

International Conference

Knowledge Economy

- Challenges of the 21st Century -



European Dynamics in a Changing World

Special Section : Regional development strategies and policies.
Smart Specialization - In the project PN-III-P1-1.1-TE2016-1630

PITESTI, 29 November 2018

Constantin Brancoveanu University

Conference moderators:

- Professor Ovidiu Puiu, Ph.D. – Rector, Constantin Brâncoveanu University
- Scientific Researcher I Marioara Iordan, Ph.D. – Deputy Director, Institute for Economic Forecasting
- Scientific Researcher I - Mihaela-Nona Chilian, Institute for Economic Forecasting
- Professor Alexandru Puiu, Ph.D. – Founding Rector, Constantin Brâncoveanu University
- Professor Scurtu Ion, Ph.D. – Senate Chairman, Constantin Brancoveanu University
- Professor Marius Gust, Ph.D. – Vice Rector, Constantin Brâncoveanu University
- Professor Alexandra Albuquerque Ph.D – Head of the International Office, ISCAP
- Associate Professor Sebastian Ene, Ph.D. – Vice Rector, Constantin Brâncoveanu University
- Associate Professor Cristina Șerbănică, Ph.D. – Vice Dean, Constantin Brâncoveanu University
- Associate Professor Nicolae Gradinaru, Ph.D – Head of Law Departament,Constantin Brâncoveanu University
- Associate Professor Cristina Ganesu , Ph.D - Dean, Constantin Brâncoveanu University
- Associate Professor Mihaela Asandei , Ph.D - Dean, Constantin Brâncoveanu University
- Lecturer Ion Stoica Ph.D. – Dean, Constantin Brâncoveanu University
- Lecturer Andreea Gangone Ph.D – Vice Dean Constantin Brancoveanu University

Conference program

Thursday, November 29th

9:30 – 10:00 – Participants registration – Welcome coffee

10:00 – 10:30 – Conference opening - Room Studio A

- PhD Professor Ovidiu Puiu – Rector of Constantin Brancoveanu University
- SR I Marioara Iordan – Deputy Director of Institute for Economic Forecasting
- PhD Associate Professor Cristina Serbanica – Project Director – Smart Specialization in lagging –behind regions in Central and Eastern Europe - PN-III-P1-1.1-TE-2016-1630

10:30 – 13:30 – Paper sessions – CBU – CORP A

13:30 – 14:30 – Lunch – Bibliotheque Bistro (Victoriei Street, no.16)

Thursday, November 29th Workshop Sessions

9:30 - 10:00 – Participants registration – CBU Aula Magna

15:00 – 16:00 – Workshop Session – Room Studio A

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Preface

Constantin Brancoveanu University of Pitesti has long been one of the prestigious universities of our country actively involved in fundamental and applied research activities that address topical issues emerging at local, regional, national or international level.

The current European and international political context raises new issues – i.e. the Franco-German agenda, the Brexit agenda, the Middle East conflict, the North Korean issues, the US policy changes etc., with major global implications.

The sixth edition of the International Conference “Knowledge Economy – Challenges of the 21st Century” eloquently confirms the special attention paid by the researchers of our University to the current issues that the European Union and Europe in general have to face.

The main purpose of the Conference, within its six sections, is thus to identify possible scenarios for the future of the European Union in the years to come and practical solutions for a balanced and smart socio-economic development.

Rector,

Professor Ovidiu PUIU, Ph.D.

Special Section:
REGIONAL DEVELOPMENT STRATEGIES AND POLICIES



UNIVERSITATEA CONSTANTIN BRANCOVEANU DIN PITESTI

PN-III-P1-1.1-TE-2016-1630

Smart specialization in lagging-behind regions in Central and Eastern Europe

Contact number: 93/2.05.2018

**1. THE CHALLENGES OF SMART SPECIALIZATION IN LESS DEVELOPED
REGIONS IN CENTRAL AND EASTERN EUROPE**

**Sebastian ENE
Cristina SERBANICA**

Constantin Brancoveanu University, Pitesti, Romania

Abstract: *Smart specialisation is an industrial and innovation framework for regional economies that aims to illustrate how public policies, framework conditions, but especially R&D and innovation investment policies can influence economic, scientific and technological specialisation of a region and consequently its productivity, competitiveness and economic growth path. The EU has translated the principles of smart specialisation into operational elements of regional innovation strategies (RIS3) and has claimed for differentiated approaches for the less developed territories that are far from the technology frontier and lack the critical mass for R&D. Within this context, Central and Eastern European regions are deemed a special attention and the purpose of our paper is to shed light on their challenges related to the smart specialization processes. The most recurrent policy recommendations for the less developed regions are revealed in the final part of the paper.*

2.SMART SPECIALIZATION – A SPOTLIGHT ON THE ROMANIAN INDUSTRIES

**Carmen Beatrice PAUNA
Marioara IORDAN,
Mihaela-Nona CHILIAN
Tiberiu DIACONESCU**

Institute for Economic Forecasting, NIER, Romanian Academy

Abstract *.The Europe 2020 Strategy has set as its main goal to turn the European Union into a smart, environment-friendly and inclusive economy, able to ensure high employment and productivity and the economic, social and territorial cohesion. To achieve this, three main priorities were set: smart growth – development of knowledge and innovation-based economy; sustainable growth – resource efficient, ecological and competitive economy; inclusive growth – high employment rate, able to ensure the social and territorial cohesion.*

The paper briefly presents some of the latest developments in the innovation performance of the Romanian regions and companies, and the main changes in the regional innovation policies in Romania induced by the smart specialization concept. Some significant policy developments and measures mandatory to be pursued in the future are outlined in the Romanian context.

3. CIRCULAR ECONOMY IN THE EUROPEAN CONTEXT

Cosmin VIZINIUC
Alexandru TAȘNADI

Bucharest University of Economic Studies

Abstract: *The authors start from the present status of the linear development model that leads towards a deficit of resources, prices volatility, a growing volume of waste, pollution, and, in the end, climate changes. It is shown that the Europe 2020 Strategy regarding intelligent, sustainable and inclusive growth needs a transition towards a circular economy. This is based on the industrial system of recovery, waste disposal and obtaining subsidiary material resources. In the authors' vision, stimulating transition towards circular economy will increase the global competitiveness of E.U., will support sustainable economic development and will generate new jobs. In the end of the article there are highlighted the main elements of the European Union action plan regarding circular economy, as well as the implementing measures.*

4. THE ROLE OF THE REGIONAL FINANCIAL POLICY IN PROMOTING SUSTAINABLE DEVELOPMENT OF PRIVATE PUBLIC PARTNERSHIP IN THE REPUBLIC OF MOLDOVA

Cristina GĂNESCU

Constantin Brancoveanu University, Pitesti, Romania

Victoria POSTOLACHE

Balti State University "Alecus Russo", Faculty for Exact, Economic and Natural Science, Bălți, Republica Moldova

Abstract: *In the context of increasing interregional competition and the impact of globalization processes, central and regional authorities are confronted with the issue of improving the regional management system aimed at identifying effective mechanisms and methods for regulating territories that will contribute to their competitiveness. The basis for efficient regional management should be implemented in line with the special regional policy aimed at transforming the region's competitive potential into a sustainable development factor capable of ensuring the transition of the economic system to a new, high-quality operation.*

5. COMPLEMENTARITIES REGARDING INTERVENTIONS ACCORDING TO THE REGIONAL DEVELOPMENT AREA IN ROMANIA

Mircea NĂSTASE

Department of Agro-Food Economics and Environment, Academy of Economic Studies of Bucharest

Abstract: *The year 2013 marks a key milestone for the regional development of Romania, being at the same time the final year of the first programming period of the nonreimbursable assistance received by Romania as a fully-fledged member of the European Union and also a decisive year for the preparations for the future 2014 – 2020 programming period. This is the moment when both accomplishments and obstacles encountered in the last seven years should be analyzed in order to identify the lessons learned and to improve the future regional development process of Romania. In this context, this paper focuses on the concept of complementarity in the field of regional development. The purpose of the paper is to propose a theoretical model for identifying the complementarity links among regional development interventions, introducing a definition and a typology of this concept, along with some implementation means.*

6. SMART CITY, A KEY COMPONENT OF SUSTAINABLE DEVELOPMENT

Tudor PENDIUC

Constantin Brancoveanu University, Pitești, Romania

Abstract: *The development of urban and rural localities has led to increased consumption and, implicitly, to the rise of the quantity of waste and environmental pollution, with particularly negative consequences that impact on the quality of life. Because natural resources are not inexhaustible, humanity is evolving and the society in general has to continue to develop, a different kind of development emerged as a necessity: **sustainable development**.*

According to the World Commission on Environment and Development, sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". In urban and rural areas, sustainable development cannot be addressed without the concept of "smart city". How is this concept defined? What is its scope? How does a smart city really look like? These are questions to which the present study attempts to give informed answers.

7. ANALYSIS OF THE EVOLUTION OF INNOVATION IN THE EUROPEAN UNION BASED ON THE INNOVATION UNION SCORED

Dana Codruța DĂIANU

University Aurel Vlaicu of Arad, Faculty of Economic Sciences

Abstract: *In order to cope with the fierce competition at international level, the European Union has become aware of the need to implement innovation in the fields of the creative economy and beyond. Thus, we can say that at the level of the European Union, innovation is considered to be the driving force for future growth and sustainable development, and is now associated with all types of activities and not just the recognized industries for the promotion of new ones such as software, electronics, biotechnology, telecommunications. In order to enhance research and innovation, two strategies (one already completed and the other under implementation) have been implemented at Union level whereby Member States have focused their efforts on supporting, developing and promoting those activities that lead to sustained development, on an innovative basis. In view of the above mentioned considerations, we have selected this issue of innovation as a research topic in the bachelor thesis. This research aims to present the role and importance of innovation in the Lisbon and Europe 2020 Strategies and to analyze the levels of innovation achieved by the Member States through the Innovation Index - a complex and modern tool for quantifying innovation at Union level.*

8. CONTEMPORARY THEORIES AND MODELS OF THE HOUSEHOLDS

Andrei DALINA

Economic Forecasting Institute of the Romanian Academy, Romania

Abstract: *The household is likely to base on one family structure – i.e. two spouses, sometimes together with a number of children. The latest are also likely to grow up, fulfill the age of majority, but sometimes stay further home, in the same old household with their parents while though they get some jobs around and earn some money in the labour market, as well as their parents. So, this might be the household restricted, versus extensive, but this actually isn't yet all about households – i.e. other kinds of human relationships than legal family might equally make it. And households of one or another kind are found to work similarly – i.e. notice that household is the typical area of non-formal human relationships within and its proper economy is quite informal as correspondingly. Moreover, given and besides all these above, household is unanimously admitted among economic entities – i.e. as manuals do explain that it is autonomous in its economic functions, never subordinated to anyone else, and enough influenced by its environment.*

9. REAL CONVERGENCE IN ROMANIA AND THE REGIONS OF DEVELOPMENT

Maria Laura DĂNILĂ

Mariana Laura CISMAȘ

Faculty of Economics and Business Administration, West University

Abstract: *Romania has made considerable progress in economic transition and integration in the European Union in the last decades. Over the last years, Romania has managed to meet the nominal criteria imposed by the Maastricht Treaty. In the context, the next step would be entering the Euro Area. The Euro objective continues to be debated by economists and academics questioning whether our economy is ready, or the right moment. There were several deadlines estimated, and finally they were all postponed. The new estimated deadline is 2024, and a National Commission has been established with the main purpose of creating a National Plan for the Euro-zone Accession. In this context, the challenges of real convergence will be relevant at least on the medium term. The present paper intends to analyse the real convergence along with regional development in Romania, and find a possible answer to the question where do we really stand. The paper will be based on desk research by using the data provided by EUROSTAT, the National Bank of Romania and the National Institute of Statistics from Romania.*

