

# THE ROLE OF NEWSLETTER IN GENERATING INFORMATION ABOUT CONSUMERS

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**Abstract:** The newsletter is an insistent mail that knocks periodically in the electronic box. It not only provides a living presence in the daily work, but reminds you also that the brand is there on the market, at your disposal.

Newsletter enjoys a growing popularity. Nearly 10% of the offline brands communicate via email constantly. More than a trend, newsletter is an excellent marketing tool used in promotion. Consumers decide when to opt for subscription or unsubscribe, if and when to open, read and act in accordance with the contents of e-mail, if they agree to provide more information for personalization.

**Keywords:** consumers, newsletter, brand

# **VIRALES MARKETING IN THE INTERNET ERA**

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**Abstract:** Viral marketing is vital to almost any Internet business. Viral marketing made a significant impact on Internet marketing practice when it was demonstrated how effective it is. Nowadays, still many internet marketers are not familiar with these viral marketing techniques and they do not recognize the true power of viral marketing. Viral marketing does not mean any random placing of a message on the Internet. A successful strategy is based on a serious analysis.

**Keywords:** viral marketing, internet, practice

# **THE IMPORTANCE OF PSYCHOLOGICAL CONTRACT IN PRESERVING THE EMPLOYMENT RELATION**

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**Abstract:** The present study holds forth for explanation the concept of “employment relation” by means of a special informal contract – the psychological contract – that is, employment relation is given by a set of principles adopted by an individual and his employer regarding what expectations each of them has from one another.

**Keywords:** employment relation, psychological contract

# **SOME ASPECTS ON INDUSTRIAL CONCENTRATION IN ROMANIA**

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**Abstract:** Market concentration is a measure of the extent to which incumbent firms are likely to face competition from within the market. Romania is a special case of industrial concentration in transition after 1990. Although generally speaking there are similarities between Romania and other European countries, the differences are made by the large ex-socialist firms that were the “pillar” of ancient economic system.

**Keywords:** market concentration, transition

# **THE NATURE OF CHANGE IN ONLINE LEARNING – PROS & CONS**

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**Abstract:** Because of the changing nature of today's students, economic pressures, and rapid implementation of distance learning courses and programs, education and learning are changing. The use of distance learning technologies, and more specifically, online distance learning, have both grown out of and enhanced the changes now occurring in the delivery of education. It is widely acknowledged that nontraditional students (that is, working adults returning to school or students who are unable to attend classes on campus for other reasons) make up a rapidly growing population in education today. Their educational needs and demands are different from those of traditional students and it is these students to whom online distance education is geared. We have also seen, however, an increase in the use of online classes for campus-based students, particularly with classes that combine face-to-face and online components. The changes caused by the use of online distance education are being met with the support of educators but also with some discomfort more if they are older.

**Keywords:** online learning, student, changes

# **UML VERSUS MERISE**

**Bostina Vasilica, PhD.  
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**Abstract:** Currently, in any organization there are at least one operational system (generally the financial accounting, market, etc. ) so the modelling consists in putting in shape the terms of the remodelling and development of existing informatics systems. At the same time, after a period in which the organisational trend has been consisted in purchasing various punctual applications, the current trend is to reuse and integrate these applications into a global information system. In order to achieve those goals we may use Merise or UML, and the choice between the two methods will be based on practical situation of each organization, equally taking in consideration the chosen development strategy for the informatics' system.

**Keywords:** operational system, Merise, UML

# NEW DIMENSIONS IN THE DESIGN OF INFORMATION SYSTEMS BY SOA APPROCH

**Bostina Vasilica, PhD.**  
**Senate, Romanian Parliament**

**Abstract:** The idea of service orientation is to provide customer value by contracting others to do what a company has to do just to get by, and by focusing the company's own resources on what it does best. By subscribing to the *commodity functionality* provided by service providers who can perform it better, faster, and cheaper an organization can minimize its cost of market participation. This strategy releases energy for an organization to concentrate on its core competencies, thus bringing value to market through what the organization does best, thus making it easy to do business with. By taking a service-oriented approach, in an increasingly complex and competitive market, products can then be taken to market quickly and business processes conducted in agile response to change through multiple channels.

**Keywords:** information system, commodity, strategy, market

## TYPICAL DILEMMAS IN RECRUITING PERSONNEL

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**Abstract:** The most important resource of an organization wears shoes and goes out the door every day around six o'clock in the afternoon. This unique resource makes the difference on today's competitive markets. Therefore building it must be of a special interest for every organization. The first step in building the human resource, in providing the necessary personnel for the organization is recruitment. This activity refers to identifying and attracting the right candidates. Some of the typical dilemmas in recruiting personnel involve whether to look for passive or active candidates, or whether to use internal or external methods of recruiting. In addition, it is important to decide the attraction elements and to use the size of the organization as an alluring aspect for suitable candidates.

