

# Ovidius University Annals ECONOMIC SCIENCES SERIES Volume XI, Issue 2 Year 2011

**OVIDIUS UNIVERSITY PRESS** 

## Ovidius University Annals ECONOMIC SCIENCES SERIE Volume XI, Issue 2

### EDITORIAL BOARD

### **EDITOR in CHIEF:**

• Professor, PhD. **Tiberius Dānuţ Epure**, Dean, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania

### **EXECUTIVE EDITOR in CHIEF:**

• Professor, PhD. Elena Cerasela Spătariu, Scientific Secretary, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania

### **MEMBERS**:

- Professor, PhD. Paolo Andrei, Università degli Studi di Parma, Italy;
- Professor, PhD. **Stefano Azzali**, Università degli Studi di Parma, Italy;
- Professor, PhD. **Grigore Belostecinic**, Rector, ASEM Chişinãu, Republic of Moldova;
- Professor, PhD. **Maurice Chenevoy**, Directeur de l' Institute Universitaire Profesionalise, Universite D'Auvergne, Clermont 1, Clermont Ferrand, France;
- Professor, PhD. **Jacky Mathonnat**, Vice Recteur de L'Universite D'Auvergne, Clermont 1, Clermont Ferrand, France;
- Professor, PhD. **Ionel Bostan**, Faculty of Economic Sciences and Public Administration, "Stefan cel Mare" University of Suceava, Romania;
- Professor, PhD. Viorel Cornescu, University of Bucharest, Romania;
- Professor, PhD. **Victor Ploae**, Prorector, "Ovidius" University of Constanta, Romania;
- Associate Professor, PhD. **Costel Nistor**, Dean, Faculty of Economic Sciences, "Dunãrea de Jos" University of Galati, Romania

### SCIENTIFIC COMMITTEE:

- Professor, PhD. **Ion Botescu**, Pro-dean, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania;
- Professor, PhD. **Elena Condrea**, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania;
- Associate Professor, PhD. **Sorinel Cosma**, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania;
- Associate Professor, PhD. **Ramona Gruescu**, Faculty of Economics and Business Administration, University of Craiova, Romania;
- Associate Professor, PhD. **Marian Ionel**, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania;
- Associate Professor, PhD. **Simona Utureanu**, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania;
- Lecturer, PhD. Student **Victor Jeflea**, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania.

### EDITORIAL SECRETARIES (Secretary Editor, Translator, Technical Editor):

- Lecturer, PhD. **Cristina Duhnea**, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania;
- Lecturer, PhD. Cătălin Ploae, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania;
- Lecturer, PhD. Student **Ionuţ Antohi**, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania;
- Teaching Assistant, PhD. **Gabriela Gheorghiu**, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania;
- Teaching Assistant, PhD. Student **Dorinela Cuşu**, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania;
- Teaching Assistant, PhD. Student **Silvia Ghiță-Mitrescu**, Faculty of Economic Sciences, "Ovidius" University of Constanta, Romania.

### TABLE OF CONTENTS

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
1.	Adediran Olanrewaju Adewole	The Environmental Impact of Trade Liberalisation and Economic Growth in Nigeria:  An Empirical Analysis	1
2.	Alecu Ionel Ciprian	Decision Making in Crisis Conditions using Trapezoidal Fuzzy Numbers	7
3.	Amaghionyeodiwe Lloyd Ahamefule, Adediran Olanrewaju Adewole, Adediran Afolake Olubusayo	An Assessment of Indigenous Ethnicity and Entrepreneurial Attitude in Nigeria	12
4.	Alexandrache (Hrimiuc) Olivia Bianca	How to Use Benchmarking in Small and Medium-Sized Businesses	18
5.	Andreescu Gabriela, Eftene Nicoleta	Scoreboard - Managerial Accounting Instrument – Prerequisites for its Implementation in Public Cultural Institutions	22
6.	Anechitoae Constantin, Grigoruț Lavinia-Maria	Geographical Indications	28
7.	Apostoaie Marius Constantin, Ciortescu Elena	Central Banks' Unconventional Policies within the Context of the Most Critical Global Financial Crisis of the 21st Century	34
8.	Apostol Mihaela-Simona, Cristea Anca Adriana	Economic Crisis Effects Reflected in The Mass-media Speech	41
9.	Asaloş Nicoleta	National Economic Advantage – The Role in Creation and Development of Competitive Clusters	46
10.	Baba Camelia Mirela	The Role of the Accounting Professional in the Management of the Economic Crisis	51
11.	Badea Leonardo, Popescu Constanța	The Global Crisis' Impact on the Romanian Banking System	56
12.	Barbu Andreea Mihaela	Recovery Measures of Public Services in the Current Economic Crisis	62
13.	Barna Flavia, Nachescu Miruna-Lucia, Mihart Liliana	Mutual Funds and the Impact of Financial Crises	67
14.	Bălan Ioana	The Decision to Invest in the Crisis Situation	72
15.	Bălăceanu Cristina	Sustainability of Economic Policies	78

