



**“OVIDIUS” UNIVERSITY OF
CONSTANȚA**



**FACULTY OF ECONOMIC
SCIENCES**

in collaboration with

Association for Tourism and Leisure Education (ATLAS),

Internationale Gesellschaft für Warenwissenschaft und
Technologie (IGWT),

and

Odessa National Maritime University, Ukraine

organizes

**THE INTERNATIONAL CONFERENCE
“PRESENT ISSUES OF GLOBAL ECONOMY”**

- 10th Edition -

31st May, 2013

Constanța

HONORIFIC COMMITTEE



- Professor ANDREI, Paolo, PhD., Università degli Studi di Parma, Italy ;
- Professor AZZALI, Stefano, PhD., Università degli Studi di Parma, Italy ;
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- Professor PAMFILIE, Rodica, PhD., IGWT Romania President;
- Professor TIGU, Gabriela, PhD., Vice Rector, Academy of Economic Studies, Bucharest.

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- Professor SPĂTARIU, Elena Cerasela, PhD., “Ovidius” University of Constanta
- Professor PLOAE, Victor, PhD., Vice Rector, „Ovidius” University of Constanta
- Professor BOTESCU, Ion, PhD., “Ovidius” University of Constanta Professor
- Professor CONDREA, Elena, PhD., “Ovidius” University of Constanta
- Professor MUHCINĂ, Silvia, PhD., “Ovidius” University of Constanta
- Professor POPOVICI, Veronica, PhD., “Ovidius” University of Constanta
- Professor VANCEA, Diane, PhD., “Ovidius” University of Constanta
- Associate Professor ANGHEL, Panait, PhD., “Ovidius” University of Constanta
- Associate Professor ASALOȘ, Nicoleta, PhD., “Ovidius” University of Constanta
- Associate Professor BUNDA, Ramona, , PhD., “Ovidius” University of Constanta
- Associate Professor COSMA, Sorinel, PhD., “Ovidius” University of Constanta
- Associate Professor DOBRE, Claudia, PhD., “Ovidius” University of Constanta
- Associate Professor IONEL, Marian, PhD., “Ovidius” University of Constanta
- Associate Professor LAZĂR, Cristina, PhD., “Ovidius” University of Constanta
- Associate Professor MUNTEANU, Irena, PhD., “Ovidius” University of Constanta
- Associate Professor POPOVICI, Norina, PhD., “Ovidius” University of Constanta
- Associate Professor UTUREANU, Simona, PhD., “Ovidius” University of Constanta

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Professor EPURE, Dănuț Tiberius, PhD.

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Professor SPĂTARIU, Elena Cerasela, PhD.

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- Professor CONDREA, Elena, PhD.
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- Lecturer GEORGESCU, Cristina, PhD.
- Lecturer GHEORGHIU, Gabriela, PhD.
- Lecturer ILIE, Margareta, PhD.
- Lecturer MOISE TITEI, Adina, PhD.
- Lecturer MORARU, Andreea, PhD.
- Lecturer NIȚU, Oana, PhD.
- Lecturer PLOAE, Cătălin, PhD.
- Lecturer ȘORICI, Costin, PhD.
- Lecturer ANTOHI, Ionuț, PhD. Student
- Lecturer JEFLEA, Victor, PhD. Student
- Teaching Assistant IONESCU, Alexandra, PhD. Student
- Teaching Assistant NANCU, Dorinela, PhD. Student

International Conference “Present Issues of Global Economy”

10th Edition

Constanta, Romania

May, 31st 2013



Conference Program



9.30-10.00	Participants registration at the Senate Room, “Ovidius” University of Constanța, 1, University Alley, Campus (A), 1 st floor, Constanța
10.00-10.15	Welcoming Speech – Professor Dănuț Tiberius EPURE, PhD. , Rector of “Ovidius” University of Constanța Introduction – Professor Elena Cerasela SPĂTARIU, PhD. , Dean, Faculty of Economic Sciences, “Ovidius” University of Constanța at the Senate Room, “Ovidius” University of Constanța, 1, University Alley, Campus (A), 1 st floor, Constanța
10.15- 11.15	Plenary session at the Senate Room, “Ovidius” University of Constanța, 1, University Alley, Campus (A), 1 st floor, Constanța Paper presentations: Professor Gheorghe ZAMAN, PhD. – “Present issues of the Romanian economy at its interface with the EU integration and with globalisation”

