

International Conference

Knowledge Economy

- Challenges of the 21st Century -



Europe in transition:

the path to recovery and resilience

Online Sessions - 26.11. 2021

Constantin Brancoveanu University

Conference moderators:

- Professor Ovidiu Puiu, Ph.D. – Senate Chairman, Constantin Brâncoveanu University
- Professor Alexandru 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 Marius Gust, Ph.D. – Vice Rector, Constantin Brâncoveanu University
- Professor Iuliana Cichina, Ph. D. – Vice Rector, Constantin Brancoveanu 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 Ganescu , Ph.D. - Dean, Constantin Brâncoveanu University
- Associate Professor Mihaela Asandei , Ph.D. - Dean, Constantin Brâncoveanu University
- Associate Professor Laura Panoiu , Ph.D. - Dean, Constantin Brâncoveanu University
- Lecturer Ion Stoica Ph.D. – Dean, Constantin Brâncoveanu University
- Lecturer Andreea Gangone Ph.D. – Vice Dean Constantin Brâncoveanu University

Conference program

ONLINE SESSIONS - will start at 10.00 A.M

SECTION A (Regional development strategies and policies + Financial and accounting policies and corporate governance in the global context)

Meeting ID: 986 7879 5016

Passcode: 655348

SECTION B (Strategic management and entrepreneurship + European law and public policies)

Meeting ID: 999 2731 0749

Passcode: 403811

SECTION C (Marketing and tourism + Social and educational policies + Student special section)

Meeting ID: 974 1161 8923

Passcode: 839214

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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 ninth 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 , Europe and the world in general have to face.

This year’s topic is as interesting as it is challenging. The Covid crisis is not over. Neither in Europe, nor is it in other parts of the world. More than ever, the security measures must be maintained and respected to end this pandemic. The economic, social and environmental challenges are huge. The European Union aims to overcome these challenges through a series of measures, developing specific strategies and actions for intervention in the economy. Through the title we suggested - *Europe in Transition - The Path to Recovery and Resilience* - we are trying to identify ways to recover, ways and strategies to overcome the crisis. Researchers are thus faced with a great challenge, which humanity must overcome.

Rector,

Professor Alexandru PUIU, Ph.D.

SECTION 1. REGIONAL DEVELOPMENT STRATEGIES AND POLICIES

1. THE DIGITIZATION AS DRIVEN GROWTH FORCE FOR EUROPEAN COUNTRIES

**Marioara IORDAN,
Mihaela-Nona CHILIAN
Elena PELINESCU**

Institute for Economic Forecasting, “Costin C. Kirişescu” NIER, Romanian Academy

Abstract: *The information technologies development and innovation impacts more and more all the aspects of the contemporary economy and society. Digital technologies alone contribute 1.1 percentage points per year to the GDP growth of the EU over the 2017-2020 period, so that in 2030 it will be approx. 15% higher as compared to 2017 because of such technologies. Also, the impact of digitization on development was already documented in many studies through the means of economic growth models. Considering the above-mentioned issues, the paper presents an analysis of the effects of digitization/digital transformation on the economies of the EU Member Countries, using the most recent available data. The results reveal some of the most significant benefits and challenges generated in the economies by the new requirements induced by the advance of digital transformation and its related changes.*

2. EUROPEANIZATION: THE NEW CHALLENGES NEED NEW SOLUTIONS

Edith Mihaela DOBRESCU,

Institute for World Economy of the Romanian Academy

Abstract: *The European Union's 2021 Strategic Forecast Report identified four global trends that will have the greatest impact on capacity and freedom to act in the coming years: 1. Climate change and other environmental challenges - climate stress will provoke the vulnerable groups and will contribute to population displacement and migration, the proliferation of conflicts and possible violations of fundamental human rights; 2. Digital hyperconnectivity and technological transformations-: technological acceleration and digitalization will increasingly transform entire areas of society, economy, labor markets, industry and the public sector; 3. The pressure on democracy and values - the geopolitical challenge between governance models, interstate polarization and tensions related to ideological differences will be perpetuated; 4. Changes in global order and demography - the world will become increasingly multipolar, with the economic center of gravity shifting eastward and population growth remaining uneven across regions, continuing in sub-Saharan Africa and stagnating in many advanced economies The paper aims to present the ongoing developments and underline the necessity for greater coherence between internal and external policy agendas at EU level to ensure strategic autonomy in the coming decades.*