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
16.	Bătrînca Ghiorghe, Raicu Gabriel	The Impact of Freight Tax Regime on European Fleet	82
17.	Berța Dora-Anca	From Viral Marketing to Social CRM	87
18.	Bicăjanu Vasile, Popescu (Spârchez) Nicoleta	Crisis – Achilles' Heel	92
19.	Bobeş Florina Maria	Complementarities between the Internal and External Audit – Base for Increasing the Efficiency of the Financial and Economical Activity of the Public Entities	96
20.	Boca (Rakos) Ileana – Sorina	Factors which Influence the Management Accounting Organization Way within the Framework of the Economic Entities from the Coal Mining Industry	101
21.	Botescu Ion, Cîrnu Doru	From the Financial Crisis to the Sovereign Debt Crisis	107
22.	Boualem Chebira	Algerian Economic Structure: Opportunities or Threats in a Crisis Situation	111
23.	Brașoveanu Florica	The National Strategy and the National Action Plan on Climatic Change	120
24.	Brașoveanu Florica, Lisievici Brezeanu Alexandru Petru	The Development of Cultures in Accordance with the Ecological Demands of the European Union	124
25.	Bratu Renate Doina, Petria Nicolae	The Structure of Finacial-Banking Regulation	128
26.	Brătian Vasile, Moroșan Adrian	The Mathematical Modeling Within Economics – a Critical Approach	133
27.	Brunello Adrian	The Development of a Multi-Item Scale to Measure Brand Equity	138
28.	Brunello Adrian, Petrușcă Claudia-Ioana	The Quantitative-Qualitative Controversy in Marketing Research	145
29.	Bunea Daniela	Does Migration Influence Regional Growth in Romania?	150
30.	Burcă Ana Maria, Bătrînca Ghiorghe	Application of Actuarial Modeling in Insurance Industry	157
31.	Burcea Marin, Toma Sorin-George, Papuc Razvan	The Effects of the Economic and Financial Crisis on the Romanian Entrepreneurship	162
32.	Burlacu Valentin	Corruption - between Myth and Reality	167

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
33.	Busuioc Witowschi Irina Raluca	Bank Capital and the Functions Performed by It	170
34.	Călean Ioana	The Crisis Situations in the Forestry Domain - Beyond the Appearances	174
35.	Călin Mariana Floricica	Evolution of Large Retailers in Terms of Crisis	180
36.	Căruntu Andreea Laura	The Effects of the Global Crisis on Services	184
37.	Căruntu Constantin, Lăpăduși Mihaela Loredana	Synthetic Analysis of the Effects and Impact of Financial Crisis in the National Context	187
38.	Căruntu Roxana Corina, Căruntu Andreea Laura	Profitability – Economic and Financial Performance of the Efficient Usage of Production Costs	192
39.	Cetină Iuliana, Gârdan Daniel Adrian, Geangu Iuliana Petronela	Romanian Consumers Habits regarding Dental Hygiene	196
40.	Chirleşan Dan, Apostoaie Marius Constantin	Corporate Social Responsibility within Credit Institution in Romania	202
41.	Ciote Cristina Steliana	Epistemological Considerations on Complexity Economics	208
42.	Ciote Cristina Steliana	The Economy as a Whole Living	214
43.	Ciuraru-Andrica Cristina	The Pension – a Substitution Income?	218
44.	Cîndea Iuliana Marina, Cîndea Moise	The Temptation to Exit the Eurozone in the Context of the Current Sovereign Debt Crisis	222
45.	Cîndea Moise, Ciurariu Gabriela	Values of the EU Accounting Profession	228
46.	Codreanu Diana Elena, Popa Ionela, Parpandel Denisa Elena	Using Data Mining Techniques in Economic Crisis	233
47.	Condrea Elena	Tax Evasion - the Main Component of the Underground Economy Matrix in Romania	237
48.	Constantin Alexandra Mihaela	Natural Non-Renewable Resources in Economic Theory	243
49.	Constantin Alexandra Mihaela	Economic Growth under the Impact of the Depletion of Non-Renewable Resources	248
50.	Constantin Liana – Laura	Perspectives on the Worldwide Oil Market	252
51.	Constantin Liana – Laura	Energy Reality	254

