of trust needs to be increased in order to obtain fiscal stability. The paper is also a contribution to the field of fiscal literature, mapping out some of the improvements needed with regard to the Fiscal Compact, as well as researching legal persons. Due to bias in fiscal institutions forecast, we totally agree with the idea of creating an independent european fiscal institution that provides its own budget forecasts, so that the deficits and debts will be measured the same. (C) 2013 The Authors. Published by Elsevier B.V.

Accession Number: WOS:000396454100072

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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ISSN: 2212-5671

Record 23 of 45

Title: Tax Elasticity Analysis in Romania: 2001-2012

Author(s): Bunesc, L (Bunesc, Liliana); Comaniciu, C (Comaniciu, Carmen)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 609-614 **DOI:** 10.1016/S2212-5671(13)00179-2 **Published:** 2013

Abstract: This paper contains an analysis of tax revenues sensitivity to changes in gross domestic product in Romania during 2001 - 2012, detailed by types of taxes. Static or dynamic analysis of tax elasticity in Romania is irrelevant without approaches of international comparison, namely at European level. It is relevant to compare the degree of fiscal flexibility in Romania with the average of the 27 European Union member states. Regarding Romania's position in Europe we noticed that elasticity of tax revenues is lower than the EU-27 average and the highest tax elasticity is recorded for consumption taxes. (C) 2013 The Authors. Published by Elsevier B.V.

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Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

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ISSN: 2212-5671

Record 24 of 45

Title: Taxation in Romania - Some Positive Aspects

Author(s): Comaniciu, C (Comaniciu, Carmen); Bunescu, L (Bunescu, Liliana)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 615-620 **DOI:** 10.1016/S2212-5671(13)00180-9 **Published:** 2013

Abstract: The field of taxation is often a subject of analysis, due to its importance for the formation and administration of public financial resources. By taking into account the local, national and international size of taxation, may be thus identified strengths, weaknesses, opportunities and threats. Although the taxation in Romania is often criticized both by taxpayers and by specialists, there is a progress in taxation field as a result of actions taken in forming and managing tiscal revenues. Without claiming an exhaustive approach, through this article we mention some positive aspects of Romanian taxation. We believe that these should be consolidated and continued. (C) 2013 The Authors. Published by Elsevier B.V.

Accession Number: WOS:000396454100074

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 25 of 45

Title: Banking Accounting Between Prudence and Flexibility

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

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 621-626 **DOI:** 10.1016/S2212-5671(13)00181-0 **Published:** 2013

Abstract: This paper is about the first year applying the International Financial Reporting Standards in Romanian banking accounting system. The research goal is revealing the effects on valuation of assets, liabilities or risks provisions. Expected results are linked to changing of performance indicators. Besides the need of specific resolution measures, the crises revealed the necessity to adopt prudential regulations for increasing banking accountability. Similar to the other segments of the financial market, the facts have shown that the control over the obeisance of these regulations should be entrusted to a supervising authority. (C) 2013 The Authors. Published by Elsevier B.V.

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Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 26 of 45

Title: Repercussions of Economic and Social Factors on Pension Systems

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

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 627-633 **DOI:** 10.1016/S2212-5671(13)00182-2 **Published:** 2013

Abstract: Economic and social developments in recent years have left serious marks on pension systems. As forecasts for the following period are bleak, the need for uniting the efforts of public authorities with those of the business environment, research institutes and the academic community in order to identify viable solutions for both the present and the future, becomes increasingly obvious. Together they can identify remedies and contribute to the popularization of a problem whose consequences, once known, can be counteracted.

The paper drafted, by studying the literature, confronts a number of common issues faced by pension systems in the current period and emphasizes the possibility of passing them on to the future, but with much more severe consequences. (C) 2013 The Authors. Published by Elsevier B.V.