**Keywords:** human resource, personnel, methods of recruiting

# **FRAUDS AND ADULTERATIONS OF FOOD PRODUCTS**

**PhD. Student Cozma Ciprian**  
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**Abstract :** The main forms of fraudulent works that can be committed on food products are: adulteration (the addition of substances for masking flaws), counterfeiting (another composition and values declared) and substitution (replacement of a substance with another of an inferior quality).

From the desire to achieve a higher profit as possible the counterfeiter deliberately appropriates the identity of some manufacturers' reputation of the market, using their image, their products deceiving the consumers. Thus, he can sell his products much cheaper than the original manufacturer although, sometimes, in order to not excite suspicions regarding the origin and quality of goods they sell them at prices close to the originals.

Although these fraudulent practices are known by the producing companies, a recent study shows that in most cases the fraud is found out by mistake or by accident. Regarding the prevention of frauds and in this area has been found that although 80% of companies were victims of a fraud continue not to take measures of precaution. It also has been proved that the damages produced to the companies by the means of various frauds are not only financial but also of the nonfinancial nature and that is they can affect the employees' morale and organization's brand.

Since fraud is becoming increasingly widespread and harder to detect is extremely important for companies to regard fraud as a fundamental problem in their work.

**Keywords :**frauds, origin, food products

# CHEMICAL ADDED SUBSTANCES– ALIMENTARY ADDITIVES

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**Abstract :** Preservatives, flavors, dyes - in a word additives - are indicated on the package with the letter "E", followed by a number composed of three or four digits. Some of these substances are noxious, toxic, and even carcinogenic. The scientists say that science, in small quantities, their consumption does not constitute a danger to the body. However, in order to prevent any danger, United States of America and European Union have banned a part of the "E" sites. In Romania, the laboratories can not detect all additives which are introduced in food, and often the product is introduced on the market only through data supplied by the manufacturer. Thus, there is the risk of failure to meet the quantity of synthetic additives according to legal regulations.

According to official norms, by food additives we understand any substance which, normally, is not consumed as food itself and which is not used as a characteristic food ingredient - having or not a nutritional value through whose intentional adding to foodstuffs in technological purposes during the process of manufacturing, processing, preparation, treatment and packaging of such food products becomes a component of the respective food products.

The "E"-s are those additives added in foods with role of sweetener, dyes, emulsifier, preservatives. Aligning the rules of the European Union involved the use of codes of "E" type for food additives. But, numerous international health bodies have held serious alarm signals regarding these synthetic adding, declaring them toxic. Their use for a long or improper period may lead, in time, to the formation of serious diseases, which can not longer be treated.

According to the reports of the international organizations, mortality among the world's population, caused by the consumption of foods rich in artificial substances, is located on the third place, after drugs and medicines and after traffic accidents.

**Keywords :** alimentary additives, food products, artificial substances

# **MARKET VALUE VERSUS AESTHETIC VALUE INTO A CONTROVERSIAL GLOBAL ART MARKET**

**Daniel Dumitru Baba, PhD. Student**  
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**Abstract:** Economics of culture presents art as a luxury commodity, an “experience good” that has to be tested or consumed before its true quality is revealed. It is also treated as an “information good”, since so much of its value is tied to an idea. The acquisition of art, a tangible “consumption good” with “social capital”, is also seen as a positive addiction; the more is consumed the more that is desired. Can art be intrinsically valuable? Who determines aesthetic value and market value? Why does the art, which experts judge as inferior, is often sold so well to mass markets? Present study advances some visions about the convergence between market value and aesthetic value into global art market.

This study is meant to contribute to the extended potential ideas, permanently supplied by Arts.

**Keywords:** art market, market value, luxury commodity

# **THE FISCAL CODE AND THE PERFORMANCES OF THE HUMAN RESOURCES**

**Dăneci-Pătrău Daniel, PhD. Student  
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**Abstract:** The orientation of the organizational culture towards results and advanced performance is realized in close relation with the motivational satisfaction of the employees within the firm. The richness and the culture's level are favorable for the promotion of some administration instruments, when these should be compatible with specific values. By encouraging the conduct of fidelity and devotion for the company, the organizational culture assures the increase of the personnel's loyalty. The author proposes himself, through this article, the presentation of the main opportunities presented by the Fiscal Code from Romania, for the personnel's motivation, and, for the increase of the performances of the organizational management and of the human resources.

