

TABLE OF CONTENTS

Section I: International Affairs and European Integration

Subsection: International Affairs

1.	Benchea Laura-Ramona	- Islamic Economics and Finance-a Revival after the Recent Global Financial Crisis?	2
2.	Botescu Ion	- The Crises under the Globalization of the World Economy	7
3.	Brasoveanu Florica, Anechitoae Constantin	- The Principle of Peaceful Settlement of International Disputes	13
4.	Buzarna-Tihenea (Galbeaza) Alina	- Several Aspects Regarding the Specialized Translation of Medical Texts. From Theory to Practice	17
5.	Căzănel Maria	- The Structure, Characters and Effects of Legal Rights Potestative	22
6.	Frecea Georgiana-Loredana	- CSR Crystallization in the Financial System: The World Bank Model	26
7.	Serbănel Cristiana - Ioana	- Romania's Electrical and Optical Equipment Industry Position on Global Value Chain in 2001-2011 periods	32
8.	Surugiu Farkas Ioana, Just Vanessa, Bartels Andreas	- Developing Sustainable Human Resource Management in a Shipping Company - A Study Case	37
9.	Toma Sorin-George, Marinescu Paul, Cosmin Stefan	- Towards a New World Economic Order	42

Subsection: European Integration

1.	Enea Constanta, Enea Constantin	- Public Power - Economic Stake of Romanian Tourism	47
2.	Enea Constanta, Enea Constantin	- Romania's EU Advantages Integration	51
3.	Ghita Simona, Boboc Cristina, Manea Daniela	- Does Youth Migration for Education Have an Impact on Permanent Migration Decision? Case Study on Bessarabian Students in Romania	57
4.	Greco Mihaela, Titan Emilia	- Statistical-Based Insights in Migration Process	62

5.	Meiță Nela Loredana, Popescu Jenica	- Empirical Study on the Correlation Between the RDP and the Amount of Funds Allocated by the Tractors and Main Agricultural Machines in 2009 - 2013	66
6.	Schipor Constantin	- A Region of Welfare and a New Path for Europe	71

Section II: Business Economy and Administration

Subsection: Economic and Social Studies

1.	Brasoveanu Florica, Anechitoae Constantin	- The Principle of non-Interference in Internal Affairs	76
2.	Dobre Claudia	- The Structure-Performance Relationship in Romanian Banking System	80
3.	Florea Ilie Constantin	- IT&C - A Job-Creating Industry during Crisis	86
4.	Florea Ilie Constantin, Sommer Marc	- When Companies Become Too Socially Innovative to Fail	92
5.	Ghita Simona, Titan Emilia, Boboc Cristina	- Effects of the Global Financial Crisis on the Resources of Health System in Romania	98
6.	Gutu Ioana	- Negotiating T-TIP – Key Issues and Potential Implications for the Third Countries	104
7.	Gutu Ioana	- TTIP and the Implications for the Negotiation Process	110
8.	Juganaru Ion Danut, Juganaru Mariana	- The Romanian Chambers of Commerce, Representative Organizations of Entrepreneurs. The Example of Constanta Chamber of Commerce	115
9.	Lupsa-Tataru Dana Adriana, Lupsa-Tataru Florin Razvan	- The Evolution of Creativity Trend of Students of Transilvania University	121
10.	Mádr Michal	- Institutional Diversity in the Post-socialist Area during Crisis	125
11.	Mahfoudh Slim, Ben Amar Mohamed	- The Impact of Economic Policies on Economic Growth in a Group of Arabic Countries: Empirical Verification using Non-Stationary Panel Model	131
12.	Moise-Țiței Adina, Băcă Eleonora	- Adequate Income – A (Pre)Condition for Economic Justice	138

13.	Moise-Țiței Adina, Băcă Eleonora	- (Re)Mapping Geographies of Development-BRIC(S) Superpower Challengers?	142
14.	Moraru Camelia, Popovici Norina	- Estimated Reaction Function of Fiscal Policy in Romania	146
15.	Moțățăianu Alexandru, Vochin Oana Alexandra, Ciachir Liliana	- Globalization and Next Level for Virtual Teams	150
16.	Nancu Dorinela	- The Knowledge Assessment Methodology of Countries	156
17.	Nicodim Liliana, Tănase Gabriel-Iulian, Velica Marian	- Excellence in Objective Strategic Education in the Military University	160
18.	Osoianu Dragoș	- The African American Slavery - a Social Ecological Approach	166
19.	Stanciu Anca Cristina, Constandache Mihaela, Nenciu Daniela Simona	- Quality-Oriented Organizational Culture	171
20.	Stanciu Anca Cristina, Constandache Mihaela, Nenciu Daniela Simona	- Aspects Concerning Quality in Tourism	175
21.	Vasile Adrian	- The Loan in the Old Testament – Paradigm of the Contemporary Banking System	179
22.	Vasile Costin Mihai	- Eco-theology-Church's Solution on Humankind's Environmental Issues	184
23.	Vasile Costin Mihai	- The Secularization of the contemporary society and Holy Church's attitude toward this phenomenon	189
24.	Vitan Daniela	- Statistical Information Valencies Concerns the Economic Records at the University Level	193
25.	Voiculeț Alina, Belu Nicoleta	- Dimensions of World Food Issue in the Ecological Crisis	199