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Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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ISSN: 2212-5671

Record 27 of 45

Title: Leveraging and Deleveraging: Pluses and Minuses

Author(s): Ilie, L (Ilie, Livia); Olaru, R (Olaru, Roxana)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 634-644 **DOI:** 10.1016/S2212-5671(13)00183-4 **Published:** 2013

Abstract: As in physics, leverage is an amplifier. In business, the leverage is amplifying the losses or the gains. In good times, leverage is good, it is busting the gains, it supports economic growth. Companies and governments are using leverage at large scale. In had times, it is busting the losses. Companies and governments will have to deleverage. This paper aims to present in brief the concepts of leveraging and deleveraging, to explain why companies, banks and governments are using the leverage, and

what are the consequences of using it? The high degree of leverage is one cause of a financial crisis and therefore deleveraging is usually following a financial crisis. We will address the issues of leverage and deleverage both on micro and macro level. Deleveraging entails not only risks, but also opportunities, notably the chance to strengthen financial stability. The opportunities at both macro and micro levels are more likely to materialize if the deleveraging process unfolds in an orderly manner and not in the context of increased stress and risk aversion. (C) 2013 The Authors. Published by Elsevier B.V.

Accession Number: WOS:000396454100077

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

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ISSN: 2212-5671

Record 28 of 45

Title: The Analysis on the Cyclical Behaviour of Fiscal Policy in the EU Member States

Author(s): Mesea, OE (Mesea, Oana Elena)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 645-653 **DOI:** 10.1016/S2212-5671(13)00184-6 **Published:** 2013

Abstract: This paper deals with the topic of cyclicity of fiscal policy. The main purpose of this paper is to determine the cyclical behaviour of fiscal policy in the EU member states, using historical time series for all the European countries during the period between 1995-2011. The results pointed out that the procyclical fiscal policies are a feature of developing countries and the countercyclical and acyclical fiscal policies are a feature of developed countries. (C) 2013 The Authors. Published by Elsevier B.V.

Accession Number: WOS:000396454100078

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

Conference Location: Sibiu, ROMANIA

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ISSN: 2212-5671

Record 29 of 45

Title: The Analysis of the Relationship Between the Level of the Public Expenditure for Investments and the Degree of Development of the Society in Romania

Author(s): Mihaiu, DM (Mihaiu, Diana Marieta); Opreana, A (Opreana, Alin)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 654-661 **DOI:** 10.1016/S2212-5671(13)00185-8 **Published:** 2013

Abstract: Public expenditure for development have a decisive role in Romania in the economic recovery of the country, in a first step, but at the same time taking into account the EIT's objectives. Romania during 2000-2010 had the largest public investment expenditures across European countries as a share of GDP, and in 2011 was ranked second after Poland. But while the share of GDP allocated to public investment in Romania is above the average of EU countries, in the economy these expenditures have been seen too little. Looking at Lisbon Index score, which tracks the performance of member countries to achieve the objectives of the current Lisbon strategy, one can notice that Romania is on the penultimate position, being preceded only by Bulgaria. The explanation for this poor performance in achieving the objectives of development comes from the lack of efficiency with which public money was used in financing investment projects and the low absorption rate of EU funds; Romania records in 2013 a rate of absorption of structural and cohesion funds of only 13.05%, the lowest among CEE countries. (C) 2013 The Authors. Published by Elsevier B.V.

Accession Number: WOS:000396454100079

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

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Record 30 of 45

Title: Competition Policy and the Economic Crisis. European Union Case Study

Author(s): Mosteanu, T (Mosteanu, Tatiana); Romano, OM (Romano, Oana Maria)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 662-667 **DOI:** 10.1016/S2212-5671(13)00186-X **Published:** 2013

Abstract: Competition enforcement agencies and competition policy itself face particular challenges arising from the crisis. In the last decades we have witnessed the continuous enhancement of the competition policy role, but analyzing competition policy effectiveness appears even more important now, because of the impact that competition policy effectiveness has on economic development and, in the current economic climate, on the economic recovery process. The purpose of our research is to study the effectiveness of competition policy during crisis and its role as a tool to revive the economy using data at European Union level. (C) 2013 The Authors. Published by Elsevier B.V.

