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Volume I – Section 1 GENERAL ECONOMIC THEORY

1. KNOWLEDGE BASED ECONOMY AND THE UNEQUAL ACCESS TO INFORMATION

Viorel CORNESCU, Elena DRUICA, University of Bucharest

Abstract: Profound changes our society faces upon the century's beginning forecast the occurrence and enforcement of a new economy type - the knowledge based economy. Such refers to the fundamental swift from the economy grounded mainly on physical resources to the economy grounded mainly on knowledge. The engine of the new economy is ICT, opening a revolutionary perspective over the way in which the economy functions and valuing the best in the human society - human's creative thinking. Under such circumstances people's unrestricted and equal access to information and knowledge becomes an obvious need and a condition for the social progress. Reality however emphasizes the inequality in the access to information, both within a country and between countries, having unfavorable effects over the economy as a whole, as well as over the life conditions of certain social categories which most times are quite large. The fight against digital divide imposes multiple actions of economical, educational, psycho-social nature etc, the mixing of the market mechanisms with coherent governmental policies. The present paper pursuits to an analysis of the correlation between the economic growth and digital divide on one hand, and a discussion on the need and possibilities for attenuating and eliminating the unequal access to information, on the other hand.

Keywords: knowledge, information, growth

2. THE ECO-ECONOMIC APPROACH - A PREMISES FOR DURABILITY WITHIN A GLOBALISED WORLD

Florina BRAN, Academy of Economic Studies from Bucharest

Abstract: Sustainable development could be assumed as a social desire, since international and regional summits arranged their agenda against the general requests enounced in 1987 by Gro Harlem Bruntland. Our paper aims to enlighten some features of the human- environment relation in order to better understand the changes that are expected from different social and economic sectors. Actually we are debating the reasons of the society's environmental behavior considering biological and spiritual features of the human personality. Meanwhile it is explored the time dimension, answering the question of why our generation is in the position of solving environmental problems and has the responsibility of handing a sustainable world to the ones to come. Finally, there are discussed the challenges brought by the overlapping of ecology on economy.

Keywords: environment, sustainability, economy, ecology

3. FROM REGULATION TO DEREGULATION AND SELF REGULATION IN THE SERVICES SECTOR

Maria IONCICA, Eva-Cristina PETRESCU, Diana IONCICA, Academy of Economic Studies from Bucharest

Abstract: In the first half of the 20th century a fairly high degree of state intervention could be noticed in the services sector, especially by means of regulations justified by economists and politicians through the imperfections of competition in the sector.

Particularly starting with the 70s and 80s, the trend in the organization and functioning of services, both private and public ones, verges toward deregulation and self-regulation - important aspects of the liberalization of services production and circulation.

Self-regulation in the services sector and, in some cases, even state regulation is necessary mainly for ensuring the quality of services and consumer protection against low-quality services.

On the other hand, the liberalization of services production and circulation leads to higher domestic and international competition among service suppliers, an increase in competition having benefic effects both economically and socially.

Keywords: regulation, deregulation, self-regulation, services, quality

4. OPINIONS CONCERNING RECONSIDERATION OF THE "LABOUR FORCE" CONCEPT

Constantin ROSCA, Doina ROSCA, University of Craiova

Abstract: The economic and social development is followed by a multitude of conceptions that not only govern but also support the process of permanent changing within all the activity domains. The economic activities, just like the human society in general, are in a process of changing, more or less accelerated, based on a series of theories on the role, importance and place of different development factors. Thus, there have been issued different conceptions on the human factor working in an enterprise; they reflect various ways of organization and functioning of the human groups within social and economic organizations and thus represent the basis of different ways of combining classic production factors (nature, work and capital) with neo-classic ones as well (technology, information, managerial capacity and so on).

Any theory deals with concepts and terms expressing the fundamental logical frame that reflects the essential, necessary and general features of a certain class of objects as well as the general, basic and elementary principles belonging to the respective theory domain. Similarly, the theories on the human factor working in an enterprise use a series of terms and syntagma such as *labour force*, *human resources*, *human capital*, each of them reflecting a certain content and having a certain significance given to the one and the same production factor during different stages of the enterprise evolution.

Keywords: change, development, labour force, human resources, human capital

5. THE NEW ECONOMY AND THE SOCIETY BASED ON KNOWLEDGE

Mirela MINICA, University „Eftimie Murgu” of Reșița

Abstract: The informational society where the humanity is irreversibly framed is defined as a society of knowledge and, in the same time, as a society of the organizations.

For organizations, settling up on knowledge means the reach of the phase of full maturity, concordantly with the essence of the informational society to whom it belongs. The processes generically designated in the function of such organizations are the innovation (new knowledge creation), learning (new knowledge assimilation) and partnership interactivity concerning the learning. The aim of the present paper, also reflected in its own structure, consists in the synthetically presentation of the main characteristics of the organizations based on knowledge, both on conceptual coordinates and in the present international context, as well as the emphasize, for Romania, of the term of organization based on knowledge and concrete ways for its operation.

Keywords: information, knowledge, organization

6. SOCIO ECONOMIC MODELS FOR ORGANIZATION OF AGRICOL EXPLOITATION BASED ON SUSTAINABLE DEVELOPMENT

Carmen RADULESCU, Academy of Economic Studies from Bucharest

Abstract: Sustainable agriculture is some of the greatest challenges in order to establish a good relation with environment because both it involves a strong dependence to environment, and is located in the environment, on large surface. In this context, a organization of the farm is required, but envisaging a future with a lot of unknown issue, this action cannot be done unless some provision are made. In order too find out to manage a sustainable farm, we drew down some models that consider four components: crap rotation, agricultural technologies, economic performance and social issues. Finally, the paper drew down some conclusions in terms of objectives that will be fulfilled using the sustainable model of farm management.

Keywords: agriculture, sustainability, environment, farm management

7. ECOLOGICAL AND SOCIAL PROBLEMS REGARDING THE AGRICULTURE IN RELATION WITH ECONOMIC ENVIRONMENT OF AGRICULTURAL EXPLOITATIONS

Ioan ILDIKO, Academy of Economic Studies from Bucharest

Abstract: Sustainable development brings us into a framework with extinct values. Here, the "unique thing", as a result of a natural process or of a cultural evolution of some ancient communities, becomes something very precious and for its custody we must do everything to keep it. The new values are promoted in the utility domain, in the economic value. Even if this thing will reveal only half of its value, they will be lost forever, so they won't exist anymore, and the society will be poor and also won't be able to benefit of their potential.

Keywords: sustainability, development, agriculture

8. RURAL TOURISM - ONE OF THE DEVELOPMENT SOLUTIONS FOR THE ENTIRE COUNTRYSIDE

Rodica - Manuela GOGONEA, Cătălin HUIDUMAC, Academy of Economic Studies from Bucharest, Radu DESPA, Romanian American University

Abstract: The process of globalization and of lasting tourism's development aims at the touristic activities placed under the influence of ecology and of reasonable use of resources.

The rural tourist offer is in fact identified with the rural tourist product, which at present is in ever greater demand on the tourist market. Detailed preparation activities of this type of offers, at all levels, can be turned into practice only by means of a functional, local and global management in conditions of observing lasting development principles.

Research programs and projects should be placed according to domains of biotechnology, ecological and sociological economy and culture; priority holds the preservation of riches and patrimony diversity by protecting traditions and forms of expressing connections in the area of consolidating cultural identities of the population and stimulating associative life.

At a nationwide level it is necessary to apply a rural development policy, capable of stimulating the efforts undertaken to bring Romanian villages out of their isolation, to establish regulations allowing for their use, as well as to create institutions functioning with the same purpose in view, and last but not least, to secure the existence of funds appropriated for the desired purpose.

Keywords: rural tourism, tradition, cultural identity, policy

9. THE SYSTEM OF INDICATORS AND THE TOURISM'S MEASUREMENT

Rodica - Manuela GOGONEA, Academy of Economic Studies from Bucharest

Abstract: In the lasting development view, tourism has the essential role of observing and promoting society's general objectives. In this way it can be substantiated the balance between the touristic activities and the ones concerning the lasting development.

The tourism's measurement, implicitly of the one belonging to the social-economic process, in consideration of the lasting development, supposes the approach and application of principles and methods which constitute the formation and using base of an almost complete set of indicators.

The system of indicators that must converge in an almost complete set has been analyzed by the OCDE forum which considers that their efficiency is higher if the information source is wider and diversified.

Keywords: tourism, lasting development, indicators, efficiency

10. THE EVOLUTION OF TOURIST ARRIVALS OF THE BARSĂ LAND (1998 - 2005)

Marian ZAHARIA, Romanian American University

Abstract: Regional tourism sustainable development in Țara Bârsei includes, on the one hand, outlining any opportunities of exploiting existing tourism components in the area, and on the other hand applying a management model that would pervade all components of a tourism market adapted to international demands and requirements.

Tourism activity fluctuations in Țara Bârsei can be emphasized by using the main tourism flow quantifying indicators: number of accommodated tourists and number of recorded night stays in hospitality structures. The evolution of the number of tourists somewhat follows that of tourism offer indicators, in the sense of recording an overall increase following a period of upward and downward trends from 1989 till 2002.

Structural mutations in tourist arrivals distribution per main types of hospitality structures, in the sense of a decrease in the percentage of tourist arrivals in hospitality structures such as hotels, lodges, camps, have seen attempts at mitigation by increases in the case of other types of tourism units.

The parable evolution trend of the number of tourist arrivals in the area has also been confirmed by calculating these indicators: absolute and relative changes, together with determining dynamics indicators.

Drawing up and applying a management model can only be accomplished provided that one aims at the results of a study regarding tourism flows in Țara Bârsei. Currently, this study can only be performed based on data from Brașov County Statistics Department.

Keywords: tourism, sustainable development, management

11. ADJUSTMENT MANAGEMENT WITHIN UTILITY PROVIDING COMPANIES

Ioana ZAHEU, Marian ZAHARIA, Romanian-American University

Abstract: A certain existing organizational structure will not always and necessarily be something so bad in itself, but its altering gets a certain vital significance. Adjusting an organizational culture takes time and shall only be carried out when it is necessary. Old practices are very often outdated and, within the competitive business environment, this would negatively affect the organization and that is why the continuous adjusting by the latest requirements related to the most recent organizational structures becomes a must.

Keywords: business, utility, structure, organization

12. THE ANALYSIS OF THE ROMANIAN AGRICULTURAL EMPLOYMENT AND OF THE WORK PRODUCTIVITY

Olivia HOTEL, Spiru Haret University of Constanta

Abstract: This paper represent an analysis of the agricultural employment in Romania from 1989 till now. Although Romania has joined EU recently, it still has to face the problem of the high procent of agricultural employment, about 30% unlike other countries in EU where the averaje in about 3%.

Keywords: agriculture, employment, work productivity

13. THE EVOLUTION OF LABOUR PRODUCTIVITY IN ROMANIA AT THE BEGINNING OF THE MILLENIUM, AND ITS INFLUENCE ON COMPETITIVENESS

Laurentiu Constantin DRAGOMIR, University of Craiova

Abstract: During the actual stage, especially after our country's accession to the EU, competitiveness is a major feature of Romania's economic capability to confront with market pressures on the European market.