	<p>Steliana SANDU, Phd., Department Chief at the Romanian Institute of Economics – “The role of research, development and innovation in the process of overcoming the economic crisis and restoring the sustainable economic growth”</p>
11.15-12.15	<p>Doctor Honoris Causa Award Ceremony – “Ovidius” University of Constanta confers the title of Doctor Honoris Causa to Professor Gheorghe ZAMAN, PhD. Senate Room, “Ovidius” University of Constanța, 1, University Alley, Campus (A), 1st floor, Constanta</p>
12.15-13.00	<p>Coffee break</p>
13.00	<p>Papers presentations – Parallel Sessions</p> <p>Conference Room: The Research Centre - Business Administration, room E146, “Ovidius” University of Constanța, 1, University Alley Campus (A), 1stfloor, Constanța</p> <p>Section I: International Affairs and European Integration Subsection: International Affairs Subsection: Regional Development Strategies</p> <p>Conference Room: Senate Room, “Ovidius” University of Constanța, 1, University Alley Campus (A), 1stfloor, Constanța</p> <p>Section II: Business Economy and Administration Subsection: Economy and Economic Informatics Subsection: Marketing – Management Subsection: Finance and Accounting</p>
13.00	<div style="text-align: center;">    </div> <p>Jean Monnet Module: <i>“Euro and the Banking Integration Process in an enlarged EU”</i> - EBIP-EU -</p> <p>Special Section: European Integration room E204, “Ovidius” University of Constanța, 1, University Alley, Campus (A), 2nd floor, Constanța</p>
17.00	<p>Gala Dinner – Restaurant of Ovidius Hotel, Constanța</p>

Papers presentations – Parallel Sessions
Section I: International Affairs and European
Integration

Secretary: NANCU Dorinela

Moderators:

VANCEA Diane Paula Corina, Phd.

COSMA Sorinel, PhD.

Subsection: International Affairs

Moderators:

UTUREANU Simona Luize, PhD.

ILIE Margareta, PhD.

No.	Authors	Title
1.	Ardelean Andreea, Titan Emilia, Burciu Andreea	- The Influence of Quality of Life Indicators on Migration in Europe
2.	Bălăşescu Florin Răzvan , Barac Dorina Amalia	- Globalisation- Complex Network Of Socio Economic Energy Centers
3.	Botiş Sorina	- Aspects of International Banking Globalization
4.	Burghilea Cristina, Dumitrescu Miron, Cristea Dan Gabriel	- Analysis of Romania's Foreign Trade Policy
5.	Culita Gica Gherghina	- China and her Influence on the New World Order in the Context of the Nuclear Threats of North Coreea
6.	Grigorut Cornel, Nistor Filip, Popa Catalin	- Characteristics of Labor Supply in Shipping
7.	Grigorut Cornel, Popa Catalin, Nistor Filip	- The Contemporary Crisis and its Determinative Factors within Globalization Framework
8.	Halep Maria	- Reducing Public Debt in the Aftermath of the Financial Crisis: Renewing with Financial Repression
9.	Halep Maria	- Monetary Policy Efficiency and Challenges Lying Ahead in the Aftermath of the Financial Crisis
10.	Kicsi Rozalia	- The regionalism-challenges on the multilateral trading system
11.	Linca Aurora Costina, Stanciulescu Gabriela Cecilia Julieta, Bulin Daniel	- Public and private sector involvement in medical tourism developing and support
12.	Lupu Iulia , Criste Adina	- In the Spotlight of the Financial Globalization
13.	Maruntelu Carmen Liliana, Dumitrascu Elena	- Economics Students
14.	Mitac Mirela Claudia	- The Evolution Of Romania' Foreign Direct Investment During The Current Crisis Period
15.	Popa George Dorel	- Figures of speech in legal rhetoric
16.	Popa George Dorel	- Local Police in Romania
17.	Popa Suzana	- The Cybernetic System of National Economy and Foreign Investment

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| 18. | Popa Suzana | - The Theories of the Comparative and the Competitive Advantages in the International Trade |
| 19. | Săveanu Cristina | - The Effects of Risk Events on the Efficiency of Financial Market |
| 20. | Stoian Andrei,
Becherescu Radu | - From tulips to black swans - have the financial rules changed? |
| 21. | Utureanu Simona-Luize | - Strategy of Competitive Forces in the Air Transport |
| 22. | Virlanuta Florina Oana | - International Investments, Comparative Analysis Romania-European Union |



Jean Monnet Module:
“Euro and the Banking Integration Process in an enlarged EU”
- EBIP-EU -

Special Section: European Integration

Moderators:

ROMAN Angela, PhD.