10. ASPECTS ON THE DEVELOPMENT OF COHESION POLICY IN THE EU

Dana Codruța DĂIANU

University Aurel Vlaicu of Arad, Faculty of Economic Sciences

***Abstract:** EU Cohesion Policy is a solidarity-based policy, with job creation and increased competitiveness, providing support to less developed regions as well as those facing structural difficulties. Since its creation, with the establishment of the two sectoral funds - the European Social Fund (ESF) and the European Agricultural Guidance and Guarantee Fund (EAGGF) - in 1958, Cohesion Policy has been the role of a payment mechanism, redistribution of budgetary contributions Member States to reduce disparities in regional development between them. The main elements addressed are the current objectives of the Cohesion Policy, the evolution of budgetary allocations and the reform of this common policy. The paper also proposes a comparative analysis between the objectives of the new 2014-2020 Cohesion Policy framework and the financial allocations for 2007-2013, with a focus on the convergence of the objectives of this common policy with those of the Europe 2020 Strategy.*

11. STRUCTURAL FUNDS - IMPLICATIONS ON ACCESSION IN THE MEMBER STATES OF THE EUROPEAN UNION

Mihaela ȚIFUI

Academy of Economic Studies of Bucharest

***Abstract:** Every country, regardless of the economic and social development is facing problems with the balanced economic development of the territory, determined by a number of objective and subjective factors that determine the uneven development of economic zones. This paper is an extensive analysis of the degree of accessing structural funds in the period 2007 - 2013 in the Member States of the European Union. Importance of the analysis is that the success of implementation of structural funds for Romania in the next programming period (2014 - 2020) is conditional on a thorough analysis of the current programming period (2013 - 2020), to assess the strengths, weaknesses, opportunities and, not least of which constraints faced by all actors involved in the management of these funds.*

12. POST-CRISIS AND STRUCTURAL REFORMS ON EUROPEAN UNION LABOUR MARKETS – THE ROLE AND LIMITS OF SUPRANATIONAL POLICIES WITH PARTICULAR REFERENCE TO THE REGIONS OF DEVELOPMENT

Cornelia DUMITRU

Institute of National Economy, Romanian Academy

***Abstract:** European Union labour markets are challenged by the changes occurred during the post-crisis period across industries. Platform work is a rather new phenomenon requiring attention, along with the need of structural reforms that is already an imperative. On the other hand, supranational policies seem lacking considering the institutional frameworks and differing needs of member-states in particular at the level of the regions of development. While unemployment continues to be high in some countries, other countries, like Romania are faced with labour force crisis even more marked at regional level as the numbers decrease due to labour migration. The questions to be answered refer to coordination for improving the operation of labour markets, in particular local ones and at the level of the regions of development, for answering particular needs of member-states, while preserving the overall targets of supranational labour market policies. For avoiding negative shocks in the future, it is necessary to undertake further structural reforms, by providing for 'labour market policies' customised to the needs of member-states for both developed and developing countries of the EU. The present paper pursues to analyse the state-of-affairs and suggest some options, in accordance with the current policy debates regarding labour market reforms.*

13. TRANSPORTS AND ROMANIAN PROVINCE'S LINKS WITH THE EUROPEAN SPACE. THE DEVELOPMENT OF THE TRADE AND THE FORMATION OF THE ROMANIAN NATIONAL MARKET (1821 – 1877)

Ion Gr. IONESCU

"Tomis" University of Constanta, Romania

Abstract: *The study is the fruit of some in-depth research on an extremely interesting period, which should carry the reader on several different plans at the same time. I refer to the fact that the whole content interferes with the judgments of the study, having as informational support, such as: history, economic thinking, history of economic thinking, entrepreneurship, economic policies, strategies, sociology elements etc., specific to the period of transition, , to capitalism, by the more cumbersome renunciation, to the means of production of evului mediu and to the adaptation to the new ideas and currents, specific to capitalism, which created serious prerequisites for the development of the south-eastern part of Europe, where the Romanian principalities were. We have used as sources of information - - published papers, periodicals, general and special works, and is intended to be a synthesis of the most important legislative, economic, financial, social measures that have been necessary to restructure the romanian society and not only,*

14. CONFRONTATIONS BETWEEN TRANSNATIONAL CORPORATIONS – THE EUROPEAN UNION MARKET

Alina VOICULEȚ

Nicoleta BELU

"Constantin Brâncoveanu" University of Pitești, Romania

Abstract: *Transnational corporations are known as large firms that have verified competitional capabilities, that can, not only deal with the common competition, but also with the global one ,which is, in fact, triggered by them. They have developed from national firms into global companies that use foreign capital investments in order to exploit their own competitive advantages. A deepening of competition on the global market takes place, new forms being added to the old ones. The competition takes place not only at the finished product level, but increasingly at the level of production factors. The fight for competition between transnational corporations is intensifying, and European integration has prompted these firms to intensify their investments on the territory of the member countries. With a big sales market, the European Union continues to be one of the most attractive areas for the foreign investors.*

15. CHINA, “AN ELEPHANT WHICH CAN NO LONGER BE IGNORED”

Marian BĂNICĂ

Professor, "I.C. Petrescu" Technological College & "Maria Teiuleanu" College of Economics

Nicoleta BĂNICĂ

Professor, "I.C. Petrescu" Technological College

Abstract: *The present work approaches the problematic of world competition from the economic perspective, having as main actor a country which is at the same time modern and antique, communist and capitalist, rich and poor, reformed and resistant to change, homogenous and diverse, repressive and independent, conservative and revisionist, passive and aggressive, strong and weak – this is China. As it is named by Martin Jacques, China, “an elephant which can no longer be ignored”, this country managed to combine what seemed to be impossible – one country, two systems – making its presence felt in the economic world order and being considered the world's second economic superpower after the USA in 2007 and the world's first superpower in 2015 taking into account the purchasing power and its quota of the world's GDP. In 2016, China surpasses the USA in the area of scientific research as well, by publishing over 426000 scientific works. The essay presents „The Economic Evolution of the Chinese Republic”, presenting the historical evolution of a culture and a civilisation, China's involvement in the world's economy, the strategic partnerships this country made with Russia, the EU and, of course, our country's relationships with the Chinese Republic, since the latter represented until not long ago a model for the social organisation in Romania for the leaders of the political currents at that time.*

16. LIMITATION IN PUBLIC SECTOR PERFORMANCE MEASUREMENT

Lavinia Daniela MIHIT
West University of Timișoara

Abstract: While most existing work on performance has focus on the private sector, nowadays performance measurement has been widely used in managerial practices of public sector. Organizations of public sector are operating in a dynamical environment that forces them to adjust to constantly changing conditions. Compared to the private sector, public sector has also a non-economic obligation of environmental benefits and social benefits, which needs to set performance targets to balance multiple objectives and multi-agent interest, beside an economic one, and is also confronted with a lack of assessment data. This paper explores enlightenments on the domestic public sector performance appraisal from three aspects: (i) methods, (ii) impact factor and (iii) indicators of performance measurement. In the end, are suggested several ways forward to address measurement limitation into how governments can employ various tools and improve different processes to increase public sector performance.

17. THE CALCULATED EFFICIENCY AND THE PERCEIVED EFFICIENCY OF THE SANITATION SERVICE PROVISION. LIMITS, SIMILARITIES AND DIFFERENCES

Oana-Ramona Lobonț, Alexandru Bociu
West University of Timișoara

Abstract: This paper performs a comparative analysis of the calculated efficiency and the perceived efficiency by users regarding the provision of the sanitation service at the level of 10 administrative-territorial units in Timis County in the year 2017. We use Data Envelopment Analysis, a performant non-parametric method able to measure efficiency and the questionnaire method in order to assess the perceived efficiency of service users. The results of the empirical analysis indicate a lack of correlation between the two types of efficiency. The results of the undertaken analysis may be useful for state decision makers on waste management in general and in the provision of sanitation services in particular.

18. THE HEALTH OF THE UNIVERSITY ORGANIZATION, A CONDITION FOR TOMORROW'S DEVELOPMENT

Miltiade Vasile STANCIU,

Spiru Haret University, Faculty of Economic Sciences

Education - as a solution for healthy development - is an imperative whose foundations must be put in place today, because the educational process is a long-lasting, not a short-term one. That is why, in the light of the expected results that aim to rectify the current contrasts of economic and social life, i.e. global poverty, systemic pollution, cosmotechnical arming, corruption, terrorism, etc. we consider the transition to the economic society a necessity of future development. Thus, ecolonomy as a science about the health of economic life has a first tangible result, namely the construction of a healthy educational organization, at whose foundation is the paradigm of "the health of the common living whole". In this respect, through the results obtained from the comparative analysis of two economic departments from universities in Romania and Bulgaria, we aim to highlight some solutions for the institutional-spiritual reconstruction of the Tomorrow's University Organization.

19. NOVITAS 3D CITY, YOUR DIGITAL CITY

Tudor PENDIUC

Constantin Brancoveanu University, Pitești, Romania

Abstract: Any administration struggle to have complete information about buildings and facades through high-resolution panoramic images, to measure distances, areas, heights, widths and any geometric detail of the facades of buildings, to provide complete information about street objects, bookmarks, signaling, lighting systems, street condition, property limits, utilities networks: gas, water, sewage, electricity, telecommunication and others. This wide range of services and information is provided by the NOVITAS 3D CITY application that gives a complete and complex urban database and is at the same time the support of various applications. The present paper introduces the concept of this database, its operating mode and facilities, as well as the possibilities of further development of some applications according to the needs of the users. Why such a product? Because in a smart city the vast majority of the services that authorities can offer in real time operate with such information.

20. DIGITAL DIVIDE GAP CONVERGENCE ACROSS EUROPEAN UNION: THE ROLE OF URBANISATION

Olimpia NEAGU

"Vasile Goldis" Western University of Arad

***Abstract :** The paper analyses the convergence of households connectivity to Internet across European Union countries according to the degree of urbanisation and predicts future evolutions based on possible scenarios. In order to estimate the process of convergence, five families of models were used to approximate the values of standard deviation of households' connection rate to Internet. Among them the linear model seems to describe the process more accurately.*

WORKSHOP SESSION: SMART SPECIALISATION IN PRACTICE. A CASE STUDY: SOUTH MUNTENIA REGION, ROMANIA

Cristina ȘERBĂNICĂ

Constantin Brancoveanu University, Pitești, Romania

Regional observer, UEFISCDI

SECTION: FINANCIAL AND ACCOUNTING POLICIES AND CORPORATE GOVERNANCE

1. THE IMPORTANCE OF THE FINANCIAL-ACCOUNTING INFORMATION FOR THE BUSINESS ENVIRONMENT

Florin DIMA
Corina DUCU

Constantin Brancoveanu University

Abstract: Accounting is a process present in the economic and social environment, representing an information system that quantifies, processes and highlights the flows of the activities carried within an entity and communicates the financial-accounting information about the business to the people interested through the financial statements. As a result, the accuracy of the information is essential both to the entity's management and to the business environment. In order to obtain relevant, credible, intelligible, comparable financial-accounting information which can accurately present the economic-financial situation of an entity, a number of processes are underway, such as: internal control, internal audit and financial audit.

2. APPROACHES TO AN ENTITY'S FINANCIAL PERFORMANCE

Corina DUCU
Florin DIMA

Constantin Brancoveanu University

Abstract: Any entity operates for profit. The relevance of this aspect is the correct use of the entity's resources. However, the resources are not always used correctly, thus requiring a defined process of controlling and verifying the orientation of each resource towards the achievement of the major objective, namely to maximize the profit. In essence, profit maximization can be achieved in two broad directions: horizontally, cost-oriented, and vertically, value-added oriented. These main directions define, at the structural level, the financial management process or, more precisely, the process of efficient management of an entity's financial resources in order to achieve the financial objectives.

