

THE DEMING PHILOSOPHY AND THE QUALITY AWARDS

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Abstract: Eduard Deming summarised the own principles and concepts referring to the quality management in 14 points and identified 7 „quality lethal diseases” as follows: the lack of targets constancy; the short term profit importance; performance evaluation, productivity value or the annual value; the management mobility; management by using visible forms; excessive medical costs; responsibility excessive costs.

Deming didn't propose specific implementation methods because the desired his ideas to be studied and different approaches to be established.

Despite this issues, many firms organized actions to attempt a certain quality level starting from the Deming philosophy, efforts finalised with the Deming award for best results in the field. The main achievements are evidenced in the paper from a comparative point of view.

Keywords:quality, Deming philosophy, management

ASPECTS OF EFFICIENCY BASED RESTRUCTURING IN BAKERY INDUSTRY

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Abstract: The restructuring of an activity involves changes in the way a company generates value and delivers this value as products or services on markets [2].

To determine as well as to implement the necessary steps towards these potential changes is a difficult, risky task. Consequently, restructuring is a serious commitment which from the very beginning should involve both the management of a company and those interested parties.

Besides, the general unpredictable changes typical to an economy and particularly those changes imposed by competition on markets, generates the idea of making frequently assessments.

Keywords: efficiency, bakery industry, competition

THE FUNCTIONS OF FINANCIAL INTERMEDIATION - A SURVEY

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Abstract: Traditional theories of intermediation are based on transaction costs and asymmetric information. In recent decades although transaction costs and asymmetric information have declined, intermediation has increased. New markets for financial futures and options are mainly markets for intermediaries rather than individuals or firms. In this paper we survey the last theoretical and empirical research on financial intermediation and functions of financial intermediation. We discuss the functions of intermediation in this new context.

Keywords: financial intermediation, asymmetric information, survey

MONETARY POLICY IN ROMANIA

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Abstract: The monetary policy in Romania is implemented by The National Bank of Romania, whose main objective is to ensure price stability. At the first stage of the transition to the market economy, the monetary policy, had a secondary role, due to its slow evolution from a direct control of monetary expansion towards indirect instruments and from multiple and contradictory objectives (imposed by the state policy) towards what should represent the sole objective of monetary policy namely price stability.

Keywords: monetary policy, monetary aggregates

POLYCENTRICITY IN DEVELOPMENT POLICIES: A VERSATILE CONCEPT

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Abstract: The concept of polycentricity leads to territorial cohesion, a potential new pillar of EU regional policy next to social and economic cohesion. However, in designing an EU polycentric development policy, various interpretations of polycentric policies as they occur in Europe should be taken into account in order to complement these and to create synergies between EU and national policies. The versatility of national polycentric policies comes forward in the six main categories of objectives of these policies we identified. Countries often pursue combinations of these objectives. Broadly speaking, two issues stand out in these objectives: competitiveness and equity. The paper ends with recommendations for developing an EU polycentric development policy, stressing for instance the need to focus the concept of polycentricity in order to prevent it from becoming useless since it could mean anything.

Keywords: polycentricity, economic cohesion, EU regional policy

EFFECTIVE NEGOTIATION STRATEGIES

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Abstract: Negotiation is one of the most valuable processes in nowadays life, when there is a high diversity of human and business relationships. This paper aims to highlight the main elements that have to be taken into account in order to apply effective negotiation strategies, as negotiation, even if not something extremely complicated, needs more than intuition in order to obtain better results.

Keywords: strategies, negotiation, business relationship

ROMANIAN TAXATION POLICY IN THE CONTEXT: ROMANIA MEMBER STATE OF THE EUROPEAN UNION

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Abstract: Taxation policy plays a crucial role at the level of state: to provide the access to a decent life style for all citizens and stimulate the sustained development.

It cannot be said that there is a unique taxation policy la the EU's level and this for well established reasons: the most simply being the multitude of taxation systems at the member state level and the most grounded is the different degree of development of the member states. Nevertheless this fact does not undermine the importance of the European taxation policy materialized in suitability of national taxation systems on common objective/basis.

Generally, Romania has an indirect taxation system closed tot hat of the EU, even that ranging to the community acquis is not complete yet especially in the excises areas. With regard, direct taxation, efforts are made for coordination with the rules issued.

