TABLE OF CONTENTS

Section I: International Affairs and European Integration

Subsection: International Affairs

1.	Botescu Ion	- China In The New World Economic Setting	2
2.	Căzănel Maria	- Comparative Analysis between the Exception of the Non-performance of the Contract and Its Retroactive Termination	7
3.	Constantin Sergiu-Bogdan	- International Tax Evasion in the Current Geopolitical Context	13
4.	Gavrilescu Camelia	- Romania's Position in the European Union Intra-Community Agri-Food Trade	18
5.	Gurgui Amalia, Gribincea Alexandru	- Current State of European Hotel Chains	24
6.	Popovici Veronica, Muhcină Silvia, Bundă Nicoleta Ramona	- Ongoing Trends and Challenges in the Cruise Tourism Industry. The Black Sea Region as an Emerging Cruise Destination	29
7.	Sav Irina	- Global Money Laundering - Impact on Economic Stability	35
8.	Scutaru Liliana	- Foreign Trade of Multinationals in Romania	41
9.	Stoian Andrei	- Effects of the US financial crisis on nine representative countries	47
10.	Toma Sorin-George, Grădinaru Cătălin, Stanciu Costel	- BRIC in the Global Economy	53
11.	Voiculeţ Alina	- Foreign Direct Investment and Its Worldwide Distribution in Recent Years	57
12.	Voiculeț Alina, Belu Nicoleta	- Human Resource – a Strategic Resource in the European Transnational Corporations	61

Subsection: European Integration

1.	Ciobanu Carmen Liliana	- The impact of E.U. founds between 2007-2013	68
2.	Damean Doru Claudiu, Popovici Dumitru Dănuț	- Social Policies regarding the Integration of Persons with Addictive Behavior into the Labor Market from Romania	74

3.	Hurjui Marcela - Cristina, Hurjui Ioan	- Regional Development in Romania under the Impact of Internal Requirements and Exigencies of the European Union	79
4.	Milea Camelia	- The Financial Integration in Romania and in the new Member States of the European Union	84
5.	Mitra Mariana	- The New Dimension of Violence. Manifestations and Prevention	89
6.	Mitra Mariana	- Corruption – A Real Threat to Democracy and to the Rule of Law	95
7.	Stana George	- Strategies for Improving the Migration of Labor in the UE	101
8.	Stoica (Corbu) Luminita-Claudia	- Pre-university Education Financing in the Context of the EU's Economic Crisis	105

Subsection: Regional Development Strategies

1.	Duduială Popescu Lorena	- How Did the Economic and Financial Crisis the Groups of Companies and the Main Measures Exit	110
2.	Ionescu Gr. Ion	- Aspects of the Confrontation of Ideas from Romanian Interwar Thinking Regarding Economic Policy	115
3.	Margaritti Doina	- A new vision regarding the competitive advantages in the Romanian pharmaceutical market	119
4.	Popescu Maria	- EU security of energy supply and international cooperation	132
5.	Şerbănel Cristiana-Ioana	- Romania and the Assessment of its Competitiveness Level	137

Section II: Business Economy and Administration

Subsection: Economic and Social Studies

1.	Burghelea Cristina, Bălăn Mariana, Vuță Mariana	- Minimum Wage Increase in a Competitive Economy	144
2.	Colomeischi Tudor, Iancu Eugenia	- Considerations on Several Ways of Evolution of Public Pension System in Romania After 1990	149