3. LEVELS OF TAXATION AND FISCAL POLICIES IN THE EUROPEAN UNION

Gica Gherghina, Culiță

Constantin Brancoveanu University, Pitești

Abstract: The European Union countries are bound in this changing economy, sharing same regulations and policies at different levels but still trying to learn to integrate them. Although it is hard to have comparable information of taxation levels in very short time for the 28 Member States we must learn to analyze and take lessons from trends of the last years. For example, tax revenues rose in 19 Member States in 2016 as a percentage of GDP in 2016 but the level of taxation in EU Member States differs greatly.

At the European level, the share of labour taxes in total tax revenues shrank progressively from 2010 to 2016 when it accounted for 49.8% - similar to its pre-crisis level. This shows a consistent preoccupation in all member States to reduce the burden of working people. In the same time, corporate income tax revenues rose to 2.7% of GDP in 2016 compared with 2.6% in 2015, continuing their gentle increase since the crisis though not yet at pre-crisis levels.

Taxation is a top priority for Member States who want to develop robust and effective tax policies for the future, in the benefit of all countries part of the EU.

4. THE IMPACT OF EXCESS LIQUIDITY ON MONETARY POLICY IMPLEMENTATION IN THE REPUBLIC OF MOLDOVA

Belobrov Angela

Academy of Economic Studies of Moldova, Republic of Moldova

Abstract: This paper seeks to analyse the impact of excess liquidity on monetary policy implementation in the Republic of Moldova. The analysis covers the period of the last ten years (2008-2017). We firstly investigate the excess liquidity definition, problems associated with the measurement of the excess liquidity, and the impact of excess liquidity on monetary policy implementation, because the surplus liquidity in the banking system changes the

monetary transmission mechanism and, in general, reduce the effectiveness of the traditional instruments, especially the interest rate.

The findings indicate that considerably impacts on the monetary policy efficiency and on the mix of the monetary tools used by the central bank in order to achieve its monetary policy goals and to manage this phenomena. The empirical results additionally shows that banks that hold this liquidity, as well as monetary authority, support big costs.

Recommendation therefore is that the banks, under the guidance of the banking supervisor, ought to adopt a general framework for excess liquidity management.

5. RISK ASSESSMENT FOR FOREIGN DIRECT INVESTMENT

Sebastian Ene

Constantin Brancoveanu University

Abstract: In today's economy, risk is an increasingly present element with profound implications at micro- and macroeconomic level. For multinationals, risk is one of the most important factors in the investment analysis. Any company will carry out risk analyzes regardless of its typology. The detailed knowledge of the risks to which the company exposes enables it to take decisions that lead to the elimination of risks as far as possible, their diminution and efficient management. This research paper seeks to identify the risks faced by FDI as well as methods for their evaluation.

6. THE PREDICTABILITY OF THE RISKS IN RELATION TO THE INFORMATION PROVIDED BY THE ACCOUNTING MODEL

Guni Claudia Nicoleta

Spiru Haret University

Abstract: Just before there was a theoretical system that would formally define its role, information was the engine of development, so that new knowledge builds on the support of the existing one. The multitude of new data is filtered, processed with a conceptual device specific to each scientific discipline, obtaining the final product: the information. Accounting is considered an informational discipline, studying the effects of economic transactions, but also other events, in the economic and financial situation of a company, in order to inform the internal and external users.

7. USERS OF THE INFORMATION PROVIDED BY ACCOUNTING AND THEIR INFORMATION NEEDS

Guni Claudia Nicoleta

Spiru Haret University

Abstract: In this article we are trying to see how the utility of accounting can be justified. In order to do this, we will consider the organizations involved in the business that they seek to make profit from. It is hard to believe that all the information generated by a business can be remembered - however simple it may be. We dare say that bookkeeping is necessary at least because it allows the entrepreneur to remember information, especially digital, without which the business may not be properly led. Bookkeeping is justified by the need for information, the need for a certain rigor in the Administration of a business, large or small, simple or complex, individual or collective.

8. FISCALITY OF LEGAL PERSONS IN EUROPE - COMPARATIVE APPROACHES

Ionela Popa

Constantin Brâncoveanu University

Abstract: Taxation plays a fundamental role in creating a fair society in building a strong economy. Through her can move forward eliminating inequalities, not only through supporting social mobility, but also through reducing inequalities in terms of market income.

Tax policy can also have a great influence on decisions in the matter of employment, on investment levels and over the willingness of entrepreneurs to expand activities, all these aspects leading to more economic growth strong.

9. PERFORMANCE AUDIT AND ITS ROLE IN MAKING PUBLIC INSTITUTIONS MORE EFFICIENT

Ionela Popa

Constantin Brâncoveanu University

Abstract: *The attributions of the Court of Auditors regarding the performance audit are provided in Art. 21 par. (2) and Art. 28 of the Law no. 94/1992, republished. According to these provisions, the Court of Auditors:*

- *performs the audit of the performance of the use of the financial resources of the state and of the public sector;*

- *performs an independent assessment of the economic, efficiency, and effectiveness with which a public entity, program, project, process or activity uses public resources allocated to achieve the objectives set.*

The paper aims to identify the particularities of the audit missions and their effects on public institutions.

10. STUDY ON CORPORATE GOVERNANCE AT ROMANIAN BANKING INSTITUTIONS

Adrian Doru, Bigioi

The Bucharest University of Economic Studies

Cristina Elena, Bigioi

University Politehnica of Bucharest

Abstract: *The credit institutions have a very important role in the economy of a country. The investors' interests are protected by the system of corporate governance. The authorities have made efforts to implement the principles on corporate governance issued internationally. Based on these considerations, this study aims to analyze the stage of implementation of these recommendations to the credit institutions from Romania, at 31.12.2017. The results of the study show that the entities which made the subject of the research have partly implemented the international corporate governance recommendations and practices.*

11. DIGITAL SOCIETY AND NEW ECONOMY: CONTENT, HIERARCHIES AND EXPERIENCES

Marius Gust

Constantin Brâncoveanu" University of Pitești

Abstract: *Digital society and the new economy is one of the coordinates of the world we live in, and its dynamics seem to eliminate those who disregard it. The paper aims to provide some benchmarks of what the economy and the digital society means through evaluations / classifications / indexes. Also, the paper aims to analyze the structure of the elements taken into account in order to shape the concept of economy and digital society. This analysis takes into account the indexes of the economy and the digital society published by the European Union, the UN Department for Economic and Social Affairs and, last but not least, a private institution, a Swiss Research Institute and Swiss Business School, International Management Institute, with expertise in leadership training and change management in organizations. At the same time, the paper aims to investigate the hierarchies of the previously mentioned charts and to present some experiences of some countries regarding the economy and the digital society.*

12. INFORMATION SOCIETY IN ROMANIA

Marius Gust

Constantin Brâncoveanu" University of Pitești

Abstract: *The world is changing so fast, and developed countries seem to have entered a global competition in the information society, computer use, mobile phone and other technologies to improve their performance but also to make life easier citizens and increase their comfort, reduce bureaucracy, optimize public spending and increase governance transparency. The paper aims to analyze Romania's position regarding the economy and the digital society, the information society sector of enterprises in the economy, using national indicators, as well as a number of international rankings at the level of the European Union. The paper also aims to investigate the mutations that have taken place in our country in the last decade, to localize the progress made and to highlight areas where the remains behind are very pronounced.*

13. THE ROLE OF FINANCIAL SATISFACTION ON THE LEVEL OF CORRUPTION

Ienovan Alexandra Ana

West University Of Timisoara, Faculty Of Economics And Business Administration

Abstract: *The main purpose of this study is to analyze the relationship between high living standards and corruption in the European Union countries during 2007-2017. The approaches taken during the paperwork concern both the theoretical and practical side of the financial satisfaction of the population and its potential impact on corruption. The financial satisfaction variable is measured by the GDP per capita (current US\$) and for the corruption variable was used the corruption perception index. To illustrate the impact of financial satisfaction on corruption, we used the Pearson correlation, which measures the degree of linear association between the two variables. The results of the study demonstrate the direct relationship between the variables used for the analyzed period, a high level of financial satisfaction leads to a low level of corruption.*

14. MEANS TO REDUCE TAX EVASION IN EMERGING COUNTRIES

Sorana Vătavu

Nicoleta Claudia Moldovan

Oana Ramona Lobonț

West University Of Timisoara

Abstract. *This study examines a series of factors which can be considered to reduce the level of tax evasion in emerging countries, considering the 2012-2016 period. Based on correlation coefficients and regressions, the analysis is focused on identifying what set of variables tends to influence more tax evasion, the fiscal and economic factors or non-economic factors such as education, perception of corruption or life satisfaction. Results indicate that non-economic variables can influence tax evasion just as much as economic ones. The regression results prove that tax evasion is mainly influenced by the level of tax rates, education, and perception of corruption. Therefore, by increasing the education quality, the trust in government and in society, tax evasion could be reduced, having an effect as strong as reducing tax rates. Due to limitations related to data availability over the period considered, the tax evasion was expressed through the tax gap and indicators used by the Global Competitiveness Index. This research is mainly based on survey data, which could also bring subjectiveness, hence a limitation in generalising these results to all EU countries.*

15. THE EFFECT OF DEFENCE EXPENDITURE ON ECONOMIC GROWTH: CASE OF ROMANIA

Oana Ramona Glont

Abstract: *The study analyzes the effect of public defense expenditures on economic development in Romania. This relationship can be highlighted by modeling economic phenomena and testing the determinants of real sector development.*

We believe that there will still be a pressure on the defense budgets of major players, as threats continue to increase, including cybercrime. The shift of economic power poles from the West to the East, demographic change and technological advancement are among the most important global trends that analysts believe they have a "profound effect" on defense and security. At these critical moments of state security, where "the inter-state security of the individual" is preferable to the other economic welfare indicators, with a focus on increasing defense budgets, we propose to analyze the effect of defense spending on growth economic. In order to carry out the proposed research, we take into account a vast literature dedicated to the field of public policies in relation to economic growth as a theoretical investigation. These findings ensure the continuation of national policies, the national security objectives of EU and NATO member states, and implicitly of Romania materialized by ensuring the efficiency of national systems for crisis prevention, internal and external, military or civilian. The results do not reveal any general conclusion regarding the correlation between military spending and economic growth, even though there is no difference between defense spending for Euro-Atlantic countries.

16. STUDY ON THE RATIO BETWEEN TAXATION LEVEL AND ECONOMIC GROWTH IN ROMANIA

Sorin Manole

Laura Pănoiu

Constantin Brancoveanu University

Abstract : Economic objectives have been set in each economy which can be achieved by appropriately defining the financial policy in general and the tax policy in particular. The government, regarded as a sovereign authority, aims at building a system of taxes and fees meant to ensure sustainable economic growth. Based on such considerations, the study aims at analyzing the impact of taxation upon Romania's economic growth by means of a multi-factor linear model. The quantification of economic growth will be achieved via the gross domestic product (expressed in US dollars) and taxation will be assessed via direct and indirect taxes. The results obtained show that indirect taxes in Romania have a positive influence on economic growth whereas direct taxes have a negative influence.

17. THE ROLE OF ACCOUNTING INFORMATION IN MAKING ECONOMIC DECISIONS

Dorina Luță

Constantin Brancoveanu University

Abstract: Emphasizing the globalization process of national economies, the integration of financial markets and information systems, the need to have unrestricted access to international capital markets imply the protection of investors through information that includes comparable data; access to international funding sources, possibility for pertinent performance appraisal and decision-making.

Applying international financial reporting standards by economic entities involves changes in the manner of recognition, measurement, impairment, in structures of financial statements. In pursuit of objectives, the management of an entity must apply accounting policies so that their financial statements should comply with all provisions of each applicable international accounting standard and each applicable interpretation.