GHIȚĂ-MITRESCU Silvia, PhD.

No.	Authors	Title
1.	Andrieș Andreea	- Challenges for ECB's monetary policy in the post-crisis period
2.	Anechitoae Constantin, Buzanra-Tihenea (Gălbează) Alina	- From the national cabotage to the “Blue Belt”
3.	Anechitoae Constantin, Buzanra-Tihenea (Gălbează) Alina	- Elements of Maritime Labor Law
4.	Apătăchioae Adina	- European financial integration and the recent crisis
5.	Avadanei Anamaria, Tomuleasa Ioana- Iuliana	- COORDINATES OF A NEW EUROPEAN BANKING MODEL
6.	Bădoiu Mihaela Cătălina	- The Impact of the Economic Crisis on the Cohesion Policy
7.	Brasoveanu Florica	- Freedom of movement of goods, persons, services and capital
8.	Brasoveanu Florica	- The role of the approval procedure of economic and social activities with environmental impact
9.	Bucur Iulia Andreea	- On the Economic Development of Romania as a Member of EU in the Frame of the Global Economic Crisis
10.	Burciu Andreea, Ardelean Andreea	- Migration in the EU- Between Brain Drain and Cheap Workforce Transfer
11.	Carp Lenuta	- FDI Impact on CEECs development under the EU integration

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12. Ciobanu Carmen Liliana - Analysis of the degree of absorption of EU funds, 2007-2013
 13. Constantin Sanda - Gross Domestic Product and the Investment Percent in Romania and in the European Union
 14. Criste Adina, Lupu Iulia - The European Project beyond the Financial Crisis
 15. Damian Monica - Challenges of the National Bank of Romania's Monetary Policy on the Road to Euro Area
 16. Dârzan Mihaela - The relationship between FDI and convergence under the current evolution of the global economy. Aspects regarding The New Member States.
 17. Ghita Simona - An Analysis of the Energy Efficiency of the EU Economy in the Context of Sustainable Development
 18. Herghiligiu Roxana - Operational Risk Disclosures in Hungarian Commercial Banks
 19. Iluș Bogdan - European banking integration in the aftermath of the global crisis: the case of the new EU member countries
 20. Larion Alina-Paula , Chirtoacă Natalia - The Social Law Rules Developed by the Council of Europe
 21. Marinas Marius-Corneliu - Trade integration of the Central and Eastern European economies with the Euro area
 22. Marinas Marius-Corneliu - Business cycles synchronization with the Euro area. The case of CEE countries
 23. Milea Camelia, Ailincea Alina Georgeta, Iordache Floarea - Aspects of Some Problems of the Euro Area Member States
 24. Moldovan Nicoleta-Claudia, Corduneanu Carmen - The Incidence of Environmental Taxes on the Economic Competitiveness
 25. Nedelcu Monica Letitia - The Liquidity of the Financial System and the Sovereign Debt Crisis in Europe – Is There a Solution?
 26. Neguriță Octav - The Effects of Creating the European Union Bank, on the Banking System in Romania
 27. Pana Elena Cristina, Nisulescu Ileana - Corruption, with emphasis on health system
 28. Păiușan Robert - Mihail Manoilescu, a professor of the Polytechnic School of Bucharest
 29. Prada Elena - Economic development and migration in European Union
 30. Roman Angela , Șargu Alina Camelia - Evolutions and Trends in the European Microfinance Market

31. Sandu Ioana - Moldova in the Eastern Partnership: Free Trade Attempts, Asymmetric Benefits
32. Şeitan Silviu-Marius - Administrative Perspectives Concerning the European Economic Relations

Subsection: Regional Development Strategies

Moderators:

SPĂTARIU Elena Cerasela, PhD.