3.	Constandache Mihaela, Nenciu Daniela - Simona, Stanciu Anca-Cristina	- Features of E-Commerce in Romania	158
4.	Dima Teodor	- The Influence of the Financial Crisis on European Club Football	163
5.	Gheorghiu Gabriela	National Approaches to Consumer ProblemsThe Information Model vs. The Negotiation Model	168
6.	Ghita Simona, Titan Emilia, Manea Daniela	- A Retrospective Look on the Ports Sector in Romania Before and After the Global Financial Crisis	172
7.	Ghiuță Ovidiu-Aurel	- The Motivations of Electoral Absenteeism	177
8.	Iacob Oana Camelia, Volintiru Ana Maria, Hohan Silvia	- Economic Effects of Tax Evasion	182
9.	Iancu Eugenia, Burciu Aurel, Kicsi Rozalia	- Innovative Economy and Knowledge Society Vectors	187
10.	Ilie Margareta, Ilie Constatin	- Analysis of Tourist Accommodation Establishments and Resident/Non-resident Tourist in Romania between 2002 and 2013	194
11.	Lazar Cristina, Nancu Dorinela	- The Analysis of the Organizational Learning Processes in Local Organizations	198
12.	Lungu Ion, Stancu Ana - Maria Ramona	- Modeling a Product Launching Process Based on a Decision Tree	203
13.	Maha Liviu-George, Herţug Iulian	- Controverse teoretice privind Responsabilitatea Sociala Corporativa	207
14.	Mihai Mihaela	- Impact of Economic Crisis on Education	212
15.	Moise-Titei Adina	- How Strong is the Correlation between GII and GEI?	216
16.	Moise-Titei Adina	- The Gender Equality Index and the Gender Gaps for EU Countries	220
17.	Moraru Camelia, Popovici Norina	- Analysis of Fiscal Policy Measures during 2005 - 2013. The Case of Romania	224
18.	Neagu Olimpia	- There Is a Connection between Wages and Human Capital in Romania?	229
19.	Neagu Olimpia	- Some Reflections on Knowledge Management within NGOs	234
20.	Nenciu Daniela - Simona, Constandache Mihaela, Condrea Elena	- Analysis of Tourism Offer and Traffic Manifested at Constanţa County Level During the Period 2005 – 2013	239

21.	Oncioiu Ionica	- Innovation and Market Value of Firms – a Challenge of a Changing Romanian SMEs	244
22.	Pandele Adina Laura	- The Transport of Goods and People. Aspects of Civil Liability Insurance	250
23.	Ristea Bianca, Mașcu (Uda) Mihaela, Dudan Anghelina	- Financing the Romanian Decentralized Educational System: International Projects Contribution	255
24.	Sintea (Anghel) Lucica	- Evolution and Determining Risks in an Entity through Methods Adapted to Economic Vulnerability	260
25.	Urziceanu Ramona-Mihaela	- The Formation of the Incomes and their Social Significance	265

Subsection: Marketing – Management

1.	Anastase (Bădulescu) Ileana , Andrusca Maria Carmen	- Management and Financial Crisis Effects in the Period 2005 - 2009 in Romania	271
2.	Asalos Nicoleta, Dinu Laurentiu, Vasile Iulian	- A Way to Rise Competitiveness in Textile Industry According toInnovation-Research- Development	276
3.	Blagorazumnaia Olga, Muntean Vlad	- Remarketing as a Tool of Online Advertising	281
4.	Cârstea Gheorghe, Păun Oana, Păun Sorin	- New Approaches of Supplier Relationship Management	285
5.	Ciabuca Alina	- Identifying Strategies to Market Police Image in the Media	291
6.	Cotîrlea Denisa Adriana	- From Place Marketing to Place Branding within the Nation Branding Process: a Literature Review	297
7.	Dan Gheorghe	The Perspective of Goods Distribution and Logistics	303
8.	Daneci-Patrau Daniel, Neacsu Gabriela	- The Conceptual Framework of the Reward System in a Simulated Enterprise in the Hotel Industry	309
9.	Dimitrescu Mihaela	- Post Crisis Economic Recovery Investment In Human Capital	315
10.	Dragomir Cristina, Utureanu Simona	- Development of Maritime University-Maritime Industry Relationships in the "E" Era – Comparison Between Danish and Romanian Maritime Cluster	333

