

TABLE OF CONTENTS

Section I: International Affairs

1.	Bonta (Mitea) Liana-Antonela	<i>Federal Reserve Response to the 2007 Financial Crisis. Monetary Policy Instruments</i>	2
2.	Bonta (Mitea) Liana-Antonela	<i>A Comparative Analysis of FED and ECB Reactions to the Global Financial Crisis</i>	7
3.	Florea Iulia Oana	<i>Economic Fraud in International Business: Forms and Implications</i>	12
4.	Frecea Georgiana-Loredana	<i>Legal or Discretionary CSR: The Directive 2014/95/EU Analysis</i>	17
5.	Koblianidze Tamar, Kochlamazashvili Lela, Chakhunashvili Tamar	<i>Healthcare System and Problems of Medical Personnel in Georgia</i>	22
6.	Meladze Maia, Olkishvili Mariam	<i>Using of Social Media Features in Tourism Management The case of Using Social Media in Georgia</i>	28
7.	Mesagan Ekundayo Peter, Omojolaibi Joseph Ayoola, Umar Dominic Ikoh	<i>Trade Intensity, Energy Consumption and Environment in Nigeria and South Africa</i>	33
8.	Năstase Luiza Loredana	<i>China: Current Position and Opportunities</i>	39
9.	Năstase Luiza Loredana	<i>Trump's Economy: A Brief Macroeconomic Analysis</i>	43
10.	Olunkwa Chidi Ndubuisi, Shobande Olatunji Abdul	<i>Capital Flow Components and Industrial Sector Performance in Nigeria</i>	48
11.	Platon Nicolae	<i>E-tourism as a Component Part of International Trade of Services</i>	58

Section II: Regional Development, Integration and Globalization

1.	Aivaz Kamer-Ainur	<i>Delineating the Tourism Profile of the EU Countries in Terms of Length of Stay using the Correspondence Factor Analysis Method</i>	65
2.	Bâra Adela, Oprea Simona Vasilica, Preoteşcu Dan	<i>Data Management for Photovoltaic Power Plants Operation and Maintenance</i>	70
3.	Caprita Elena Diana	<i>Post 2020 CAP. The Future Starts Now</i>	76
4.	Gheorghe Paul, Munteanu Gabriela Iuliana	<i>Company Competitiveness in Sustainable Conditions</i>	82
5.	Gheorghiu Gabriela, Spătariu Elena Cerasela, Carataş Maria Alina	<i>The EU General Data Protection Regulation Implications for Romanian Small and Medium-Sized Enterprises</i>	88
6.	Marcu Laura, Tănase Loredana Cristina	<i>Employment Rate and Gender Employment Gap in Romania in the Context of Europe 2020 Strategy</i>	92
7.	Olesia Mihai	<i>Exploratory Study of Evaluative Techniques Used in Regional Development Literature Reviews</i>	98
8.	Oprea Simona-Vasilica, Bâra Adela, Elefterescu Luminiţa	<i>Decision Support System Design for Photovoltaic Systems Operation and Maintenance by Using Big Data Technologies</i>	104
9.	Toma Sorin-George, Saseanu Andreea	<i>The World's Smartest Cities in the Metropolitan Century</i>	111
10.	Voiculeţ Alina	<i>The Evolution of Transnational Mergers and Acquisitions</i>	117

Section III: Economic and Social Studies

1.	Aivaz Kamer-Ainur	<i>Survey on the Distribution of the Number of Domestic Trips Taken in the EU Countries in Terms of Length of Stay</i>	123
2.	Anastase (Bădulescu) Ileana, Dima Adriana, Dudan Anghelina	<i>Factors Generating Financial Crises</i>	128
3.	Bran Violeta, Ustinescu Gheorghe	<i>Reflections on the Phenomenon of Desertification and Its Influence on the Natural Ecosystems in Romania</i>	133
4.	Buicli Olga	<i>The Behavior of Human Resources on the Labor Market in the Republic of Moldova</i>	139
5.	Buzarna-Tihenea (Gălbează) Alina, Nădrag Lavinia	<i>The Advantages of Authentic Materials in the ESP/EFL Classroom: Newspapers</i>	145
6.	Dobre I. Claudia, Răsăuțeanu I. Costin	<i>Implications of Welfare States on Human Development</i>	152
7.	Dragomir Cristina, Utureanu Simona Luize	<i>Gender in Maritime Transport - A Scientific Literature Overview</i>	158
8.	Dumitrașcu Elena	<i>Syntactic Condensation - One of the Features of Specialized Languages</i>	164
9.	Iurian Sergiu-Dan, Jaradat Mohammad	<i>Refugee or Migrant Status ? What Can We Expect Next ?</i>	168
10.	Jaradat Mohammad, Iurian Sergiu-Dan	<i>Legal and Illegal Migration in the EU. Implications Regarding European Labor Market. What Does the Future Has to Offer ?</i>	172
11.	Jugănaru Mariana	<i>A Method for Shaping the Tourism Profile of the EU Countries According to the Structure of Tourist Expenditures in 2016</i>	177
12.	Marinescu Cristian, Mircioi (Vălimăreanu) Ileana	<i>Current Vulnerabilities of Economic Security in Romania</i>	182
13.	Mateescu Mihaela, Muscalu Sabin, Bozga Raluca	<i>Mathematical Model for the Study the Romanian Industry Evolution</i>	190
14.	Moraru Camelia, Nancu Dorinela	<i>The Evolution of Wage in Romania</i>	196
15.	Nădrag Lavinia, Buzarna-Tihenea (Gălbează) Alina	<i>Innovative Methods for Assessing Students' Performance in the ESP Classroom</i>	200
16.	Neagu Oana Maria	<i>How Apple Group Succeeded to Avoid Billions of Euros in Taxes by Shifting Profits into Subsidiaries from Ireland</i>	206