Keywords: Romanian taxation policy, European Union

THE ROLE OF MANAGEMENT ACCOUNTING IN THE FIRM'S PRICING DECISIONS

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Abstract: This paper is an essay about the role of management accounting in the pricing decisions of firms. This is a research type of essay paper, which makes use of journals and textbooks to show the actual application of management accounting in the firm's final pricing decisions. The first part is intended for the background on management accounting, to give the readers a bird's eye view of the topic. Then a slow interconnection of the topic to pricing issues is made as it approaches the middle part of the paper. The existing relationship between the two topics is then illustrated through presentations for further and clearer evaluation of the situation to the reader. This is also a way of showing how management accounting can affect a firm's pricing decisions. On the last part, the topic is summarized to end the discussion and to give a clear conclusion for the readers.

Keywords: management, accounting, the master budget, relationship

HACCP AND ISO 22000 IN RELATION WITH FOOD SAFETY POLICY

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Abstract: Food safety policy refers to the “intention and orientation of an organization regarding the food’s safety, as they are officially stated by the management at the highest level.”

The ISO 22000:2005 standard defines the requirements for a Food Safety Management System (FSMS), necessary to be implemented by any organization who manages its activity on the food chain to demonstrate to the control organs, beneficiaries and consumers, but first of all to itself, the capability to control the dangers regarding the food’s safety, to insure that the respective aliment is safe for human consumption.

This standard integrates the principles of the HACCP – Hazard Analysis. Critical Control Points and the stages of application elaborated by the Codex Alimentarius Commission, which functions within ONU, as well as the principles of the ISO 9001:2001 standard – Quality Management System. Through the auditable requirements, ISO 22000:205 combines the HAP plan with the preliminary programs (PRP).

Keywords: ISO 22000, food safety policy

THE BASIC INSTRUMENT OF ACCOUNTING INFORMATIONAL SYSTEM IN THE PROCESS OF ASSISTING DECISIONS

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Abstract: Corporate governance is a phenomenon with much attention from the media lately, and refers to the transparency of transactions and monitoring system of internal control to ensure the ability of possible risk assessment, to give an extra safety management organization to implement set strategies. Numerous researches on the behavior of institutional investors and private markets in development identified, however, that 80% of investors agree to pay extra for the enterprises with an effective system of corporate governance.

Its interaction with the environment in which they operate creates the need for objective information and relevant, whose satisfaction requires a suitable offer. Information produced in an organized way by accounting practitioners in the economic entity, should be useful for all users of accounting, for which distribution should be constituted in a rational and dynamic result of negotiation and compromises between the entity and external factors.

Keywords: accounting, informational system, decisions

COMPETITION POLICY AND CONSUMER PROTECTION – HOW RELATED ARE THEY ?

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Abstract: The objective of both consumer and competition policy is to deliver well-functioning markets, something which requires both a strong supply side (competition) and a strong demand side (consumers). However, competition policy is more a proactive policy that attempts to promote consumer interest in a market place, whereas consumer protection policy puts forward mainly a reactive agenda to protect the interests of consumers and provide access to redress for abuses.

Keywords:competition policy, consumer protection, product

AUDIT RISK, A KEY ELEMENT IN AUDITING ACTIVITY

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Abstract: This paper approaches audit risk, in order to a better understanding of this key element in auditing activity. Having as purpose the formulation of an adequate opinion regarding the entity's situation, an auditor must appreciate the audit risk to its real value, considering that it can influence his decisions. A risk represents a probability, so is the audit risk, a possibility that part of a situation submissive to an audit, could present errors. The audit risk evaluation is more important in allowance of a globalized society, where auditing activity finds its place, a result of an audit work being materialized in an acknowledgement of the entity on the national or international plan.

Keywords: auditing activity, audit risk, inherent audit risk, control risk, detection risk

GLOBALIZATION AND ITS IMPACT ON ROMANIAN LOCAL PUBLIC FINANCES

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Abstract: This study is primarily intended to provide the impact of globalization on Romanian local public finances, first of all, mentioning the controversy ideas of the impact of globalization and than reflecting Romanian reality with the help of its relevant indicators.

The framework of this paper is based on a set of research programs and papers made by Romanian institutions as Universities, Central and Local public administrations, Romanian Institute for Public Policies, National Institute of Statistics from Romania, Regional development institutions, and others.