LAZĂR Cristina, PhD.

No.	Autor(i)	Titlu
1.	Anghel Cristian, Rădulescu Corina, Toader Rita	- Analysis Models of Local Development Stakeholders
2.	Anghel Cristian, Rădulescu Corina, Toader Cezar	- Strategic Approach of the Cultural Environment from Baia Mare
3.	Bulin Daniel, Bunghez Magdalena, Linca Aurora Costina	- Social Responsibility and Niche Tourism in Economic Development-Environment- Tourism Triangle
4.	Corduneanu Carmen , Moldovan Nicoleta Claudia	- The Production Factors' Mobility and the Fiscal Competition: A Theoretical Overview
5.	Dinculescu Elena-Silvia, Antonescu Mirela Eugenia	- THE CRM A SOLUTION FOR THE BANKS MANAGEMENT
6.	Dridea Catrinel Raluca	- The perspectives of leisure tourism in Romania based on mountain tourism infrastructure and services
7.	Epure Marcel	- A Cultural Explanation For Japan's Economic Performance, from the view Point of The General Power Theory
8.	Gheorghe Lucian	- Theoretical considerations referring to Law no. 10/1995 regarding the quality in constructions
9.	Gheorghe Lucian	- Juridical aspects concerning fiscality, work relations and professional training in the field of constructions
10.	Ghita Simona , Manea Daniela	- An Analysis on Consumption Expenditure of Households at Territorial Level, Using Multi-criteria Ranking Methods. Study Case: Romania
11.	Maşcu Simona, Burlacu Valentin, Cojocar Diana	- Harmonisation of Excise Duties on Energy Products and Electricity in Central and Eastern European Countries
12.	Mihai Mihaela, Țițan Emilia	- Are Education and Innovation the Paths to the Inclusive Economy?
13.	Neacșu Gabriela, Dăneci-Pătrău Daniel	- Current Requirements for the Quality of the Environmental Factor “the Water” in the Area of Romanian Black Sea Coast

14. Sabou Simona - Tourism in Maramureş, between Desire and Reality
15. Sarlea Mihaela, Manta Stefan George, Vaidean Viorela Ligia - The Exposure of Chinese Higher Education to the Development of International Education System
16. Smrcka Lubos , Colibasanu Oana – Antonia - Economic Aspects of the Aging Population. Case Study on the Czech Republic
17. Stignei Veronica Paşa - Local government and sustainable economic development
18. Stignei Veronica Paşa - Mathematical analysis of the incidence of local government investments on economic growth in the Constanta county
19. Ulman Simona-Roxana - National Competitiveness and Its Measuring

Papers presentations – Parallel Sessions
Section II: Business Economy and Administration

Secretary: Ionescu Alexandra

Moderators:

GRIGORESCU Adriana, PhD.

GEORGESCU Cristina, PhD.

Subsection: Economy and Economic Informatics

Moderators:

POPOVICI Veronica, PhD.

IONEL Marian, PhD.

No.	Autor(i)	Titlu
1.	Aivaz Kamer Ainur	- Aspects of Romanian Education during 1990-2011, by the Principal Component Analysis
2.	Aivaz Kamer Ainur, Vladuca Ion	- The estimation of the students' opinion regarding a certain cosmological model through statistical methods
3.	Alzoubaidi Abdel Rahman , Prodan- Palade Doina , Petac Eugen	- A Survey in Information Systems: Integral Part and a Strategic Partner for Good Corporate Governance
4.	Andrusca Maria Carmen	- Globalization
5.	Asalos Nicoleta, Trandafir Raluca Andreea	- The Evolution of Clusters and Competitiveness Poles in Romania and the Chances of Success of This Process
6.	Asavoaei Alexandru	- Keynesian Realism and the Present State of Economic Science
7.	Avram Costin Daniel	- The balance between flexibility and security in the labor market in Romania
8.	Bozga Liviu, Mateescu Mihaela, Gheorghe Marian	- IT Service Management- Key to Success in Business
9.	Brinza Georgiana	- Supply Chain Metrics
10.	Carstea Claudia	- Optimization Techniques in Project Controlling
11.	Cherbeleata Iuliana, Gogoncea Ramona	- The real problems of mergers and acquisitions
12.	Cioban Costel-Ioan, Cioban Gabriela-Liliana	- A World Of "Seniors" - The Effect Of The Crisis?
13.	Ciobanu Dumitru, Vasilescu Maria	- Advantages and Disadvantages of Using Neural Networks for Predictions
14.	Condrea Elena, Sârbu Roxana, Rizea Raluca Daniela	- Aspects regarding quality assurance, accreditation and certification of Romanian universities
15.	Cosma Emil	- Events and Macros in Microsoft Access 2013
16.	Cosma Sorinel	- Weber and Mises: Views on Bureaucracy
17.	Cosma Sorinel	- Leon Walras and Social Justice

