

# **ENVIRONMENTAL MANAGEMNT AN PRIORITY FOR ENHANCING ECONOMIC PERFORMANCE OF ORGANIZATION**

**Bran Florina  
Carmen Valentina Radulescu  
Academy of Economic Studies, Bucharest**

**Abstract:** The environmental rules mention necessity for introduction of environmental management system at the organization level. In this way, is answering to a concept more a more use in the environmental protection field: the pollution stops of its souses or act at source of pollution and ant not only to its effect. The paper analysed the fact that a proper and effectively control of pollution it can not be done exclusively of technological solution, and this it must be done based of environmental system, integrated to organization management.

**Keywords:** environmental management, economic performance, resources

# THE SUBLIMINAL MESSAGE OF ADVERTISEMENTS

**Carmen-Liliana Mărunțelu  
Cristina Tamaș  
Elena Dumitrașcu  
Ovidius University of Constanța**

**Abstract:** Many people believe that most advertisements contain hidden images or words that affect our susceptibility to the ads. This belief is widespread even though there is no evidence for such practices, let alone evidence for such effects. "Embedded" stimuli are difficult to characterize in terms of signal-detection theory Or threshold-determination procedure because most of them remain unidentifiable even when focal attention is directed to them. In other words, the viewer may be well aware of the stimulus, but not necessarily aware of the connection between the stimulus and responses or reactions to it. This essay will individually analyse some advertisements in terms of their status as signs, whose associative meanings not only gave a favourable impression of the product, but were also compatible with, and complementary to, the masculine context in which they were situated; thus illustrating Umberto Eco's claim that the medium and message may be 'charged with cultural signification.'

**Keywords:** message, advertisement, stimulus

# TENDENCIES IN THE ELECTRONIC COMMERCE EVOLUTION IN ROMANIA

**Associate professor Cristina Grozea,  
Professor Elena Spatariu,  
Associate professor Nicoleta Asalos  
Ovidius University of Constantza**

**Abstract:** Although is considered to be only to the beginning, the Romanian electronic commerce market realizes already transactions valuated to some millions of euro monthly, but the potential is much bigger. Encouraging for the future of the Romanian electronic commerce is the bank number that had implemented a high security transaction standard, precisely the raising of the 3D Secure.

**Keywords:** electronic commerce, transactions, internet

# **THE LOGISTIC CENTRE, EXPRESSION OF THE DISTRIBUTION GLOBALIZATION**

**Lecturer, PhD. Dan Gheorghe  
Ovidius University of Constanța**

**Abstract:** "Within the current market expansion and globalisation of the product distribution, which becomes an essential element of the economic and social International Systems, their specific economic activities and the modern trend have made possible the building of different trade channels.

Based on this theory the logistics centers- Strategical Investment Projects, enables the implementation of the most advanced technologies within merchandise logistics and distribution, achieving economical efficiency through costs benefits and in the same time competition advantage, followed up by all the marketing channel actors."

**Keywords:** distribution, market expansion, logistics center

# **DYSFUNCTIONS IN THE SOCIAL SYSTEMS OF THE ENTERPRISE**

**Professor, Phd. Danut Tiberius Epure**  
**Ovidius University of Constanta**

**Abstract:** Several social dysfunctions, having numerous consequences, are present in enterprises, indicating the problematic social system or the non-corresponding management. Taking into consideration both their causes and effects, one can distinguish several possible perturbations within an organization's functionality. The absenteeism – proof of a misled behaviour of a missing employee, the fluctuation – employees' resignation or changed position, the social conflicts- important situations of crisis leading to strikes, and the work accidents or injuries at work are the most frequent ones.

**Keywords:** dysfunction, absenteeism, fluctuation, strike, work accidents.

# **STOCK MANagements SYSTEMS WITHIN ROMANIAN ENTERPRISES**

**Professor, Phd. Danut Tiberius Epure  
Ovidius University of Constanta**

**Abstract:** Four different systems of stock management can be distinguish, taking into consideration the way in which the consumption manifests itself, the time needed and the amount of purchase. These systems influence differently the stock's level, the demand, the orders or the quantities.