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
52.	Constantinescu Lucretia Mariana, Drăgoi Violeta, Preda Larisa	The Impact of the Current Economic Crisis for the Economic and Financial Development of Romania	258
53.	Corduneanu Dumitru, Utureanu Simona	The Economy of the Romanian Naval Transports, in the Period 1900 – 1914	264
54.	Cosma Sorinel	Offshore Financial Centres – A Recent and Debatable Reality in World Finance	268
55.	Cosma Sorinel	Utilitarianism – Origins and Evolution	273
56.	Crăciun Bucur Matei, Oprea Margareta	Knowledge Management in a Future Acceptance	277
57.	Crăciun Bucur Matei, Oprea Margareta	Features and Tools Implementation of Knowledge Management	282
58.	Cristache Nicoleta, Susanu Irina, Micu Adrian	Corporate Social Responsibility - New Challenges for Strategy Romanian Companies	287
59.	Cristea Anca Adriana, Apostol Mihaela-Simona, Ciobotă Gheorghe	Perspectives of Religious Tourism in the World Crisis Context	293
60.	Cristian Elena Raluca, Enache (Darzan) Mihaela	The Migration of the Romanian Citizens "Defies" the Economic Crisis	297
61.	Cuşu Dorinela	The Knowledge Based Society and Economy. Literature Review	303
62.	Cuşu Dorinela	Knowledge Based Company – a Theoretical Approach	307
63.	David Delia, Dumiter Florin Cornel, Elek Ladislau	The Role of the National Bank of Romania in Organizing the Surveillance of the Financial Sector and it's Financial Stability During the Current Financial Crisis	311
64.	Dănulețiu Adina Elena, Dănulețiu Dan Constantin	Analysis of the Recent Evolutions of the Romanian Motor Insurance Market	317
65.	Deca Claudiu	The Reform of the Romanian Banking System	323
66.	Deca Claudiu	The Stock Market	327
67.	Dionisie Cristina	Tourism Development Activities in the European Economy and the Influences of the Actual Crises	335
68.	Dîrzu Mădălina-Stefania	The Benefits of Industrial Agglomerations in a Prolonged Economic Crisis	339
69.	Dobranschi Marian	The Mutations of Public Utilities Provided by Public Indebtedness in the Economic Downturn	344

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
70.	Dobre I. Claudia	Market Concentration and Economic Theory	350
71.	Dobre I. Claudia	The Influence of Economics on Antitrust Law	356
72.	Dobre Elena	Euro Zone between Recent Evolutions and Perspectives	362
73.	Dobrotă Gabriela, Chirculescu Maria Felicia	Profit Tax Impact on Economic Development in Romania	370
74.	Dragu Gabi Georgiana	The Reflections of Risks and Uncertainties Within the Enterprise's Performance – Provisions, Contingent Assets / Debts in Public Institutions	376
75.	Dridea Catrinel Raluca	The Role of Leisure Activities in the Revival of Romanian Tourism Industry	381
76.	Drumea Cristina, Spatariu Elena Cerasela	On the Competitiveness, between Inputs and Outputs. Romania's Case in the EU	385
77.	Dumitrașcu Elena	CV Writing for Young Graduate	391
78.	Dură Nicolae	Accounting, Institution of the Economic Liberal System, and the Great Religions of the World, Prolegomena	396
79.	Duțescu Adriana, Stănilă Georgiana Oana, Sahlian Daniela	A New Analysis on Cost-Effectiveness Models of the System of Health in Romania	401
80.	Enache Elena, Morozan Cristian, Vechiu Camelia	Innovation – a Determining Factor for Competitiveness in the European Union	406
81.	Enachi Mihaela	Preoccupations in the Field of Integrated Reporting	413
82.	Epure Dănuț Tiberius, Orac Mădălina, Brăiloiu Ovidiu	The European Commission Forecast on the Global Economy under the Economic Crisis	419
83.	Epure Dănuț Tiberius, Orac Mădălina, Teliceanu Claudiu	Dynamic Global Economic Models	423
84.	Fădur Cristina – Ionela, Ciotină Daniela	The Influence of the Fiscal Policy in Perpetuating the World Crisis	427
85.	Filip Florina-Cristina, Marascu-Klein Vladimir	Efficient Optimization Methods of All Technological Process by Development the Production Transfer Process	432
86.	Firoiu Daniela, Dodu Silvia Patricia, Patrichi Ioana Cristiana	Meetings, Incentives, Conventions and Exhibitions (Mice) Industry in the Global Context	437
87.	Florea Dorian-Laurențiu	Innovativeness and Adoption of Innovation under Crisis Conditions	443

