

# TABLE OF CONTENTS

## Section I: International Affairs

1.	Ion BOTESCU	<i>Asia - Regaining the Lost Prestige</i>	2
2.	Emilia Anuța COROVEL, Adela SOCOL	<i>The Impact of Political Stability on Economic Growth in European Union</i>	8
3.	Radmila DRAGUTINOVIC MITROVIC, Olgica GLAVASKI, Emilija BEKER PUCAR	<i>Fiscal Sustainability in Flow Model: Panel Cointegration Approach for the EU-28</i>	15
4.	Mihaela Sorina DUMITRESCU, Dorel PARASCHIV, Maria NIȚU	<i>Internationalization of Companies - Stages and Challenges in the Global Business Environment</i>	25
5.	Loredana JITARU, Lorena Florentina DUMITRAȘCIUC	<i>The Impact of China's Domestic Currency Depreciation on Trade with the EU</i>	33
6.	Oana Maria NEAGU	<i>Recent Instruments to Address Financial Crime: The Case of Romania</i>	39
7.	Sorin-George TOMA, Andreea Simona SĂSEANU	<i>China's Economic Rise after 1978</i>	45
8.	Mamuka TORIA, Nana ZAZADZE, Giorgi SAJAIA	<i>Tendencies of International Migration of Workforce in Georgia</i>	51

## Section II: Regional Development, Integration and Globalization

1.	Ion BOTESCU	<i>Migration in the Context of the Globalization of the World Economy</i>	56
2.	Maria Alina CARATAȘ, Elena Cerasela SPĂTARIU	<i>Global Economy under Trade War</i>	63
3.	Nikoloz CHIKHLADZE, Nana RUSADZE	<i>Opportunities for the Use of Commercial Diplomacy in Municipalities (Using the Example of Kutaisi City)</i>	67
4.	Irina CHIRIAC	<i>Bio-Economy Development in Romania</i>	75
5.	Darejan CHKHIRODZE, Nikoloz CHIKHLADZE	<i>Solid Waste Management in the Municipality (On the example of Kutaisi)</i>	83

6.	Stelian MANOLACHE	<i>Globalisation and Social Justice - The Church Between the Desideratum of Justice and Social Equity and the Primacy of the Transfiguration/Holiness of the Person</i>	88
7.	Carmen NĂSTASE, Carmen CHASOVSCI, Ancuța LUCACI	<i>Opportunities and Challenges for a Sustainable Rural Entrepreneurship</i>	95
8.	Raluca Ioana OPREA	<i>The Arab East in the Era of Globalization</i>	105
9.	Raluca Ioana OPREA	<i>Directions of Economic Integration in the Arab East</i>	110
10.	Sergiu SARCHIZIAN, Veronica POPOVICI	<i>Corporate Governance in Romania. Current Trends</i>	115
11.	Corina SCHONAUER (SACALĂ), Teodor Emanuel PETREANU	<i>Territorial Disparities on the Third Industrial Revolution – IT&amp;C as a Regional Value Chain</i>	123

### **Section III: Economic and Social Studies**

1.	Anamaria BUCACIUC, Paul-Panfil IVAN, Mariana LUPAN	<i>Theoretical Incursions into Social Entrepreneurship as a Mean of Development for Rural Heritage Rich Communities</i>	134
2.	Alina BUZARNA-TIHENEA (GĂLBEAZĂ)	<i>Written Business Communication. Case Study: Auditor's Report</i>	140
3.	Sorin CALAFUS	<i>The Opposability of the Effects of the Contract on Third Parties</i>	148
4.	Ramona CANTARAGIU, Shahrazad HADAD, Elena CONDREA	<i>Food Waste and Rural Tourism – a Romanian Perspective</i>	152
5.	Emil COSMA	<i>Pivot Table: A Tool to Calculate, Summarize, and Analyze Data</i>	161
6.	Lilia COVAȘ, Angela SOLCAN, Liudmila STIHI	<i>Sustainability of Entrepreneurial Education in the Republic of Moldova</i>	167
7.	Daniel DĂNECI-PĂTRĂU	<i>The Railway Transport System and its Implications in the Economic Development</i>	178
8.	Aurel DINCĂ	<i>From Government to Governance in the Public Water Resources Field Organisations - the Importance of the Legal Framework</i>	185
9.	Ioana Claudia DOBRE	<i>The Influence of Neoliberalism in Europe</i>	190
10.	Lavinia DUDAȘ	<i>What Shapes Elections and Corruption in Emerging and Developing Countries ?</i>	195