Keywords: globalization, local public finances

GLOBALIZATION OF ACCOUNTING STANDARDS: A UNIQUE PERSPECTIVE

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Abstract: The International Accounting Standards Board has as its mission the development of a single set of high quality, understandable and enforceable accounting standards to be applied by countries around the world. This mission is the result of market pressures for a common reporting lexicon. In doing so, this paper explains that the effects of globalizing accounting standards are far broader and deeper than many would consider.

Political, legal and cultural ramifications add to the economic issues most often raised in the accounting standards globalization debate.

Keywords: globalization, accounting standards, IFRS

THE COST OF CAPITALS AND THE FINANCIAL STRUCTURE OF AN ENTERPRISE

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Abstract: Within capitals establishing, the enterprises have at their disposal a diversity of offers, but for each of them, they have to pay a certain price, named capital's cost. The resource for this price's payment is going to be "produced" into economic processes, where the enterprise's capitals are operative. Only the efficient use of capitals leads on creating payment means for putting out these obligations. If the profits are enough for integral covering of obligations, then both the process of establishing the capitals (meaning that inexpensive resources were used) and the process of their utilization will be developed efficient, because signifies achieving of plentiful profits for investors' remuneration.

The dimension of capitals' cost is influenced by the measures of different costs of financing sources, either under explicit or implicit form.

The explicit cost can be defined as updating installment, which assures the equality between present value of cashing concerning establishing the capitals and the actual value of payments, resulted from using a financing source.

Keywords: capital, financial structure

THE FINANCIAL LIQUIDITY - A COMPONENT OF THE FINANCIAL DIAGNOSIS

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Abstract: On general meaning, financial liquidity represent the enterprise's capacity on managing towards the falling due of payments. The liquidity aims the capacity of payment on short term, while solvency aims towards the coordinates on long term.

As any other analysis based upon the information from Balance sheet and Account of profit and loss and the analysis of liquidity, by using the specific indicators of financial liquidity, the following have to be taken into consideration:

- On one hand, assuring the comparability of elements on financial position reflected by balance sheet, both in time and space.
- On the other hand, the possibility of utilization measure existence of eventual techniques on creative accounting has to be also taken into account.

After the precursory realization of these re-treatments of financial elements for an enterprise reflected by balance sheet structures, the financial analyst may pass from calculus of certain real indicators of liquidity and solvency, which might reflect the real level of liquidity that an enterprise has at certain moment.

Keywords: financial liquidity, financial diagnosis

THE RISKS OF FINANCING ENERGETIC PROJECTS

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Abstract: Working the electric energy system involves many risks that are assumed by the electric energy companies, investors, supplier and customers, as a consequence of interdependence between micro and macroeconomics issues. Main risks that can make an impact on electric energy refer to the following aspects: supplying security, services quality, developing new technologies, electric equipments running, public health and environment.

Keywords: energetic projects, risk, technologies

METHODS FOR AVOIDING THE DOUBLE IMPOSITION IN THE INTERNATIONAL CONVENTIONAL PRACTICE

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Abstract: The remarkable economic evolutions at global scale are mainly due to the development of trade, technical and scientific cooperation relationships between countries. Respecting the four main principles of the European Single Market related to liberty (the movement of persons, goods, services and capitals) contributed to the wide international business and lead to multiple possibilities of obtaining revenues for an important category of taxpayers.

A significant role in maintaining the favorable investment climate is played by the international conventions by establishing the legal framework for avoiding the double imposition of revenues. In the international conventional practice, avoiding the double international legal imposition is being accomplished by the exemption method and by the credit method. These methods also constitute rules proposed by the tax experts who developed the famous OCED and UN Conventions, and are inserted in the 23rd article (A) of these Conventions.

Key-terms: double economical imposition, double international juridical imposition, and the exemption method, the crediting method.

UNDERSTANDING THE NUTRITIONAL LABEL – THE WAY TO A BALANCED DIET

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Abstract: Foods that we consume have a powerful influence over our health and over the possibility of appearance of some diseases, some of them very serious. To adopt correct decision regarding his diet, every consumer must know how to interpret the information registered on the food label.