**Keywords:** stock, consumption, demand, supply, quantity.

# **POPULATION DYNAMICS OF THE REPUBLIC OF MOLDOVA - PRECONDITION FOR PENSION FUND CRISIS IN LONG-TERM PERSPECTIVE**

**Associate Professor, PhD Edward HRBU,  
Academy of Economic Studies, Chisinau, Republic of Moldova**

**Abstract:** Currently, experts in the field of insurance in the Republic of Moldova, like those in many other states in which they confront with the phenomenon of demographic aging, alarm about the crisis in the pension system , which the republic will face in a not too distant future. Thus and so, the growing outlay and increasingly modest income of economically active age will cause excessive deficit of the pension fund, and therefore inability to respond to requests period. In this sense it tries to identify alternative ways of solving the problems in the medium and long term.

**Keywords:** insurance, pension fund, pension system

# **THEORETICAL ASPECTS OF FINANCIAL EQUILIBRIUM**

**Professor Phd. Elena Cerasela Spătariu,  
Associate Professor Phd. Cristina Grozea,  
Associate Professor Phd. Nicoleta Asaloş  
Ovidius University of Constanta**

**Abstract:** The financial analysis aims the interpretation and the calculation of the financial accounting information that are necessary to appreciate the financial health of the enterprise. The financial equilibrium is a main concern of the company but it cannot be achieved on long term unless the enterprise achieves satisfying performances.

**Key words:** financial equilibrium, resources, floating capital.



# **THE ECONOMICAL GROWTH POLICY, THE PROTECTION OF WATER AND THE LAW**

**Florica Braşoveanu  
Ovidius University of Constanţa**

**Abstract :** The execution of tasks defined environmental policy within a certain time and in a certain area, at the national level requires international cooperation among different government agencies concerned. On this path may be to increase the effectiveness of the implementation of the tasks of national and international policy, and the environmental protection. Multiplying the number and complexity of the issues related to pollution of this policy is to review the tasks and formulate new tasks. The links between economic activity, environmental protection and environmental legislation should be considered in this context that a simple correlation to the development of the nature of economic activity can be obtained by taking the necessary measures to prevent environmental pollution, and these measures is a requirement under the law of the environment.

**Keywords :** legislation, environment, international cooperation

# STRATEGIES FOR TOURISM SUSTAINABLE TOURISM SERVICES DEVELOPMENT

**Gabriela Cecilia Stanciulescu**  
**Academy of Economic Studies, Bucharest**  
**gabriela.stanciulescu@com .ase.ro**

**Abstract:**At the level of individual countries, the economic system is composed of all economic relations established in the national economy, between institutions, organizations and other elements of economic activity, together with appropriate means and tools that the market requires to carry out normal economic life. National economy of a country may be divided into three sectors of activity<sup>1</sup>: **primary sector**, which includes agriculture, forestry, fisheries and extractive industries; **secondary sector**, which includes manufacturing branches of industry and construction; **tertiary sector**, which includes transport and telecommunications, trade, tourism, finance and other services. In the last period, the expression of the growth of the role of science and art, their transformation into a safe factor and irreplaceable progress and prosperity, takes shape in the new economy, the quaternary sector, the scientific research and the development of information technology.

Also, we must take into account the fact that as the science and technique grows ever more powerful, generalized impact of advanced technologies can lead to rapid destruction of traditional delimitation between the primary, secondary, tertiary, quaternary sector, in physical and intellectual employment. The paper presents in detail, based on a large bibliography, the concept of sustainable tourism development and how the tourism services cope with the concept when, it is well known, that the tourism is based on natural and man-made resources.

**Key words:** Tourism services, Sustainability, Tourism development, Strategy

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<sup>1</sup> The first economist who divided the economy in these sectors is Colin Clark. He used as criteria for division of labor productivity, the overall volume of production and demand developments (see Colin Clark, "The conditions of economic progress", PUF, Paris, 1960).

# **POSSIBLE IMPLICATIONS OF THE FINANCIAL CRISIS OVER THE ROMANIAN BANKING SYSTEM**

**Ghiță Mitrescu Silvia**  
**Ovidius University of Constanta**

**Abstract:** The international financial crisis had its origins in the American subprime mortgage credits and speeded throughout the world. This paper tends to analyze the possibility that the Romanian banking system could be affected by the same kind of crisis. First we will analyze the American mortgage crisis based on the Lehman Brothers example of bankruptcy, then we will take a look over the Romanian banking system to see if the same scenario could be possible.