Accession Number: WOS:000396454100080

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

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Record 31 of 45

Title: Some Aspects Concerning the Measurement of Credit Risk

Author(s): Nicula, I (Nicula, Ileana)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 668-674 **DOI:** 10.1016/S2212-5671(13)00187-1 **Published:** 2013

Abstract: The paperwork outlines the importance of risk management within financial institutions and focuses on the credit risk, given that the statistics have revealed that the overwhelming majority of the banks' bankruptcies are caused by the credit operations. Therefore the paper concentrates on, what the author thinks to be the hub of the quantitative and qualitative models, the scoring/rating models, considered to be the common denominator of them. The risk modelling processes deployed by every entity should be continuously backed up by the rational judgements. The improvement of the risk modelling and of the framework of the rational judgements brings added value in the financial institutions operations.

Accession Number: WOS:000396454100081

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

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Record 32 of 45

Title: The Speed of Incorporating Information into Prices

Author(s): Oprean, C (Oprean, Camelia); Tanasescu, C (Tanasescu, Cristina)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 675-682 **DOI:** 10.1016/S2212-5671(13)00188-3 **Published:** 2013

Abstract: To determine the speed of adjusting asset prices to the latest market information, investors usually resort to semi-strong form efficiency tests. Semi-strong form efficiency is based on the assumption that stock prices adjust rapidly as a result of new public information. The objective of the event study conducted in this paper was to examine whether new information is incorporated into the share price in a single price change after its public distribution. We analyzed the price behaviour of companies listed under Category I of the Bucharest Stock Exchange around events such as interim result announcements between June and November 2012.

Accession Number: WOS:000396454100082

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

Conference Location: Sibiu, ROMANIA

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Record 33 of 45

Title: Chinese Currency Internationalization = Present and Expectations

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

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 683-687 **DOI:** 10.1016/S2212-5671(13)0(1189-5) **Published:** 2013

Abstract: The paper reveals the growing importance of the Chinese currency (yuan/renminbi) in the international monetary system through its prospects as a possible alternative to the US dollar and euro or as part of a multipolar international monetary system that emerges. Even if the internationalization of the China' currency has progressed, the yuan/renminbi is far from what it represents an international currency, playing a modest role in the global economy.

Accession Number: WOS:000396454100083

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

Conference Location: Sibiu, ROMANIA

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Record 34 of 45

Title: Internal Public Audit in the Financial Crisis Context

Author(s): Otetea, A (Otetea, Alexandra (Vasile)); Tita, CM (Tita, Cristina Maria (Batusaru)); Aristotel, UM (Aristotel, Ungureanu Mihai)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 688-693 **DOI:** 10.1016/S2212-5671(13)00190-1 **Published:** 2013

Abstract: The financial crisis effects have left their mark on the area of internal audit, but the attention on the responsibility that internal auditors could have in preventing the onset of such a crisis is quite low. Audit plays a vital role in the entities functioning by contributing to economic credibility. In this paper we have presented the role and objectives of internal audit, the organization and activity of internal audit in local government in Romania, the outsourced system and how it helped in preventing and/or managing the economic downturn.

Accession Number: WOS:000396454100084

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 35 of 45

Title: Internal Audit versus Internal Control and Coaching

Author(s): Daniela, P (Daniela, Petrascu); Attila, T (Attila, Tamas)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book Series:** Procedia Economics and Finance **Volume:** 6 **Pages:** 694-702 **DOI:** 10.1016/S2212-5671(13)00191-3 **Published:** 2013

Abstract: This article is not intended only as a brief parallel between internal audit and internal control but it aims to point their importance for any economic entity and moreover to point the benefits it may provide. Based on the assumption that internal audit does not mean control and the auditors are no adversaries to an entity, it is well known that internal audit is a management assistance tool, allowing the decision makers in an entity to better manage its activities; it assesses all management resolutions meant to ensure their normal and efficient operation, and not lastly it creates added value.