Subsection: Marketing – Management

1.	Anastase (Badulescu) Ileana, Grigoriu Cornel	- Innovative and Technological Transfer – a Requirement for Ensuring Economic Development	204
2.	Antohei Ionut, Moraru Andreea - Daniela	- The Approaches on Human Resources Management Practices within Romanian Companies - an Empirical Study	208

3.	Barbulescu Oana	- Clusters as a Tool for Development in the Wine Industry	213
4.	Bîrsan Alexandru, Shuleski Darko, Cristea Crina Veronica	- Bilbao Effect – Presentation, Examples, Perspectives	218
5.	Daneci Patrau Daniel, Arsenie Andreea	- Theoretical Approaches and Practical Aspects on the Financial Management of a Local Public Institution	223
6.	Dascălu Elena Doina, Nasta Laura, -	- Managerial Accountability – a Key Factor in the Implementation of Internal Control Systems	229
7.	Dragomir Cristina, Utureanu Simona	- Considerations on Ship Management and Current Changes in Maritime Transport	236
8.	Gheorghiu Gabriela	- The Need for Consumer Protection in the Consumerist Society	242
9.	Grigorescu Adriana, Condrea Elena, Bradley Christopher De Freitas	- Quality Management in Health Care System	246
10.	Ionita Roxana Mihaela	- Strategic Alternatives Adopted by Travel Agencies to Develop Tourism Services	252
11.	Iorgulescu Maria-Cristina	- A Look at Managers' Perception of the Innovation Activity in the Hotel Industry in Romania	256
12.	Iorgulescu Maria-Cristina	- The Quality of Hotel Services in Romania: an Application of the Servqual Model	261
13.	Kompalla Andreas, Kopia Jan	- Characteristics of Business Strategies and Management Systems within Automotive Industry	267
14.	Madar Anca, Neacșu Nicoleta Andreea	- Study regarding Consumer Protection and Satisfaction on Tourism Services market. Case study: Romania versus France	275
15.	Marinescu Paul, Toma George-Sorin, Ștefan Cosmin-Alexandru	- Leadership for the Virtual Age	283
16.	Mateescu Ruxandra Maria, Lange Steffen, Heinemann Bastian	- The Role of Process Interactions Management in Ensuring Business Sustainability	287
17.	Micu Angela-Eliza, Capățină Alexandru	- Managing Online Brand Identity: the Case of Two Pure Players	292
18.	Muhcina Silvia, Popovici Veronica	- Few Aspects Concerning the Marketing Particularities in Healthcare Services	300

19.	Munteanu Adina Roxana	-	The Dynamics of Organically Certified Operators in Romania Between 2012 and 2014	306
20.	Nancu Dorinela	-	Analysis of the Strategies Specific to Knowledge based Management	312
21.	Neacsu Nicoleta Andreea, Barbulescu Oana	-	Quality Strategies used by Market Leader in the Competitive Coffee	316
22.	Nicodim Liliana, Bucăța George, Muscalu Emanoil	-	Defining Influences Of Globalization On Education Management	322
23.	Nițu Oana, Nițu Claudiu Valentin, Tileagă Cosmin	-	Customer Relationship Management Using Information Technology	327
24.	Nițu Oana, Nițu Claudiu Valentin, Tileagă Cosmin	-	WEB 2.0 as a Customer Relationship Management Application - Specific Commercial Platform	332
25.	Păunescu Loredana Maria	-	Competitiveness Issue in Romania	337
26.	Podasca Raluca	-	The Role of the Forecast in the Company's Management	341
27.	Podasca Raluca	-	Cobb-Douglas Model Used in the Analysis of Enterprise's Performance	345
28.	Popovici Norina, Moraru Gheorghe, Moraru Camelia	-	Communication Style: Mirror of Individual's Behavior	349
29.	Serban Andrei Ionut	-	The Success Factors for Integrating Business Process Reengineering and Total Quality Management	354
30.	Teodorescu Ioana, Vasile Viorel	-	Landing Pages Features to Attract Customers	360
31.	Utureanu Simona, Dragomir Cristina	-	Ship Management Benchmarking	364

Subsection: Finance and Accounting

1.	Barna Flavia, Năchescu Miruna, Șeulean Victoria	-	Takaful Insurance and its Development Perspectives	370
2.	Bătrâncea Larissa	-	Ab initio: A Historical Perspective on Accounting	376
3.	Bobîțan Nicolae, Dumitrescu Diana	-	Interviewing as Investigative Technique Used by Forensic Accountants	380
4.	Briciu Sorin, Ofileanu Dimi	-	Possibilities of Using the Typical Survey in Audit	385