**Keywords:** financial derivatives, subprime mortgage crisis

# THE ROLE OF FINANCIAL DERIVATIVES IN THE PRESENT FINANCIAL CRISIS

**Ghiță Mitrescu Silvia**  
**Ovidius University of Constanta**

**Abstract:** The ongoing financial crisis raised serious questions on the benefits and risks of financial derivatives used by banks for hedging credit risks. This paper tries to analyze the involvement of financial derivatives in the financial crises, describing the securisation mechanism used by the American banks for hedging their credit risks and the effects it had on the stability of the international financial system.

**Keywords:** subprime mortgage, financial derivatives, securisation

# **ECONOMIC CONVERGENCE BETWEEN NECESSITY AND REALITY**

**Professor, Phd. Ion Botescu**  
**Ovidius University of Constanza**

**Abstract :** To date, 15 out of the 27 European Union member states have adopted the euro currency. The euro space can be seen as the next step towards economic integration in a single market. The perimeter within which the euro is used as a means of payment is defined by a stable currency and reduced interest rates and inflation. The adoption of the euro currency, with the benefits it brings, requires that every country involved in this process, including Romania, fulfils certain convergence criteria. This paper intends to describe the current stage attained by the E.U. countries pursuing this objective.

**Keywords:** Euro, convergence criteria, Economic and Monetary Union, Exchange Rate Mechanism II

# THE PROCESS OF MANAGEMENT OF INFORMATION MANAGEMENT PROJECT

**Lecturer.Prof.Ph.D. Margareta Udrescu**  
**Assist.Prof.Ph.D. Norina Popovici**  
**Assist.Prof.Ph.D. Irena Munteanu**  
**Ovidius University of Constanța**

**Abstract.** Historically information management is connected to specialized information activity spheres – library creating, bibliography, archives. On the basis of these spheres the problems of new documentation were formed, they were connected to new information processing methods and their application in industry. In the middle of the 20th century the understanding of information is connected with technology and electronic data processing and the information activity acquired the status of different systems and was supported by counting center concept

**Keywords:** information, data, project, process.

# **THE NEW HOSPITALITY PROJECT – TARGETS AND ACHIEVEMENTS**

**Mariana Juganaru  
Andreea Moraru  
Cristina Duhnea  
Ovidius University of Constanta**

**Abstract:** The NEW HOSPITALITY project intends to be a reference point for the transparency of qualifications and competences in the hospitality sector in the partnership countries and, therefore, for their transferability within the European area. In fact it intends to contribute to the innovation of training processes through the elaboration, sharing, testing and diffusion of a prototype of methodologies and instruments to describe, compare and promote qualifications and competences, in support of their transparency, recognition and transferability in order to foster employment opportunities and the competitiveness of the hotel sector in the European reference area.

**Keywords:** New Hospitality project, competences, European Area

# **THE TAX VALUE ADDED: A SIMPLE BUT COMPLEX APPLICATIONS BY EXAMPLE OF INTERNAL FINANCIAL TRANSFERS**

**Professor, PhD. Maurice Chenevoy**  
**Institut Universitaire Professionnalisé, «Management et Gestion des  
Entreprises»**  
**Auvergne Clermont-1 University of Clermont Ferrand, France**

**Abstract:** Internal financial transfers, meaning the transfers between the main budget of a public person and one of its subsidiary budget entirely subject to VAT, illustrates the complexity of the current situation

**Keywords:** tax value added, transfer, economic activity



# INDIVIDUAL AND COMPANY INCOME TAX SYSTEMS IN ROMANIA

**Professor Negrea Alexandru, PhD**  
**Ovidius University of Constantza**

**Abstract:** In order to fulfill its functions and tasks, state needs financial resources, which come mainly from taxes, fees, contributions, fines, penalties, dues, rental rates, etc., paid by individuals or companies. State's need of financial resources grows from one period to another, as a result of various factors such as: inflation, demographics, urbanism, new technology, technico-scientific revolution, a.s.o. Government members must find solutions to meet financial needs, knowing that *introducing new taxes* or raising existing ones will not receive support from taxpayers. It is important to know how *tax* is levied on the *income* of *companies* and individuals.