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18. Cristian Elena Raluca, Bărăgan Laura, Georgeta, Moise Elena - The Emigrant "Identity" în the Current Global Context
 19. Dimitriu Mihail - Controlling the influence of globalization on the firm
 20. Dobre Ana Maria, Caragea Nicoleta, Alexandru Ciprian, Antoniadă - R versus Other Statistical Software
 21. Gheorghiu Gabriela, Fronea Ciprian Mihail, Brăiloiu Liviu - Externalities, Public Goods and Natural Monopoly as Market Failures and Their Implications for the Consumer
 22. Gheorghiu Gabriela - Information Assymetries as the Main Source of Market Failure Affecting the Consumer
 23. Holban Dana-Elena - Economic Issues in the Wind Energy Development at World and European Level
 24. Horga Maria-Gabriela, Ionescu Alexandra, Nancu Dorinela - The influence of income changes on the financial performance of the firm
 25. Ilie Constantin, Ilie Margareta, Bujdoveanu Aurica - Analysis of the Tourism Influence Over the Employment and the Persons' Income in the Constanta County Area
 26. Iliescu Mihaela Elena, Stroe Andreea Mihaela - Consumers' Behaviour on the Insurance Market
 27. Ionescu Cristian - Investors' perceptions and financial instability in the emerging countries
 28. Ionescu Cristian - Current account deficit and financial instability in the emerging countries
 29. Jeflea Victor Florin - Ways of Classifying Banking Customers Using Fuzzy and Crisp Algorithms
 30. Jeflea Victor Florin - Cloud Computing Information System for Attracting Banking Sector Customers
 31. Korneenko Olga, Doroshev Dmitry - Modern trends in the use of information systems in trade organizations
 32. Lazăr Cristina Mihaela, Muhcină Silvia, Muhcină Despina - Cloud Computing for Small and Medium-Sized E-Commerce Businesses. An Overall Look on the Benefits and Risks of Cloud Computing in E-Commerce
 33. Lupsa-Tataru Dana, Adriana, Lupsa-Tataru Florin Razvan - Towards a knowledge-based economy
 34. Lupsa-Tataru Dana, Adriana, Lupsa-Tataru - Knowledge management evaluation. Comparative study

	Florin Razvan	
35.	Maftai Daniel, Albu Angela	- The European and Romanian Wind Energy Investments Dynamics
36.	Mateescu Mihaela, Suba Gabriela	- Decision Support Tool to Testing and Trials laboratories
37.	Moraru Camelia, Popovici Norina, Ștefănică Virginia	- Effects of Fiscal Policy on Economic Growth. An Analysis Based on Economic Literature
38.	Neagu Olimpia	- Organisational learning and knowledge management within NGOs
39.	Negoescu Gheorghe	- The entrepreneurship, an actual challenge for the young graduates of higher education institutions
40.	Oncioiu Ionica	- Data mining - an instrument managing the knowledge collected for the enterprise
41.	Paraschiv Dorel Mihai, Belu Mihaela Gabriela, Popa Ioan	- Simulation Models in Economic Higher Education
42.	Paraschiv Dorel Mihai, Cocuti Raluca-Elena	- Eco-innovation and its Contribution to Competitiveness
43.	Parpandel Denisa - Elena, Gheordunescu Maria Elena, Gust Marius	- Emerging markets - “the engine” of world economy
44.	Pascu Emilia , Milea Oana Maria , Nedea Petronela Sonia	- Improving Customer Relations Through Mediation
45.	Păcuraru Raluca Olguța , Grecu Iulia	- Using Blackboard Learn to Develop Educational Materials
46.	Pivoda Roxana	- Changing Labor Paradigms in the Contemporary Era
47.	Pop Stanca Alexandra	- A Parallel between Socialism and Cooperatism
48.	Popa Florina	- The Role and Importance of Services in National Economy
49.	Postolache (Males) Daniela	- Development of an Intelligent System Prototype Intended for Accounting in Forestry Entities
50.	Răduț Carmen, Codreanu Diana-Elena	- ERP Implementation and Integration in SMEs
51.	Robu Maximilian Iosif	- Implementing Cloud Computing Based Information Systems
52.	Rogoza Mykola , Kuzmenko Aleksandra	- The Method of Estimation of Development Potential of Trade Enterprises of the System of Consumer’s