This paper presents a central indicator used for the analysis of the competitiveness degree of any economy - labor productivity, an if this is compared to the labor force cost per unit, then we can obtain a series of information concerning the efficiency of firms' economic activity and the effects on the national economy as a whole.

Keywords: labour productivity, competitiveness, efficiency

14. A NEW WAY OF APPROACHING THE ROMANIAN INDUSTRIAL POLICY - THE ASSERTION OF THE ECONOMIC CLUSTERS

Laurentiu Constantin DRAGOMIR, University of Craiova

Abstract: Although there were a series of studies and analysis which showed the strong, positive correlation between the success of the economic development of a region or country and the concentration of competitive businesses and industries in some geographical areas, most of the researches concerning the competitiveness of the businesses did not play a major role relating to the geographic location.

In the past years, the problem of the industrial policy underwent a series of important changes. Nowadays, one starts from the point of understanding the industrial connections in a narrow sense (referring only to the so-called industrial activity) and in a technic - economical sense (referring to the input-output evaluations between the sectors) to the understanding in a broad sense from an international perspective referring to that branch of economic activity that faces the competition.

Keywords: analysis, industrial policy, competitiveness, change

15. LEMONS PROBLEM ON DIFFERENT MARKETS

Anca BRATU, Alexandru TRIFU, University of Bucharest

Abstract: The present work wants to present the concept of the Lemons Problem. The term first appeared around 1960 in a Volkswagen advertise, where they said that "specialists analyze, test the brand new car before they put it on the market, "We pluck the lemons; you get the plums", but the Lemon Problem theory is known form G. Akerlof's 1970 paper. His example was regarding the market for used cars.

In time the lemons problem „was spotted" in other markets. We presented some of the markets where the concept was spotted.

Keywords: lemons problem, market, used cars

16. DETERMINANTS OF ECONOMIC GROWTH, AN EMPIRICAL ANALYSIS

Dan CATANET, Academy of Economics Studies from Bucharest

Abstract: Using the general framework developed by Barro on a panel data for more than 150 countries with observations computed 5 years, 10 years, 20 years, 40 years period, and annually, during 1961-2000, we found that economic growth is positively correlated with a higher level of health and education, and an increase in: savings, openness of the economy, development of the financial system, capital formation, FDI, and real interest rate. Therewith economic growth is negatively correlated with a higher level of GDP per capita, and an increase in: government consumption, inflation rate, budget deficit, fertility and population growth, unemployment, and current account deficit. In the analyses of economic growth on different ways of computing the observations the most appropriate one is on 5 years time period because is diminishing the influences of short term fluctuation and encompass the dynamics of growth and its determinants.

Keywords: economic growth, growth dynamics, determinants

17. ECONOMIC GROWTH IN WORLD ECONOMIES

Dan CATANET, Academy of Economics Studies from Bucharest

Abstract: Economic growth rates vary dramatically across countries over long period of time creating big differences in the standard of living per capita of its residents. Although the annual growth of per capita GDP in the world wide economies was about 2.0% during 1961-2001, which correspond to an increase of 2.4 times for per capita GDP, some economies has raised their GDP for more than 10 times, and others have decreased their per capita GDP to a half from their initial level in 1961.

The difference between Botswana one the most growing economy and Niger one of the slowest growing economies during 1961 and 2005 was more than 20 times. These mean is very important for any nation to pay a close attention to this issue in their short, medium and long term strategies.

Keywords: economy, economic growth, strategy

18. MORALITY AND ECONOMY. CORRUPTION, CONTRACTS AND WORK ETHICS

Cristian C. POPESCU, Lăcrămioara DOMINTE, „Al. I. Cuza” University of Iași

Abstract: A country's endowment with physical factors does not represent a unique guarantee for the positive economic evolution. Even the existence of a skilled labor force in itself does not provide economic growth. The norms that govern the work relations, the morality of the economic acts also have an impact upon the quality of the business environment, enhancing productivity and lowering the transaction costs. In the first part of the present paper we emphasize the role of the moral capital in fostering the economic growth of a nation, focusing upon the influence of corruption, respect of contract clauses and work ethics. In the second part, we analyze these elements in Romania's case.

Keywords: evolution, economic growth, morality, quality, corruption, ethics

19. THE CAUSES OF HUMAN CAPITAL STOCK DEPRECIATION IN ROMANIA

Cristian POPESCU, „Al. I. Cuza” University of Iași

Abstract: Being still in a phase of economic, social and political transition, Romania has not been spared of the problems that all the former communist countries faced. One of the most serious challenges that may affect the chances of long run growth comes from human capital

accumulation. The drastic decrease of the population, economic and social instability, low remuneration of the inputs, corruption and bureaucracy, scarce situation of the social insurance systems, all these are sufficient reasons that explain the accelerated pace of human capital stock diminution. Although at present Romania benefits from a favorable conjuncture that allows high levels of economic growth, the future seen from the human resources point of view does not look good at all.

Keywords: transition, challenge, human capital, depreciation

20. TOURISM: THE FUTURE IS ELECTRONIC

Julian CONDRATOV, Valentin HAPENCIUC, „Stefan cel Mare” University of Suceava

Abstract: The importance of new information and communication technologies (ICT) for the travel and tourism industry has increased enormously over the past few years. The tourism area is one of those industries which can gain huge synergy effects from the use of the Internet. New information and communication technologies (ICT) are changing the economy and the way business is conducted in various forms. ICT force companies to find new ways to expand the markets in which they compete, to attract and retain customers by tailoring products and services to their needs, and to restructure their business strategy to gain competitive advantage. This affects every aspect of how business is conducted, changing internal processes as well as external relationships, modifying and restructuring entire economic sectors. The Internet and especially the Web is one of the main driving forces for these new developments by providing new powerful tools and possibilities of doing business. It is a perfect platform for the travel and tourism industry to bring information about its products to the customers all over the world, in a direct, cost minimizing, and time effective way.

Keywords: information, communication technology, tourism, internet

21. THE HARMONISATION AND FUNCTIONALITY OF THE ROMANIAN BANKING SYSTEM AS INTEGRATED AND INTERNATIONALIZED SY SYSTEM

Ion Gr. IONESCU, "Dimitrie Cantemir" Christian University

Abstract: Those aspects have happened in several stages:

- the first phase had began in 1957 and had coincided to the objective of the Treaty from Rome which had as purpose the internationals markets' transformation into a unique (mutual) market;
- the second stage began in 1977, once with the adoption of The First Banking Directive, regarding the coordination of law, of regulations and of credit institutions' legislative stipulations;
- the third phase coincides to the finalizing process of the Internal Market (1983-1992);
- the fourth stage coincides to creation of a unique currency.

Keywords: harmonization, functionality, globalized system

22. FINANCIAL INSTABILITY, CHARACTERISTIC OF THE ECONOMICAL LIFE UNIVERSALIZATION

Ion Gr. IONESCU, "Dimitrie Cantemir" Christian University

Abstract: Financial instability is a phenomenon which disconcerts business environments, in general, and banking-financial business environments, in particular. The generalization which acts in an evaluated capitalist system, in the phase of market determination, represents a factor which potentiates the financial crises, daring at any time to cause the big disintegration. The financial instability is determined by a mechanism which influences it and sends disturbing

factors, thus: the increasing of those uncertainty, the competition could determine the companies not to found provisions for unpredicted risks, the lack of strategy on long term, the competition of capital on the market.

The continuance of the global market development, of the intertrade, in general and of the international intertrade, in particular, has slowly conducted, but surely, to some mutations in the economical plan being detected the disappearance of many small businesses and of the low range companies, but without increasing noticeably the markets. Making an analysis of the money market, it turns out that international integration "is less conceived by the very specialized or capitalistic companies, the expansion at global scale puts spurs to the multinational companies to accelerate the concentration with the purpose of reducing the fixed expenditures.

Keywords: financial instability, business environment, global market

23. THE NEW GLOBAL COMMUNICATION'S TRAPS

Ilie ROTARIU, "Lucian Blaga" University of Sibiu

Abstract: Classical economics operate with its overall accepted concepts such as: capital, labor force, offer, demand, money, unemployment, market, development, crises, equilibrium, productivity, monopole, liberalism, interventionism, global economy, etc. The last decade proves that the classic concepts do not fit, are not suitable for workable explanations and proper procedures to keep the economies in a durable development, the poor and the rich peoples in peace, people saved and healthy and conserve the "hand made environment" workable for future generations. We have developed the anatomy of economics. We need a physiology of economics. One based on information, something like neurophysiology, more that psychology or psychoanalyze, extending over the anthropology and archetypes, using the multidimensional environments and, for researching reasons having the time as a hole, as main axis. May be it is the right time to rewrite the economics for better tools or a reshaped being.

Keywords: concept, economy, durable development

24. MONTESQUIEU'S ECONOMICS

Sorinel COSMA, «Ovidius» University of Constanta

Abstract: Montesquieu was one of the great political philosophers of the Enlightenment. He was a contemporary of economists such as John Law, Carl, Cantillon, Boisguilbert, and Melon and influenced many political economy writers of his times, Justi, Galiani, Beccaria, and Verri, Turgot, and, most significantly, Hume, Sir James Stuart, Ferguson, Smith and Millar.

Montesquieu loved knowledge, science, law, toleration and hated armies, conquests, tyrants, priests.

De l'Esprit des Lois (The Spirit of the Laws), a treatise on political theory in which Montesquieu advocates constitutionalism and the separation of powers, the abolition of slavery, the preservation of civil liberties and the rule of law, was originally published anonymously in 1748 and quickly rose to a position of enormous influence. Five out of the thirty-one books of *The Spirit of the Laws* are dedicated to political economy (XIII and XX to XXIII), and many economic comments are scattered in the remainder of his work.

Keywords: constitutionalism, separation of powers, influence, political economy

25. TRANSACTION COST ECONOMICS

Sorinel COSMA, «Ovidius» University of Constanta

Abstract: In modern economies, transaction costs have become equally and perhaps more important than production costs. This is quite a development considering that early economic theory (e.g., the perfect market economy model) focused entirely on production costs assuming that transaction costs did not exist. It has become relatively more sensible to do research in transaction cost dynamics rather than production cost dynamics.

Keywords: transaction costs, economic theory, dynamics

26. BENJAMIN FRANKLIN'S CONTRIBUTION TO ECONOMIC THINKING

Sorinel COSMA, «Ovidius» University of Constanta

Abstract: Many consider Benjamin Franklin the cultural father of American capitalism, because of his emphasis on self-education, industry, and thrift. He is the first example of a "self-made man", the first model of American dream of "rags to riches". Journalist, inventor, statesman and diplomat - the greatest America has ever had, the American polymath is too well-known to need an introduction. Less well-known are his contributions to economics. Closely related to Franklin's political pamphlets, his writings on economics, though undertaken with a political or practical purpose and not in a purely scientific spirit, rank him as the first American economist.

Some of the more important of his economic theses are: that money as coin may have more than its bullion value; that natural interest is determined by the rent of land valued at the sum of money loaned - an anticipation of Turgot; that high wages are not inconsistent with a large foreign trade; that the value of an article is determined by the amount of labor necessary to produce the food consumed in making the article; that manufactures are advantageous but agriculture only is truly productive; and that when practicable state revenue should be raised by direct tax.