**Keywords:** financial resources, taxation, tax equity, tax yield, tax rates, tax policy, tax evidence.

# **CAPITALIZATION OF NON-CONVENTIONAL ENERGY SOURCES AN SUSTAINABLE REQUERMENT FOR ROMANIA**

**Popa Cristina  
Hamza Karimov  
Academy OF Economic Studies, Bucharest**

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**Abstract:** Fulfilling the immediate and medium-term energy demand, at a cost as low, represent the overall strategic objective of the energy sector. According with the assessment of numerous international bodies energy needs of industrialized countries will increase by approximately 60% by 2030, the same estimates show that World oil demand will be more than 115 million barrels in 2020. In this context, the paper aims is to identify the capitalisation potential of non-conventional energy sources in Romania, sources which can be a viable option for ensuring energy security

**Keywords:** energy demand, sustainable development, resources

# **AN INESCAPABLE FEATURE OF CONTEMPORARY BUSINESS LIFE: CONFLICT AT THE WORKPLACE**

**Raluca Rogoveanu, Ph.D. Lecturer,  
Ovidius University of Constanta**

**Abstract:** This article analyzes the pervasive character of conflict in today's organizational life, with a specific focus on the typology of conflict and the sources that originate it. Conflict management relies on strategies meant to prevent negative or dysfunctional conflict from occurring, while at the same time encouraging positive, constructive conflict that stimulates individual and team performance. It should also promote open dialogue and constructive debate among potentially conflicting parties, eliminating possible sources of uncertainty, distress and dissatisfaction among employees.

**Key words:** conflict, conflict management, functional conflict vs dysfunctional conflict, structural, intrapersonal, interpersonal, and inter-organizational conflict

# **ROMANIAN ECONOMIC INSTITUTE - ORGANIZATION AND CONCERNS**

**Robert Păiușan**  
**Academy of Economic Studies, Bucharest**

**Abstract:** The Romanian Economic Institute (IER) has worked in Bucharest in the period 1921 to 1946. Its activity has three components: documentation, scientific and publishing. Among his collaborators, there are the most prestigious economists of the period between the wars. This book represents a first attempt to present the concerns and results of the work of the IER

**Keywords:** The Romanian Economic Institute, Virgil Magearu

# KEYNES AND THE GERMAN ECONOMISTS IN THE 1930'S

**Robert Păiușan**  
**Academy of Economic Studies, Bucharest**

**Abstract:** The paper below presents aspects concerning the reception of the Keynesian thought in Germany in the 1930s. It is builded on a various bibliography and brings contributes to the subject.

**Keywords:** Keynes, thought

# **FORMATION OF INFORMATION MANAGEMENT**

**Professor, Doctor of Economics Sergei Okhrimenko**

**Constantine Sklifos**

**Vitalie Spynaki**

**Laboratory of Information Security**

**Academy of Economic Studies, Chisinau, Republic of Moldova**

**Abstract:** In the report are examined issues related to the formation of new direction – informational management. It considers the main approaches to organization of the category “Information Management”, future aims of work, and sets tasks.

**Key words:** Information Systems, Information Business, Information Management

# **DISTRIBUTION POLICY AND SUSTAINABLE TOURISM**

**Silvia Muhcina  
Adrian Serban – Comanescu  
“Ovidius” University of Constanta**

**Abstract:** Getting a significant role in marketing activity, distribution policy allows consumers to get goods and services and finish the economic cycle of products. Basic component of the marketing-mix assembly, in tourism activity, distribution policy refers to distribution channel, location or destination where a product is produced and consumed, places at which tourists may gain access to the products and also different material and immaterial tidal that accompanies the products' transfer from one to another component of the distribution chain. Through the number and importance of participants, through channels' dimensions and complexity, through resources used in the process of products' creation, the tourism distribution policy can support and encourage the sustainable development process.