Accession Number: WOS:000396454100085

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 36 of 45

Title: Analysing the Financial Soundness of the Commercial Banks in Romania: An Approach Based on the Camels Framework

Author(s): Ramon, A (Ramon, Angela); Sargu, AC (Sargu, Alina Camelia)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book Series:** Procedia Economics and Finance **Volume:** 6 **Pages:** 703-712 **DOI:** 10.1016/S2212-5671(13)00192-5 **Published:** 2013

Abstract: The Romanian banking system has undergone through tremendous changes in the last decade, its financial soundness and performance being paramount in the achievement of a stable and sustainable economic growth. Thus, the aim of our research is to comparatively analyse the financial soundness of the commercial banks that operate in Romania. In order to achieve this we have used one of the most popular methods for the analysis of the financial soundness of banks, namely the CAMELS framework. The obtained results highlight the strengths and the vulnerabilities of the analysed banks, underlining the need to strengthen the concerns of the decision makers from banks to improve and increase their soundness.

Accession Number: WOS:000396454100086

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

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Record 37 of 45

Title: Financial Reporting for SMEs - Past and Perspectives

Author(s): Sava, R (Sava, Raluca); Marza, B (Marza, Bogdan); Esanu, N (Esanu, Nicolae)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book Series:** Procedia Economics and Finance **Volume:** 6 **Pages:** 713-718 **DOI:** 10.1016/S2212-5671(13)00193-7 **Published:** 2013

Abstract: Small and medium-sized enterprises (SMEs) have an important position in the world wide economy. The accounting information provided by them must have the same role. The paper aims to highlight having at basis the research of papers problems connected by IFRS for the SMS within the European plan and in Romania too and the efforts that must be made for the bettering of financial communication at this level.

Accession Number: WOS:000396454100087

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 38 of 45

Title: Banking Risk Management - RCB Strategy

Author(s): Tileaga, C (Tileaga, Cosmin); Nitu, O (Nitu, Oana); Nitu, CV (Nitu, Claudiu Valentin)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 719-723 **DOI:** 10.1016/S2212-5671(13)00194-9 **Published:** 2013

Abstract: Risk can have a significant impact on a credit institution, both as an influence that is felt in recorded direct losses, and an influence whose effects are felt on customers, staff, business partners and even the bank authority. Banking risks are those risks that banks face in implementing current operations and not only specific risks of traditional banking. Bank risk is the degree of loss suffered by a bank where the counterparty (the client) bankrupts without being able to pay its obligations to the bank. Given the experience, banks agree that the most important cause of losses was the excessive concentration of risk on a customer, industry or economic sector, a country. It is imperative that a respecting bank strategy is to include programs and procedures regarding the management of banking risks in order to minimize the likelihood that potential exposure risks to affect the Bank.

Accession Number: WOS:000396454100088

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

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Record 39 of 45

Title: Operational Programmes - Tools to Combat Economic Crisis

Author(s): Tita, CM (Tita, Cristina Maria (Batusaru)); Otetea, A (Otetea, Alexandra (Vasile)); Ungureanu, MA (Ungureanu, Mihai Aristotel)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 724-731 **DOI:** 10.1016/S2212-5671(13)00195-0 **Published:** 2013

Abstract: This paper aims to present the state of implementation of operational programs 2007-2013 co-financed with structural instruments, to determine the level of absorption of these funds and the achievement of the strategic objectives set by European and national documents. The purpose of this analysis is to identify weaknesses and strengths that Romania has in this area and how it is likely to increase the success of absorption rate of EU funds. All these aspects are very important, as structural funds are considered an important tool in combating the effects of the financial crisis on the Romanian economy.

Accession Number: WOS:000396454100089

Conference Title: 20th International Economic Conference of Sibiu - Post Crisis Economy - Challenges and Opportunities (IECS)

Conference Date: MAY 17-18, 2013

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Record 40 of 45

Title: Using Search Algorithms for Modeling Economic Processes

Author(s): Cristescu, MP (Cristescu, Marian Pompiliu); Stoica, EA (Stoica, Eduard Alexandru); Ciovetica, L (Ciovetica, Laurentiu)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 732-737 **DOI:** 10.1016/S2212-5671(13)00196-2 **Published:** 2013

Abstract: Economic issues are placed in formal practice, when is desired a modelling of the economic process, a manufacturing process, a device, etc.. Each share of that economic process is denoted by a, b, c, d, these actions with defined time periods and action pairs are formed strings of the form, ab * cab * be..., ab, bb, he. so for them there are no other restrictions. If the graph is viewed as a system image, nodes representing components, then an immediate interpretation of an arc (xi, xj) arc the component xi that is said to directly influence component xj. if nodes have the significance of possible states of a system when a spring (x.i.xj) means that, the system can jump from state xi in xj state. In this paper, we present an algorithm that aims to find all roads in a directed graph with a finite number of nodes.