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
88.	Florea Dragoș	Risk and Performance - Purposes of Banking Supervison and Stability	449
89.	Fotea Alexandru Cristian	The Contribution of the "Alexandru Ioan Cuza" University of Iaşi to the Generation of Human Capital in North-Eastern Region and in Romania in the Context of the Current Economic Crisis	454
90.	Gavrilă Simona Petrina	Traditional and Modern Techniques of Transferring the Benefit of the Credit Insurance Contract in International Trade	460
91.	Gavrilă Simona Petrina	International and Community Issues on Bankruptcy Regulation of Credit Institutions	465
92.	Gavrilescu Liviu	Comparative Study on Male Vs Feminine Leadership in Public Administration in Maramures County, Romania	471
93.	Georgescu Cristina Elena	The Mechanism of Corporate Governance in Romania	476
94.	Georgescu Cristina Elena	The Accounting Normalisation in Romania: Past, Present and Future	482
95.	Gheorghe Carmen Adriana, Stanciu Simona	Crisis Normality in the European Union Structure	487
96.	Gheorghe Lucian	Some Considerations on Internal Alignment in the Field of Energetic Efficiency of Buildings in European Legislation	493
97.	Gheorghe Lucian	Determinants of Climate Pyramidal Organizations	496
98.	Gheorghiu Gabriela	Rational Consumer Behavior and Its Importance for Real and Simulated Business Environment	503
99.	Gheorghiu Gabriela	Irational Consumer Behavior and Its Importance for Real and Simulated Business Environment	509
100.	Gherman Liliana–Victoria, Vechiu Camelia, Tudose Geanina	The Equality of Chances in the EU and in Romania during the Crisis	516
101.	Golea Pompiliu, Balogh Petru	Applying Programmed Changes Management – a Condition of Applying Post-Crisis Reforms	521
102.	Gradea Cristina Rodica	Economic Crisis – a Result of Globalization?	527
103.	Grigorescu Adriana, Rusescu Gheorghe	Links between Management and Communication	531
104.	Grigoruţ Cornel, Grigoruţ Lavinia-Maria	The Functions of Marks	537
105.	Grosu Maria	Corporate Social Responsibility in Romania. Case Study	540

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
106.	Gudan Paulina, Oprea Oana-Ruxandra	Financial Statement Strategy and Evaluation	546
107.	Gudan Paulina, Oprea Oana-Ruxandra	Accounting Hedge Operations of a Fair Value	551
108.	Guni Claudia Nicoleta	The Dashboard and Performance Improvement of the Company	555
109.	Guni Claudia Nicoleta	Risk and Lucrativeness of the Financial Instruments	559
110.	Horga Maria-Gabriela	The Impact of Leadership on the Business Performance in Romania	564
111.	Horga Maria-Gabriela	The Importance of Leadership to the Success of Total Quality Management	569
112.	Horga Mihaela	The Necessity of Auditing Information Systems	575
113.	Horga Vasile	The Determination of Companies' Fiscal Profit and Profit Tax	580
114.	Hotăran Ilinca	The Need of Activities Integration as Effect of Global Economic Crisis	586
115.	Hotăran Ilinca	Opportunities to Develop the Extended Supply Chain under a Turbulent Environment	592
116.	Iamandi Irina-Eugenia, Constantin Laura-Gabriela	Increasing the Competitiveness of Reinsurance Companies through Corporate Social Responsibility Practices	598
117.	Ichim Cosmin, Dumea Andrei-Cosmin	Keep It Formative, Stupid! Brand-Related Model	604
118.	Ioneci Mihaela, Antonescu Eugenia, Chirilă Andreea Camelia	The Romanian Economy and Europe 2020 Strategy	609
119.	Ioneci Mihaela, Antonescu Eugenia, Mîndreci Georgiana	Normality in the Current Economy	613
120.	Ionescu Alexandra	States' Role in Stimulating the Investment Process. Romania's Case	617
121.	Ionescu Alexandra	Firm Decisions: Determinants of Investments	621
122.	Ionescu Florin Tudor	Business Portfolio Strategic Planning Process – A Pertinent Marketing Solution for the Worldwide Companies Facing the Global Economic Crisis	625
123.	Ionescu Gr. Ion	Business Strategy in Banking Economy, in Reference with Marketing	631

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
124.	Ionescu Romeo	The Best Anti-crisis Solutions. The Polish Lesson	636
125.	Ioniță Roxana, Pîndiche Elena	Comparative Study between the Romanian Seaside Tourism and Bulgarian Seaside Tourism	642
126.	Istrate Alina - Mariana	Distrust. The Enemy of Economic Recovery	646
127.	Istrate Luminița Gabriela	Financing of Investments – a Starting Point for the Economy Development Practical Application of EOP Biodiesel	652
128.	Jaliu Dragoș	A Brief Regard on the Cohesion Policy	657
129.	Jeflea Victor, Zaharescu Eugen	Classification, Features and Benefits of CRM Cloud Computing-Based Systems	664
130.	Jeflea Victor, Zaharescu Eugen	Effective Customer Relationship Management Using Cloud Computing	670
131.	Jugănaru Mariana, Jugănaru Ion Dănuț	Community Trade Mark – Strategic Marketing Instrument	677
132.	Juscu Nicolae Cristian	Conceptual Approach to Economic Efficiency Assessment of Finance Management System of Joint Stock Companies	682
133.	Juscu Nicolae Cristian, Calotă George	Evaluation of Existing Methods for Determination the Economic Efficiency of Management and Control of Joint Stock Companies' Finance	687
134.	Lazăr Cristina	The Knowledge Stage of Economy based on Knowledge	692
135.	Lazăr Roxana-Elena	Reflections and Suggestions on Science and Technology Park "TehnopolIS" from Iasi. Solutions for Economic Development	696
136.	Lăpăduși Mihaela Loredana, Căruntu Constantin	The Role and Importance of Leverage Rates in the Financial Management of the Company	702
137.	Lenghel Radu Dorin	Study on Accounting for Assets use Change	707
138.	Libardea Vlăducă Laura, Țâmpu Diana Larisa	The Economic Recession, the Everlasting Bridge to the Informal Economy	711
139.	Lipară Daniel	A Keynesian Versus a Monetarist Perspective of Money and Monetary Policies	717
140.	Lipară Daniel	A Wicksellian Approach Over an Active Monetary Policy	723