17. Nica Maria, Stoian Mirela	<i>Foreign Trade in Agri-food Products - Current Approaches</i>	211
18. Nicodim Liliana, Croitoru Gabriel, Tabîrcă Alina Iuliana	<i>Role and Impact of Research & Development Activity on Economic Efficiency</i>	217
19. Nicodim Liliana, Duica Mircea, Manolache Dorin Claudiu	<i>Research Tools and Steps Used in Economics Science – Theoretical Approach</i>	223
20. Nițu Maria	<i>Tax Evasion: Concept, Causes and Forms at the Macro and Microeconomic Level</i>	227
21. Popa Florina	<i>Aspects on Practice of Concession in the Romanian Economy in Inter-War Period</i>	233
	<i>22. Paper withdrawn from the volume with authors' consent !</i>	239
23. Sandu Christiana Brigitte, Darabă Gabriel, Jaba Elisabeta	<i>Evaluation of the Duration of Unemployment Spells Using Kaplan-Meier Estimator. A Study on Botoșani County's Labor Market</i>	248
24. Stamule Stere	<i>Nudging – a New Way in Promoting Sustainable Development to Succeed in Provoking Behavioral Change</i>	254
25. Stanciu Anca Cristina, Condrea Elena	<i>The Quality of Luxury Versus the Luxury of Quality</i>	260
26. Vîntu Denis, Negotei Ioana Alina	<i>Analysis of Financial Stability: The Construction of a New Composite Financial Stability Index for Euro Area</i>	264
27. Zamfir Cristina Mihaela	<i>Pinpointing Patterns of Getting to Know Yourself and Others in Business: Metaprograms as Perceptual Filters on Communication</i>	271

Section IV: Marketing – Management

1.	Barbu Andreea, Militaru Gheorghe	<i>How Lifestyle, Professional and Financial Criteria Influence Students' Personal Vision to Become Entrepreneurs. Evidence from Romania</i>	278
2.	Berea Cristi	<i>Negotiation Analysis. The Context</i>	284
3.	Dinu Gabriel, Dinu Loredana	<i>The Influence of Social Groups on Consumer Behavior Online in the Resita City Population</i>	289
4.	Furduescu Bogdan - Alexandru	<i>Negative Motivation</i>	293
5.	Gheorghe Paul, Munteanu Gabriela Iuliana	<i>Brand Awareness in Increasing Competitiveness and in Creating the Competitive Advantage of the Company</i>	297
6.	Jugănaru Ion Dănuț	<i>Using the Factor Analysis Method to Shape the Tourist Profile of Several European Countries by the Age Group of Tourists</i>	303
7.	Jugănaru Ion Dănuț	<i>Analysis on the Distribution of Resident Tourists from 29 European Countries, by Age Groups, in 2016, using the Factor Analysis Method</i>	309
8.	Jugănaru Mariana	<i>Comparative Study on the Distribution of the Categories of Expenditures Made by Resident Tourists in the EU Countries in 2016</i>	315
9.	Madăr Anca, Neacșu Nicoleta Andreea	<i>How Can Companies Adapt to the Growing Competition?</i>	320
10.	Merlă Vladimir	<i>A Decade of Active Political Marketing on Social Media</i>	326
11.	Merlă Vladimir	<i>Political Marketing's Influence on Intra-party Democracy</i>	331
12.	Micu Angela-Eliza, Necula Ramona Valentina	<i>Organizational Communication and Change Management. National Challenges and European Perspectives</i>	336
13.	Neacșu Nicoleta Andreea, Madăr Anca	<i>Strategies Applied to the International Freight Transport Market Case Study: Lufthansa</i>	342
14.	Negoită Olivia Doina, Purcărea Anca Alexandra, Popescu Mirona Ana-Maria	<i>Predictors of Companies Preferences for Adopting a Proposed Marketing Strategy</i>	348
15.	Negoită Olivia Doina, Purcărea Anca Alexandra, Popescu Mirona Ana-Maria	<i>A Model for Relational Marketing</i>	353
16.	Petac Eugen, Duma Petruț	<i>Exploring the New Era of Cybersecurity Governance</i>	358