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Record 41 of 45

Title: Analysis of Relationship between Net Wage and Consumer Price Index

Author(s): Dolca, L (Dolca, Loan); Nicolov, M (Nicolov, Mirela)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 738-747 **Published:** 2013

Abstract: In the present paper is presented an econometric analysis of the relationship between net salary and consumer price index. After a brief historical overview will be review the calculating statistics for selected variables and coefficients and will be presented the obtained values. We will study the relationship between variables. It will be realized the cloud of points and will be applied Fisher test. The intensity of selected variables will be study too and some forms of relationship between the two chose variables will be done. Student test is applied. It will be performed the parameter estimation for regression functions and Akaike's criterion will be applied. The homoscedasticity assumptions, graphical method. Durbin-Watson test will be applied. All econometric study will is done using the software E-View 4.

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Record 42 of 45

Title: Implication of Human Capital in the Development of SMEs through the ICT Adoption

Author(s): Martin, FM (Martin, Florin Marius); Ciovetica, L (Ciovetica, Laurentiu); Cristescu, MP (Cristescu, Marian Pompiliu)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 748-753 **Published:** 2013

Abstract: ICT adoption in SMEs and the attraction of benefits from use of these technologies remains a key point in their,development. For an enterprise to take part in the digital economy must have a defined basis for innovative adopting, meaning a premise for the development of ICT infrastructure. Given that firms are not a self-driven machinery, human capital is a major factor of influence in enterprise digitization. Considering this, in this paper will analyze the effects generated by human capital on the

level of ICT adoption in SMEs in Romania.

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Record 43 of 45

Title: Modelling European Public Finance and Support for RDI Sector

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

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 754-759 **Published:** 2013

Abstract: In the present paper is introduced an econophysics model for the public finance and support in the European RDI sector, especially for EU15 respectively EU25.

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Record 44 of 45

Title: A Novel Model for E-Business and E-Government Processes on Social Media

Author(s): Stoica, EA (Stoica, Eduard Alexandru); Pitic, AG (Pitic, Antoniu Gabriel); Mihaescu, L (Mihaescu, Liviu)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 760-769 **Published:** 2013

Abstract: The global digital economy tends to grow up through the adoption of key technologies, mobility, cloud computing, data mining, artificial intelligence or the extension of social environments. These influences turns up the economy and give rise to new tendencies for obtaining the value. The e-business and e-government strategy is not an easy to organize, although in terms of a fundamental strategy of e-business will be led by the super-expansion of the market. For this reason, the aim of this study is to demonstrate the implications that social media has in the development of electronic business (e-business) and to provide, through a mode, a viable solution to companies or even Governments. We defined a formal setting and have proposed a suite of software architectures with which we can obtain data entry in e-Governance models, that are exemplified in a case study.

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Record 45 of 45

Title: An Analysis of the Romanian Internet Banking Market from the Perspective of Cloud Computing Services

Author(s): Fratila, LA (Fratila, Lucian Alexandru); Zota, RD (Zota, Razvan Daniel); Constantinescu, R (Constantinescu, Radu)

Edited by: Marginean S; Mihaescu L; Grabara J; Stoica E

Source: INTERNATIONAL ECONOMIC CONFERENCE OF SIBIU 2013 POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES, IECS 2013 **Book**

Series: Procedia Economics and Finance **Volume:** 6 **Pages:** 770-775 **Published:** 2013

Abstract: The Internet banking today is not something new anymore; all the banks in the Romanian market (and not only) are offering different forms of Internet banking which is ultimately a service in the cloud. In terms of cloud computing, Internet banking represents SaaS for the users, an application which uses Internet for making payments, viewing information, making deposits and so on. In this paper we briefly analyse the Romanian Internet banking market and compare some of the most popular Internet banking platforms. We will also draw some conclusions about this market in the context of the new Cloud computing delivery models.

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