5.	Cărăușu Dumitru-Nicușor	-	Capital Market Efficiency in CEE Countries	392
6.	Căruntu Genu Alexandru, Ciurlău Loredana	-	Annual Financial Statements and the Financial Information Supply	398
7.	Chirculescu Maria Felicia, Bușan Gabriela	-	Various Approaches to Economic Development and Fiscal Policy for the European Union Member Countries	402
8.	Ciurlău Loredana, Căruntu Genu Alexandru	-	The Role of Foreign Banks in Ensure Performance the Romanian Banking System	406
9.	Dascălu Elena Doina, Nasta Laura, -	-	Efficiency of Tax Claims Collection through Foreclosure	410
10.	Dindiri Carmen Maria, Drăgan Cristian, Brabete Valeriu	-	Accountancy and Management of Human Resources Employed on Subsidized Places - Young Graduates -	417
11.	Drăgan Cristian, Mihai Magdalena, Dindiri Carmen Maria	-	Accounting and Tax Challenges Regarding the Joint Ventures	423
12.	Dreghiciu Andreea Elena	-	The Aspects of Revaluation of Tangible Assets	428
13.	Găban Lucian	-	Financing Policies in the Romanian SMEs	434
14.	Găban Lucian, Bechiș Liviu	-	Financial Autonomy in Local Romanian Administration	439
15.	Guni Claudia Nicoleta	-	The Relation Corporate Governance - Financial Communication Social - Responsibility to the Level of the Group of Companies	444
16.	Horká Eliška	-	The Monetary Transmission in the Selected CEE Countries	449
17.	Lăpăduși Mihaela Loredana	-	Indicators of Current Assets that Succinctly Express the Performance of their Use	453
18.	Măcsim Florin- Alexandru, Oprea Florin	-	Do Fiscal Constrains Actually Work in the EU?	458
19.	Manea Marinela - Daniela	-	Preoccupations and Tendencies within the Romanian Accounting Space Regarding the Capitalization of Intangible, Incorporate Assets owned by Companies in the International Context of Integrated Reporting	464
20.	Mihai Gabriel	-	The Procedure Of The Joint Stock Company's Capital Increase By Converting The Debts	470
21.	Mihai Luiza - Corina	-	The Economic Impact of Collective Dismissal Procedure Performed at the Level of Insolvent Employers	475

22.	Mirea Marioara, Munteanu Ionela	- "The Corporate Governance of Public Entities in Romania – Necessity or Formality?"	481
23.	Murgea Aurora	- January Effect and Market Conditions: a Case of Romania	488
24.	Murgea Aurora	- Holliday Effect in Contemporary Capital Markets	494
25.	Nancu Dumitru	- Methodology on the Classification of Guarantees, the Establishment, Regulation and use of Risk Provisions for S.M.E. Loan Guarantees	500
26.	Nancu Dumitru	- The impact of Implementing a New Rating System for the Framework Covenant on the Guarantee and Counter-Guarantee Coverage Level for SME Loans on the Access to Finance	505
27.	Negoescu Gheorghe, Florea Andrei-Mirel, Diaconu Aurora Aurelia	- BITCOIN Currency - Methods of Adapting to the Economic Crisis	511
28.	Nicolae Traian Cristin	- The Accounting Model for Calculating Performance of Entities and Share Based Payments	515
29.	Ofileanu Dimi	- Considerations Regarding Lean Approach Within Management Accounting	520
30.	Păunescu Loredana Maria	- Real Economic Growth for Romania – the Key Element Savior for a Long Period of Time?	525
31.	Pepi Mitica	- Regulatory Accounting When Securities Markets Are Stressed	529
32.	Pleşcău Ioana	- Defining and Measuring Bank's Equity Risk: Evidence from the Erste Bank Group Romania	534
33.	Popa Nicu, Popa Adriana Florina	- The Impact of Accounting and Fiscal Regulations on Corporate Income Tax Information Provided to Stakeholders	539
34.	Roman Angela, Rusu Valentina Diana	- Financing of the EU SMEs by the Capital Markets: An Overview	546
35.	Rus Mircea Iosif	- The Impact of Funding Research and Development Activities through the Core Programme	552
36.	Traistaru Diana Andreea	- Ethics and Morality in the Accounting Profession	556

37.	Trandafir Adina	-	The Influence of the Private Sector Financing on the Decision to Invest in Romania	560
38.	Vasilescu Laura, Tudor Sorin	-	External Financing for EU SMEs – Challenges, Measures and Trends	565
39.	Marian Alexandru	-	The Right to a Fair Trial among the Procedural Rights	570
40.	Marian Alexandru	-	The Independence of the Law Court	574