Keywords: capitalism, self-education, industry, value, agriculture

27. KNOWLEDGE-BASED SOCIETY: A NEW PERSPECTIVE FOR THE ROMANIAN SMALL AND MEDIUM SIZED ENTERPRISES IN THE PRIVATE SECTOR

Amedeo ISTOCESCU, Academy of Economic Studies from Bucharest

Abstract: Knowledge Society creates possibilities for the evolution of the Romanian SME's through the access to new managerial opportunities. In this article we present the important advantages and major disadvantages of the SME's sector, the peculiarities of the Knowledge Revolution in Romania and new perspectives for Romanian SME's in the next years.

Keywords: knowledge, society, evolution, access, opportunity

28. L'ANALYSE DE L'ADMINISTRATION DES RESSOURCES HUMAINS, LA STRUCTURE DE BASE DANS LA DIAGNOSTIFICATION D'UNE SOCIÉTÉ COMMERCIALE. LE CONCEPT DES RESSOURCES HUMAINS.

Roxana Mihaela PIVODA, Université „Spiru Haret”

Abstract: Le présent travail met en évidence le rôle de l'analyse de l'administration des ressources humains dans l'organisation de la société commerciale, dans la révélation des principaux aspects positifs et négatifs du système existant, dans l'appréciation d'état général et du climat du travail. Dans l'élaboration des stratégies des sociétés on doit partir de la connaissance exacte de la situation économique-financier, de sorte qu'une radiographie des principaux aspects est impérieusement nécessaire.

Il se met en évidence non seulement l'évolution correlative des phénomènes et des processus du niveau de la société commerciale, mais et la mensuration de l'influence du divers facteurs que lui causent, comme et les mesures qui peuvent être pris pour la correction des situations défavorablement apparu.

Keywords: ressources humains, organisations, système, stratégies, évolution

29. L'ANALYSE DE L'ADMINISTRATION DES RESSOURCES HUMAINS, LA STRUCTURE DE BASE DANS LA DIAGNOSTIFICATION D'UNE SOCIÉTÉ COMMERCIALE. L' ANALYSE DE FORCE DU TRAVAIL DANS UNE SOCIÉTÉ COMMERCIALE.

Roxana Mihaela PIVODA, Université „Spiru Haret”

Abstract: Les multiples valences des ressources humains et l'augmentation de leur rôle dans la valorisation efficient du potentiel technico-matériel d'une société, se manifestent simultanément, combiné, cumulé et propagé, à long terme et sur les nombreux plans. L'analyse de ces aspects peut contribuer a une meilleure direction du procès de formation et d'utilisation de main d'oeuvre, par rapport à les impératives de la productivité du travail.

Keywords : force du travail, valences, valorisation, analyse

30. TENDENCY IN EVOLUTION OF HUMAN RESOURCES

Georgiana ANGHEL, "Dimitrie Cantemir" Christian University,

Abstract: Human resources is a term in which many organizations describe the combination of traditionally administrative personnel functions with performance management, employee relations and resource planning. The field draws upon concepts developed in Industrial/Organizational Psychology. Human resources has at least two related interpretations depending on context. The original usage derives from political economy and economics, where it was traditionally called labor, one of four factors of production. The more common usage within corporations and businesses refers to the individuals within the firm, and to the portion of the firm's organization that deals with hiring, firing, training, and other personnel issues. This article addresses both definitions.

Keywords: human resources, organization, planning, labor, individual

31. THE ECONOMIC AND SOCIAL EFFECTS OF UNEMPLOYMENT IN ROMANIA

Anca Verona COMANESCU-SERBAN, «Ovidius» University of Constanta

Abstract: From the economic point of view, the unemployment is a waste of valuable resources. From the social point of view, the unemployment is the cause of some deep sufferings, because the unemployed struggle to survive with low incomes. In the periods with high unemployment, the material problems multiply, deteriorating the human feelings and their family life.

Keywords: unemployment, effect, income, resource

32. CONCEPTUAL APPROACHES REGARDING THE CAPITALIZATION OF THE ENTERPRISE

Anca Verona COMANESCU-SERBAN, «Ovidius» University of Constanta

Abstract: Capitalization can be defined as being the capacity of an enterprise to obtain profit by using the production factors and the capitals, no matter their provenance.

Capitalization is one of the most synthetic forms of expression of the entire financial-economic activity of the enterprise, respectively of the entire system of used production means and of the labor force from all the stages of the economic circuit: supply, production and sale.

Keywords: capitalization, profit, activity, enterprise

33. THE DIAGNOSIS OF THE ECONOMIC PERFORMANCE HAVING AS BASIS THE VALUE INDICATORS OF THE PRODUCTION AND MARKETING ACTIVITY

Anca Verona COMANESCU-SERBAN, «Ovidius» University of Constanta

Abstract: In the case of the expression of the value of the production and of the services (of the volume of activity), the prices of the products, of the merchandise or of the services interfere.

The value expression of the volume of the activity leads to distortions because of the influence of the price modification, even more important when the inflation rate is higher. That is why it is extremely necessary that in the analysis of the level and of the dynamic of the value indicators of production and services, the influence of the price modification over the level and dynamics of these indicators should be highlighted.

Keywords: value, activity, price, production

34. SEPARATION THEOLOGY - ONE OF THE PRESENT ISSUES OF GLOBAL ECONOMY AND OF THE WORLD'S CRISES

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Abstract: The cause of the not ending global economic problems and of the world's crises is the belief system of the humanity - the spiritual problem, which guide and inform its behavior. The main idea of Humanity about life, God and each other that generates all worlds' problems is the belief in Separation - the Separation Theology that says that everything in the universe is separate from everything else, including God and us. We believe that God is separate from us. The scientists showed us that everything in the universe is made of the same stuff simply in different combinations. Although we all are highly individualized, we are parts of the same body. We and God are One. Changing this one idea can change everything on this planet. The Humanity would begin acting in an entirely different way: no need to compete, no need to fight. As there is just One of us in the Universe.

Keywords: global economy, behavior, belief

35. CRISES MONÉTAIRES ET FINANCIÈRES ET SES SIGNAUX D'AVERTISSEMENT

Adrian SIMON, «Petru Maior» University of Targu-Mures

Abstract: Les crises ont pénétré la société et les marchés financiers modernes naissent en 1973, de la double nécessité d'établir un marché des changes pour gérer le nouveau système des changes flottants et de financer les déficits budgétaires des États-Unis, désormais libérés de la contrainte de change.

Keywords: crise, marche, systeme

36. LES CRITÈRES ÉCONOMIQUES APPLIQUÉS AU CHOIX DES INVESTISSEMENTS

Adrian SIMON, «Petru Maior» University of Targu-Mures

Abstract: La politique d'investissement s'inscrit dans le cadre de la stratégie de l'entreprise. L'investissement est, en général, exclusivement abordé sous l'angle du calcul économique, autrement dit les modélisations mathématiques permettant d'optimiser sa rentabilité prévisionnelle. Le calcul économique appliqué à l'investissement suppose que ses promoteurs soient en mesure de définir une série de flux financiers caractérisant son impact sur l'environnement économique.

Le futur est toujours incertain et tout investissement doit, en première analyse, être considéré comme un pari sur l'avenir et comme l'expression de la croyance optimiste en un développement futur de l'entreprise.

Keywords: investissement, stratégie, rentabilité

37. EDUCATION AND UNEMPLOYMENT

Gabriel MURSA, Roxana CIURCANU, "Al. I. Cuza" University, Iasi

Abstract: The purpose of the paper is that of analyzing the relation between the degree of instruction and the rate of unemployment based on empirical evidence. The data of different economical systems show that, usually, there is a strong relationship between education and unemployment of opposite proportionality. This thing means that, while we advance on the educational scale, the possibilities of an individual to be employed (therefore to avoid unemployment) increase considerably. The statistical data prove the fact that in the advanced countries such as USA, Canada or France, an individual with university education has three times more chances to have a workplace than one with secondary or primary education. For this reason, the educational expenses are among the most profitable investments.

Keywords: education, instruction, unemployment

38. THE ECONOMIC COMPETITIVENESS OF THE ENLARGED EUROPEAN UNION

Roxana CIURCANU, Gabriel MURSA, "Al. I. Cuza" University, Iasi

Abstract: The economic competitiveness represents a major interest for the European Union and also a controversial issue. This paper analyzes the impact of the East enlargement on the European competitiveness and the challenges and opportunities brought by this process for the new member states as well as for the EU as a whole. The ability of the European Union to deal with these treats and opportunities will decide its future place in the global competition.

The competitiveness of European economy is a controversial issue.

Keywords: competitiveness, European Union, enlargement

39. GLOBAL ECONOMY AND INTERNATIONAL OIL MARKETS

Veronica POPOVICI, „Ovidius” University of Constanta

Abstract: All countries are affected by higher oil prices, but the effect varies depending on certain factors. First, a country that imports a large amount of its oil will generally be worse off than an oil producing country. Second, countries that require a lot of oil to produce other goods will be vulnerable to higher prices. These effects can all lead to reductions in economic activity. The Organization for Economic Cooperation and Development (OECD)⁸ found that a \$10 per barrel increase in oil prices would result in a 0.5 percent GDP reduction in the world economy. The impact would be more severe for oil-importing developing countries however, because they are more dependent on imported oil, have more energy-intensive economies and are less efficient users of energy.

Oil exporters, on the other hand, may benefit from higher oil revenues. Overall, the additional revenues enjoyed by exporters would be outweighed by the economic slowdown in oil importing countries.

Keywords: global economy, oil market, OECD

40. CHANGES IN THE GLOBAL ECONOMY

Veronica POPOVICI, „Ovidius” University of Constanta

Serious critics of globalization acknowledge that deforestation cannot be laid at the door of globalization alone. But they rightly point out that globalization does serve as both a conduit and an accelerator for many of the forces that cause the loss of forest cover worldwide. By encouraging trade, globalization encourages consumption, which leads to more logging worldwide. Governance at both local and global levels has failed to promote conservation and reforestation. Multinational companies wreak havoc on the global environment by moving operations to countries where environmental regulations are weak or nonexistent, is a little more difficult to prove.

For the past few years, the world economy has been growing faster than it has for decades, and that growth has been spread across the globe. Yet accompanying this prosperity is mounting skepticism about globalization -- the unfettered flow of goods, services, people and money across borders.

Keywords: globalization, governance, multinational companies

Volume I – Section 2 GLOBALIZATION AND QUALITY

1. CONSIDERATIONS REGARDING SUSTAINABLE DEVELOPMENT IN KNOWLEDGE – BASED ECONOMY

Constantin ROSCA, Mirela SARBU, University of Craiova

Abstract: The major concern of organizations, under the current conditions in which information means power, is to obtain the necessary knowledge at a high quality level and using it with maxim effectiveness, by making proper managerial decisions and realizing actions and behaviors, with the purpose of insuring an accelerated and sustainable economic growth. Information became more and more of a resource, a major active, a main product and at the same time a strategic advantage for organizations. Other than insuring human, material, informational and financial resources, high performance organizations are more and more preoccupied with the production, transmission, use, storage and protection of knowledge, especially that strategic knowledge so essential to firms' development.