SECTION: EUROPEAN LAW AND PUBLIC POLICIES

1. THE FORCED EXECUTION OF THE OBLIGATIONS OF DOING AND NOT DOING

Nicolae, Gradinaru

Constantin Brancovranu University

Abstract: *If the debtor's obligation to perform the title consists in leaving the possession of a good, in the handing over of a good or in its use, or in evicting the debtor from a dwelling or other premises, in the destruction of a building, planting or other work or performance of any other activity established for the realization of the rights of the creditor and the debtor fails to fulfil his obligation of goodwill within the term stipulated in the summons, the creditor will demand enforcement in view of the circumstances of the case and the nature of the obligation being executed, the court of enforcement for the purpose of applying a penalty.*

2. THE SEPARATION OF THE ASCENDING

Nicolae, Gradinaru

Constantin Brancovranu University

Abstract: *The ascendant paradigm is a derogation from common law and which the law permits, as heirs instead of being given the inheritance in the state of indivisibility, they receive goods directly in property by the will of their ascendant and not as a result of a division made by the will of these heirs.*

The Ascendant Partial is a legal act that achieves a division and prevents a state of indivisibility between the heirs by donation or will.

3. ASPECTS ON LEGITIMATE DEFENCE IN THE CURRENT CRIMINAL CODE AND IN COMPARATIVE LAW

Lixandru Raluca-Viorica

Constantin Brancoveanu University

Abstract: *The current Criminal Code places special emphasis on the justifying cases. The justifying causes remove the illicit character of the act provided by the criminal law, and not the guilt represented by the imputability of the act. The legitimate defence removes the criminal character of the act. It is very important that its conditions are met: there must be a direct, immediate and unjust material attack, as well as a defence directly proportional to the severity of the attack.*

The effects of justifying causes occur in rem, consequently extending on all the participants.

If a justifiable cause is retained, punishments, educational measures or safety measures may be applied. The civil liability of the perpetrator is removed.

Upon developing the current codes, concerning the legitimate defence, the opinions expressed in the literature have been taken into account, as well as the laws of other states.

As a rule, in the European legislation, there is no division in justifiable cases (which also includes the legitimate defence) and causes of non-immutability (e.g. the French, Spanish and German Penal Codes), with the exception of the Belgian criminal code, where there is the same classification as in the Romanian Criminal Code.

4. SOME CONSIDERATIONS ON THE EUROPEAN CONVENTION OF THE HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS AND THE CHARTER OF THE FUNDAMENTAL RIGHTS OF THE EUROPEAN UNION

Lixandru Raluca-Viorica

Constantin Brancoveanu University

Abstract: *At European Union level, the concerns related to human rights regulation are quite recent.*

The European Convention is a regional legal instrument for respecting human rights. It is also the qualitative synthesis of the international norms in the field, and its sources of inspiration were, in particular, the Universal Declaration of Human Rights and the International Covenants on Human Rights.

The Fundamental Charter of Human Rights is a regional legal instrument on human rights, which includes for the first time in the history of the European Union the ensemble of civil, political, economic and social rights of the citizens of the Member States of the European Union. The text of the Charter includes a preamble and six titles on: dignity, liberties, equality, solidarity, citizens' rights and justice.

5. APPLICATION ON THE NATIONAL LEVEL OF THE EUROPEAN REGULATION NO. 679/201

Isabella Stancea

Constantin Brancoveanu University

Abstract:*In order to ensure a uniform level of protection for individuals throughout the Union and to prevent discrepancies that hinder the free movement of data within the internal market, a regulation is needed in order to provide legal certainty and transparency for economic operators, including micro-enterprises and businesses small and medium-sized enterprises and to provide individuals in all Member States with the same level of legal rights, obligations and responsibilities legally binding on operators and their empowered persons in order to ensure a consistent monitoring of the processing of personal data , equivalent sanctions in all Member States, and effective cooperation of the supervisory authorities of different Member States.*

6. ASPECTS ON THE PROMOTION OF CITIZENS 'FREE CIRCULATION BY SIMPLIFYING THE REQUESTS FOR PRESENTATION OF CERTAIN OFFICIAL DOCUMENTS IN THE EUROPEAN UNION

Isabella Stancea

Constantin Brancoveanu University

Abstract:*The Union has set the objective of maintaining and developing an area of freedom, security and justice without internal frontiers, within which the free movement of persons is ensured. In order to ensure the free movement of official documents within the Union, thus promoting the free movement of Union citizens, the Union should adopt concrete measures to simplify the existing administrative requirements relating to the presentation in a Member State of certain official documents issued by authorities of another Member State.*

7. CONSIDERATIONS ON THE CROSS-BORDER POSTING IN THE EUROPEAN UNION

Iuliana Cebuc

Constantin Brancoveanu University

Abstract:*The freedom to provide services on the territory of Member States is one of the basic principles of the Single European Market provided for under Art. 56 TFEU, which includes the right of companies to provide services on the territory of another Member State and to temporarily post its employees to the territory of that Member State for that purpose. The implementation and enforcement of this principle is a constant concern of the Union through action taken at the European level aiming at achieving a balance between the provision of fair competition conditions to businesses and the maintenance of an adequate level of protection for cross-border posted workers, in compliance with the application of the terms and conditions of employment provided for by national law.*

At European level, the rules on the cross-border posting of employees within the EU and the rights they enjoy during the posting period, including the laws on labour relations, are covered by Directive 96/71 / EC on the posting of workers in the framework of the provision of services, as last amended by Directive (EU) 2018/957 of the European Parliament and of the Council of 28 June 2018.

8. LEGAL MECHANISMS FOR MANAGING THE PHENOMENON OF MIGRATION AT THE INTERNATIONAL AND EUROPEAN LEVEL

Mihalcea, Ion
Mihalcea, Alecsandru-Darian
Constantin Brancoveanu University

Abstract: Migration is one of the forms of human mobility that has manifested itself in all stages of the history of human society, including contemporary society, and has embraced different forms and dimensions from one historical stage to the next.

In general, migration has generated positive effects for the progress of mankind, favoring the transfer of ideas and other spiritual values, satisfying the need for diversity of societies and economies, but it has often been perceived negatively because taking advantage of these people's movements have penetrated into space destination of migrants certain serious phenomena such as cross-border crime and terrorism.

The United Nations is addressing the phenomenon of migration as being the expression of freedom of movement enshrined in art. 13 of the Universal Declaration of Human Rights of December 10, 1948, in which the freedom of movement is structured on two components: freedom of movement on the territory of the country - art.13 (1) b) the right to leave any country and to return to its country Article 13 (2).

Within the UN there are several institutions with tasks in managing the migration issue such as: Human Rights Council - HRC; United Nations Refugee Agency - UNRA; International Organization for Migration - IOM; United Nations Office for the Coordination of Humanitarian Assistance - OCHA. With the contribution of these institutions, reference documents were adopted to identify the solutions and measures required for each category of migrants.

Also, at the EU level, there is a well-defined policy on migration, with distinctive elements for the migration of European citizens and their families towards the migration policy of non-European citizens.

The volume, concentration and serious events that have followed migration have recently highlighted the vulnerabilities of systems designed to manage this phenomenon at European and international level.

These consequences are the subject of the work agenda of the international and European institutions, from which they expect effective measures to find a fair measure between the benefits of migration and the possible vulnerabilities it generates.

9. MANAGEMENT OF SUCCESSFUL LITERARY CREATION THROUGH PATTERNS AND RECURRENT MOTIFS

Georgiana Mirela, Mîndreci
Constantin Brancoveanu University

Abstract: One of the most long-living writers of the 21st century is the American short-story writer and novelist, Jerome David Salinger. He died at the age of 91 on 27th January 2010, a recluse, after a not very prolific literary activity, but a very glorious one, especially due to his only novel, "The Catcher in the Rye." Much of his fame that led to the mass translations of his novel and his earlier works, much of the craze created around the novel's main character, Holden Caulfield, film making inspired by this teenage hero and huge sales was mainly due to the controversy created around Salinger's name and the cultural and social context of the '50s - the time of his literary peak. This article tries to briefly look at the main patterns and recurrent motifs in Salinger's early works that later helped and created the writer's literary success as proof of good management of his literary skills and creation.

10. IMPORTANCE OF SYMBOLS, INFLUENCES AND PHILOSOPHIES IN SUCCESSFUL LITERARY CREATION

Georgiana Mirela, Mîndreci
Constantin Brancoveanu University

Abstract: In the literary world writers have to be able to integrate all their beliefs and life philosophies so that their characters are more credible and realistic. Jerome David Salinger is one example in point. His entire literary legacy, although not very prolific, is an example of the writer's own evolution alongside with the characters'. For this brief article I have focused on the influence of Zen philosophy which is present throughout Salinger's exquisite mature works and it represents the source of his array of themes and motifs: children and what they stand for; oppositions between the phony, material world and the spiritual one; the war and the effects of its traumatic experiences; love and squalor; suicide theme; religion; alienation and vulnerability; reality; idealization of beauty; the quest for a moral ideal; communication and the problems caused by the lack of the ability to communicate directly; the quest for the seer. All of Salinger's themes, which are actually his trademarks, are very well presented

against the social and political background of the post-war period and they also stand for the evolution of his characters and writing technique.

11. CURRENT TRENDS IN THE EUROPEAN EDUCATION SYSTEM

Camelia Andreea Rizea

Constantin Brancoveanu University

Abstract: Education has long been considered a significant tool for development, with various education initiatives designed to work towards eliminating poverty, increasing the health of a population or enhancing local economies, among others. The recent trends have highlighted the ways in which European education has developed into a means to achieve a range of broader goals, ranging from study abroad to improve students' work readiness, the strategic development of international collaborations to drive up research rankings, to using transnational education to build regional identity. These changes are expanding the nature of education at all levels to include personal skill development, new ways of thinking, and practical job preparation in addition to subject-specific knowledge and skills.

The present paper highlights some common characteristics between the educational systems in Europe, the characteristics and differences related to the economic, social and cultural conditions, aiming to achieve educational objectives.

12. ENHANCED EDUCATIONAL STANDARDS VIA ENTREPRENEURSHIP-BASED PROJECTS

Aida Mihaela Grecu

Abstract: European funded programmes such as Erasmus+ projects have played a tremendously supportive role in students' and teachers' educational development process over the past years due to their limitless training activities that can be easily accessible to anyone willing to get out of their comfort zone and acquire further knowledge or even give a boost to their skills. "Career based opportunities" Erasmus+ K2 project stands for an innovative and creative way of increasing participants' entrepreneurial skills, self-esteem as well as their chances of insertion on the labour market after graduation. Throughout the first year of the project lifetime, this collaborative extracurricular activity brought about a great deal of positive changes in our students' perspective on their career path and entrepreneurial skill as well as on teachers' personal and professional development.