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
141.	Lupaşc Adrian, Lupaşc Ioana, Zamfir Cristina Gabriela	Actual Application of the Intelligent Systems and Their Implications in Financial-Accounting Field	728
142.	Lupu Dan, Petrişor Bogdan	Post-December Developments in Public Expenditure for Education	734
143.	Luţ Dina Maria, Miculescu Marius	People Management Efficiency. New Challenges in the Current Economic Context	738
144.	Manea Ludmila Daniela	The Current Situation regarding the Use of Labor in Romania	743
145.	Mardiros Daniela-Neonila	The Capital, Personal, Current and Total Expenditures of the Main Authorizing Officers of the State Budget - Component of the Public Sector's Effort in the Emerging Economy of Romania	748
146.	Marin Aurelia Camelia, Sima Isabella Cristiana Albici Mihaela	The Role of Financial Instruments for Regional Development in the Context of the Current Economic Crisis	754
147.	Mărunțelu Liliana, Mărunțelu Vladimir	Process Communication – a Model For Communicating in a Challenging World	759
148.	Micu Adrian, Micu Angela-Eliza	Coordinates of Romanian Natural Gas Market	763
149.	Micu Angela-Eliza, Susanu Irina, Cristache Nicoleta	Bucovina – A Romanian Brand Taking Shape	770
150.	Miculescu Marius-Nicolae, Miculescu Corina	The Income Statement: The Image of Financial Performance of a Public Health Entity	778
151.	Mihalache D. Arsenie- Samoil	Cloud Accounting	782
152.	Mihalache D. Arsenie- Samoil	Outsourcing Company Accounting	788
153.	Mihalcea Lucean	Consideration Concerning Country Rating in Romania	794
154.	Mihăilescu Mariana, Culiță Gica Gherghina	Turkey and the Lessons of 2001 and 2009 Crisis	799
155.	Militaru Cezar, Pavel Adina	Good Practices for Quality Assurance in Romanian Higher Education	803
156.	Mirea Marioara, Aivaz Kamer Ainur	The Analysis and Assessment of the Credit Risk	809
157.	Mititelu Cătălina	Regulations regarding the Organisation and the Governance of the Accounting by the Legal Persons Without Patrimonial Purposes	815

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
158.	Miţac Mirela Claudia	The Impact of the Current Financial Crisis on Romania' Budget	821
159.	Moise-Țiței Adina, Moise Daniel	The Overall Strategic Communication in Marketing Events in the Current Economic	825
160.	Morariu Alunica	The Training Needs of Public Servants. The Role of the National Agency of Public Servants (NAPS) in Planning Professional Training and Development Programmes	831
161.	Moraru Andreea Daniela	Fundamental Theories on Consumer Behaviour: An Overview of the Influences Impacting Consumer Behaviour	837
162.	Moraru Andreea Daniela	Tendencies Shaping Consumer Behaviour in the Present Context	842
163.	Moraru Camelia, Popovici Norina	Study Regarding Development of Electronic Commerce in Romania	847
164.	Mostavi Mihaela Cristina	The Efficiency of the Management of Social Assistance Benefits	852
165.	Moşnianu Cristian	Steps of Competitive Economic Development in Romania	858
166.	Moşnianu Cristian	The Role of Competition in the Consolidation of Romania's Market Economy	861
167.	Motoniu Ioan Dumitru	Consolidated Accounts – Management Instrument for the Group of Companies and for the Thirds Information	863
168.	Motoniu Ioan-Dumitru, Vlădaia (Vlad) Mădălina Lucia, Nistor Ion	Relation: Information-Management Accounting- Decision, in the Framework of the Managerial Process	869
169.	Muhcină Silvia	Some Dobroudjean Religious Settlements, Attraction Elements of Product in Tourism Marketing	875
170.	Munteanu Claudiu-Cătălin	The Effect of the Economic Crisis on the Value of Global Brands	879
171.	Murgea Aurora	Mood and Investor Behavior	884
172.	Neagu Olimpia	Responding to the Impact of the Global Crisis on Brain Drain: the European Perspective	890
173.	Nechita Daniela	Impact of World Economic Crisis on the Competitiveness of South-East Europe	895
174.	Necsulescu Ecaterina, Onose Valeriu–Laurențiu	Particularities of the Intangible Assets Evaluation in Terms of Financial Crisis	901