Keywords: information, knowledge, organization, effectiveness, sustainability

2. RECENT TRENDS REGARDING THE DEVELOPMENT OF ROMANIAN COSMETICS COMPANIES

Marieta OLARU, Irina PURCAREA, Academy of Economic Studies, Bucharest

Abstract: At the moment, there are over 50 local cosmetics companies on the Romanian market, among which 24 are members of OPIC (The Organization of Cosmetic Industry). The main local cosmetics producers, with the most dynamic production recorded in the last few

years, are Gerocossen, Genmar, Ariel, Lotus, Cosmetic Plant, with Farmec Cluj on the first place. According to an analysis of Business Review magazine, there is a 15 % annual growth rate on the local cosmetics market, the value of the market being estimated at around 200-250 millions euro. There is a strong competition on the market, and specialists state that the evolution cannot bring forward any spectacular modifications regarding the level of the turnover. Those who will benefit most are the producers who are involved in export activities as well. Local products represent 20% of the Romanian market, the rest representing similar European companies, with a greater experience and larger budgets for publicity. Concerning the quality of Romanian cosmetics, this is comparable to that of European cosmetics, on one hand, due to the harmonization of the Romanian legislation with the legislation of the European Union, law no. 187/2000 giving Romanian companies the possibility to extend their business volume, as well as the quality of raw materials acquired from well-known external suppliers. The development of the Romanian cosmetics industry must take into account the profile of the consumer. This is why Romanian companies must orientate towards developing those products that can satisfy the needs of all types of consumers. The local products begin to develop for the young consumers' segment thanks to the efforts of re-branding, modifications regarding the packaging and certain well-thought marketing strategies. At the moment, Romanian cosmetic companies focus their strategies on improving their technologies (such as investments in the acquisition of new machines), concentrating on "look" and publicity, investing in the packaging and launching new products on foreign markets.

Keywords: cosmetics market, competition, quality, development

3. STANDARDS OF EXCELLENCE BY ASSIGNING FUNCTION TO THE TEXTILES

Ileana RADUCANU, Academy of Economic Studies, Bucharest

Abstract: This paper presents the quality of textile materials as competitive element on market for the producers. The higher qualitative level of textiles is evaluated by 'excellence standards' and the functional characteristics of textiles receive higher valences. The assign function to textiles can be accomplished by finishing off covering protection film, nanotechnologies, the production of intelligent textiles, functional clothes, etc. All these functions are described below and we present some applications of them in medical, technical sport, military area. By assign function to textiles they will reach the 'excellence standards' and they will become competitive in the globalization context.

Keywords: competitiveness, quality, excellence standards

4. THE CONTRIBUTION THE INFRASTRUCTURE FOR THE ASSESSMENT AND CERTIFICATION CONFORMITY TO INCREASE THE ROMANIAN COMPANIES COMPETITIVENESS

Vasile DINU, Academy of Economic Studies, Bucharest

Abstract: The principle of the free movement of goods, practiced in the European Union, imposes a common set of laws to assure the free movement of goods on the internal market, in the same way as it is practiced within the borders of a country.

One of the most important instruments that ensures the free movement of goods, on the big European market, is the assessment and certification of conformity because their fundamental goals are the free movement of goods and the development of the competitiveness, of the companies represent the fundamental aim of this infrastructure.

In order to move freely on the internal European market, the Romanian products must be, or become, competitive and their conformity with European standards must be well evaluated.

This is possible thanks to the national infrastructure of assessment and certification of conformity.

Keywords: assessment, certification of conformity, competitiveness

5. ONLINE LEARNING - THE A.E.S' MASTER OF BUSINESS EXPERIENCE

Bogdan ONETE, Mihai NEGREA, Academy of Economic Studies, Bucharest

Abstract: This paper explores professors' and students' experiences in learning in an online Master of Business courses and examines the qualitative reflections that they provided throughout the course and as part of the course evaluation. The online course was a pioneering project at our Faculty. Also we want to study the efficiency and effectiveness of the online learning system. The results of this study will be used to develop more effective online learning systems.

Keywords: online learning system, efficiency, effectiveness

6. CREATION OF A SUSTAINABLE MECHANISM FOR MANAGEMENT EXCELLENCE EVALUATION AND PROMOTION- PROJURAN

Roxana SARBU, Anca PURCAREA, Academy of Economics Studies, Bucharest

Abstract: At present, quality is one of the European Union's priorities that have materialized, among others, in the elaboration of a White Chart on the Single European Market (Growth, Competitiveness, Employment: The Challenges and Ways Forward into the 21st Century)—a document followed by The European Quality Promotion Policy or The European Way to Excellence—that includes a strategic vision on quality.

The European quality promotion program has the following major objectives: enhancing personnel responsibility, commitment and motivation, as well as development of human resources with organizations, improvement of the European production apparatus; ensuring the cohesion of all the factors involved in the promotion of the European quality culture.

The aim of the organizational quality is to build the annual pyramidal mechanism for the assessment and selection of institutions on such criteria as economic performance, management performance, quality, environment, customer satisfaction, authorities satisfaction, employee satisfaction, corporate social liability, etc., on institution type and size, and to devise a sustainable institutional mechanism, independent financially and in terms of decision-making, based on incomes that should not depend on the institutions assessed before getting the prizes or awards.

Keywords: quality, objective, program, assessment, selection

7. ACID DAIRY PRODUCTS - HEALTH SPRING

Elena CONDREA, "Ovidius" University of Constanta

Abstract: Dairy products, especially acid milky products, are very appreciated by the consumers, but especially by nutritionists, considering them *healthy aliments*, due to the positive physiologic effects to the human organism.

The acid dairy products are filling and tasty products. Under the influence of lactic bacteria, the protein substances from the milk suffer chemical transformations that make them easily digestible and more easily to assimilate by the human organism. The lactic acid, which forms in these products, stops the development of putrefaction microorganisms from the intestinal micro-flora and removes the possibility of toxic products formation.

Keywords: dairy products, health, effect

8. PARTICULARITIES OF FOOD SAFETY SPRING

Elena CONDREA, Anca STANCIU, "Ovidius" University of Constanta

Abstract: In conformity with DS3027 E/2002, **food safety** represent the insurance of the fact that the food does not affect the consumer if it is prepared and consumed in conformity with the indications.

The alimentary are never-failing from the daily life; they reach the consumers through the logistic chains that can imply different categories of influence factors. One or more of these factors can affect the safety of the respective alimentary products, these being possible to become dangerous for the consumer's health. Because the risks concerning the foods security can appear in any point/moment on the production-distribution chain, an adequate control of the processes and phenomenon's assembly is essential.

The HACCP concept has become synonymous with the **food safety**, is recognized on a global level as a systematic and preemptive approach of the potential dangers at microbiological, chemical and physical nature which are approached in a coherent anticipation and preemption process before the inspection and testing of the finished product.

HACCP is necessary to the firms which produce foods which analyze the processes in a rational, scientific method, in the purpose of identifying the critical control points, establishing the critical limits, the monitoring of the work procedures.

ISO 22000:2005 is the newest international standard meant to insure the security in the alimentary industry; it has been elaborated to permit the organisms to intervene in the alimentary chain, indifferent of their type (animal fodder producer, primary producers, transport and deposit operators, label producers for the alimentary industry etc.), to implement alimentary security management systems.

Keywords: food safety, control, standard, security

9. IMPLICATIONS OF THE ENVIRONMENT PROTECTION ISSUES ON THE QUALITY ASSURANCE

Elena CONDREA, Anca STANCIU, "Ovidius" University of Constanta

Abstract: One of the preoccupations of the organizations and organisms which have their activity at a global level refers to the environment's protection, to the development of the environment standards. Therefore, the International Standardization Organization has developed and is developing, in the 207 Technical Committee, the 14000 ISO series, which has a main objective the supplying of a common approach frame of the Environment Management (which represents ISO 9000 for the Quality Management).

In this sense, and in Romania, through the IRS (Romanian Standardization Institute), in the year 1994 there was constituted the 223 Technical Committee, in which numerous specialists in the problems of the environment, from different sectors carry on their activities. One this committee's preoccupations are represented by the transposing of the standards from the ISO 14010 series in SR (Romanian Standards). Referring to this aspect, in July 2003, the ISO 14010, ISO 14011 and ISO 14012 (standards applicable in the Environment audit) have been replaced with SR EN ISO 19011.

And in the standards from the ISO 14000 series, but from other reglementations from this sector the environment's protection directly refer to the necessity of introducing the Environment Management System (SMM) at the level of the organizations from around the world, from all the economic sectors.

Keywords: environment, quality, standard

10. E-COMMERCE - CHALLENGES FOR ROMANIA

Anca STANCIU, Cristina GROZEA, "Ovidius" University of Constanta

Abstract: Even at international level, electronically trade has a certain age; there are still persons who wave to use the internet for purchasing. The firm acting in the field is doing the best to move off this doubt.

Transaction security is very important in every financial system, both in electronically and classical ones. In order to ensure an acceptable security level, different encryption techniques are used to supply three types of services: authentication and authorization, non-repudiation, confidentiality and data integrity.

In the last two decades, payments through electronic cards know an important development in the western countries and at the moment also in other countries of the world.

The option of using the electronic money like cards presume both the knowledge of advanced electronic money systems and the analysis of their advantages in the international context and of principles and rules implicated.

In the last period a real interest has been shown from abilitated authorities and organisations having the mission of coordination and supervision of firm's activity in the e-commerce or e-government field and in the promotion and implementation of informational security projects.

The necessity of elaboration and implementation of such kind of projects has been generated by the permanent attempt to enter and fraud the e-commerce systems. The vulnerability of the system was the main characteristic of this type of frauds determining in consequence the authorities to use systems assuring a high level security.

Keywords: challenge, informational security, development

11. THE QUALITY MANAGEMENT IN A BANK ACTIVITY

Anca STANCIU, Elena CONDREA, "Ovidius" University of Constanta

Abstract: Quality is a strategic instrument in a company management, identified today like one of the basic instrument to ensure the competitiveness.

Quality for a bank means focusing on customer's continuous satisfaction at higher standards for their requirements, offer of competitive services, professionalism, dedication and innovative capacities.

Good results must be founded on improvement of the quality policy and on the team power and partnerships with international financial banking institutions.

Quality is the detail making the difference and requires the SMQ (Quality Management System) like a management instrument, achieving the correlation between financial and qualitative indicators.

The quality in a bank activity represents also a new strategic philosophy of the company management, based on a general engagement of staff and employees together for the continuous improvement.

Keywords: quality, strategic instrument, management

12. TENDANCES DE L'EVOLUTION DU TOURISME EUROPEEN

Ion-Dănuț JUGANARU, Mariana JUGANARU, Université „Ovidius” Constanța

Abstract: La Commission Européenne du Tourisme a réalisé, récemment, un rapport intitulé „Tendances touristiques en Europe". Le rapport est structuré en trois parties: une analyse du contexte extérieur du tourisme; une étude des tendances capables d'influencer la demande touristique, en tenant compte des changements intervenus dans les styles de vie et dans les modèles de consommation et un commentaire concernant les changements qui influencent, directement, le fonctionnement de l'industrie touristique.

Ce travail présente les conclusions de la première partie du rapport, en mettant l'accent sur les conséquences, pour le secteur touristique, de ces tendances et évolutions.