**Keywords:** fiscal code, human resources, management

# **RESEARCH METHODOLOGY FOR THE THE MARITIME MARKET**

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**Abstract:** At the beginning of the 21st century, the research and the knowledge of the maritime market prove to be as important as the other elements of the Marketing from the maritime domain. The research of the maritime market can be considered as the first step in tackling the research problems in the Marketing from this domain, which cannot be avoided or ignored. This thing is necessary due to the permanent increase of the competition on the maritime market, to the permanent entrance of new ships and shipping companies, to the development of new transport routes.

**Key words:** sea, transport, market, research, company.

# **TOURISM IMPACT ON ENVIRONMENT**

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**Abstract:** In the current conditions of global economy, we may say that there is a close interdependence between global economic growth, the economy structure, the use of natural resources and the environmental changes. The economic activities, which use natural resources, modify the environment; moreover, the nature of this change also influences the manner in which these activities will be developed in the future. Certainly, people's welfare is not merely achieved by economic activities, but also by the joy that may be generated by the environment in its broadest sense; this is why the economy and the environment must be appropriately integrated, which is expressed in terms of "sustainable development".

**Keywords:** tourism, environment, economy

# **BUSINESS CONTINUITY MANAGEMENT**

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**Abstract:** The concept of Business Continuity Management is not new, being integrated in the sphere of Informational Security Management and detailed in the chapters of ISO 17799 – Guidelines for information security management systems and ISO 27001 - Requirements for information security management systems. Though initially connected strictly to the IT&C area, Business Continuity Management developed in the last years in almost all activity sectors, as a system of means and tools that help the organization to prevent unscheduled breakdowns in the essential processes due to extraordinary events. In today's society, time is critical and such unfortunate events as fire, floods, earthquakes, informatics attacks or mere delays in key deliveries can produce long term damages in the image and reputation of the company, losses in the expected financial results, in the market share.

**Keywords:** business, management, market

# CURRENCY COMPETITION AND RESOURCES ECONOMY

**Jean-Pierre CENTI\***

**Helmi HAMDI\*\***

*« En 1826, [les banques d'Ecosse] constataient que, dans l'espace de plus d'un siècle, les faillites des banques n'avaient pas fait perdre plus de 36,000£ au public. Ces banques ont rendu les plus grands services au pays qui leur doit en partie sa prospérité. »*

V. Pareto « Cours d'Economie Politique », Tome I, page 370. 1896.

**Abstract :** The purpose of this paper is to study the concept of currency competition from an historical and evolutionist perspective since the free banking era in eighteenth and nineteenth centuries. Nowadays, the reality of currency competition and the assumption of money privatization aroused a particular interest and became a subject of topicality in economics. We will show that a system with monetary pluralism can return in force following the advance of the Internet and the application of new technologies in the banking and finance.

**JEL:** *E<sub>42</sub>, E<sub>52</sub>, G<sub>21</sub>*

**Keywords:** Currency competition, new technologies, private money.

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# **DYNAMIC SITES FOR INTERNATIONAL TRANSACTIONS**

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**Abstract:** The present paper presents 8 dynamic sites, illustrative for the field of international transactions. The chosen transactions were virtual stores, marketing, contracting, transport, insurance, banking and publicity.

**Keywords:** international transactions, marketing

# RETHINKING THE CONCEPT OF MODERN FOODSTAFF

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**Abstract:** The interference between “economic” market and “metabolic” market supposes a new dimension over the food trade, focusing on present status of the food as goods. This new status is based on the nutritional value that influences all the steps, from the product planning to the nutritional labelling and the coexistence on the national and international market of more food generations. All of these reflect the dynamism and the complexity of the production and the food trade at the beginning of the third millennium. The concept of food has been enriched, including new components: the packaging and the environment. Food are commercialised as any other goods, but with a well-established specificity. In this context, the paper presents the main mutations that have occurred over the years the concept of foodstuff.

**Keywords:**

# **BUSINESS EXCELLENCE and the QUALITY AWARDS**

**Associate Professor, PhD. Mihai Teodor Negrea,  
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**Abstract:** The Business Excellence (BE) initiative helps organisations to strengthen their management systems and processes for high performance. It is based on an internationally comparable and holistic model for managing an enterprise for excellence.

Business Excellence is often described as outstanding practices in managing the organisation and achieving results, all based on a set of fundamental concepts or values.

These practices have evolved into models for how a world class organisation should operate. These models have been developed and continue to evolve through extensive study of the practice and values of the world's highest performing organisations.

Many countries have developed their own models and use these as frameworks to assess and recognise the performance of organisations through awards programmes.[2]

Since the 1990s there has been a general decline in award applications. However there has been an increasing trend for organisations to apply these models and integrate the principles and practice with their day-to-day operations thereby achieving the benefits business excellence brings.