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
175.	Nedelea Adelin Daniel	The Impact of the Global Economic Crisis on the Local Economy. Case Study Pitesti City	907
176.	Negoescu Gheorghe	Romania is Suffocating from Economic Point of View	911
177.	Negoescu Gheorghe	Fundamental Contradictions Generated by Transition to Market Economy	915
178.	Neguriță Octav	Needs of Changing the Budgetary Process at the European Union level	920
179.	Niciporuc Tudor	Romania versus Bulgaria. Black Sea Tourism. Case Study	926
180.	Niculescu Oana Marilena	Food Security in the Future Common Agricultural Policy	929
181.	Nidelea Marinela	Algorithms for Maximum Entropy Parameter Estimation	934
182.	Nistor Costel, Muntean Mihaela-Carmen, Nistor Rozalia	Europe's Energy Dependence in the Current Petroleum Crisis	938
183.	Nistor Cristina Silvia, Deaconu Adela	Borrowing Costs – Object of IPSAS Review	942
184.	Nistor Ion	Basic Accounting Principles – Reference for the Consolidated Financial Reports	947
185.	Nistor Rozalia, Nistor Costel, Muntean Mihaela-Carmen	Information Systems Support for Business Decisions	951
186.	Niţu Oana, Ţileagă Cosmin, Niţu Claudiu Valentin	Analysis of Competitive Policies in the Euro-Atlantic Area	958
187.	Niţu Oana, Niţu Claudiu Valentin, Țileagă Cosmin	Analysis of Savings in the Classics View	963
188.	Ogrean Claudia, Herciu Mihaela	Multinational Enterprises – Key Sources for Global Development and Competitiveness	967
189.	Oncioiu Ionica	The Increase of Competitiveness in the Romania SME's on the Current Crisis	973
190.	Orăștean Ramona	Financial Regulatory Reform – National and International Actions and Proposals	977
191.	Orheian Oana Mihaela	The Importance of Rating in the World Market	983
192.	Pariza Manea Natalia, Alexandru Vlad Cătălina	The Complexity of Educational Services	987

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
193.	Pascariu Liana-Teodora, Bilouseac Irina-Adriana	Current Trends in Public Services Delegated Management in Romania	990
194.	Pașcu Ana Maria	The Implications of Corporate Governance in the Quality Financial Reporting	994
195.	Pau Adriana	Customer Oriented Organisations	999
196.	Păcurari Doina, Pravăț Ionela-Cristina	Measures to Stimulate the Activity of Research&Development in Romanian Enterprises	1002
197.	Pădurețu Elena	The Role of Migration in Shaping the Future	1007
198.	Pădurețu Elena	Negative Immigration from a Cultural Perspective	1013
199.	Pepi Mitică	Structural Policies, Monetary and Fiscal Crisis Recovery in Romania	1020
200.	Petrescu Eva-Cristina, Ioncică Diana, Bicăjanu Vasile	The Insurance Market and the Crisis	1026
201.	Petria Nicolae, Bratu Renate Doina	Challenges of the Financial Crisis to the IMF and World Bank	1031
202.	Pirnea Ionela Carmen, Căldăraru Elena Alexandra	Analysis Regarding the International Competitiveness of the Business Sector in Romania in the Context of the Global Economic Crisis	1037
203.	Pivodă Roxana Mihaela	Employment Policies Working in Romania - between Theory and Reality	1043
204.	Pivodă Roxana Mihaela	Results of Active Employment Measures in the Employment of Romanian Space	1049
205.	Pîndiche Elena, Ioniță Roxana, Ionescu Adriana	Distribution Strategies in the European Space	1055
206.	Ploae Cătălin	The Cultural Conditioning of Goods and Services Consumption	1059
207.	Popa George Dorel	International Crisis in the Context of Globalization and Money Laundering	1065
208.	Popa Liliana Viorica	The Establishment of the Implementation Mechanisms for the Integrated System in SMEs	1070
209.	Popa Lucia Ramona, Culiță Gica Gherghina	Evolution of Foreign Direct Investment During the Global Economic Crisis	1074
210.	Popescu Dan, Dinculescu Elena –Silvia, Bursugiu Mihaela	Quality Improvement of the Offered Services – Solution for the Banking System Management in Romania	1079