The laws for food labelling introduced some criteria for nutritional mentions. At the beginning of the '80 years, nutritional label was just a marketing technique used by the producers, but in our days it became an imperative for correct and complete information of the consumers.

Keywords: nutritional label, diet

AUDIT FIRM ROTATION AND AUDIT QUALITY

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Abstract: The major financial reporting failures at Enron and WorldCom, as well as apparent failures at Qwest, Tyco, Adelphia, and others, led to the financial reporting reforms contained in the Sarbanes-Oxley Act of 2002 (SOA). SOA's reforms directly related to auditors include the establishment of the Public Company Accounting Oversight Board (PCAOB), increased audit committee responsibilities, and mandatory rotation of lead and reviewing audit partners after five consecutive years on an engagement.

In addition, regulators and the business press have shown interest in considering whether long-term relationships between companies and their auditors create a level of closeness that impairs auditor independence and reduces audit quality. Questions have arisen about whether SOA's requirement to simply rotate personnel - the lead and review partners - within the same audit firm is adequate.

Keywords: audit, audit firm, audit quality, audit firm rotation.

THE MANAGEMENT OF EDUCATION AT THE BEGINNING OF THE 21ST CENTURY: FROM TEACHING TO READ AND WRITE TO CONTINUOUS LEARNING

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Abstract: Knowledge society is a new world characterized by the huge number of information sent in all directions. A special place belong to education, which must be accessible for all people, regardless nationality, religion, sex or any other social determinant. Many countries insist not only on elementary education, but on permanent education required by frequent changes. People have to face new demands of the labor market, individual competition, and new technologies. The need to eliminate the monotony and to self-perfection through information assimilation appears more often. Although the education system is linked to young generation, nowadays it must relegate to all persons interested in acquiring new knowledge. A state has to ensure that the beneficiaries have the right conditions for receiving present useful knowledge, in a proper place, from well-trained personnel. Even if is a touchy field, subject to various changes, education remain a feature for the knowledge society.

Keywords: education, continuous learning, management

THE QUALITY MANAGEMENT - AND THE FULFILLMENT OF CONDITIONS RELATING TO THE MAINTENANCE OF QUALITY

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Abstract: This paper aims to define the objectives that you have to propose them and to follow a management organization for this to work successfully by the principles of the System Quality Management. The book deals with the purpose and objectives of an organization to meet and maintain the conditions relating to quality and to improve the quality of their activities. Also mentioned in the book are the eight principles and actions results by applying their principles by which to guide any company that wants to implement the system Quality Management.

Keywords:quality management, organization

MODERN APPROACHES OF HIGHER EDUCATION MANAGEMENT

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Abstract. European statistics on higher education place Romania among last places of all the countries that entered Bologna Process. The present paper presents the results of a study concerning the identification of causes that lead to the fact that Romanian higher education is mistrusted evinced a lot of deficiencies in the organization and functioning of work process within the universities. Although the study was more complex, here we present just the results which concern on the teaching – learning – evaluation process along with some proposals for rising the efficiency of it, sustaining the necessity of managerial competence rather than pedagogic of those who conduct educational processes at different levels, including the implementation of managerial principles in the activity of teachers that is so useful in actual development of educational activities with a group or class of students.

Keywords: management, education, competence

POSSIBILITIES TO CONTROL TAX EVASION

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Abstract: Tax evasion became ubiquitous at economic and social level. The magnitude of tax evasion became alarming because the lack of control measures may attempt to national economy stability. Economically, a balanced condition of the state budget would lead to macro economic balance and providing the conditions for an economic development.

In Romania, occurrence and action of the tax evasion phenomenon is more dramatic more the Romanian society is not only at a change moment in its existence but pass through a deep economic crisis. The tax evasion phenomenon is under the incidence of two categories of factors: endogenous, materialized into tax authorities (parliament, government) and exogenous, expressed through economic, social, cultural and psychological variables.

Keywords: evasion, taxes, control measures

THE CONTENT AND THE PERFORMANCE'S CHARACTERISTICS IN COMMERCE

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Abstract : The realization of performance becomes an objective of commercial enterprises representing in the same time the modality of reaching the main objective of the enterprise, that the specific literature defines, in the actual context of Romania, as “the insurance of firm’s viability in conditions of internal and international competition, with respect to the conditions imposed by durable development” [Gheorghiu A., Ionescu M., 2002].