Keywords : tourisme, tendances, demande, evolution

13. LA NOUVELLE STRATEGIE DE L'UE EN FAVEUR DU DEVELOPPEMENT DURABLE

Ion-Dănuț JUGANARU, Mariana JUGANARU, Université „Ovidius” Constanța

Abstract: La stratégie de l'Union Européenne en faveur du développement durable, adoptée par le Conseil Européen de Göteborg, en 2001, a fixé le cadre politique pour permettre le développement durable, en s'appuyant sur les trois „pilliers" fondamentaux (économique, social, environnemental), lesquels doivent se renforcer réciproquement pour pouvoir assurer la durabilité du développement.

Le Conseil Européen a adopté, à l'occasion de sa réunion de 15-16 juin 2006, la Nouvelle stratégie de l'UE en faveur du développement durable, parce qu'on a constaté qu'il y a une série de tendances nondurables persistantes. Les objectifs-clef de la nouvelle SDD font référence à la protection de l'environnement, à l'équité sociale et à la cohésion, à la prospérité économique et à assumer les responsabilités internationales de l'UE. Toutes les institutions UE devront veiller à ce que les décisions politiques importantes se basent sur des propositions soumises à une évaluation d'impact de qualité et qu'elles respectent les principes des politiques du développement durable.

Keywords : strategie, developpement durable, environnement

14. QUALITY: THE FOUNDATION OF TOYOTA PRODUCTION SYSTEM

Sorin George TOMA, Paul MARINESCU, Ionut CONSTANTIN, University of Bucharest

Abstract: Toyota is now the world's most profitable automaker. One of its secret weapons is quality. Derived from balancing the role of people in a corporate culture that expects and values their continuous improvements, with a technical system that is focused on quality, Toyota Production System has proved to be a successful one in a highly-competitive global market. Among other key elements, quality and Total Quality Management represent the foundation of Toyota Production system.

Keywords: quality, corporate culture, improvement

15. PLANNING ECOTOURISM UNDER THE DYNAMIC PARADIGM OF CLIMATE CHANGE

Rodica MINCIU, Mihaela PADUREAN, Remus Ion HORNOIU, Academy of Economic Studies, Bucharest

Abstract: Climate change has a strong influence on ecotourism, which is among the fastest growing sector in the world. This paper analyzes the nature of the influence that climate has on the environmental resources that are the foundation for ecotourism/recreation, the length and quality of tourism and recreation seasons, the health of tourists, and even the quality of ecotourism experience. It asserts that ecotourism planning should incorporate more than simple, general description of climate which is often unconnected to the requirements of ecotourism, and revealing the links that atmospheric elements maintain with different facets of this sector.

Keywords: climate change, ecotourism, influence, resources

16. THE DINAMIC OF IT AND THE GLOBALIZATION

Valerica MARES, Academy of Economic Studies, Bucharest, Marius Daniel MARES, "Spiru Haret" University of Bucharest

Abstract: The integration of the global business environment implies the development of information system pertaining with systems involved at the macroeconomic level. Businesses use workgroup information systems to encourage group collaboration. Group members can use workgroup information systems to help them collaborate. Businesses use workgroup information systems to encourage group collaboration. The use of the information depends of its nature (operational, tactical, strategically) and implies the expression of its value and its diffusion. The optimal solution doesn't always have the best Performance / Price ratio. People need to discuss ideas, share thoughts, coordinate plans, and comment on the work of others. Employees have to exchange documents, transmit designs, send images, and communicate with different people. Group members need to solve problems together and make collective decisions. When done well, these activities can improve the effectiveness and productivity of the group beyond what individuals can do separately.

Keywords: globalization, information system, communication

17. CONSIDERATIONS RELATED TO THE ABSORPTION POSSIBILITIES OF THE STRUCTURAL INSTRUMENTS FOR ENVIRONMENT PROTECTION

Cristina POPA (CONSTANTIN), Liliana SOCOLL, Academy of Economic Studies, Bucharest

Abstract

Over the period 2007-2013 the structural funds represent one third of the European Union budget, a total of EUR 336.1 billion. Allocation for Romania is 19.668 billion Euro, one of the largest allocation is for environmental projects with an budget of 4.5 billion Euro. Environmental projects are financed by: European Regional Development Fund (26.4%) and Cohesion funds (72.6%). The paper analyses the capacity absorption of these funds in order to improve the environmental conditions in Romania, as well as the achieving of the objectives of the European Commission Treaty and reducing the gaps in environmental infrastructure between European Union and Romania, taking in account that Romania has to make an substantial financial effort to sustain co-financing system, over 1 billion Euro for this projects will came from the national budget.

Keywords: structural instruments, environment, infrastructure

18. FROM THE BASIC FOODS TO THE SOPHISTICATED FOODS - THE IMPLICATIONS ON THE NUTRITVE VALUE

Magdalena BOBE, Academy of Economic Studies Bucharest, Faculty of Trade, Department of Commodity Science and Quality Management

Abstract: Good nutritional status is a prerequisite for the achievement of the full social, mental and physical potential of consumer's. This implies that improving access to food supplies and nutritional education contributes to the health of consumer's. This paper is focusing the impact on health of new and/or functional foods, products resulting from organic farming, foods containing genetically modified organisms, and those arising from recent biotechnology developments. The study of the food like any other stuff has as a result a research of the problems about the general conditions for market necessities. The food assigned to the human consumption represent a largely interest issue over the world, the

humankind being permanently searching for food, from the basic, existential food to the sophisticated one, from the natural food to the strongly chemical-processed food.

Keywords: access, food supplies, organic products

19. ACTION OF PROMOTING THE SOCIAL TOURISM AT EUROPEAN LEVEL

Nicoleta- Rossela DUMITRU, The Romanian-American University, Bucharest

Abstract: Modern social tourism is a factor of social cohesion, whose objectives is to allow access to tourism and vacations to the highest number of people. This implies engagement in the fight against exclusion caused by poverty, cultural differences or physical disabilities. The economic aspects of social tourism should not be overlooked, since it is a phenomenon in continuous expansion, which involves important flows of people and investments and contributes to the development of the regions and local communities. In fact, to promote access to holidays for all, is to work towards a social Europe.

Keywords: social tourism, social cohesion, investment, expansion

20. LEADERSHIP FOR QUALITY

Amalia Venera TODORUT, "Constantin Brâncuși" University of Targu Jiu

Abstract: Leadership is the ability to positively influence people and systems under one's authority to have a meaningful impact and achieve important results.

Most definitions of leadership reflect an assortment of behaviors, for example: Vision that stimulates hope and mission that transforms hope into reality; Radical servant hood that saturates the organization; Integration that drives its economy; The courage to sacrifice personal or team goals for the greater community good; Communication that coordinates its efforts; Consensus that drives unity of purpose; Empowerment that grants permission to make mistakes, encourages the honesty to admit them, and gives the opportunity to learn from them; Conviction that provide the stamina to continually strive toward business excellence.

Keywords: leadership, behavior, quality

21. GLOBALIZATION, TOURISM, WELFARE

Ion IONESCU, Luminița CRENICIAN, „Dimitrie Cantemir” Christian University, Bucharest

Abstract: In the past years, the academic and professional references regarding the globalization are more often. The opinion of the majority of the specialists shows that the entire mankind becomes closer and closer from the cultural and economic point of view. The interdependence between the economy, on the whole, and the lifestyles characterize the concept of globalization.

The effects of society globalization on those who are involved in tourism are most often materialized in: significant economic benefits both on the level of the nations and on the level of the individuals, pointing out the social injustice where the countries in process of development might be disadvantaged, preoccupations for the implementation of protection of the environment policy etc. The technical progresses, the increase of the domination of the market economy and the regulations in the national economies, as well as the liberalization of the national borders conduct to an international division of labor, more prosperity and the increase of the tourist demand.

Keywords: globalization, tourism, development, prosperity

22. STRATEGY OF THE QUALITY OF AGROTURISTIC SERVICES IN ROMANIA - RESEARCH PROGRAM

Daniela Georgiana DEGAN, „Dimitrie Cantemir” Christian University, Bucharest

Abstract: The research program entitled: "Strategy for the quality of agro-touristic services in Romania", is based on the premises that: "the investment in tourism is an excellent business opportunity considering the unused potential of Romania". Thus, the project aims at offering the necessary framework for development at European standards of the agro-touristic services in Romania, framework that is based on a strategy of the quality of the offered services by agro-tourism in the view of the sustained development of the areas with touristic potential.

Keywords: agro-tourism services, standard, development, potential

23. THE IMPROVEMENT OF LOCAL PUBLIC SERVICES – A CITIZEN’S WAY TO APPROACH THE ADMINISTRATION

Violeta AGOP, Constanta Public Finance Administration

Abstract: The general objective within the paper is to identify basic mechanisms of defining public services and ways through which public services contribute to local development. This objective has been chosen following a careful analysis in which we have evaluated the theoretical and practical usefulness of the scientific endeavor, the existence of research and existing results up to the present in specialty literature regarding this subject, thus we have found that the chosen topic fits the sphere of current preoccupation of recognized specialists in the field of administrative science in the country and abroad. The paper starts from the following hypothesis:

- Public, especially local services directly influence the life of each individual. The development of public services may lead to the development of society and the increase of standard of living for each member of the said community.
- Each local community is directly responsible of its own present and future existence and local authorities and public services that they organize have a determining role in the process of development.

Keywords: local public services, standard of living, local community, local authorities

24. CREATING GRAPHICS WITH CRYSTAL REPORTS (VISUAL STUDIO 2005)

Emil COSMA, "Ovidius" University of Constanța

Abstract: A report stands for a set of information and it corresponds to the figures previously introduced within the database, going to be printed or displayed on the screen afterwards.

The Visual Studio component that permits issuing or modifying reports, as well as the editing of the code succession needed for executing previous commands, is Crystal Reports - incorporated within Microsoft applications as early as year 1993. Crystal Reports allows the programmer to develop reports containing suggestive graphics for the data presented within the report. The report's data source is represented by the data tables, generated by the specific settings created on the networked workstation or PCs (locally or over the web): Access, FoxPro, Paradox, Oracle, SQL Server or even in Excel.

Keywords: report, information, database

25. CREATING REPORTS WITH CRYSTAL REPORTS (VISUAL STUDIO 2005)

Emil COSMA, "Ovidius" University of Constanța

Abstract: A report stands for a set of information and it corresponds to the figures previously introduced within the database, going to be printed or displayed on the screen afterwards.

Crystal Reports allows the programmer to project reports, by easily setting elements correlated to:

- The general format of the report (the data arranging mode, page format etc.);
- The calculation of totals and subtotals;

- Suggestive graphics for presented data within the report;
- The grouping of the data following various criteria;
- Inventory towards opening and ending recordings contained by the report;
- Conditional text formatting;

The Visual Studio component that permits issuing or modifying reports, as well as the editing of the code succession needed for executing previous commands, is Crystal Reports - incorporated within Microsoft applications as early as year 1993. The report's data source is represented by the data tables, generated by the specific settings created on the networked workstation or PCs (locally or over the web): Access, FoxPro, Paradox, Oracle, SQL Server or even in Excel.