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
211.	Popescu Dorin Vicențiu, Popescu Manoela, Crenicean Cecilia Luminița	Increase Global Competitiveness of Firms in the Economic Crises through Employees' Flexible Work	1083
212.	Popescu Iulian	The Impact of International Financial Crisis on Bank Lending to Households. A VAR Approach	1088
213.	Popescu Manoela, Crenicean Cecilia Luminița	Considerations Regarding the Effects of Economic Crisis on Employee Communicational Behavior	1095
214.	Popovici Norina, Moraru Camelia	Management Particularities of Banking Institutions.  Case Study: BRD - Groupe Societe Generale and Transilvania Bank	1099
215.	Popovici Veronica	From Financial Crisis to Euro Crisis or the Aftermath of a Prolonged Recession	1104
216.	Pravăț Ionela-Cristina, Păcurari Doina	Factoring – Current Method of Financing Foreign Trade in the Context of Global Financial Crisis. Presentation, Analysis and Accounting Treatment	1109
217.	Radu Florin	Green Accounting – from Green Policy to Eco-Balance	1114
218.	Radu Florin	The Influence of Globalization on Information Systems	1118
219.	Radu Riana Iren	Analysis of Labour Productivity Dynamics of SNCF Navrom SA Progress through the Review of "Turnover" Indicator Evolution Based on a Unifactorial Model	1121
220.	Radu Riana Iren	Decision-Making Model for the Company's Obligations Reduction in Current Crisis Conditions from Romania	1125
221.	Radu Steluţa, Constandache Mihaela	The Management of the Technological Transfer in the Case of Chicken Meat Semi-products Made at S.C. AVI TOP S.A. Iasi	1129
222.	Reşit Iren	The Impact of the Arab Media on the Economy	1133
223.	Rof Letiţia Maria, Stanciu Ionela Cornelia	Views on the Purpose of Management Accounting in the Romanian Energy Sector	1138
224.	Rotariu Valentin, Tak Isa	Financial Crisis' Effects on Financial Reporting	1141
225.	Rusu Nicoleta	Romania's Foreign Trade with Third Countries after EU Accession	1146
226.	Rusu Sergiu, Curețeanu Radu, Isac Florin	Entrepreneur - Essential Vector of Economic Growth	1151

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
227.	Sarchizian Sergiu	The Stady of Corporate Governance in Romania	1156
228.	Sarchizian Sergiu	Corporate Governance Systems Arround the World	1160
229.	Sava Anca Ștefania	Changes in Public Expenditures Policy at European Union Level (after 1990)	1164
230.	Savu Cosmina Silviana, Gurgu Elena	Economic Crisis an Essential Factor in the Outbreak of War Perspective	1170
231.	Săseanu Andreea Simona, Petrescu Raluca Mariana, Zgură Ion-Daniel	Research Concerning the Romanian Immigrants Owners of Grocery Stores with Romanian Food Products in Andalusia, Spain	1175
232.	Sâmbotin Ştefan, Bucur Iulia Andreea	The Necessity of Central Bank's Involvement in Ensuring the Financial Stability	1181
233.	Sion Beatrice, Mihălcescu Cezar, Mărginean Alexandra	The Utility of Online Business Models from the Romanian Ecotourism in the Context of Present-Day Crisis	1186
234.	Spătariu Elena Cerasela, Drumea Cristina, Lazăr Cristina Mihaela	Risk Management – A General Approach	1191
235.	Stan Silvia	The Role of the Conditional Structures in Business Negotiations	1195
236.	Stanciu Anca Cristina, Condrea Elena, Costandache Mihaela	The Commercial Influence of Quality	1198
237.	Stoica Tiberiu	Estimating Potential Output in Romania using a Structural VAR	1203
238.	Surugiu Felicia, Dragomir Cristina	Improving Human Resurces Recrutiment in Maritime Domain	1208
239.	Surugiu Gheorghe, Dragomir Cristina	Management of Quay Crane Exploitation in Constanta Harbour Area	1212
240.	Sztruten (Lefter) Gina Gilet	Forecasts and Guidelines in Hospitality Business	1216
241.	Şargu Alina Camelia, Roman Angela	Financial Innovations and Their Implications for Monetary Policy	1220
242.	Şarlea Mihaela, Manta Ştefan George, Văidean Viorela Ligia	Considerations about Romania's Public Debt and its Future Perspectives	1226
243.	Şerban Comănescu Adrian	Pricing Decisions	1233