**Keywords:** distribution policy, sustainable tourism, consumption

# **THE ECONOMIC EFFECTS OF ADVERTISING**

**Assoc. Prof. Sorina-Raula Gârboveanu, PhD**  
**Prof. Daniela Popescu, PhD**  
**Junior Assistant Silvia Puiu, PhD Student**  
**University of Craiova**

**Abstract:** Advertising has always been an area of disagreement among economists, marketers, sociologists, and the public. This is little empirical evidence to support the various arguments that advertising has positive or negative economic and social effects. It has been claimed that advertising affects a consumer's load of information or the new product development process, increases the distribution costs of goods, alters the market structure, affects consumer prices or business cycles, and has a negative impact on the mass media. Part of the controversy can be traced to the underlying views of what constitutes relevant information to be given to consumers and to the acceptance of a policy of product differentiation. Of course, assessing the economic effects of advertising is difficult, and the complex issues involved are far from being resolved. This article discusses the effects of advertising on the economy. Figure 1 outlines some possible negative and positive effects of advertising.

**Keywords :** advertising, distribution costs, price, marketing



# NEUROECONOMICS

**Associate Professor PhD Sorinel Cosma**  
**Ovidius University of Constanta**

**Abstract:** Neuroeconomics, a relatively recent approach to human behavior, is a combination of neuroscience (the study of the nervous system), economics (the study of the production, distribution and consumption of goods and services), and psychology (the study of thought and perception). It is considered to be a branch of what is called “behavioral economics”. The aim of neuroeconomics is the study of human decision making, a process in which the brain has the central role. The study of the brain and nervous system is beginning to allow direct measurement of thoughts and feelings. Neuroeconomics adds variables to the conventional accounts of decision making or suggests specific functional forms to replace “as if” assumptions that have never been well supported empirically. It points out to an entirely new set of constructs to underlie economic decision making.

**Keywords:** neuroeconomics, human behavior, processus

# IBN KHALDUN'S ECONOMIC THINKING

**Associate Professor PhD Sorinel Cosma  
Ovidius University of Constanta**

**Abstract:** The climax of history of Islamic economic thought, Ibn Khaldun developed outstanding skills in observing and analyzing the economic, political and social developments of his time. He is considered by some as a father of modern economics, or at least a major forerunner. The Western world recognizes Khaldun as the father of sociology but hesitates in recognizing him as a great economist who laid its very foundations. He was the first to systematically analyze the functioning of an economy, the importance of technology, specialization and foreign trade in economic surplus and the role of government and its stabilization policies to increase output and employment. Moreover, he dealt with the problem of optimum taxation, minimum government services, incentives, institutional framework, law and order, expectations, production, and the theory of value.

**Keywords:** Islamism, economic thought, taxation, labor policy

# **IMPLICATIONS OF THE NEW INFORMATION TECHNOLOGIES ON THE CUSTOMERS RELATIONSHIPS MANAGEMENT**

**Lecturer, Phd. Student Victor Jeflea  
Spiru Haret University of Bucharest**

**Abstract:** CRM technology is complex to build. It requires different systems to work in harmony to deliver the right information at the right time to the right people. In addition to this, it needs to be user-friendly to people in a range of different roles with different levels of technical literacy. In the highly complex world of investment banking this requires a major change to IT architecture, which would take many person-years to complete.

**Keywords:** information technologies, customer, data sources

# **DATABASES FOR THE CUSTOMER RELATIONSHIPS MANAGEMENT**

**Lecturer Phd. Student Victor Jeflea  
Spiru Haret University of Bucharest**

**Abstract:** The CRM warehouses data admit to the specialists of a firm to manage the information that concern the clients and to create relations between the different components, that can offer answers to some question such as: which is the medium amount spent by every client in a period of time, which is the buying frequency, what kind of distribution channels prefer the clients, to which promotional techniques the clients respond to, etc. The information stored in a CRM data warehouse can be used in different purposes: the engendering of the target clients' profiles, the measuring of the promotional campaigns, the analysis of the clients' satisfaction degree, the sells analysis, the measuring of the clients, the analysis and the prevision of the retention and migration rates of the clients.

**Keywords:** customer, promotional techniques, management