Keywords: report, database

26. THE ECOLOGICAL FOOTPRINT - THE RATIO OF HOW MUCH WE TAKE AND HOW MUCH CAN THE EARTH GIVE

Dacina Crina PETRESCU, Faculty of Economic Sciences, Cluj-Napoca, UCDC Bucharest

Abstract: The Ecological Footprint is a measure of human ecological pressure on Earth. Its authors are Mathis Wackernagel and William Reese, from the University of British Columbia, Canada. Their book, *Our Ecological Footprint: Reducing Human Impact on the Earth* (1992, New Society Publishers), explained the concept and its use. The ecological footprint measures how much land and water area a human population requires to produce the resources it consumes and to absorb its wastes, conserving the biodiversity and taking into account prevailing technology. In order to live, we consume what nature offers. This is of little concern as long as human use of resources does not exceed what the Earth can renew. But are we taking more? Unfortunately, yes: today, humanity's Ecological Footprint is over 20% larger than what the planet can regenerate. In other words, it now takes more than one year and two months for the Earth to regenerate what we use in a single year. We maintain this overdraft by liquidating the planet's natural resources.

Yet, it is not too late, continued overshoot is not inevitable: we still have the possibility to stop the degradation process and start repairing the damages. Ecological Footprints provides a systematic resource accounting tool that enable people to take personal and collective actions in support of a world where humanity lives within the means of our one planet.

Keywords: resource, biodiversity, process, tool, action

27. ROMANIA'S CONTRIBUTION IN THE ANALYSIS AND DEVELOPMENT OF A EUROPEAN QUALIFICATION SYSTEM IN THE HOSPITALITY INDUSTRY

Mariana JUGANARU, Ion-Danut JUGANARU, Andreea ANGHEL, Cristina DUHNEA
"Ovidius" University of Constanta

Abstract: Our country's integration within the EU attracts the intensification of interest in professional qualification at European standard and personnel mobility. The project New Hospitality, financed by the EU through Leonardo da Vinci program started on October 1st, 2006 with a duration of 2 years has a broad European participation and has as a central theme the promotion of transparency in the field of professional training in the hotel sector. In this project, Romania is represented by three partners: the Faculty of Economic Sciences, Ovidius University of Constanta, the Constanta Chamber of Commerce, Industry, Shipping and Agriculture, and ASFORM (The Transnational Association for Professional Training and Mobility) Bucharest. This paper comprises several significant aspects of the project and what has already been accomplished by the Romanian partners within this project.

Keywords: qualification, competence, mobility, transparency

Volume I – Section 3 INTERNATIONAL AFFAIRS

1. THE PROPENSITY FOR TOURISM INNOVATION IN MEDIUM-SIZED TOURISM ENTERPRISES (MSTEs)

Cristiana CRISTUREANU, Ana BOBIRCA, Academy of Economic Studies, Bucharest

Abstract: The growth of tourism cannot be taken for granted. Tourism industry is facing challenging times. New destinations are successfully competing against traditional tourism countries, which in many cases have worn out their resources and their potential for competitiveness. Tourism policy, therefore, increasingly focuses on the promotion of innovation. A main area of change and innovation in tourism concerns the use of information and communication technologies (ICT). The wide adoption of ICT in the tourism industry is transforming the function of tourism actors such as travel agents, tour operators, conference organizers, booking agents, etc. ICT systems provide detailed up-to-date information on the availability and prices of products and contribute to increase sales and profits of MSTEs. However, MSTEs face a number of obstacles to the implementation of new information technology, in particular e-business. These include the affordability of information technology and difficulties of implementation.

Keywords: tourism, challenge, competitiveness, innovation

2. FROM A GLOBAL ISSUE TO AN ACTUAL PROBLEM: ROMANIA AS A TOURISM DESTINATION

Ana BOBIRCA, Cristiana CRISTUREANU, Academy of Economic Studies, Bucharest

Abstract: The objective of this paper is to present an analysis on the competitiveness of Romania as a tourism destination, based on Porter's diamond model. The model developed in this paper seeks to capture the main elements of competitiveness highlighted in the literature, while appreciating the special issues involved in exploring the notion of destination competitiveness as emphasized by tourism researchers. An overview of the Romanian tourism industry is included to test the findings of the proposed research model. Throughout the analysis, the paper also focuses on the most competitive export products and their prospects for improvement. The study allows for the identification of different tourism products potential, and can be used by industry and government to identify opportunities for competitiveness enhancement.

Keywords: tourism, destination, competitiveness, research

3. THE PRESENT FINANCIAL CRISIS: BETWEEN QUALMS AND OPTIMISM

Gheorghe HURDUZEU, Laura Gabriela CONSTANTIN, Academy of Economic Studies, Bucharest

Abstract: The USA credit market crisis and its effects on the financial international markets released an important subject related to financial innovations, in general, and securitization and structured products, in particular. Confer these ones a greater stability to the financial system or, the opposite, can lead to the deepening of the financial crisis, with negative effects on the entire economy?

The present article aims to emphasize the main aspects and connotations of the credit crisis. Furthermore, there are succinctly presented the similarities and the idiosyncrasies of the present events in comparison with other crisis encountered on the financial system.

As a final point, there are suggested certain general solutions and are also raised new questions for a future reflection and that will stand for the central points of future researches.

Keywords: financial innovation, stability, crisis, effect

4. PUBLIC ASSISTANCE IN THE EUROPEAN UNION MEMBER STATES, WITH A STAND ON SCIENTIFIC RESEARCH

Emilian M. DOBRESCU, Dorian VLADANU, Iliuta NEAGU

Abstract: While in Romania public assistance reached 4% of the GDP during 2002-2004, in the European Union member states it reached 1% of the EU GDP. During the same period of time, Bulgaria granted public subsidies of 65 million Euros, or 0,36% of the GDP, to companies. This number is far lower than that of 1,35% of the GDP recorded by the ten Eastern European nations that have accessed the EU in 2004 and lower even than the EU average of 0,49%. During 2002-2004 Romania granted subsidies that were situated somewhere around 981 million Euros.

Keywords: public assistance, public subsidies, scientific research

5. THE ROLE OF FOREIGN DIRECT INVESTMENT WITHIN THE ECONOMIC REFORM PROCESS

Ion BOTESCU, Liliana NICODIM, "Ovidius" University of Constanta

Abstract: By the end of the last decade, FDI turned into the principal foreign private capital spring encompassing all countries around the world. Through FDI, apart from the actual capital flow, technical managerial and marketing know-how has been transferred to the host country. By these means, FDI played, and is still interpreting an important role in the economic reform of the developing countries.

The investment policy promoted within Romania looked forward to attracting FDI within the privatizing process and not only, following its quantitative participation within the economic reform. The primary objective was reaching as fast as possible the functional market economy status.

Keywords: foreign direct investment, know-how, economic reform, investment policy, objective

6. THE IMPORTANCE OF COMMUNICATION IN RELATIONS BETWEEN ORGANIZATION AND MARKETING

Viorica IONASCU, „Dimitrie Cantemir" Christian University, Bucharest

Abstract: In modern times, communication has a major importance for the society. Communication registered a spectacular evolution in time and is very important both in relations between the individuals but also organizations. In social relations and implicit, in marketing, in any other activity, communication is the essential part, a state of spirit and an instrument.

Keywords: communication, society, evolution, organization, marketing

7. THE EU EMISSIONS TRADING SCHEME: TOWARDS AN IMPROVED UNDERSTANDING

Paul-Gabriel MICLAUS, Stefan UNGUREANU, Academy of Economic Studies, Bucharest

Abstract: The aim of this paper is to provide an improved understanding of the European Emissions Trading Scheme (EU ETS), as the flagship of EU climate change policy; the specific purpose here is to give a comprehensive insight into the EU ETS and the climate change regulatory framework, as well as to identify the challenges the ETS faces and to either

explore options and/or to identify the principle policy questions that emerge from the current state of the ETS. Market organization, trading practices, and the new financial assets introduced by the EU ETS will also be outlined. In the last part of the paper issues related to the climate change policy in Romania will be addressed. The paper concludes with a review of the progress towards a single European energy market.

Keywords: climate change policy, regulatory framework, challenge, progress, energy market

8. CHALLENGES FOR THE CENTRAL AND EASTERN EUROPE'S ACHIEVEMENT- A MATTER OF BETTER COMMUNICATION

Ilie ROTARIU, "Lucian Blaga" University of Sibiu

Abstract: The enlarged European Union means a large market but a higher buy-power too. Tourism is in the middle of the challenges as it is one of the main life level indicators: Western and Easter people are used with the periodical holidays. The new configuration involved strange movements - the domestic travel might be considered the whole traffic inside the EU - that lead to reconsideration of the classical meaning of tourism. The relocation of the plants and the new systems of doing goods, the increasing leisure time as well as the implication of the globalization lead to new theories in the field of economics. The European pattern still stays firm, as outline by Noica.

Keywords: challenge, holiday, domestic travel, meaning, leisure time

9. FOREIGN DIRECT INVESTMENT - CURRENT BALANCE ACCOUNT RELATIONSHIP

Liliana BRATU, "Ștefan cel Mare" University of Suceava, Dan George DANIELESCU, "Al. I. Cuza" University of Iași

Abstract: FDI create multiple effects upon the balance of payments, emphasized both at the trade balance level and at the balance account from investments and also, generally speaking, at the current balance level. The evaluation of the FDI effects upon the balance of payments of the host countries imposes the comparison of the analyzed situation with what might have happened during the absence of the investment flows and the evaluation of the direct and indirect effects in both of the situations. The paper proposes the establishment of the decision between the variable FDI and the current balance account through the realization of the correlation and regression analyze between the two variables on date from Romania.

Keywords: effect, balance of payments, evaluation, comparison, regression analysis

10. THE FOREIGN DIRECT INVESTMENT EFFECTS UPON THE TRADE BALANCE

Liliana BRATU, "Ștefan cel Mare" University of Suceava, Dan George DANIELESCU, "Al. I. Cuza" University of Iași

Abstract: The FDI have different effects upon the balance of payments of a country and, implicitly, upon the trade balance depending on the destination of the capital flow: of capitalization of the markets, of efficiency, of capitalization of the strategic actives. It is necessary to have in view the evolution of the activities that the foreign firms' subsidiaries make and the evaluation of the effects that these ones produce upon the balance of payments in the long run. The paper proposes the establishment of the decision between the variable FDI and the trade balance account through the realization of the correlation and regression analyze between the two variables on date from Romania.

Keywords: balance of payments, trade balance, evaluation, effect

11. PROBLEMS OF A GLOBAL ECONOMIC SYSTEM

George CIOBANU, Andreea-Maria CIOBANU, University of Craiova

Abstract: The paper provides an overview of the general characteristics of the globalized economy, of the interdependence of national and international orders and policy making and the issue of investments, technology transfer and global business.

Keywords: globalized, interdependence, investment, technology transfer, business

12. ASPECTS REGARDING THE CLUSTERS AND METROPOLISES AS ALTERNATIVES TO ECONOMIC DEVELOPMENT THROUGH INNOVATION

Manoela POPESCU, "Dimitrie Cantemir" Christian University, Bucharest

Abstract: In global economy we notice every day the presence of economic concentrations with impact on the competition between the countries. Both clusters and metropolises represent real alternatives to the economic development of the countries in the world. The two phenomena contain certain similarities but also differences. Metropolises areas - considered as areas where economic activities develop, in general efficient and flexible -develop, especially, as a result of political initiative. Meanwhile, the areas with an intense economic activity, where the actors involved become competitive through innovation and creativity and the industrial technologies are spread through networks, generate clusters.