11.	Grădinaru Cătălin, Toma Sorin-George	- Results-oriented educational leadership	338
12.	Irina Ioana	- Elements of Novelty in Corporate Reputation Research	343
13.	Jugănaru Mariana, Jugănaru Ion Danut	- The Social-Economic Characteristics of a City and Their Influence on Education	348
14.	Molcuţ Alin, Văsuţ Elvira	- An Analysis of the Process of Sport Performance Management	354
15.	Munteanu Anca-Ioana	- What Means, in This Period, The Human Resources Strategy in an Organization?	360
16.	Nitu Oana, Nitu Claudiu Valentin, Tileaga Cosmin	- Social Media - Return On Investment	364
17.	Popovici Norina, Moraru Camelia	- Organizational Culture – Essential Aspects. Casy Study : Turkish Airlines	368
18.	Pricop Oliver Constantin, Robu Alexandru Dragoș	- Loyalty Marketing: Attracting and Retaining Customers and Workers	373
19.	Romanescu Marcel Laurentiu	- Modern Methods of Identification of the Risk in Romanian Management	378
20.	Romanescu Marcel Laurentiu	- Influence in the Organization's Strategic Business Management of the Firm under the Conditions of Globalization	382
21.	Sanda Gheorghe Gabriel, Enea Constanta, Enea Constantin	- Organizational Culture - Synthesis Particularities Give Personality And Dignity Of Each Human Group	387
22.	Stoica (Mihali) Ana- Maria	- Marketing Specific Communication – A Support in Establishing the Connection with the Personnel of the Organization	393
23.	Tampa Mircea, Voicu- Dorobanțu Roxana	- Innovation in Business Strategies in the Cosmetic Industry to Address the MicroTrend of Sun-Haters	398
24.	Utureanu Simona, Dragomir Cristina	- Airlines Alliances – Burst of Benefits or Competition Threats?	403
25.	Voicu-Dorobanțu Roxana	- Territorial Capital and Innovative Entrepreneurial Ecosystems – A Theoretical Approach	408

Subsection: Finance and Accounting

 Afrăsinei Mihai-Bogdan 	- The double tax treaties signed by the EU member	413
	states with tax haven jurisdictions	

2.	Asalos Nicoleta	- The Financial Crisis and its Implications on the Balance Indicators in the Banking System. Case Study	419
3.	Avram Alexandru, Heteş Roxana, Crâşneac Alexandru	- Fiscal and Monetary Policies' Impact on Investment in Romania	423
4.	Bilan Irina, Roman Angela	- Interest Payments on Public Debt and the Quality of Public Finances	429
5.	Buculescu (Costică) Maria Mădălina, Stoica Anamaria	- SMEs Financial Reporting in European Union: steps towards a more harmonized reporting	436
6.	Caratas Maria Alina, Spatariu Elena Cerasela	- Innovative Techniques in Internal audit	442
7.	Caratas Maria Alina, Spatariu Elena Cerasela	- What's the main role of the Internal Audit in the Corporate Governance of a firm?	447
8.	Caruntu Constantin	- The Balanced Scorecard and its Importance for the Assessment of the Global Performance	453
9.	Cibotariu Irina-Ștefana	- Conceptualization of Public Policy on Employment Stimulation in Romania	457
10.	Condrea Andrei, Mouriès Alexandre	- The Financial Analysis of Citizens Financial Group, Inc.TM	462
11.	Constantin Laura- Gabriela	- Online Disclosing Information on the Catastrophe Bonds Transactions – a European Perspective	467
12.	Cuceu Ionuţ - Constantin, Văidean Viorela Ligia	- Considerations on VAT Efficiency and VAT Evasion	473
13.	Danila Alexandra, Horga Maria-Gabriela, Negrea Alexandru	- Credit Scoring Model for Calculating Firm Financial Performance	479
14.	Dăucianu (Avram) Mihaela	- IAS 29"Financial Reporting in Hyperinflationary Economies" - Analysis and Implications of Accounting, Tax and Legal	483
15.	Dobre Elena	- Valuation techniques in fair value measurement	489
16.	Georgescu Floarea	Concept Performance between Theory and Practice	495
17.	Guni Claudia Nicoleta, Munteanu Victor	- The Group of Companies and the Consolidated Financial Statements in Romania - Convergence and Harmonization	501