The following aspects concerning the significance of the performance are held towards thoroughgoing study:

- ↪ Performance – level of realization of objectives,
- ↪ Performance – the capacity of creating value.

Keywords: performance, commerce

BRAND TYPOLOGY - A SOLUTION IN CONSTITUTING THE OPTIMUM ASSORTMENT OF A RETAILER

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Abstract:Our paper aims to offer a solution for the choice of the reference of an assortment in the case of a retailer. The first part of the paper analyzes a few aspects regarding competition and segmentation intending to highlighten the conditions imposed to a retailer when trying to set up an optimum assortment. The reference selection becomes a difficult decision to make. The method of selection which we put forward in our paper is based on the use of brand typology. According to this typology, every brand can be found in one of the following categories: national brands; leader brands; “first price” brand; private label; own brand. The results and conclusions of the research distinguishes the fact that the assortment is the main component of the administration of a sales point, being the one which calls for the organization of the stand/sales display, price administration, stock administration and the administration of promotional campaigns.

Keywords: brand, assortment, retailer

THE ACCOUNTABLE-FINANCIAL SYSTEM OF THE FIRM'S FINANCIAL FLOWS

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Abstract: Financial flows represent changes in the balance active, of the debts, the net situation and the effective circulation of money.

The financial flows situation belongs to the family of flow tables, useful instruments in the financial analysis, business evaluation, firm's economical-financial situation diagnosis.

The firms that organize the accountability according with the Order MFP no. 1752/2005 for the approval of the accountable reglementation suitable for the european directives, have the obligation to write "The tresorery flows situation" which evidentiare the growth of this situation's importance in appreciating the firm's performances.

The flow tresorery situation describes the measure in which the exploitation activities, investments and financing determine positive flows – incomes and negative-payments of tresorery during the financial exercise. The tresorery flows are divided in the activities that generated them or consumed them in: tresorery flows from exploitation activities; tresorery flows from investment activities; tresorery flows from financing activities. In IAS 7 "The situation of flows in cash" is mentioned that the tresorery flows from exploitation activities (FTE) are important for the appreciation of the financial performance of the firm.

Keywords: financial system, financial flows

INTEGRATED TOURISM DEVELOPMENT

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Abstract: In the specialty literature, there are two mainstream development concepts for development of tourism areas: durable development and integrated development. The first one, the concept of durable development is somewhat older and, as some concerns have been voiced regarding it, a second one has emerged, namely: the integrated development. This should represent the key to enhancing life quality level in the respective areas, by being an important alternative in the development plans conceived at a local/regional level. One of the directions for integrated development is tourism, which may be chosen according to the region's characteristic resources and the level of economic development of local population. The best approach for the integrated tourism development concept is the local or regional observation. Specialists in economic development argue that tourism development at this level may be accomplished also by durable development as means of increasing the life quality of local population. Each of the two concepts is focused on certain aspects and has different applications, both in general terms but also, in the particular case of tourism. This study aims to clarify the concept of integrated development, serving thus as a tool for local authorities who might intend to adopt more modern means of management for their respective local communities.

Keywords: tourism, development, management

THE DEVELOPMENT OF HUMAN CAPITAL

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Abstract: The development of the human resources means better educational and development opportunities for employees and this fact leads to an improvement in people's individual performance, in their team-work and organizational-work. The social configuration and the cultural standard in permanent development as well as the continuous education and the array of informational sources lead towards a professional management inside organizations; it develops the creative and innovating potential of the human element.

Data and knowledge have a leading function in any human activity.

Keywords: human resources, performance

ASPECTS REGARDING OF QUALITY MANAGEMENT COSTS IN TOURISM

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Abstract: The great majority of consumers, especially the Romanian ones, purchase products and services, firstly, depending on their prices. If the price of a product/service is not acceptable from the point of view of their buying capacity, they think that the respective product/service is improper for satisfying their necessities, regardless of its quality.

Given the fact that quality does not come free, but it costs, we must specify that the true satisfaction of the consumers be only provided by the best possible quality/price ratio. In other words, in order for a product/service to satisfy the consumers' requirements, it is not enough to have a good quality, but also its price should correspond to its quality

Key words: service, quality, price, costs.