11. Raluca IGNAT, Carmen-Lenuța TRICĂ, Monica TUDOR (TRICULESCU)	<i>Opportunities for Romanian Entrepreneurs in Digital Single Market</i>	202
12. Paul-Panfil IVAN, Anamaria BUCACIUC	<i>Migration and Cultural Landscape, a Romanian Perspective</i>	209
13. Ion Dănuț JUGĂNARU	<i>Issues Regarding the Dynamics of the Economic and Financial Efficiency, Correlated with the Dimension of the Human Resources Used by Companies from the Urban Area of Constanța County, Romania</i>	215
14. Ion Dănuț JUGĂNARU	<i>The Dynamics of the Economic and Financial Efficiency, in Correlation with the Size of the Human Resources Used by Companies in the Services Sector in Constanța County, Romania</i>	221
15. Mariana JUGĂNARU	<i>A Dynamic Analysis of Economic and Financial Efficiency, Correlated with the Dimension of the Human Resources Used by Companies from the Rural Area of Constanta County, Romania</i>	227
16. Mariana JUGĂNARU	<i>Economic and Financial Efficiency, Correlated with the Dimension of the Human Resources used by Companies in the Industry and Agriculture Fields in Constanta County, Romania</i>	233
17. Corina Aurora MARIN (BARBU), Gabriela GHEORGHIU, Daniel LIPARĂ	<i>Perspectives of the Balneary Tourism in Romania</i>	238
18. Corina Aurora MARIN (BARBU), Elena Cerasela SPĂTARIU, Gabriela GHEORGHIU	<i>Strategies of Improving the Quality Management System in the Tourism Industry: Pamukkale</i>	246
19. Cristian MARINESCU, Ileana MIRCIOI (VALIMAREANU)	<i>Employment in the Informal Sector of the Economy</i>	254
20. Maria NICA, Ionuț Laurentiu PETRE, Constantin CARAMAN	<i>Influence of Population Growth on the Environment</i>	260
21. Simona Vasilica OPREA, Adela BĂRA	<i>Big Data Solutions for Efficient Operation of Microgrids</i>	266
22. Teodor Emanuel PETREANU	<i>Value Chain in Industry 4.0, Concept Development in the First, Second and Third Industrial Revolutions</i>	272
23. Ionuț Alexandru PLEȘCĂU	<i>The Economy of Florence during the Medici Government</i>	276

24. Florina POPA	<i>Aspects on the Promotion of Public-Private Partnership, in Romania, after 1990</i>	280
25. Gabriela PRELIPCEAN, Diana Georgiana BUCĂȚAR	<i>Rising Protectionism within the Global Economy</i>	290
26. Oana Iuliana RUJOIU	<i>The Digital Economy</i>	299
27. Oana Iuliana RUJOIU	<i>The Informal Economy</i>	303
28. Adriana ȘTEFAN (MATEI)	<i>Modern Formula of Tourism - Virtual Tourism</i>	310
29. Adriana ȘTEFAN (MATEI)	<i>Development of Romanian Balneo Tourism</i>	316
30. Monica TUDOR (TRICULESCU), Raluca CAPLESCU	<i>Observing Some Influences of Emotional Intelligence in the Teaching Environment</i>	321
31. Daniel Petru VÂRTEIU	<i>Agency for Payments and Intervention for Agriculture – Agency which Manages the Funds Destined to Agriculture</i>	327
32. Cristina Mihaela ZAMFIR	<i>Effective Strategies for Successful Presentations: An NLP Analysis</i>	333
33. Daniela ZĂNESCU	<i>Transitional Free Allocation under EU ETS to Modernise Electricity Generation</i>	339
34. Daniela ZĂNESCU	<i>The Architecture of EU Emission Trading System and its Specific Funding Mechanisms up to 2030</i>	347

#### **Section IV: Marketing – Management**

1. Andreea BARBU, Gheorghe MILITARU	<i>The Key Indicators Used to Measure the Performance of the Service Companies: A Literature Review</i>	355
2. Claudiu BOȚOC, Sorana VĂTAVU, Leontin GHEORGHE	<i>Is Continuous Training Relevant to Employees and Sustainable Development?</i>	365
3. Ionela BUCĂLOIU	<i>The Leadership - Communication Relationship in the Inclusive School Management System</i>	371
4. Ionela BUCĂLOIU	<i>Comparative Analysis of Micro - and Macromanagement Features of the Inclusive School</i>	376
5. Natalia BURLACU, Ion MURA	<i>Employee Engagement Strategies Concerning Competitive Advantage Achieving</i>	381
6. Irina CĂLUGĂREANU	<i>Risk Allocation within Public-Private Partnership in the Republic of Moldova Framework</i>	389