SECTION: STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

1. CASE STUDY: RICH HOLE : FROM MINERAIS INC. TO ESKOR INC.

Catherine Lambert

Daphnée Larivière

Vanessa Dassylva-Roy

Student at Université du Québec en Abitibi-Témiscamingue

Doina Muresanu

PhD, DSc, Université du Québec en Abitibi-Témiscamingue, CANADA

Abstract: *The corporate acquisitions and mergers represent a very present organizational reality in the Canadian mining sector. The case “RICH HOLE: FROM MINERAIS INC. TO ESKOR INC.” describes the experience of a changing situation (due to an acquisition) of a mining company in northern part of the province of Quebec. This change, initially supposed to touch only the components of the remuneration system, comes with a lot of concerns and discontents on several levels. Addressing to undergraduate students in business administration, the resolution of the case requires advanced knowledge in both human resources and change management.*

2. INTEGRATED MODEL FOR FACTORS INFLUENCING HUMAN RESOURCES MANAGEMENT WITHIN RAIL TRANSPORT COMPANIES

Daniel Dăneci-Pătrău

Anca Magiru

Spiru Haret University Constanta

Abstract. *As a result of the current economic environment instability, railway companies are determined to organize themselves in a new fashion, while searching for management methods in order to control a potential crisis context, which turns up current existing theories. An important characteristic of all modern approaches is the idea according to which all resources, both natural and especially human must be directed towards achieving organizational objectives. The globalization and internationalization phenomenon related to exploitation and consumption imposes human resources management reconsideration, implicitly leading to competition intensification and internationalization on the rail transport market. In this context, human resources management within Romanian state-owned railroad companies is powerfully affected from the perspective of adjusting labour force to the concrete conditions related to the global economic-financial crisis, which has also affected Romania. Paying the appropriate attention to each activity carried out by human resources management has become necessary under conditions of current administration actions, while preparing the shaping of transformation and adapting rail transport system to the particularities of the ever-changing environment. In this work, research carried out followed the direction of identifying socio-economic demands which influence human resources management activities within the Romanian railroad companies.*

3. KEYNESIAN DOCTRINE AVATARS

Patrick Stefan Mehedinteanu

Abstract. *In my paper I take in consideration the role of all of famous Economists thinkers about Keynesian Doctrine, for example neo-keynesian Paul Samuelson and post-keynesian Minsky and also I consider very important the role of Keynesian doctrine for Romanian Public Infrastructure Development after 90's and as E.U. member state after 2006 on January 1st 2007.*

4. SME' IMPACT ON ECONOMIC DEVELOPMENT

Erincz Alicia

Tiuhtii Constanța

University ”Lucian Blaga” of Sibiu

Abstract. *The development of the economic environment over the last decades has led to changes in ownership patterns and the emergence of new, independent private enterprises that have grown steadily. The evolution of these entities from temporary activities to companies that operate and develop both in domestic and foreign markets has*

contributed to their impregnation in the economic environment, having an impact on its evolution. SMEs are those companies with a high degree of flexibility and resilience that ensure stability both economically and socially. Their ability to adapt to continual changes in the market and to contribute to innovation determines the importance they have in developing the economic environment. The paper presents a study of the role of the SME sector in the EU economic environment.

5. HUMAN CAPITAL AND KNOWLEDGE ECONOMY. ROMANIAN CASE

Elena Pelinescu

Senior Researcher, Institute for Economic Forecasting, Bucharest

Abstract. *The knowledge economy and human capital are two topics frequently present in the literature of the last decades. Romania, as a member state of the European Union, has aligned itself with the objectives of 2020 Strategy of building a knowledge - based society in which human capital plays a determinant role. The construction of this society implies, in the opinion of many specialists the increasing attention to the development of human capital, especially the one integrated in the creative activities (research-development-innovation), often the analyzes are channeling itself on an aspect of this societies, called by some the new economy or the informational economy. The paper is looking to decipher the extent to which Romania has aligned itself with the global and European trends in the construction of the knowledge economy and the role that human capital has in developing this economy. Over more, given the importance of human capital, the work tries to highlight the link between the indicators of the knowledge economy and the human capital in Romania and the extent to which their evolution contributes to the increase of welfare through the increase of knowledge, using the appropriate techniques for this purpose.*

6. NEW APPROACHES REGARDING THE RECRUITMENT AND SELECTION OF THE EMPLOYEES

Denisa Abrudan

West University of Timisoara, Faculty of Economics and Business Administration

Abstract. *Performing employees are energetic and optimistic, flexible and creative, curious and interested in what is new. They do more than it's required in the job description, think in perspective, are constantly exploring and know to ask questions. Are daring and eccentric, are out of the team pattern when it comes to innovation but also know to comply, when the circumstances require so. They have initiative, are autonomous and always ready to involve themselves. We are in a constant labor market dynamic. Whether it's about a multinational company or a small one, the first thing that a company has to do nowadays is to win the battle on the talent market. The companies that understood this and the fact that traditional recruitment methods don't have an effect anymore and have chosen innovative methods and more efficient recruitment methods, are now in the top economic development, having more talented, energetic and creative employees. This paper aims to find answers for some questions as: What does the company do? What leaders do to develop talents and employee involvement? Which are the problems and the possible solutions that lead to performance the employees?*

7. THE WELL-BEING OF EMPLOYEES, A CHALLENGE FOR ROMANIAN MANAGERS

Denisa Abrudan

West University of Timisoara, Faculty of Economics and Business Administration

Abstract. *Creating a program that will ensure the well-being of employees is quite difficult for managers because it involves a series of wage and non-wage motivation techniques, that are tailored to employee's needs so that they are willing to work more efficient and at high performance. In order to ensure the well-being of those who work in a company, the managers, firstly, have to identify, understand and meet the needs of the employees. Most of the companies have abandoned the traditional way of performance evaluation because they do not want only a system that generates employee performance, but one that generates it. Therefore, this approach is more suitable for the employee's mentality, that are currently on the labor market, as well as the way in which companies change themselves in order to be part of digital economy. The challenge for the companies means finding a new decision-making system regarding salary increases and developing the career. The paper presents the new trends in benefits packages that influence the employees' well-being and the results of a research conducted in one of the top banks, about the implication impact of this organization in order to ensure its employee well-being by identifying the motivational factors that lead to the growth of job satisfaction.*

8. THE EDUCATIONAL MANAGEMENT

Mariana Perniu

Principal of secondary school „Prof.Univ.Dr.Ion Stoia” Căldăraru, Argeş

Abstract. Educational management is an approach with a social function oriented towards the objectives of the organization, the strategic goals having as a key element the planning and organization of the strategy. As the main element it can be said that the organizational strategy indicates the medium and long-term objectives as a whole, the ways in which it is realized and the resources allocated to its mission and vision. As a component of strategic management, we enumerate: the mission of the organization, the strategic targets and actions, the resources allocated for the realization of the actions, the analysis and the study of the environment in which the organization operates.

The school organization becomes performant if the strategy is in line with the direct and indirect environment. The strategy is the applicative side of management and involves the goal of long-term strategies, the ways in which it can be realized and the resources involved in the mission. The mission is to ensure the achievement of the targets. The implementation of plans and programs is directly influenced by the internal and external elements of the school organization, the management course involving decision making in several directions: ways of analyzing, assigning responsibilities by compartments, shaping the mission and vision of the organization, finalizing, establishing the implementation sequences of the programs, establishing the evaluation criteria.

9. THE IMPORTANCE OF REDUCING AND MANAGING RISKS IN EDUCATION UNITS

Mariana LEAFU,

Florentina CIULEI

Universitatea Valahia Târgovişte

Abstract. This paper has the purpose of analysing the romanian specialty literature, in the field of internal managerial control system, in order to achieve both a theoretical and a practical approach. For this to happen, a method of research is needed, based on how to manage the risks that pre-university educational institutions faced and what techniques were used to alleviate them. These risks came from the conclusive facts that the heads of divisions found on each unit level. The advantage is to identify the risks and diminish, as much as possible, their effects. The identity was generated by a careful analysis of each institution problems and finding solutions to fix the real situation. The risk comes from future uncertain events that could influence the achievement of both strategic and financial objectives of the institution. The purpose of each institution is that of creating an instrument through which the evolution of internal control over the way of risk management in an institution can be achieved.

10. MANAGEMENT OF CHANGE AND EFFICIENCY OF INSTITUTIONAL ACTIVITY

Dragomir Daniela

PhD Onişoru Georgiana Florenţa

Valahia University of Târgovişte, Romania

Abstract: The quality of educational activity at the level of the school institution designates all the characteristics of the school unit on a structural, organizational and functional level which gives it the opportunity to meet the education needs of a concrete population, expressed either directly or indirectly by it or by the community the population belongs to it. School can be understood as a complex system of human, material, financial, spiritual, organizational, cultural, aesthetic, ethical, juridical factors that function in a permanent and dynamic interaction. The key aspect of the organization and environment in which school operates in the school development process should be considered as a priority in school change projects. The organizational structure is a reflection of its value system, revealing the link with the school culture. The formulation of priorities, after completing a phase of their identification, hierarchy and then selection decision, is essential for development. The conditions, as a key aspect of school development, consist in the practical features of the organization and the school management, in the functioning framework, in the roles the responsibilities that make the activity take place. Finally, the school development strategy must be designed to ensure that the priorities are linked to the conditions.

11. WAYS TO REDUCE TECHNOSTRESS GENERATED BY ACCESS / LACK OF ACCESS TO DIGITAL MEDIA

Constanța, Popescu
Oana-Mihaela, Ilie
Georgiana Tatiana, Bondac
Valahia University of Târgoviște

Abstract: Certainly, social media offers many benefits. However, access to digital media can also be a huge source of stress. Of people around the age of 20, those using their intense phones and computers are more likely to struggle with depression and have trouble sleeping, especially for those who see this technology as stressful from the start. Or on the contrary. Sometimes it can be so convenient to get past and touch the phone screen that having no access to digital technology can be another source of anxiety. Technological dependence is a growing problem, and some people have come to need adequate therapy. The purpose of this paper is to present the stressors associated with modern technology and to identify ways to reduce the technostress.

12. INTERCOMMUNICATION BETWEEN STUDENTS

Prof. dr. Suzana Ilie
Prof. dr. Moisevici-Șerb Diana
Diaconu Anemona
Colegiul Economic Ion Ghica

Abstract: Intercommunication between students is very important and it also has a great personal and educational impact. Every function and activity involves some form of communication. Communication can be defined as the process of transmitting information. We applied this survey to 22 students and I intend to find the level of intercommunication between them. Also going to analyze the effect it will have on their future.

13. IMPACT OF MOBILE PHONE OF SCHOOL PERFORMANCES

Moisevici-Șerb Diana
Urse Bianca
Cazacu Ana-Maria
Colegiul Economic Ion Ghica

Abstract. Several reasons might lead technology to assist or impair human capital attainment by students. Mobil phone access and use among adolescents and other ages have grown considerably over the past decade. We have proposed to conduct a research on the behavior of students towards the law prohibiting the use of mobile phones. In the theoretical part, we approached the concept of school performance, in accordance with students' attitudes and behavior during classes. In the practical part, we made an observation sheet on students' attention and involvement and interpreted the results.

14. SYNERGIES OF LEAN AND AGILE STRATEGIES IN THE SUPPLY CHAIN

Oana Ramona Lobont
Florina Simona Burta
West University of Timisoara, Romania

Abstract: This study examines the potential synergies between lean and agile strategies in the supply chain by focusing on the literature approaching the two concepts in a joint manner. Considering that academic research is oriented towards the output of a 'leagile' strategy, the authors identify the key components and factors that can lead to a new development – an 'agilean' strategy. While the first strategy is well-documented in literature and extensively explained in terms of the working mechanisms at the convergence of lean and agile, the 'agilean' strategy proposed can represent an alternative for the needs of different supply chains. The goal of the authors is to fine tune the factors of 'leagile' and its propensity towards the lean components to attune the 'agilean' concept to the challenges of 21st century supply chains. Leveraging the benefits of both lean and agile approaches transfers to a company's supply chain the ability to oscillate between the market's changing demands. As a result, supply chains

combining the components of the two approaches are better prepared to withstand the predicament of current order winner criteria. The authors convey in the paper the most relevant research in the field and conclude with a well-documented foundation for future research adjoining both lean and agile strategies.

15. THE VOLUNTEER MANAGEMENT PROJECTS IN THE CONTEXT OF THE ECONOMIC AND FINANCIAL CRISIS IN THE EUROPEAN SPACE

**Loredana Nicoleta Zainea,
Paul Marinescu**

The Bucharest University of Economic Studies, Romania

Abstract. *Considering that volunteering takes place in various areas of human activity and the beneficiary of this activity is the community and all of society, it is very important to study the causes and effects of the malfunctions that may occur in the volunteer organizations and the management of the projects carried out. Financial crises can be assimilated to these malfunctions, which have negative consequences for organizations or other social groups, these being analyzed by economists according to specific criteria and are manifested by stagnation, recession, inflation, unemployment, etc.*

The paper aims to identify how the volunteer management project is affected in the event of an economic and financial crisis in the European space. In this paper we used a descriptive research, focused on the study of official statistics and specialized literature, whose purpose was to identify the vulnerabilities of volunteer management project in the context of the economic and financial crisis, as well as organizational behavior in times of crisis. In conclusion, the economic and financial crisis has a major impact on education, the labor market and produces demographic and economic changes in the context of globalization. Thus, the European Union strategy for youth in the period 2010-2018 includes "voluntary activities" among priority areas that can maximize the social and economic benefits of the community.