Keywords: cluster, metropolises, alternative, initiative

13. PROMOTION OF GREENWAYS IN ROMANIA. CASE STUDY: ALBA COUNTY

Andreea BALTARETU, „Dimitrie Cantemir" Christian University, Bucharest

Abstract: The Greenways provide models, strategies and information that will empower citizens to participate in the environmental planning process and affect land use decisions in their community and watershed. People value what they appreciate and appreciate what they value. They provide high-quality residential environments and recreational amenities which have been shown to increase property values and tax revenues and are becoming more important in attracting and retaining productive, high skilled residents and business.

The initiator of the Romanian Greenways program is the Environmental Partnership Foundation. Among the first initiatives of this organization we can mention Mineral Water Trail and Pine Way. Now there are in process of development Limestone Trail and The Golden Way which include major networks of routes in Apuseni Mountains region. These programs offer plenty of benefits for our environment, improvement of the quality of life and presently an opportunity for sustainable economic activities for the local population in towns and countryside.

Keywords: environmental planning, land use, decision, value, program

14. EVALUATION IN THE CONTEXT OF DEVELOPMENT COOPERATION

Gheorghita CAPRARESCU, Tatiana Corina DOSESCU, Emilia GOGU, „Dimitrie Cantemir" Christian University, Bucharest

Abstract: The evaluation becomes a necessary part of the modern politics. It represents an important instrument for issuing of new experience. All the programs, projects, reforms, laws, organizations, measures are necessary for evaluation. The sciences of evaluation is different from pure scientific resource not only for discovering the simple interest, but also serves for transparency solving of the processes, effects documentation and also presenting of purposes for making the decisional processes more effective. The evaluations are depicted by

systematic procedures and methods in data receiving and processing using of specific criteria that permits verifiable basis of the appreciations and conclusions.

Keywords: evaluation, purpose, process, procedure, method

15. THE STATISTICAL ANALYSIS ON COUNTRIES AND GEOGRAFIC AREAS REGARDING THE FOREIGN VISITORS IN ROMANIA DURING 2000-2006

Tatiana Corina DOSESCU, Emilia GOGU, Anca CRISTEA, "Dimitrie Cantemir" Christian University, Bucharest

Abstract: An important part of the tourism activity in our country is based on international tourism, which (during 2000-2006) has relatively been constant regarding the total amount, however including some changes in what concerns the framework on counties and continents. Having its bases on the data supplied by the National Statistics Institute, this study proposes an analysis on the evolution of the number of visitors who have come to our country, as well as the Romanian tourists during 2000-2006.

Keywords: tourism, changes, data, visitors

16. LABOUR MARKETS: TRENDS AND CHALLENGES FOR THE NEW MEMBER STATES IN THE ENLARGED EUROPEAN UNION

Mihaela KARDOS, "Petru Maior" University of Targu Mures

Abstract: This paper aims to provide an overview regarding labour markets in new European member states (NMS), in the context of enlargement. The situation in NMS is still very different from that in EU-15 and the main problems for the NMS refer to low employment rates, especially for young and older workers, high unemployment values, especially for long-term unemployment, while sectoral employment and labour force education tend to follow the European pattern, but still have a long way to go. NMS must integrate their labour markets in the European system, still facing the challenges of globalization, technological change, need for knowledge-based economy and the aging of population. Also, enlargement was supposed to have considerable effects on the functioning of the EU labour markets, with large east-west migration flows, having negative impact on EU-15 economies, but the reality demonstrates rather limited, small effects, with more positive impact.

Keywords: labor market, enlargement, employment, pattern

17. IMPACT OF EUROPEAN FUNDS ON ECONOMIC DEVELOPMENT IN ROMANIA

Mihaela KARDOS, „Petru Maior” University of Târgu Mures

Abstract: Being an EU member state is not a guarantee for sustainable development, but often European funds are considered a stimulating factor towards economic performance. Still, the impact of European funds raises two issues. Firstly, Romania must strengthen its capacity to absorb these funds by creating a functional institutional network, by training human resources in this domain and by promoting a real partnership between authorities and final beneficiaries, in establishing the real financing needs. Secondly, even in the situation of a proper utilization of funds, this does not assure automatic development. It is required a mix of public policies on long term to create added value in strategic domains, to invest in education for a professional dynamization and mobility of employees, to improve business environment and internal capital formation, to encourage technology transfers and research, development and innovations.

Keywords: sustainable development, economic performance, funds, absorption, mobility

18. GLOBALIZATION AND ITS CULTURAL DIMENSION

Andreea GANGONE, Iuliana SCARLATESCU, „Constantin Brâncoveanu” University of Pitești

Abstract: The sociological, economic, political and anthropological literatures are devoting increasing attention to globalization. Observers and theorists of globalization have variously argued that the rapid increase in cross-border economic, social, technological and cultural exchange is civilizing, destructive or feeble. Among the developed industrial societies, (the OECD world), processes reducing the importance of borders can be observed; this leads to the creation of complex interdependencies of a variety of dimensions (politics, economy, society, culture).

Globalization is having a significant impact on local cultures and overall global diversity - issues that are often fraught with intense emotion and controversy.

Keywords: globalization, exchange, interdependencies, dimension, impact

19. REGIONAL COOPERATION IN THE BLACK SEA AND THE ROLE OF INSTITUTIONS

Ionela COSMEANU, „Al. I. Cuza” University of Iasi

Abstract: Situated at the crossroads between Europe and Asia, the Black Sea has been a site of contention and confrontation for centuries. In the context of the Cold War, it was the scene of East-West strategic competition. In the post-Cold War era, it has become more complicated and difficult to manage.

Throughout the Cold War, the decisive political and military presence of the superpowers provided stability, albeit strained, in the region for forty years. The demise of the Soviet Union, has on the one hand, liberated ancient sources of tension and grievances that the Cold War suppressed and masked, but on the other, allowed for the first time an emergence of truly cooperative environment around the Black Sea.

After the expansions of NATO and the EU, the Black Sea has become the eastern frontier of Europe and as such forms an increasingly integral part of it, as well as representing an important strategic region by its own accord. Clearly, the Black Sea is no longer a region to be discovered, exploited, enclosed or dominated. Although the region's long and complex history still generates complex problems for cooperation, it also provides the region with both the incentive and tools for participating actively in global economic and international political community.

Keywords: cooperation, strategy, cooperative environment

20. THE BLACK SEA REGION AND THE EUROPEAN NEIGHBOURHOOD POLICY

Ionela COSMEANU, „Al. I. Cuza” University of Iasi

Abstract: Each time EU borders have changed there was a new set of concerns and also opportunities that arose. This was increasingly true with the 2004 enlargement when not only the number of new members but also the direction of the enlargement was a key issue. Moving eastwards has proved difficult and controversial, especially when negotiating relations with Russia. More importantly, new threats, more difficult to handle, and internal conflicts came to be present both inside and also close to the external borders of the EU. This paper puts under scrutiny the outlook on the potential Black Sea region and the impact the 2007 enlargement might have on the EU, given the existing cooperation and financing instruments. More importantly it examines the position of new and existing members of the EU that belong formally or geographically to the region.

The analysis of potential core states focuses on the more vocal claims put forth by countries like Greece and Romania and the way they situate themselves in EU-BSEC (Black Sea Economic Cooperation) relations. The aim is to provide a comprehensive overview of the initiatives taken so far and, based on foreign policy outlooks of the three (Bulgaria included) to identify possible lines of action within the EU in the future. All three states find regional cooperation advantageous and there are clearly identified areas in which such cooperation might develop.

Keywords: concern, opportunity, enlargement, position, action, cooperation

21. SHORT SEA SHIPPING -AN EFFICIENT ALTERNATIVE TO ROAD CONGESTION PROMOTED BY THE EUROPEAN UNION

Simona DORDEA, Veronica POPOVICI, "Ovidius" University of Constanta, Cristina NISTOR, Maritime University of Constanta

Abstract: Short Sea Shipping is a concept actively promoted by the European Union as an efficient alternative to road congestion and bottlenecks. This mode of transport has many other advantages, like being environmental-friendly and economic. This paper presents the advantages of Short Sea Shipping and the measures adopted by the European Union in order to better promote the use of this mode. Short Sea Shipping needs to be developed in order to fulfill its economic, commercial, social and environmental role.

Keywords: alternative, advantage, environmental-friendly, role

22. INTERNATIONAL INITIATIVES IN THE HARBOUR SECURITY MANAGEMENT

Cristina NISTOR, Maritime University of Constanta, Simona DORDEA, "Ovidius" University of Constanta

Abstract: Ports often represents a point of interest for cargo shipments and for major production centers. They are situated near cities and therefore terrorist attacks in these areas can easily result in breakdowns of the transport systems and can affect the neighbor population. This paper presents the challenges that have to be faced in the harbour security management, various maritime crimes that can be committed on sea or in the hinterland, the ISPS code of measures implemented for the security of ships, port facilities and other initiative of security management adopted by European ports, Australia, United States and Canada.

Keywords: challenge, harbor security management, measure

23. PERSPECTIVES OF THE INTERMODAL TRANSPORT WITHIN THE EUROPEAN UNION

Simona DORDEA, Veronica POPOVICI, "Ovidius" University of Constanta, Cristina NISTOR, Maritime University of Constanta

Abstract: The globalization economy depends highly on an efficient freight inter-modal transportation system. Perspectives for the inter-modal transport are in relations with the needs of customers, climate change and other significant factors. This paper presents only a few of the future trends and innovations on inter-modality.

Keywords: globalization, inter-modal, trend, innovation

24. EUROPEAN UNION'S REGIONAL APPROACH TOWARDS ITS NEIGHBOURS: THE CHALLENGES OF THE EUROPEAN NEIGHBOURHOOD POLICY

Alina Anghelina TIMOASCA, "Al. L. Cuza" University of Iași

Abstract: On 1st of January 2007 the EU welcomed two new Member States and 30 million people, when Bulgaria and Romania joined the European Union. This completed the EU's historic fifth round of enlargement peacefully reuniting Western and Eastern Europe after decades of division. The challenge was not to close gates but to meet new frontiers. We need a positive but practical vision for a better Europe. There is no official geographical limit to Europe Union and there will be none for quite some time. This raises obvious issues for EU economic governance, namely because the EU is composed of various areas, or 'spaces', each with its own operating rules. 'Europe' must currently recognize itself not as a body, but rather a core, with various peripheries; it must also recognize that working from a core area with a 'project' for Europe can provide renewed boost for the EU to move forward.

Keywords: enlargement, division, challenge, boost

25. SEARCHING FOR A NEW PARTNERSHIP IN TRADE: THE PERSPECTIVES FOR AN EU-MERCOSUR ASSOCIATION AGREEMENT

Alina Anghelina TIMOASCA, "Al. L. Cuza" University of Iași

Abstract: This paper aims to address the European Union's new trade policy, expressed by the European Commission Communication "Global Europe: Competing in the World", and the ongoing negotiations to form the EU-Mercosur FTA. The Communication selected Mercosur as a priority, based on two economic criteria: The market potential and the level of protection against EU exports. Mercosur also considers such an agreement as a top priority in its agenda since it already has the EU as its main trade partner and faces many tariff and non-tariff barriers to its exports to the bloc. However, the ongoing negotiations among the two blocs that began in 1999 are still far from conclusion.