18. 19.	Guni Claudia Nicoleta, Munteanu Victor	- Theoretical Delimitations and Positioning of the Performance of Group Companies	506
19.			
	Horga Maria-Gabriela, Danila Alexandra	- Measuring Tax Gap on Income Tax and Social Contributions: Romania's Case	512
20.	Ionescu Alin, Tudoreanu Petru	- Corporate Governance Dimensions and Financial Structure of the Companies in European Developing Countries	517
21.	Khalilov Sh.A.	- The Application of IFRS Standards (IAS) in Uzbekistan	521
22.	Lupulescu-Caruntu Roxana Corina, Caruntu Andreea Laura, Vezure Oana Sabina	- Trends and Policies Promoted in Public Debt Management	525
23.	Mihălțan Delia Corina, Vitan Daniela	- Motivation of Revenue Specificity in Non-profit Organizations	531
24.	Mocanu Mihaela	- Controlling in Romania. A Literature Review	537
25.	Munteanu Irena	- Competition Structures and Trends in The Banking System of Romania	541
26.	Nichita Elena Mirela	- Linguistic Issues Regarding the Financial Reporting in Romania	547
27.	Nitu Oana, Nitu Claudiu Valentin, Tileaga Cosmin	- Saving In Foreign Currency	551
28.	Păiușan Luminița , Boiță Marius	- Financial investments in emerging economies	556
29.	Paunescu Mirela	- The Impact of Financial Crisis over the Audit Reports Issued for Listed Companies in Romania	560
30.	Paunică Mihai, Honu Monica-Veronica	- Crisis Influence over the Aviation Market Segment	566
31.	Sălișteanu (Ștefan) Simona - Florina	- Aspects Regarding the Accounting Information	572
32.	Săveanu Cristina	- Romanian Macroeconomic Vulnerability in Terms of Credit Risk – a Restructuring Procedures Perspective	576
33.	Seria Crina	- Internal Audit and Relevance Within Companies	580
34.	Stefan Liviu, Păunică Mihai	- Performance Audit of Resource Utilization During the Economic Crisis	585
35.	Stoica Anamaria, Buculescu (Costică) Maria Mădălina	- The Evolution of the Fair Value Accounting – A Response to the Global Financial Crisis	591

36.	Ţiţan Alexandra Gabriela	- Confidence Indexes and Their Influence on Macroeconomic Information on the Romanian Market	597
37.	Trăistaru Diana Andreea	- The Convergence of Accounting Standards: a Continuous Concern	602
38.	Trandafir Raluca- Andreea	- Using the "Efficient Frontier" in Analyzing the Activity of a Sample of Hotels from the Romanian Seaside	606
39.	Trandafir Raluca- Andreea, Mirea Marioara	- Measurement Indicators of the Value Creation within a company from the Romanian Seaside Hotel Industry	612
40.	Tudose Geanina Gabriela, Petroianu Grazia-Oana	- Governance Code - Solution to a Better Corporate Life	617
41.	Văidean Viorela Ligia, Mașca Simona Gabriela	- Determinants of Romania's Public Healthcare Expenditure. A Quantitative Approach.	623
42.	Velicescu Nicolae Bogdan	- Accounting and Tax Treatment of VAT Collection	629
43.	Vezure Oana Sabina, Lupulescu-Căruntu Roxana Corina	- Indicators for Measuring the Evolution of Local Budget Expenditure at the National Level, Within the 2006-2012	633
44.	Varlan Cecilia Iuliana	- Discussing a Title	637