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
244.	Şerbu Răzvan	The Impact of Digital Economy for a Sustainable Rural Environment	1237
245.	Şorici Costin Octavian	The Contribution of EU Cohesion Policy to Regional and Global Growth	1242
246.	Şorici Costin Octavian	The Added Value of EU Cohesion Policy	1247
247.	Ștefura Gabriela	A Review of the Research Methods Used to Study the Tax Compliance Behaviour	1251
248.	Tamaş Cristina, Parvu Roxana Elena	Distance Education Strategies for Rapid Business- Related Vocabulary Acquisition	1258
249.	Tănăsoaica Laura-Georgeta	Organizational Management, Efficiency, Efficacy and Competitiveness	1261
250.	Teodorescu (Roman) Gabriela	Analysis of the Personnel's Performance and its Relationship with Work Satisfaction in Railway Transportation	1265
251.	Todericiu Ramona, Dragomir (Fraticiu) Lucia Mariana, Popa Liliana	The Present Economic-Financial World Crisis – One of the Most Important Phenomena of the 21st Century	1271
252.	Toma Sorin-George, Burcea Marin, Papuc Razvan	The Social Responsibility of Organizations in Times of Crisis: the Case of Toyota Motor Company	1274
253.	Trofin Maria Irina	Entrepreneurial Culture and Entrepreneurship Policies	1279
254.	Trufin Ovidiu Serafim	The Uppsala Internationalization Process Model and the Concept of Learning	1286
255.	Țăran-Moroșan Adrian, Brătian Vasile	Some Considerations Regarding the Role of "Academic Nepotism" in the Economic Research – the Case of Romania	1291
256.	Ţigănaşu Radu	General Aspects on the Superior Education Sector in Romania and its Potential Contribution to Economic Development	1295
257.	Ţurcaş Mioara	Revitalizing Agriculture, a Way out of Crisis for Romania?	1301
258.	Ţurcaş Mioara	World Economic Crisis: Present and Future	1304
259.	Ursachi George Marian	Influence Factors on the Value of Reliability Estimators in Marketing Research	1307
260.	Ursachi (Horodnic) Ioana Alexandra	Studying Motivation and Productivity in Academic Research. A Methodological Proposal	1311

Crt. No.	Authors Name and Surname (alphabetical order)	Paper Title	Page
261.	Utureanu Simona Luize	Social Security in Times of Crisis	1317
262.	Varga Ungureanu Anca, Pistol Luminiţa, Ungureanu Gabriela	Connections between Globalization and Transnational Companies	1321
263.	Vlad Maxim	A New Model for the Global Economy – Economy of Communion	1325
264.	Widelska Urszula, Michalczuk Grażyna	Relationships with Institutional Customers as Development Factor of Underwear Industry in Podlaskie Voivodeship	1331
265.	Zamfir Cristina	NLP Techniques Integration in Negotiation	1337
266.	Zgură Ion-Daniel, Săseanu Andreea Simona, Toma Sorin George	E-Commerce in Romania: Significant Growth in 2012	1343
267.	Zodieriu Elena	The Employment of People with Disabilities in the Labor Market	1348

## The Environmental Impact of Trade Liberalisation and Economic Growth in Nigeria: An Empirical Analysis

Adediran Olanrewaju Adewole Crescent University Abeokuta, Ogun State, Nigeria lanre0812@yahoo.com

### **Abstract**

This research work investigates the impact of trade liberalization on the environment in Nigeria. The research work is analytical in nature employed econometric tools using e-view statistical package for the analysis. The analyses revealed that there is a positive significant relationship between trade liberalization and the environment. And thus, have significant effect on economic growth of the Nigerian economy. Trade liberalization should be accompanied by government investments in education, skills, research and development so as to equip people to take advantage of new employment opportunities mostly human development which is a development paradigm that is about much more than the rise or fall of national incomes, and to crate adequate safety nets to protect the environment during the period of trade liberalization.

**Key words:** trade liberalization, economic growth, environent

J.E.L. classification: F18; O44; C10

### 1. Introduction

Sustainable development is a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for generations to come. Economic growth, as conventionally

Economic growth, as conventionally measured, might be more rapid if such environmental pollution were not inhibited by regulations and other policies. Trade openness has beneficial effects on productivity, the adoption and use of better technology and investment promotion, which are channels for stimulating economic growth. This period ushered in the

Millennium Development Goals (MDGs) declared by the United Nations which among other broad objectives was to address the problem of poverty in a broad sweep that targets the index of poverty itself. The broad objectives of the MDGs include the following

- Eradicate extreme poverty and hunger;
- Achieve universal primary education;
- Promote gender equality and empower women;
- Reduce child mortality;
- Improve maternal health;
- Combat HIV, malaria and other diseases;
- Ensure environmental sustainability; and
- Develop a global partnership for development. (HDR, 2010)

This research work emphasizes goals eight in the millennium seven and development goals. The new dynamics of trade have increasingly created global and unfettered markets for trade and investment, which have significantly increased the destructive impact of economic activities upon the Earth. These dynamics exhaust the world's natural resources endowment and ecological carrying capacity at such a deleterious rate as they jeopardize the planet's ability to support future generations. However, Africa happens to be a dumping ground for old technologies, there is every reason to believe that trade liberalizations effect on the environment is disastrous. Trade liberalization driven by macro-economic policies and economic reforms may have environmental impacts, both negative as well as positive. Hence, a clear analysis of these effects is needed (UNEP, 1999). The main objective of this study is to examine the environmental impact of trade liberalization