16. VALUING LABOR PRODUCTIVITY IN AGRICULTURE

Mihaela ȚIFUI

Academy of Economic Studies. Bucharest, Romania

Abstract. *As a process that can be measured, labor productivity is important both as level and dynamics, the latter being expressed as absolute and relative spore. This paper reveals the concerns for labor productivity determination based on the method of effective costs of labor, method inspired by the question: "How much labor uses the agricultural producer (individual or collective) to produce goods for consumption?" The reasoning of this method has as basic elements salary cost and direct intermediate consumptions, with the aim of determining the indicator "full productivity of labor".*

17. SOME ASPECTS REGARDING THE STATUS OF THE ROMANIAN ECONOMY AFTER THE SECOND WORLD WAR

Florina Popa

Institutul de Economie Națională, Academia Română

Abstract. *The historical course of the Romanian post-war economy must be considered in the context of the consequences of the war and of the internal and external conditions characteristic of the stage, more or less favorable to Romania, as the case may be. The aftermath of the Second World War affected the evolution of both national and world economies, triggering changes in economic life and world politics. There were concerns for the economic recovery and acceleration of the economic and social development, materialized in actions aimed at the creation of some international organizations and institutions with the role of ensuring the economic ties between states but also of development incentive. The paper aims to highlight the consequences of the Second World War in Romania, both in economic and social terms, the losses recorded during the war, the given regulations and the effects of their application in the efforts to restore the economy.*

18. MANAGEMENT NEO COMPETITIVENESS AND ECONOMIC PERFORMANCE IN AGRICULTURE

Mihai Dornenu

Academy of Economic Studies of Bucharest, Romania

Abstract. *The modern economic life reveals the contribution of management to the improvement of performance in various fields. It could be considered as a factor that support progress and influence the activities by establishing how are them organized and co-ordinated, how resources are used and how cultural values guides the work of the employees engaged in operational and functional processes within and organization. Management also enables the change needed to adapt to the dynamic of the environment. A challenge for Romania was the state of the agriculture along time. In this context, it is useful a better knowledge regarding agricultural management. The paper focuses on a review, analysis, and pursues the steps to be followed by a performing agricultural management. The authors envisage both the experience from Romanian agriculture, and the experience from the EU Member States. The latest ones were considered because in their case the use of the agricultural policies' advantages combined with good management resulted in large production and exports of agricultural products.*

19. ENTREPRENEUR AND BUSINESS RISK

Elena Zemeili

"Ion Ghica" Economic College Braila

Abstract. *Before being an entrepreneur, a person has to give up the comfort of a job, be an entrepreneur. The success of the entrepreneur depends heavily on his personality, his culture, his previous professional knowledge and experience, the degree to which he accepts the risk, the way he exploits the opportunities, the external environment, the support that can count on his friends, the community Business. Entrepreneurship as an enterprise management process involves considerable initiatives and risk, and an entrepreneur must be willing to take risks and do business courageously and on a large scale. In most situations, the entrepreneur limits the risks to the extent possible, because their accumulation over time becomes dangerous, an imbalance that is too important or that ruins, leading the enterprise to bankruptcy, that is, when it ceases to work. In recent years, success in client risk management techniques, used to improve the perennial and enterprise performance, has led to their penetration and other components of the need for working capital.*

20. PRECISION AGRICULTURE-THE WAY TO ENSURE PRODUCTIVITY AND ENVIRONMENTAL PROTECTION

University Professor, Ph.D, Ion Scurtu,

Constantin Brâncoveanu University of Pitești

Delia Constantin

Abstract. *Providing food for the planet's population is a subject that is increasingly concerned with politicians and scientists. The reasons are multiple, from the forecasts of increasing the population of the globe to the constraints in the agricultural field: the reduction of agricultural surfaces, the default arable land area per capita; reduction of water sources for irrigation; decrease of soil fertility in many agricultural areas; pollution of some areas as a result of the unrational application of chemical fertilizers and pesticides; Global warming and extreme climate phenomena that have multiplied in recent times, etc. In order to respond to these challenges, scientists are proposing more systems of agriculture that combine the possibility of obtaining large productions with the protection of natural resources. Of these systems, more commonly known are integrated agriculture, organic farming and precision agriculture. Precision agriculture is the most advanced form of agriculture, which is practised in the most developed countries of the European Union and the US on narrower areas, based on the most modern methods of controlling the quality state of the various resources, implementation of all technological components and thus rigorous control over possible factors that would cause environmental degradation.*

21. THE RELATIONSHIP ORGANISATIONAL CHANGE – QUALITY IN PRE-UNIVERSITY EDUCATION

Oana Ramona, Bauer (Hamburda)

Elena Cristina, Stroe (Ion)

Doctoral student, Valahia University of Târgoviște, Romania

Abstract. *The issue of change in education has been researched by many specialists in the field and their approaches are varied (from an organizational and individual perspective), but lead to the idea that the success of teachers is influenced by their receptivity to the needs of the external environment in a continuous dynamics. The change in the school organization is very important. This can be generated by the manager, department managers, teaching staff and auxiliary teaching staff. They all need to have communication skills to show to those around them the beneficial effects of diminishing resistance to the new and accepting change. An effective education system has to be characterized by a high level of quality, and the latter is the result of effective change. The hypothesis behind the realization of this article was that quality education is the result of changes made at school level and this is to be demonstrated in two parts of a theoretical and practical nature. The most important conclusions of this research, reveal that change is a premise for increasing the quality of education at pre-university level.*

22. THE LEADER, THE GENERATOR OF CHANGE IN THE SCHOOL ORGANIZATION

Oana Ramona, Bauer (Hamburda)

Elena Cristina, Stroe (Ion)

Georgiana Tatiana, Bondac

Doctoral student, Valahia University of Târgoviște, Romania

Abstract. *The need for organizational change may appear as stimulus within the organization, although it may be produced by the idea of adapting to the requirements of the external environment. For any organization that does not intend to go bankrupt, it is very important to align with the changes around. The purpose of this paper is to present the process of change and to determine ways to reduce resistance to change.*

23. THE MANAGEMENT OF GREEN JOBS IN THE CONTEXT OF THE TRANSITION TO THE CIRCULAR ECONOMY

Gabriela, Piciu

Phd. Senior Researcher, Financial and Monetary Research Center „Victor Slăvescu”, Bucharest,
Romania

Abstract. *This article identifies the potential for transition to a low-impact economy in the general context of assessing progress towards the circular economy, capitalizing on the potential of natural and human capital that can provide sustainable economic growth, green jobs that can produce goods or can provide services to benefit both the population and the environment.*

The main constraint for the medium and long-term development of employment and labor market policies in Romania is represented by the demographic evolution which is an important constraint in employment opportunities and new green jobs for the elderly population available work. There are also ways of setting up green jobs that help preserve or restore the environment, whether in traditional sectors such as manufacturing and construction or in new green sectors such as renewable energy and energy efficiency, and which have an important role to play in improving energy efficiency, raw materials, limiting greenhouse gas emissions, reducing waste and pollution, and protecting and restoring ecosystems.

24. CHINA'S "GO GLOBAL" STRATEGY: AN OVERVIEW

Sorin-George Toma

Faculty of Administration and Business, University of Bucharest

Dragoş Tohänean

Bucharest University of Economic Studies

Abstract: *In the last decade China became not only the first world's largest exporter but also the world's second biggest economy. In this respect, the mighty Asian Dragon has made huge efforts to be a global player in the world economy. In view of China's "go global" strategy, numerous researches has been published especially since the early 2000s, following the rapid expansion of Chinese outward foreign direct investments. This paper proposes to present an overview of "go global" strategy by taking into account three main frameworks (political, economic, financial). The methodological approach is based on quantitative method. The paper shows that the "go global" strategy occupies a prominent place in the present and future development of China.*

25. INTERNET OF THINGS, DIGITALIZATION AND THE FUTURE OF BUSINESS MODELS

Dragoş Tohänean

Bucharest University of Economic Studies

Sorin-George Toma

Faculty of Administration and Business, University of Bucharest

Abstract: *Internet of Things (IoT) and digitalization are ultimately terms for one and the same phenomenon: objects we use everyday are becoming interconnected allowing for greater cooperation between systems, collaboration with humans and redefinition of daily activities that allow creation of new paths in business.*

The digitalization of the world of work is divided into various stages of development: computers, automation in production, mobile devices, cloud services, processes – all together becoming one of the main drivers of the business world with the Internet. Most companies have spent years on fine-tuning processes and getting them to work individually. Digitalization means merging processes, about enabling new business models, new revenue opportunities and encouraging service innovation.

To investigate resulting impacts of IoT and digitalization, we draw on the existing business models, deduce specifics for the Internet of Things and analyse the digitalisation path. Building on this, in order to reach the aims of the paper the authors will use a descriptive research method to present the future business models in the era of IoT and digitalization.

26. CONFLICT MANAGEMENT WITH DIFFICULTIES PERSONALITIES

Maria-Elena, Gheordunescu

Constantin Brâncoveanu University of Piteşti

Abstract. *Every person has his individual, emotional and conational particularities whose organized ensemble makes up the personality. Each individual is similar to the other members of the group and different from them by the unique impression of his manifestations. Its singularity, the most original fraction of its Ego, is the essence of its personality. We all have had, at least once in our life, conditions such as deep irritation, melancholy, aggression, or anxiety. However, there are certain human behaviors that have transformed these emotional states into permanent, perpetual, and harmful elements for daily activity. They define the so - called "difficult personality" If we do not know how to handle the relationship with such people correctly and preventively, conflict will emerge and frustration or other counterproductive behaviors will be created.*

This paper aims to make a concise, but edifying analysis of these types of personality and their behavior in conflict.

27. RESEARCH CONCERNING THE PSYCHOLOGICAL STRUCTURE OF THE CONFLICT WITHIN THE ORGANIZATION

Maria-Elena, Gheordunescu

Constantin Brâncoveanu University of Pitești

Abstract. *In the current society and in a very contradictory period, conflict has become an increasingly obvious reality. The profound changes that take place within the organizations generate a series of tensions, clashes, situations that favor the occurrence and triggering of this phenomenon. Conflicts are directly determined by communication, and effective communication skills. Solving conflicts also involves extensive processes of thought and creativity. Conflicts is manifest in terms of temperament, character, self-image, perceptions and social representations.*

At present, managerial practice shows that conflicting situations are used as strategies to obtain the best result at the expense of the progress of the other factors involved. On the one hand, the conflict is an abnormal state of activity, because it may have a dysfunctional character but, on the other hand, conflict is a natural element of the existence and evolution of the organization, functionally having a positive result when the conflicting situations are transformed into opportunities.

The paper treats the issue of the psychological structure of the conflict within the organization, where each individual has its own set of objectives that are not always consistent with those of the institution in which they work because the attachment and involvement of those who make up the company manifests itself differently from case to case.