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- Cooperative Society of Ukraine
53. Sîrghi Nicoleta - The Evolutionary Perspective of the Firm
 54. Stanica Nicolae Cristian - Multi-Scale Integrated Analysis of Socio-Economic Systems
 55. Şerbănescu Luminiţa, Ţaicu Marian - Usage of Business Intelligence Solutions for the Analysis of Deviations in the Use of the Standard Cost Method
 56. Vancea Diane Paula Corina, Ploae Victor - Policy Action to Prevent Unemployment in EU and Romania
 57. Văduva Cecilia Elena - Export Credits Insurance in the International Practice
 58. Vidrascu Paula - Angela, Iacob Oana Camelia, Volintiru Ana Maria - Unemployment - The Global Issue of Contemporary World Economy

Subsection: Marketing – Management

Moderators:

EPURE Danut Tiberius, PhD.

CONDREA Elena, PhD.

No.	Autor(i)	Titlu
1.	Aldea Roxana-Elena, Brandabur Raluca Ecaterina	- Consumer Socialization of Children – Literary Review
2.	Anastase (Badulescu) Ileana	- Ensuring the profitability, as an essential objective of public organization in Management
3.	Antohei Ionuț	- The challenges of human resources management practice in a knowledge based organization
4.	Asandei Mihaela, Gangone Andreea Daniela	- The Hypermarket – A Solution to Develop the Romanian Retail
5.	Balabanits Anzhelika, Minakova Iryna	- Improvement of the Marketing Interaction based on Information Technologies
6.	Balint Antoniu Ovidiu, Cristea Andrei Mihai, Niculescu Daniela Mihaela	- The Applicability of the Behavioral Market Segmentation Theory in Transport Networks
7.	Bilouseac Irina	- The Deconcentration of Public Services in Romania
8.	Boldureanu Daniel	- Performance Indicators of Human Resources in Health Organization
9.	Boldureanu Daniel	- Quality Indicators Used in the Analysis of Health Managerial Performance
10.	Borovykov Oleksandr	- The Experience of Activity of National Service of Mediation and Reconciliation of Ukraine
11.	Bușu Mihail , Cioacă Sorin	- An application of the Kalman filter for market studies
12.	Călin-Costin Georgiana- Delia	- The risk- an element that influences the success of an entrepreneur
13.	Ciceo Andreea, Ionescu Andreea	- A Critical Review of Service Quality
14.	Ciobanica Mihaela- Lavinia	- Strategic Capacity Assessment Action at S.C. Hervis S.A. During the Crisis
15.	Ciobanica Mihaela- Lavinia	- Management of Personnel Fluctuations at the CN Romanian Post
16.	Ciorasteanu Gianina,	- Online Marketing for Small Strategic Thinking Farmers

