

## **TABLE OF CONTENTS:**

RETHINKING THE CONCEPT OF MODERN FOODSTAFF - Magdalena Bobe, Academy of Economic Studies, Bucharest.....	3
CURRENCY COMPETITION AND RESOURCES ECONOMY - Jean-Pierre Centi, Helmi Hamdi, Aix-Marseille III University, France.....	7
DYNAMIC SITES FOR INTERNATIONAL TRANSACTIONS - Liviu Dumitrașcu, Irina Gabriela Rădulescu, Petroleum-Gas University of Ploiești, .....	24
INTERNATIONAL MARKETING STRATEGIES OF THE UKRAINIAN ENTERPRISES - O. Kanishchenko, A. Starostina, National Taras Shevchenko University of Kiev, Ukraine ...	32
THE NATURE OF CHANGE IN ONLINE LEARNING – PROS & CONS - Bogdan Onete, Bogdan Nistoreanu, Academy of Economic Studies, Bucharest .....	37
PERFORMANCES IN COMMODITY RESEARCH OF FOODSTUFFS - Roxana Procopie, Rodica Pamfilie, Academy of Economic Studies, Bucharest .....	41
THE RELATIONSHIP BETWEEN INSTITUTIONS, BANKING REGULATION AND BANKING DEVELOPMENT IN THE MENA REGION N°18-2008 - Samouel Beji, Darine Youssef, University Paris-Nord, France .....	46
THE GAMES THEORY AND THE EUROPEAN MARKET OF LABOR - Nicoleta Sîrghi, West University of Timisoara .....	56
THEORETICAL ASPECTS REGARDING THE OPPORTUNITY COSTS - Nela Șteliac, Diana Moisuc, Babeș-Bolyai University of Cluj-Napoca.....	62
NEW DIMENSIONS IN THE DESIGN OF INFORMATION SYSTEMS BY SOA APPROCH - Bostina Vasilica, Senate, Romanian Parliament .....	68
UML VERSUS MERISE - Bostina Vasilica, Senate, Romanian Parliament .....	73
MARKET VALUE VERSUS AESTHETIC VALUE INTO A CONTROVERSIAL GLOBAL ART MARKET - Daniel Dumitru Baba, Al. I. Cuza University of Iași.....	76

THE IMPORTANCE OF PSYCHOLOGICAL CONTRACT IN PRESERVING THE EMPLOYMENT RELATION - Bălăneasa Maria-Cristina, Ștefan cel Mare University of Suceava.....	82
SOME ASPECTS ON INDUSTRIAL CONCENTRATION IN ROMANIA - Bogdan Bacanu, Transilvania University of Brasov .....	88
TYPICAL DILEMMAS IN RECRUITING PERSONNEL - Cătălina Brîndușoiu, Olimpia State, Academy of Economic Studies, Bucharest .....	94
THE ROLE OF NEWSLETTER IN GENERATING INFORMATION ABOUT CONSUMERS - Ana Raluca Chiosa, Al. I. Cuza University of Iași.....	99
CHEMICAL ADDED SUBSTANCES– ALIMENTARY ADDITIVES - Cozma Ciprian, Academy of Economic Studies, Bucharest .....	102
FRAUDS AND ADULTERATIONS OF FOOD PRODUCTS - Cozma Ciprian, Academy of Economic Studies, Bucharest .....	107
THE FISCAL CODE AND THE PERFORMANCES OF THE HUMAN RESOURCES - Dănci-Pătrău Daniel, Spiru Haret University .....	112
VIRALES MARKETING IN THE INTERNET ERA - Anamaria Humelnicu-Severin, Transilvania University of Brașov, .....	118
RESEARCH METHODOLOGY FOR THE THE MARITIME MARKET - Florin Iordanoaia, Maritime University of Constanta.....	122
BUSINESS CONTINUITY MANAGEMENT, Irina Maiorescu, Academy of Economic Studies, Bucharest .....	130
TOURISM IMPACT ON ENVIRONMENT - Hitruc (Ştefănică) Mirela, Al. I.Cuza University of Iași .....	133
BUSINESS EXCELLENCE AND THE QUALITY AWARDS - Mihai Teodor Negrea, Academy of Economic Studies, Bucharest .....	136