7. Lilia COVAȘ	<i>Particularities of the Organisational Culture in the Companies from the Republic of Moldova</i>	396
8. Maria Magdalena CRIVEANU	<i>The Workforce Crisis Overcome with the Help of Cultural Management</i>	408
9. Pătrău Daniel DĂNECI	<i>Human Resources Motivation - Component of the Labor Relations and Human Behavior Development</i>	414
10. Gabriel DINU, Loredana DINU	<i>Measuring Customer Satisfaction of Tourist Services - Case Study: President Hotel</i>	421
11. Lorena Florentina DUMITRAȘCIUC, Loredana JITARU	<i>The Influence of the Life Coaching Process on Entrepreneurial Talents in Romania</i>	427
12. Adriana Ioana FILIP (CROITORU), Diana Nicoleta GEORGESCU, Monica Ioana TOADER	<i>The Role of Higher Education in Creating Sustainable Leaders</i>	432
13. Mohammad JARADAT, Marius-Anton STUPAR	<i>Sustainability Management in the Higher Educational System</i>	437
14. Monica LOGOFĂTU	<i>Integrating Organizational Culture in Strategic Human Resource Management of the Educational Institutions</i>	443
15. Adriana MANOLICĂ, Teodora ROMAN, Alina Ioana ROMAN	<i>Like It or Not: Facebook Advertising Triggers</i>	450
16. Ruxandra MARIN	<i>The Self-Assessment of Services' Quality in Public Administration</i>	457
17. Ruxandra MARIN	<i>Methods of Analyzing the Functioning of a Public Administration System</i>	461
18. Angela-Eliza MICU, Daniel POPA	<i>Human Resources Shortage – Decisive Factor in Substantiating the Personnel Attraction Strategy</i>	465
19. Camelia MIHAI, Norina POPOVICI, Gheorghe MORARU	<i>Organizational Culture within Romanian Companies</i>	472
20. Lavinia NĂDRAG	<i>Business Communication: Director's Reports</i>	480
21. Eugen PETAC, Alexandru CONSTANTIN	<i>IoT Embedded System for Environmental Monitoring</i>	487
22. Cristina Claudia PLOSCARU, Cătălin Ștefan ROTEA, Monica LOGOFĂTU	<i>Study on the Elasticity of Reward and Performance of Employees at the Slatina County Emergency Hospital</i>	496
23. Norina POPOVICI, Camelia MIHAI, Gheorghe MORARU	<i>Some Considerations regarding Emotional Intelligence</i>	506

24.	Cristina RACOCEANU, Anca Cristina STANCIU	<i>Quality Management as a Dimension of Evidence-Based Medicine</i>	513
25.	Andreea SĂSEANU, Sorin George TOMA	<i>Leadership &amp; Motivation of Employees</i>	518
26.	Timeea-Alexandra SIMIONESCU (SAVU)	<i>Managing the Issue of School Deviance</i>	524
27.	Timeea-Alexandra SIMIONESCU (SAVU)	<i>Management and School Education</i>	529
28.	Sergiu STAN	<i>Sports Branding - A Complex Process</i>	533
29.	Sergiu STAN	<i>Strategic Management in Sports. The Rise of MMA around the World - The Evolution of the UFC</i>	540
30.	Mirela ȘTEFĂNICĂ, Christiana Brigitte SANDU	<i>Eco-practices – Prerequisite for Increasing the Environmental Performance and the Social Responsibility in Hotel Industry</i>	546

## Section V: Finance and Accounting

1.	Nicolae BALTEȘ, Ștefania Amalia JIMON	<i>The Effectiveness of Pension Systems in Countries of Central and Eastern Europe</i>	555
2.	Silviu Valentin CĂRSTINA, Elena BONESCU, Olimpia Livia PREDA BUZGURESCU	<i>Analyzing the Correlation and Influence of Asset Management on Financial Balance. Case Study Horeca Sector in Dolj County</i>	562
3.	Claudia-Cătălina CIOCAN	<i>Analysis of the Relation between Conservatism and the Amount of Dividends Payable to Shareholders. The Case of Romanian Listed Companies</i>	570
4.	Cristina DRUMEA	<i>Ethics in Financial Analysis: Battlefield of Principles</i>	580
5.	Georgiana-Loredana FRECEA	<i>Investigation of the Corporate Social Responsibility Practices at OTP Group. Evidence from the Subsidiary – Parent Relationships</i>	587
6.	Teodor HADA, Iulia IUGA, Mihai CĂRUȚ	<i>Grants through the European Agricultural Funds for the Rural Development. Case Study: The Modernization of the Community Centre of a Municipality</i>	593
7.	Luminița Gabriela ISTRATE	<i>The Role of Credits and Bank Guarantee Letters in Financing Trading Companies</i>	601
8.	Iulia IUGA	<i>The Influence of Inflation Rate on ROBOR in the Romanian Banking System - Case Study</i>	607

9.	Eleodor Alin MIHAI, Cornelia TOMESCU- DUMITRESCU	<i>Banking Activity in Romania: Where To ?</i>	614
10.	Florentin Gabriel NANU	<i>Procedure of Contest the Fiscal Administrative Act</i>	623
11.	Traian Cristin NICOLAE	<i>Accounting Issues Related to Market Risks of Loan Products</i>	628
12.	Oana OPRIȘAN, Cosmin ȚILEAGĂ, Liliana NICODIM	<i>Money Laundering - The Form of Tax Evasion</i>	634
13.	Oana OPRIȘAN, Cosmin ȚILEAGĂ, Liliana NICODIM	<i>Analysis of VAT Revenues to Romania's State Budget</i>	641
14.	Ilie RĂSCOLEAN, Ileana - Sorina RAKOS	<i>Financial Analysis Based on Efficiency Indicators at Microeconomic Level</i>	646
15.	Luciana SIMION	<i>The Effects of Political Decisions on Financial Markets</i>	655
16.	Cosmina Adela STANILA	<i>The Impact of Corporate Governance on Company's Performance through Non-Financial Indicators</i>	660