Keywords: trade policy, negotiation, priority, criteria

26. CROSS-NATIONAL DIFFERENCES IN CONSUMER PROTECTION REGULATION: EUROPEAN UNION VS. UNITED STATES

Gabriela ANGHEL, "Ovidius" University of Constanta

Abstract: Research on consumer protection policies shows that cross-national diversity of regulatory standards is strong. Analyzing the differences between the consumer protection regulation in the European Union and the United States, the present paper offers as explanation for the relative stringency or innovativeness of European and American consumer regulatory standards the time frame during which they were enacted.

Keywords: consumer protection, diversity, standard

27. INFORMATIONAL MARKET FAILURES AS CONSUMER PROTECTION RATIONALES

Gabriela ANGHEL, "Ovidius" University of Constanta

Abstract: One of the characteristics of the 'perfect market' is that economic actors, including consumers, have 'perfect information' about the nature and the value of commodities they trade. In reality, the consumers have to face information barriers to the satisfaction of their preferences. On this basis, consumer protection comes to compensate the economic imbalance between consumers and sellers, focusing on the match between what consumers expect and what they ultimately receive in the market.

Keywords: market, information, satisfaction, consumer protection

28. EUROPEAN CONSUMERS' ATTITUDES TOWARDS CROSS-BORDER SHOPPING

Gabriela ANGHEL, "Ovidius" University of Constanta

Abstract: The Internal Market allows European citizens to move around with unprecedented freedom, to choose from a vast range of products and services, and to enjoy top standards of protection for their security and health. Although the advantages of cross-border shopping for European consumers are very important, for various reasons, their confidence in these transactions is not very high.

Keywords: freedom, standard, security, health

29. THE IMPORTANCE OF CORPORATE GOVERNANCE IN THE SOUTH EST EUROPE COUNTRIES

Sergiu SARCHIZIAN, "Al. I. Cuza" University of Iasi

Abstract: Corporate governance is the set of processes, customs, policies, laws and institutions affecting the way a corporation is directed, administered or controlled. Corporate governance also includes the relationships among the shareholders, management, the board of directors and other stakeholders (employees, suppliers, customers, banks).

Policy makers in both developed and emerging economies face challenges in ensuring good corporate governance. The OECD Principles of Corporate Governance set out a framework for good practice which has been agreed by the governments of all 30 countries that are members of OECD.

The White Paper on Corporate Governance in South East Europe is the result of four Roundtable between 2001-2003 and it is the emulation of experiences of all participants based on the OECD Principles of Corporate Governance.

Keywords: corporate governance, relationship, challenge, experience

30. HOW CAN WE MEASURE THE CORPORATE GOVERNANCE?

Sergiu SARCHIZIAN, "Al. I. Cuza" University of Iasi

Abstract: *Corporate Governance Scores* represents Standard & Poor's approach to analyzing corporate governance both at a country and at a company level.

The *Country Governance Classification* reflects the degree to which the macro legal, regulatory, informational and market environments provide a supportive infrastructure for effective corporate governance.

The company *Corporate Governance Score* provides an assessment of how a company's governance process serves the interests of stakeholders.

The Governace Index ('G') allows the comparison between individual American companies.

Keywords: corporate governance, level, infrastructure, assessment,

31. ECONOMIC ACTIVITIES OF THE REPUBLIC OF MOLDOVA IN 2007

Eduard HÎRBU, ASEM, Chisinău

Abstract: The year 2007 mirrored the previous period's economic growth slowdown. Thus, in 2007 the GDP, using comparable prices, has increased 3%, from 4% in 2006, 7,5 % in 2005 and 7,4% in 2004. The diminishing growth rates are the result of the continuing reduction, in real terms, of both industrial and agricultural production, while the recession is amplified by the rising negative impact of net exports.

Keywords: growth, slowdown, reduction, recession, impact

32. THE COMMERCIAL POLITICS ROLE IN UE

Liliana NICODIM, "Ovidius" University of Constanta

Abstract: The nice dream of European Union was that from Lisbon in 2000 when The Council of Europe settled as prior target transformation of this area in the most dynamic and competitive economy of the world . Five years of hopes shattered when experts found out that EU is 20 years behind USA. Thus 2010 proves to be a horizon too close to achieve this target. Efforts of EU directed to reach this aim will continue. There are prefigured common measures of commercial policy that will lead to a significant economic opening of EU in comparison with other groups of countries. The final goal resides in the increase of the competitiveness of The European economy.

Keywords: commercial policy, aim, measure, economic opening, competitiveness

33. ROMANIAN AERIAL MARKET

Cristian Valentin HAPENCIUC, Gabriela-Liliana CIOBAN, "Ștefan cel Mare" University of Suceava

Abstract: The aerial transport market is a complex, heterogeneous one. The liberalization process of the services is presented in the aerial transportation area.

The aerial transportation became, during time, cheaper and cheaper, on one hand, due to the lowering of the price and on the other hand, due to the prices extends which allows the access to aerial transport to a category of the public with an elastic demand of the price. So the low prices are conditioned by the traveler public respect to terms and conditions, which do not affect the quality of the performance, advantaging the aerial company.

Keywords: aerial transport, quality, performance, advantage

34. THE LEGISLATURE'S INFLUENCE ON THE INCOMINGS OF DIRECT FOREIGN INVESTMENTS IN ROMANIA

Ioana George ADRIAN, UTI, Mihai SOARE, Health and Insurance House, Dolj

Abstract: The evolution of the incomings of direct foreign investments in Romania has known a hard start at the beginning of the 90's, important progresses were noticed at Romania's entry in NATO and afterwards in the EU. In this period the legislature was stimulating for foreign investors, at the beginning of the period it was discriminatory for national investors. The instability and incoherence of the rules in the in the field of investments manifested in certain years have generated negative reactions from the foreign investors. In the conditions we can say that the ISD revenue stream in Romania has been satisfying with these necessities.

Keywords: progress, legislature, instability, revenue

35. ADVANTAGES AND DISADVANTAGES FOR ROMANIA RESULTED BY THE APPLICATION TO THE COMMON COMMERCIAL POLICY OF THE EUROPEAN UNION

Elena TOBA, University of Craiova

Abstract: The alignment of our country to the relative communitarian acquis of PCC has substantial advantages, but also important costs that are necessary for the creation of premises for the country's development to the same standards as those of the EU.

Keywords: acquis, advantage, premise, standard

36. THE IMPACT OF USING INTERNET INFORMATION SOURCES ON THE TOURISM

Ramona GRUESCU, Roxana NANU, Mariana VACARU, University of Craiova

Abstract: Global exposure is of prime importance for tourism destinations. Till the mid-1990s destination promotions were entirely reliant on travel agencies to market its products. The web has enabled tourism destinations to market themselves through well designed and well promoted websites. Doing business on the web has helped avoid regulations and restrictions that companies must follow when physically doing business in other countries. For example in some countries, foreign travel companies are forbidden to operate. Finally, compared with the traditional media, the web allows unlimited access for hundreds of millions users to an unlimited amount of information.

Keywords: tourism destination, website, access, information

37. THE ECONOMIC CONDITIONS OF AGRICULTURE IN THE NEW MEMBER STATES

Gheorghe PIRVU, Cristi SPULBAR, Ramona GRUESCU, University of Craiova

Abstract: The agriculture sector in this millennium must meet the growing and changing demand for food, energy and agricultural raw materials. How to do so and leave the shrinking natural resource base intact for future generations is another basic concern. Meeting this challenge requires the agriculture sector to continually search and adopt more productive and sustainable technologies. Investment in agricultural research to generate a range of adaptable technologies particularly for small farmers is thus a compelling public policy priority, along with the development of supporting institutions. Even so, national and international support to agricultural research and development and to the diffusion of technology has been on a decline. This is a matter of great urgency as the decline comes at a time when the issues to address (e.g. sustainability, improving rainfed agriculture and productivity of small farms) are quite complex and increasingly crucial

Keywords: growth performance, environmental degradation, sustainability, common agricultural policy

39. ON GETTING A EUROPEAN KNOWLEDGE AREA

Maria CRIVEANU, Eugen RADUT, Adriana LAZARESCU, University of Craiova

Abstract: The end of the second millennium marked some memorable events of political will concerning the development of education and learning in Europe. In this way, it was emphasized the common decision to develop the European educational system, which can be found in the document "Joint declaration on harmonisation of the architecture of the European higher education system" in Sorbonne, on the 25th of May 1998, signed by the Ministers responsible for higher education in Germany, France, Italy and the United Kingdom. This declaration introduces the idea of the European Area of High Education and the common efforts of harmonization of high education systems in the signatories. The Bologna Declaration of June, 16th, 1999, explicitly explains this area and explicitly states the aims in order to better use this area. Being one of the signatories of the Bologna Declaration, Romania agreed to the idea of making Europe a Knowledge Area, by sustaining the decision of the signatories' education organizations to have a main part in the building of a European high education area.

Keywords: development, education system, harmonization, high education

40. MATERIAL REQUIREMENTS PLANNING (MRP) VERSUS JUST IN TIME (JIT)

Ion STANCU, Adriana LAZARESCU

Abstract: Just-in-time requires flow of material in the exact quantity required and at the exact time; the key word is exact. Regardless of the specific method used to achieve this exact material flow, there must be advance planning to ensure that material is available when needed. Material requirements planning (MRP) is the best technique to accomplish this (Naylor). MRP provides the basic logic for determining not only future material requirements but also manufacturing capacity requirements.

MRP is a computer-based information system designed to handle ordering and scheduling of dependent-demand inventories (such as raw materials, component parts, and subassemblies that will be used in the production of a finished product). MRP is designed to answer three questions: what is needed, how much is needed, and when is it needed. The primary inputs of MRP are a bill of materials, which tells what goes into a finished product; a master schedule, which tells how much finished product is desired and when; and an inventory-records file, which tells how much inventory is on hand or on order. This information is processed, using various computer programs to determine the net requirements for each period of the planning horizon. Outputs from the process include planned-order schedules, order releases, changes, performance-control reports, planning reports, and exception reports.

Keywords: material flow, method, requirement, input

41. EUROPEAN ORIENTATIONS ON ASSURING QUALITATIVE TRAINING SERVICES

Eugen RADUT, Radu CRIVANU, Silvia SIMIONESCU, University of Craiova

Abstract: In the last decade there has been a permanent preoccupation for the necessity of quality improvement in educational and professional training systems (1999), by information exchange and experience, by promoting dialogue and testing and particularly through European education and training programmes. Since 1995, the Leonardo Da Vinci programme has supported a large number of trans-national projects and cooperation initiatives. The European Forum for Quality in education and professional training was created in 2000, in order to facilitate information and experience exchange, to stimulate debates. The Forum was the first cooperation platform technically structured, for the European Commission, member states and social partners, involved in various aspects related to education and professional training quality. A fundamental step was made through the European Council resolution and the European Ministers Declaration for Education and Professional Training, related to promoting European cooperation in education and professional training.

Keywords: quality, information exchange, experience, initiative

42. PERSONNEL RECRUITMENT AND SELECTION

Ion CRIVEANU, Loredana IORDACHE, University of Craiova

Abstract: It is unanimously admitted that a company's power depends on the value of its people. That is why personnel recruitment and selection must be looked upon as an investment with effects on the future results of the company.

Recruitment and selection methods have become more and more elaborate, but we must recognize that selection of the best candidate depends on a series of external factors, but also the chance of finding the right person at the right time.

Keywords: value, personnel, result, recruitment, selection