	Mihailescu Mariana	in Organic Farming
17.	Constandache Mihaela, Stanciu Anca-Cristina, Radu Steluta	- The Analysis of the Total Quality Management effects in SC Cupidon SA from Saturn Resort and their Impact on the Organization Competitiveness
18.	Dinculescu Elena-Silvia, Vilcu Anca	- THE TRENDS IN BANKING MANAGEMENT OF ROMANIA
19.	Dinu Gabriel	- Models of voter bahavior
20.	Dinu Loredana	- A study regarding the tourism of the area Iron Gates
21.	Dionisie Cristina	- Exploiting the Agritourism Potential in the North East Region during the current Crisis
22.	Drogomyretska Mariana	- Employee Motivation Theories and their Applications in Modern Organizations
23.	Grigore Claudia , Zanfir Adriana	- Emotion Management in Health Care Services
24.	Grigorescu Adriana, Lupu Maria - Magdalena	- The Importance of Communication Proficiency in Management
25.	Huma Elena	- MERGERS&ACQUISITIONS MARKET TRENDS IN 2013
26.	Ioan Corina Anamaria, Luca Florin Alexandru, Sasu Constantin	- Social Networks – Challenge and Oportunity in the Development of Personal Brand Marketing Strategies in the Virtual Environment
27.	Ionescu Andreea, Ciceo Andreea Theodora	- Particularities of the marketing communication strategy through Social Media
28.	Ionita Roxana Mihaela	- Vulnerabilities in Romanian Tourism Development
29.	Isac Nicoleta, Antoniu Eliza	- Analysis of motivational theories on approaches of human factor at Next Automobile Company
30.	Isachi Silvia Elena, Chitiga Georgiana	- The Importance of Marketing Activities during the Economic Crisis
31.	Jugănaru Ion-Dănuț , Jugănaru Mariana	- The current Stage of Shale Gas Exploration and Expoatation in European Countries compared to the U.S. Sitation
32.	Jugănaru Mariana , Jugănaru Ion-Dănuț	- SWOT Analisys on Shale gas Exploration/Exploitation in Romania
33.	Kostyshyna Tetyana	- Education Development as a Prerequisite for the Formation of a Competitive Wage System in Consumer Cooperative of Ukraine
34.	Leon Ramona - Diana	- A managerial early warning system for the sustainable knowledge based organization
35.	Luca Florin Alexandru, Ioan Corina Anamaria, Sasu Constantin	- Implementation and Development of the ”Employer Branding Management” Concept on the Romanian Labor Market in the Current Economic and Social Context

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| 36. | Mihai Daniela | - Study on E-Commerce Market Segmentation |
| 37. | Mitran Paula Cornelia,
Parvu Iuliana, Ipate
Dragoş | - Possibilities of evaluating the effects of implementing the Quality Management Systems within the Romanian organizations |
| 38. | Morariu Alunica - | - Career Analysis in the Public Administration System |
| 39. | Morozan Cristian,
Enache Elena | - Brand Communication For Youth |
| 40. | Morozan Cristian,
Enache Elena | - Online Performance Through the Affiliate Marketing |
| 41. | Muhcina Silvia , Moraru
Andreea-Daniela,
Fronea Ciprian Mihail | - Image and Identity in the Academic Field |
| 42. | Munteanu Valentina | - SPECIAL FEATURES OF THE HUMAN RESOURCES IN THE FIELD OF COMMERCIAL COMPANIES |
| 43. | Munteanu Valentina | - MANAGERIAL STYLE AND ORGANIZATIONAL CLIMATE |
| 44. | Nica Panaite, Leon
Ramona - Diana ,
Neştian Andrei Ştefan | - A managerial early warning system for the sustainable knowledge based organization |
| 45. | Nicodim Liliana, Negoii
Eugen Remus, Nitu
Claudiu Valentin | - Development trends of Internet business models |
| 46. | Nicodim Liliana, Negoii
Eugen Remus, Nitu
Claudiu Valentin | - Proposed solutions from government level and companies to maintain profitability in the Internet business during the economic crisis in Romania |
| 47. | Nicolae (Gîju) Elena
Daniela | - Knowledge management - a prerequisite for the development and management of intellectual capital |
| 48. | Niţu Oana, Epure Dănuţ
Tiberius, Tileagă
Cosmin | - Evaluating the Potential Competition of the Enterprise |
| 49. | Olteanu Laura | - Dynamics of Tourist Accommodation Possibilities in Romania Under the Impact of Economic Crisis |
| 50. | Olteanu Laura | - Consumer preferences for products and tourism services in Romania between 2008-2011 |
| 51. | Oncioiu Ionica | - An empirical study of consumer behavior in the Cuban mobile phone market |
| 52. | Parvu Iuliana, Mitran
Paula, Ipate Dragoş | - Managerial strategies for enhancing universities - bussines environment partnership |
| 53. | Podasca Raluca, Matei
Ramona Mihaela | - The Role of Support Systems in Intelligent Decision Making |

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DUHNEA Cristina, PhD.

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