28. MEASURING THE INTELLECTUAL CAPITAL OF AN ENTERPRISE

Răzvan-Dorin, Burz

UVT-FEAA

Abstract. *The question we are trying to answer is how we could evaluate the intellectual capital of an enterprise. In literature, there are several models, each with own advantages and disadvantages. The proposed model focuses on four perspectives: intangible assets related to the leader, intangible assets related to human resources, intangible assets related to the enterprise, intangible assets related to the relations of the enterprise and it's an attempt to offer a more comprehensive perspective on the intellectual capital.*

29. APPROACHES REGARDING OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT IN EUROPEAN AND NATIONAL CONTEXTS

Laura Pănoiu

Constantin Brâncoveanu University of Pitești

Licuța Petria

University Lecturer, Ph.D, S.C. AMILON S.A., Sibiu

Abstract. *The development of economic performance and the need to identify certain solutions to ensure greater efficiency make it necessary for employers to identify proper solutions to motivate their staff. One issue not to be neglected is ensuring fair and equal treatment in terms of working conditions. The present study aims at scanning the main European concerns in the field of occupational health and safety as well as qualitative and quantitative characteristics specific to Romania. The authors have used qualitative research in this study by capitalizing on studies in this field, and European and national legislations.*

30. IoT –INTERNET OF THINGS

Carmen Radut

Constantin Brancoveanu University

Abstract: *The Internet of Things (IoT) concept has been invented and used to integrate more "things" into a common framework and tends to transform the whole world. Connecting all the "things" that we need in the everyday life and the professional life through sensors and cloud computing is the gateway to new industrial revolutions. The technology field has evolved constantly so IOT has incorporated new and new accumulations applicable in different areas. This paper presents IOT changes as well as the research into how technological advances have stimulated this area.*

SECTION: MARKETING AND TOURISM

1. GUIDANCE ON MEASURING PERFORMANCE IN THE HOTEL INDUSTRY

Iuliana Parvu
Cristina Ciami
Spiru Haret University

Abstract: *In the world of business, it is said that "if a certain process or phenomenon cannot be measured, then it cannot be driven." An efficient management, in order to make timely decisions, needs significant measurements of all processes running within the organization. Just that way the negative deviations from what is considered a natural course of business can be quickly corrected. Moreover, the relevant measurements will give the manager not only a picture of the company's performance, but also an explanation of this performance. The present paper proposes a series of performance indicators that can be used in the hospitality industry for a complex foundation of managerial processes.*

2. RELIGIOUS TOURISM - A NICHE MARKET IN FULL DEVELOPMENT. THE IMAGE OF THE RELIGIOUS TOURISM ON THE MARKET OF VÂLCEA COUNTY

Carmen Iordache
Iuliana Ciochina
Constantin Brancoveanu University

Abstract: *Religion is one of the factors that motivates people to make a journey, annually about 240 million people travelling to the major centres of pilgrimages located all around the world. The impressive growth of the religious tourism in the last 50 years is one of the most remarkable phenomena of this period, the OMT showing that cultural and religious tourism will be one of the key market segments in the future, and the growth in this direction will be a challenge becoming greater from the point of view of the coordination of the flows of visitors to cultural and religious attractions.*

At global level in general and at continents level, in particular, there isn't an unique cultural and religious identity, being rather a multitude of faiths, denominations, traditions, what is the real magnets for cultural and religious tourism, domestic and international.

By conducting a quantitative marketing research, we tried to outline a few general considerations on the religious tourism, which are the main tourist religious destinations as well as the image of the religious tourism on the tourism market of Vâlcea County.

3. CHANGES IN WORLD AGRICULTURAL MARKETS IMPOSED BY FOOD SECURITY

Mihai Dorneanu

Abstract: *This paper aims to investigate the state of food security worldwide, trying to answer the questions: What are the changes of food demand and supply on the world market? What are the gaps in food availability between different regions of the world? Which are the future trends of food demand and supply? In pursuing these questions, statistical data from FAO data base have been gathered and analyzed. Forecasts of food consumption and production are made using graphical method. The results show that in regions where food consumption is low, Africa, Asia, it does not provide the nutrients necessary to maintain harmonious development and health. In contrast, there are countries in North America, Europe and Oceania, where consumption is sufficiently varied and nutritionally balanced.*

4. PARTICULARITIES OF BALNEARY TOURISM IN ROMANIA

Bălan Mariana
Institute for Economic Forecasting – NIER, Romanian Academy

Abstract: *Tourism is one of the main engines of any nation's economy and the national and regional capacity to provide attractive tourist products plays an important role in the local, regional and national economy.*

Balneary tourism detaches itself from all other forms of tourism due to the multiple social and economic benefits generated as result of the positive effects on the physical and psychological health-state of individuals. The role of balneary tourism is becoming more and more important, as the aim is to replace current treatments with some less harmful, such as those based on natural cure factors.

Romania's effort to become an important tourist destination in the international tourist circuit, dominated by countries that excel in the variety and quality of services, must be sustained both materially, respectively by investments and from the managerial view point.

The paper presents a brief analysis about the evolution of Romanian tourism in general, and of the spa tourism in particular, in the post-crisis period. The impact of this sector is included regarding economic growth at the level of Romania's development regions.

5. TOURIST OFFER - COMPONENT OF THE TOURISM MARKET

Serban-Comanescu Adrian
Ovidius University Constanta

Abstract: The market, an essential element of any economic activity, has a fundamental role in regulating the economic mechanism, in achieving its equilibrium and in its proper conduct, and verifies in the final process the extent to which the various activities are in line with the real needs of society.

Globally, the market becomes a barometer for assessing the coordinates of the evolution of any activity, and knowledge of the characteristics and understanding of the functioning of the market is the basis for accurate information on future achievements and chances.

6. TRADITION AND INNOVATION IN ROMANIAN EDUCATIONAL MARKETING

Mihaela, Asandei
Andreea- Daniela, Gangone
Constantin Brancoveanu University

Abstract: In recent years, in the context offered by the Europe 2020 Strategy, we have been witnessing the staging of an intelligent growth that builds a knowledge and innovation-based economy in the regions of Europe, aiming at innovation, education and a digital society, partly achieved through the educational institutions. In the context of the changes taking place in the current society, the transformation of the Romanian education requires a process of rethinking the activity of the educational institutions based on the principles of marketing.

This paper presents a theoretical approach to the concept of educational marketing, different models of educational marketing and traditional and innovative aspects in the Romanian educational marketing.

7. ROMANIAN RURAL DEVELOPMENT THROUGH TOURISM ACTIVITIES

Elena Sima
Institute of Agricultural Economics, Romanian Academy

Abstract: In Romania, rural development through tourism activities has taken place under the background of the significant increase in recent years, both in number and in quality, of the accommodation units in the rural area, due to individual investors and funding received under the governmental programs, as well as to the activity of certain organizations that provide support to the rural suppliers of tourism services to enter the market and help the rural communities to appreciate the significance of tourism and understand the advantages that they can get from this activity. Taking this into consideration, the aim of the paper is to analyze the main measures and sub-measures under which eligible investments provide support to tourism development and promotion in Romania's rural area, at regional level. The statistical data were completed by information from papers and studies published in specialty books and journals on tourism and rural development. The databases published by the Ministry of Agriculture and Rural Development and different organizations in the field were also investigated.

8. CUSTOMER RELATIONSHIP MANAGEMENT IN MODERN RETAIL

Gangone, Andreea-Daniela

Asandei, Mihaela

Constantin Brancoveanu University

Abstract: *On a retail market that is constantly changing and with flexible, highly dynamic structures, with segments and niches whose profile is evolving, customers have become "targets on the move." Nowadays, customer satisfaction alone is not enough for retail businesses that want to protect and strengthen their position in the future. In this context, loyal customers represent a retailer's strongest competitive advantage; they represent a part of the market inaccessible to competitors, and customer relationship management has become the most effective tool to attract and retain profitable customers through the development of long-term relationships and by boosting their loyalty. This is how a win-win relationship develops, retailers become more profitable and more competitive, and customers benefit from superior purchasing experiences. For the practical augmenting of this idea, in this paper I have presented the customer relationship management practices implemented by Kaufland Romania, the largest retailer on the Romanian market, for the year 2017, and I have analyzed their impact on the retailer's overall profitability.*

9. PROSPECTS OF COMPETITION THROUGH QUANTITY AND COMPETITION THROUGH QUALITY

Florin Iordănoaia

Abstract: *Classical competition patterns can no longer explain what is happening on the market in terms of competition. If standard models can be used to understand microeconomic, macroeconomic and globally international market, without significant barriers, is required a new approach and understanding of what is actually happening. The real issue is not the present, because we cannot change much now, but it is very important to understand future developments and make accurate predictions to understand supply and demand developments in order to prevent major economic crises.*

This paper analyzes the current, quantitative and qualitative competition situation at a macroeconomic level. In this sense, a series of solutions are sought to meet the demands of future economic developments.

10. The Customer, in the New Marketing Concept

Iuliana Ciochină

Carmen Iordache

Constantin Brancoveanu University

Abstract: *Today's business environment is going through a period of rapid change, global competition, and profound changes to markets, with old marketing features no longer able to deal with these new realities. In this context, customers are the main agents of change for a firm. The emergence of a new type of customer, with growing influence on the company's activity, highlights the need to understand this new consumer and their behavior. New, "relationship" marketing emphasizes the importance of providing target customers, who are better informed, educated, more demanding and sophisticated, selfish and skeptical, with value for their money. Building and consolidating effective relationships with customers has become more important than ever, customer's power being bolstered by the growing competition among manufacturers, as well.*

SECTION: SOCIAL AND EDUCATIONAL POLICIES

1. COMMUNICATION WITHIN A SCHOOL ORGANIZATION

Nicoleta, Belu

Alina, Voiculeț

Constantin Brancoveanu University, Pitesti

Abstract: Communication regarded as an essential element of human existence ensures the transfer of information, ideas, feelings with the help of certain communication processes and networks.

Human communication is not limited to uttering words and transmitting information: when words are uttered, one's voice and tone are involved, then body language adds to the words and the tone, then one's appearance, mimic, posture, gestures, clothing quality and colour, etc. are added to the words and tone. This complex set of stimuli is divided into two categories: analogue language and digital language, accordingly carrying analogue information and digital information.

At school level, it is communication that facilitates the educational act itself, being the basis of the teaching-learning process as well as of the various relationships that arise in such a context. The trainer-trainee relationship remains a major issue for any performance-based education system.

2. ANALYS OF THE DEGREE OF SATISFACTION WITH THE EDUCATIONAL OFFER

Alina, Bidireanu

Marilena, Constantinescu

Valahia University of Targoviste

Cristina-Maria, Tanislav

Colegiul Economic Ion Ghica Targoviste

Abstract: The educational, curricular and extracurricular offer is the most conspicuous part of the institutional development project, the basic component in the formulation and management of the educational institutions' strategy. The educational offer allows individualizing schools and creating their own personalities. The success of the instructive-educational process, carried out within the educational units, is conditioned by the access of teachers and pupils to information resources.

The study on the analysis of pupils' satisfaction with the educational offer highlights the importance of adapting vocational and technical education schools to the needs of its beneficiaries. Quantitative research was carried out on a sample of 140 pupils both at the high school level and at the professional level, using the interview technique and the questionnaire as a research tool.

3. INVESTIGATING THE NEXUS BETWEEN EDUCATION, POVERTY AND SOCIAL EXCLUSION IN EMERGING COUNTRIES

Ramona, Birău

University of Craiova

Abstract : The main objective of this research paper is to investigate the nexus between education, poverty and social exclusion in emerging countries. Social stigmatization implies that integration of children with special educational needs (SEN) is a major challenge especially in the context of globalization. The category of children with special needs represents a vulnerable group of high risk but inclusive education can be an effective alternative in order to eradicate social inequalities. The emergence of certain learning difficulties is often perceived as a discriminatory condition although being different can not be framed in a universally accepted definition. Governmental authorities in emerging countries need to implement sustainable education programs in order to increase the social inclusion of vulnerable social groups.

4. INTEGRATION OF MOBILITY PROJECTS INTO EDUCATIONAL MANAGEMENT

Roxana, Dumitrașcu
Camelia, Cioacă

Colegiul National Alexandru Odobescu din Pitești

Abstract: *The study focuses on how schools in Argeș County have added a European dimension to implementing educational management strategies by accessing educational programs funded by the European Union. Professionals working in educational management who act as policy-makers, researchers or consultants attempt to develop ways for further enrichment and enhancement of the educational system at all levels. Erasmus Plus is an opportunity to study, gain work experience, volunteer abroad or foster innovation in pedagogy.*

A significant number of students and teachers have been involved in mobility projects of various types and, therefore, have benefited from one of the four fundamental European freedoms, respectively the freedom of movement for European Union citizens.