**Keywords:**business excellence, quality, organisation

# **THEORETICAL ASPECTS REGARDING THE OPPORTUNITY COSTS**

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**Abstract:** Scarcity requires choices and choices presume opportunity cost. The paper tries to emphasize different manners of approaching the concept of opportunity cost, emphasizes the main types of opportunity cost and the several forms of defining this economic concept. There are two type of opportunity cost: real and currency opportunity cost. Between them we can establish a certain relationship. Opportunity cost can be regarded either by a producer or by a consumer. This type of points of view has two sides: a value side and a quantitative side. Also, from a marginal perspective we can talk about so-called marginal opportunity cost. As for production, it's structuring on quality classes, the producer also faces a number of alternatives. He either produces trademark products, with a high quality, or produces goods that are structured on several quality classes. In the last situation there is a fictitious loss that can be considered an opportunity cost in case of unrealized profit.

**Keywords:** opportunity cost, marginal opportunity cost, real and currency opportunity cost

# **THE GAMES THEORY AND THE EUROPEAN MARKET OF LABOR**

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**Abstract :** This papers study the market labor used the **games theory**. In perfectly competitive markets, buyers and sellers are sufficiently large in number to ensure that no single one of them, alone, has the power to determine market price. Equilibrium in a competitive market thus requires the simultaneous compatibility of disparate and often conflicting self-interested plans of a large number of different agents. Because firms are aware of their interdependence, and because the actions of one firm may reduce the profits of others. From this reason the analysis instrument of games theory making up the new syntax of the **market labor**.

**Keywords :** games theory, market labor

# **INTERNATIONAL MARKETING STRATEGIES OF THE UKRAINIAN ENTERPRISES**

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**Abstract:** Intensification of the Ukrainian enterprises' international activity necessitates the development of well-grounded international foreign expansion programs based on systematic, professional marketing research and market analysis. Following certain logic and methodical approaches to evaluation of international business marketing environment assists comprehensive factor estimation and creation the most favorable conditions for successful international business strategies.

**Keywords:** marketing research, international business

# PERFORMANCES IN COMMODITY RESEARCH OF FOODSTUFFS

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**Abstract:** Commodity science is one of the oldest technical and economical knowledge areas of trade. The deep interest in the commodity science implies a certain elucidation of the identification and systematization of the nowadays directions in this domain.

In the general training of any economist must be found some issue, such as: the notion of goods quality and the operative states of this notion; relation between goods features-quality characteristics; international and national standardization; quality management system; commodity quality certification; modern models of goods classification and certification; packaging materials and systems for commodities; international regulations for goods labeling; commodities stability during the physical distribution; commodities degradation, damages and counterfeits; methods and techniques of taking delivery of the lots of goods; environmental implications of production and circulation of the goods; law and consumer protection in impact with science commodities.

National and international researches and the exchanges of commodity scientific information favored critical re-evaluations, generalizations and syntheses, deciphering some rules connected to the occurrence and the technical circulation of commodities, but especially projective openings regarding the commodity universe, and particularly, foodstuffs.

**Keywords:** commodity, consumer protection, foodstuffs

# **THE RELATIONSHIP BETWEEN INSTITUTIONS, BANKING REGULATION AND BANKING DEVELOPMENT IN THE MENA REGION N°18-2008**

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**Abstract:** The purpose of the paper is to check, on the one hand, the nature of the relationship existing between institutional development (measured by the corruption level, quality of bureaucracy, rule and law, law enforcement...), banking regulation and banking development. On the other hand, we test the relationship that exists between banking development and economic growth. We used the GMM (General Method of Moments) system on dynamic panel data for 19 countries of the MENA region, in the 2 estimations (Algeria, Bahrain, Egypt, Iran, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, Turkey, United Arab Emirates, Yemen). The main results are: (i) the existence of a positive and statistically significant effect of the economic development on the banking development, (ii) banking regulation affects positively and in a significant manner, the banking development, (iii) the non existence of a significant statistically relationship between institutional quality and banking development, (iv) and finally, our findings also suggest that economic growth is enhanced by banking development. The absence of a significant relationship between institutional environment quality and banking development can be explained by the nature of the institutional indicators, which vary very slowly through time. That's why, may be, banking development level reached by MENA region countries, cannot be explained by institutional development. We have chosen to assimilate the financial development to just banking development, given the relative importance of the banking sector, in comparison to the size and importance of the financial markets in these countries.

**Keywords:** Financial Development, Institutional Development, Banking Regulation, Economic Development, Dynamic Panel.