17. Pirvu (Mazilescu) Ionica-Diana, Lazar (Soare) Gabriela	<i>The Importance of Cultural Marketing in Evaluating Creative Personnel</i>	364
18. Platon Nicolae	<i>Use of the PESTEL Model in the Management of the Tourism Branch of the Republic of Moldova</i>	370
19. Popovici Norina, Moraru Camelia	<i>Outsourcing Management: Outsourcing Services Worldwide and in Romania</i>	376
20. Popovici Veronica, Muhcină Silvia, Popovici Alina-Lavinia	<i>Traditional versus Online Marketing for B2B Organisations: Where the Line Blurs</i>	382
21. Săseanu Andreea Simona, Toma Sorin-George	<i>Women in Business Leadership</i>	388
22. Sîrb Lucian, Molcuț Alin, Nastor Flavius	<i>The Adoption of Marketing Decisions by Using Fuzzy Logic for Market Segmentation and Competitive Advantage Achieving. A Hypothetical Application in Automotive Industry</i>	394
23. Ștefan (Matei) Adriana	<i>The Quality of Tourism Products and Services in the Accommodation Units of Prahova County</i>	400
24. Ștefan (Matei) Adriana	<i>The “Customer Orientation” Principle is a Prerequisite for Increased Efficiency in Tourism</i>	405
25. Vasciuc (Săndulescu) Cristina Gabriela	<i>Changing Tendencies in the Commercial Society with Limited Liability Rafeba</i>	409
26. Vasciuc (Săndulescu) Cristina Gabriela	<i>The Necessity and Importance of Money in Time</i>	417
27. Zaif Alexandra, Cerchia Alina Elena	<i>The Influence of Brand Awareness and Other Dimensions of Brand Equity in Consumer`s Behaviour: The „Affordable Luxury” Strategy</i>	422
28. Zoltan Raluca, Vancea Romulus	<i>Group Communication, Performance and Satisfaction in Organizations</i>	428

Section V: Finance and Accounting

1.	Caprian Cristina	<i>Particularities of Cost-Based Decisions in the Clothing Industry in Romania</i>	435
2.	Carataş Maria Alina, Spătariu Elena Cerasela, Gheorghiu Gabriela	<i>Internal Audit Role in Artificial Intelligence</i>	441
3.	Criveanu Radu Cătălin, Criveanu Maria Magdalena	<i>The Implications of not Correlating the Actual Fiscal Policy</i>	446
4.	Dobre Elena, Miţac Caudia Mirela, Petraşcu Daniela	<i>The Liquidity Risk Management in the Romanian Banking System in the Reform Period</i>	452
5.	Grigore Marian	<i>The Fiscal and Accounting Implications in the Case of Dissolved Companies. Theoretical and Practical Application to the Company MG SRL</i>	459
6.	Iuga Iulia	<i>Does Gross Average Earning Affect Residual Loans in Romania?</i>	464
7.	Miloş Marius Cristian, Miloş Laura Raisa	<i>Short-Selling Regulation and the Development of the Stock Markets</i>	470
8.	Nicolae Traian Cristin	<i>Aspects and Trends in Real Estate Investment Accounting</i>	476
9.	Oprisan Oana, Ţileagă Cosmin	<i>Financial Crises Between the 20th and 21st Centuries</i>	482
10.	Oprisan Oana, Ţileagă Cosmin, Croitoru Gabriel	<i>Savings in Central Europe</i>	488
11.	Răscolean Ilie, Rakos Ileana - Sorina	<i>Estimating the Cash Flows to the Economic Entities in Romania</i>	493
12.	Răscolean Ilie, Rakos Ileana - Sorina	<i>Bank Products and Services Offered by BRD Groupe Société Générale Petrosani Branch - Hunedoara County</i>	499
13.	Rus Mircea-Iosif	<i>Financing of Research Activity from Private vs. Governmental in Romania</i>	505
14.	Tudor Liviu-Alexandru	<i>The Advantages that IFRS 16 Brings to the Economic Environment</i>	510
15.	Ţole Alexandru - Adrian	<i>K-Means Clustering Approach for Improving Financial Forecasts</i>	514
16.	Vârteiu Daniel Petru	<i>Audit of European Funds Destined to the Development of Agricultural Sector</i>	519