5. VIOLENCE IN THE ROMANIAN AUDIOVISUAL - COMPARATIVE OVERVIEW

Elena, Enache
Cristian, Morozan

Constantin Brancoveanu University, Pitesti

Abstract: *Media research specialists have long drawn society's attention to the excessive presence of social violence in newscasts of television and radio stations. If fictional violence forms the basis of artistic content, real violence in informative programs, for example, is found in a different dimension and requires a special approach. Thus, it is noticeable that the elaboration of the news programs obviously gives more attention to the sensational events, which satisfy the extraordinary taste of the information beneficiaries. This paper aims to demonstrate that, compared with a decade ago, the results of a specialized study conducted by the National Audiovisual Council can still be found today.*

6. NEW MANNERS OF ACCOMPLISHING EVALUATION IN EDUCATION THROUGH ICT

Mariana- Viorela, Grigore-Filip (Șerban)
Valahia University of Targoviste

Abstract: *Evaluation is an essential component of the teaching process in respect that it assists us in measuring the degree in which the student reaches the set objectives and expresses academical progress in relation to a target previously established.*

This activity has a continuous characteristic throughout the study years and for each step new goals are established. Due to the fact that it is a complex and delicate process, it requires thorough organization involving: planning, analysis, evaluation strategies, precise and coherent implementation and last but not least, the development and the applying of measures as to increase the outcome of the educational action.

Owing to the expansion of technology and the use of the new information and communication technology in all sectors of live, the evaluation of the teaching process has acquired new forms of expression, forms that have easily been embraced by students because of their interactive features.

In this article we shall deal with aspects concerning the organization and performance of evaluation in education and we shall present manners of introducing the new information and communication technology in order to successfully accomplish it.

7. THE EVOLUTION OF COMMUNICATION UP TO THE CONTEMPORARY PERIOD

Mariana- Viorela, Grigore-Filip (Șerban)

Valahia University of Targoviste

Abstract: Human communication is the basis of society; it is the transmission of ideas, thoughts, and feelings. Throughout time the human manners of communication have become more numerous and more complex. On the one hand, they were supported but also influenced by the new inventions from the technical field.

The process of the communicational act started from the invention of words and language, written text on clay plates and reached till the use of advanced technology like computers, tablets or smart phones (with Internet connection). The classical typology of communication assumed new features in the light of the introduction of the new means of communication.

In this article we shall provide a short analysis of the human communication act, of its evolution and diversification under the pressure of globalization during the contemporary period.

8. MUSLIM MINORITIES IN A CHANGING EUROPE A RETROSPECTIVE ON EDUCATIONAL SYSTEM FOR MUSLIM MINORITY IN ROMANIA

Nilghiun, Ismail

The University of Giresun, Turkey

Anca Laura, Palamar

„Prof. Ion Vișoiu” Seconadary School, Chitila, Romania

Abstract: Bringing together the actual challenges of Muslim minorities in Europe and reality appropriation of cultures that are considered remote in terms of time and geography is an important challenge. Linking the study of Muslim world with minority world is a new way of approaching the issue of cultural and educational appropriation. This study aims to analyze the dynamics of the educational system of the Muslim minority in Romania. This research attempts to focus on Muslim minority social issues rather than on historical and political environment, but they cannot be separated. This research is based on face-to-face interviews conducted in February, July and August 2016, in order to identify the influence of indicators as – social, educational and political environment, to underline educational issues, and how they influenced community’s day-to-day life. The body of the paper is based on documents, which are part of the heritage of the Başbakanlık Osmanlı Arşivi (The Ottoman Archives of the Prime Minister’s Office), content analysis of documents with the National Archives of Romania, Bucharest and National Archives of Romania, Constanța County District DJCAN and Constanța County Library “Ioan N. Roman”. A special place in this paper is dedicated to the ethnic minority of Crimean Tatars and some of their social and educational challenges. Also, I identified the European Charter for Regional or Minority languages and its educational policies. Finally, my paper shows the community challenges in keeping its cultural identity and emphasizes Muslim minority’s struggle to protect its traditions and popular culture.

9. THE IMPACT OF LEADERSHIP SKILLS ON THE ORGANISATIONAL CHANGE

Muraru (Pahome) Daniela

Valahia University of Târgoviște

Abstract: The social dimension of the school organisation, the quality-related expectations of the education beneficiaries and the contradictory changes in the pre-university system are factors which underline the imperative of the educational leadership.

In operational terms, the research is relevant by the analysis of the impact of cognitive leadership elements on the process of organisational change.

The sample includes 446 active persons who take the role of formal/informal leader within 156 school organisations that hold legal personality in Dâmbovița County.

The results conclude that the set of leadership skills formulate a positive response to the multiple expectations of the school organisation members. Therefore, educational leadership, seen as the teachers’ competence to function as part of a learning organisation, represents a vital element in building the future.

10. SUSTAINABILITY UNIVERSITY EDUCATION SYSTEM IN PERSPECTIVE 2019

Păunescu Loredana Maria

Petroleum&Gas University of Ploiesti

Abstract: *The study of the labor market is important because of its proper functioning is vital for economic competitiveness, both now and in the future. When competitiveness is seen as potentially increasing the size and effective use of their available resources are essential.*

In research conducted, we started to focus on human resource contribution to economic competitiveness is determined by the size of the labor supply, its qualification and labor market flexibility.

The current dynamics of the global economy, human capital is the most important pillar for a competitive and valorization should consider the creation of conditions for development to ensure equality in access to essential services related to quality of life and programs to support labor mobility based on economic needs.

Education is a key factor with direct impact on the economy through the crucial role it plays in workforce training to meet current market requirements. One of the most important tasks is to bridge the gap between supply and demand by creating a university economic intelligent.

Developing and maintaining a competitive regional economy depends on increasing training and adaptability of labor and based on a better correlation and interdependence between work and training process.

Regarding South region, creating a healthy market and performance of the workforce is vital for the sustainable development of the region, following our proposal in this regard, providing key strategic actions needed to increase performance and economic competitiveness of the region.

To test the statistical significance of the regression model ANOVA was used methodology for a significance threshold of $\alpha = 0.05$ (95% Confidence Level). In order to study dependencies between GDP and MMR in the first phase were analyzed time evolution of the two indicators. The period 2004-2008 is a period of significant upward trend GDP. The second period, between the years 2008 - 2011 is a period of development characterized by alternating a drastic reduction in 2008-2009 and gradually recover in 2009-2011. In the third period, 2011-2017, the regional GDP registered a bottom-up process. Regional GDP evolution was linear.

11. DYNAMICS OF RESEARCH AND DEVELOPMENT ACTIVITIES IN ROMANIA

Mihaela, Savu

Constantin Brancoveanu University, Pitesti

Dumitru, Ciucur

Bucharest University of Economic Studies

Abstract: *Current economies are supported by research & development activities that generate performance growth at all levels of aggregation. Thus, support for research is of particular significance, especially if sustainable economic growth is to be achieved. The evolution of research & development activities in Romania allows us to determine the importance given by our country to these activities. This evolution is analyzed by observing the dynamics of the employees engaged in this field and the research and development expenditures as a share of the GDP. At the same time, the target set by the European 2020 Strategy for research & development expenditure will be analyzed.*

12. ANALYSIS OF RESEARCH & DEVELOPMENT EXPENDITURES AT THE EU LEVEL

Mihaela, Savu

Delia, Teselios

Constantin Brancoveanu University, Pitesti

Abstract: *The current period is under the impact of technological innovations, which influence the economies of all states. At European level, the importance given to research & development activities is reflected by the level of spending in this area. In this paper we aim to analyze the evolution of research & development expenditures registered in all 28 countries of the European Union in recent years.*

Our aim is to establish a link between the importance of research-development and the economic growth registered by each European state. At the same time, we want to establish our country's place in the European research & development ranking, given that the evolution of GDP in recent years puts us in a leading position.

13. SOCIAL REGULATIONS FOCUS ON VULNERABLE GROUPS ADOPTED IN ROMANIA AFTER 1989

Simona Maria, Stănescu

Research Institute for Quality of Life, Romanian Academy

Abstract: *The current social, economic and political challenges, and the evolution of world technological support, require welfare states to promptly adopt social measures but taking into account limited available financial resources. The analysis of social policy measures adopted in Romania after the 1989 revolution mirrors the role of the welfare state in delivering it. One of the first directions was the public rejection of the social policy model adopted during the communist period amid the lack of a coherent vision of a social model from a social perspective. The degradation of the inherited ex-communist system has continuously continued in the context of adopting some hesitant social reforms, sometimes even measures taken as a result of international pressure (i.g. the case of children in orphanages). The measures taken in the first years were extremely costly for the state budget and exposed the population to costs such as: increased unemployment, reduced number of jobs not well paid, as well as the explosion of poverty. The analysis of Governance Programs adopted after 1989 highlights a differentiated approach of both social assistance as well as vulnerable groups. They were rather fragmented and marked by the intention of reviewing the first years after the revolution and the reform in the years to come. The paper analyzes how the approach of vulnerable groups was reflected in the official acts adopted in Romania after 1989. From the methodological point of view, the Governmental Programme and the recent sectoral strategies adopted until 2019 are analyzed. The scientific contribution of the paper is due to the public debates on the need to revise them after 2020 in the context of the European Guidelines focus on Social Inclusion of Vulnerable Groups.*

14. ANALYSIS OF HUMAN DEVELOPMENT INDEX

Alina Ioana Calinovici

West University of Timisoara

Abstract: *The paper aims to highlight the dynamics and values of the human development index between 1990 and 2014 in some of the four categories of development, namely very high human development, high human development, medium human development and low human development. This index highlights the importance of social aspects of life for human development. Economic and financial methodology included comparison, absolute deviation, relative deviation and modeling of the phenomenon using the associated bar chart. The data is collected from the United Nations Development Programme, which is then processed and interpreted.*

Analyzing the results on the human development index in some countries of the four categories of development there is a tendency to increase the values of this index. The highest values of the index are registered in the I and II countries and those in the third and fourth category are lower. High levels of relative deviation are recorded in countries with low HDI, demonstrating that efforts are being made in these countries to raise their component values.

15. EXAMPLES OF GOOD PRACTICE ON FINANCIAL EDUCATION

Andra Bica

Valcea County School Inspectorate

Abstract. *Financial education is a topical issue for Romanian society as the globalization manifested in the economic sphere has generated the diversification of financial services and products, which makes it necessary to diversify the knowledge in this field. The increasing importance of the topic of financial education is also determined by the fact that a high level of financial education increases the level of savings. Based on these considerations, the present study aims to highlight some examples of companies in which the level of financial education is raised through the qualitative research of specialized papers, studies and reports.*

16. TEACHING ECONOMIC DISCIPLINES USING THE THEORY OF MULTIPLE INTELLIGENCES

Camelia Vechiu , Gianina Negrau
Constantin Brancoveanu University

Abstract. *In 1983 Howard Gardner, in his book *Frames of Mind: Theory of Multiple Intelligences*, emphasized that there are several types of intelligence present in every person, and that one or more are dominant for each person. That's why people can learn, understand and behave in different ways. That is why it is necessary for the teacher, in order to get the best results, to adapt his teaching methods according to the predominant intelligence of his/her students. The activities, procedures and work materials used will be consistent with predominant intelligence, but will also contribute to the development of other intelligences. In this way students will benefit from teaching tailored to their individual learning needs. Through our work, we aim to contribute to a more comprehensive understanding of the activities that can be used in the teaching of economic disciplines, activities suitable to each type of intelligence.*