3. SMART SPECIALIZATION 2.0 IN THE LIGHT OF THE GREEN & DIGITAL TRANSITION

**Ovidiu PUIU,
Cristina ŞERBĂNICĂ**

Constantin Brancoveanu University, Piteşti, Romania

Abstract: *Developing a smart specialization strategy (RIS3) that prioritize investments in research, development and innovation and strengthen the place-based competitive advantages has been a prerequisite for receiving funding under the 2014-2020 European Cohesion Policy. For the 2021-2027 programming period, the expectation is to upgrade the existing RIS3, while tacking stock of the imperatives of sustainable development and of the challenges of the green and digital transition. Within this frame of reference, our paper looks simultaneously at Romania's most competitive and knowledge-intensive sectors and at the sectors at-risk due to the industrial transition. Our final aim is to enhance understanding on how to manage the potential trade-offs between different sustainability dimensions and how to create synergies that support the ambition to move towards innovation-driven productivity growth, green transition and social inclusiveness. The final part of the paper discusses the policy implications for the next generation smart specialization strategies for sustainability.*

4. DIGITAL EUROPE - A CHALLENGE FOR INTERNATIONAL COMPETITIVENESS. A REVIEW OF ROMANIA BETWEEN EUROPEAN UNION COUNTRIES

**Carolina ȚÎMBALARI
Daria Maria SITEA**

Lucian Blaga University of Sibiu, Faculty of Economic Sciences

***Abstract.** Society is characterized by the overwhelming presence of technology, reducing the distance between people. Thus, the digital transformation leads to the birth of a new reality - the virtual world. In this ubiquitous virtual space, all aspects of life are interconnected, through the quickness of online interaction. There is just a click away from institutions, business environment, infrastructure, to telecommunications and to the digitalization of public services. According to this, nations must adapt and explore new technologies as a key driver of competitiveness. However, competitiveness in this rapidly changing environment has become more fierce, as products and services launched directly in the digital area have taken the place of those who are trying to gradually remodel themselves. The paper analyzes the position of Romania in the context of World Economic Forum, the 3rd pillar of international competitiveness - Information and communication technology adoption. To highlight the case study, the Digital Economy and Society Index (DESI) will be considered, comparing Romania to other European countries, in the context of COVID-19 pandemic.*

5. THE NEW PERSPECTIVE OF MODERNIZATION AND PROFOUND CHANGES, FOR ROMANIA, OFFERED THROUGH THE NATIONAL RECOVERY AND RESILIENCE PLAN (PNRR)

Florin DIACONESCU

National Institute for Economic Research “Costin C. Kirițescu” (INCE), Romanian Academy
***Abstract:** The National Recovery and Resilience Plan (the so-called PNRR) is a strategic document, structured on two priorities: reforms and investments, which brings to Romania the perspective of modernization and profound changes, expected by civil society, the business environment and the public sector in Romania. In other words, The National Recovery and Resilience Plan, through which it establishes its investment priority areas for exiting the crisis, economic recovery and increasing resilience capacity, is Romania's financial chance to overcome the current crisis generated by the COVID-19 pandemic. The almost €30 billion, provided by the European Union, through The National Recovery and Resilience Plan, will go on large projects of reforms and public investment, which must be implemented by 2026. For the reconstruction, after the coronavirus pandemic, The National Recovery and Resilience Plan is based on 6 main pillars: Transition to a green economy; Digital transformation; Smart, sustainable and inclusive growth; Social and territorial cohesion; Health and institutional resilience; Children, young people, education and skills. In total, Romania would receive 14.248 billion in the form of a grant and about 14.935 billion in loans for a total of 29.2 billion euros.*

6. THE ROLE OF GREEN CERTIFICATES IN BUILDING A SUSTAINABLE ENERGY FUTURE

**Cristina NECULIȚĂ
Florentina MOISESCU,**

University “Dunarea de Jos” din Galati, Romania

***Abstract:** The purpose of this paper is to harness green certificates that represent an additional gain gained by renewable energy producers and delivered to the grid to achieve a desirable outcome in the energy future. In this paper we start from the meaning of green certificates and we end up creating the analysis of the evolution of the green certificate market in Romania, but also seen from a European point of view. Descriptive analysis has been used to carry out this research in order to delineate a number of concepts, such as the importance, the role of green certificates trading and their evolution using the historical method. The historical method was used through the evolution of the number of green certificates traded and their price on the market. The main results are the slight increases in the annual mandatory green certificates purchase quota, which can demonstrate the profitability of a good trading of these certificates on the market, since the market demand for certificates is high, the number of trades increases thus determining the price due to the demand. The state provides green certificates to electricity producers, support schemes from which they can benefit and promote renewable energy on the Romanian market.*

7. ANALYZING THE RESILIENCE OF THE CENTRAL AND EASTERN EUROPEAN STOCK MARKETS DURING THE COVID-19 PANDEMIC

Ștefan–Constantin RADU

Ph. D. Student, Romanian Academy

Beatrice–Maria POENARU

Master's Degree in Advanced Research in Finance, ASE București

***Abstract:** In the recent period there has been much speculation regarding the adaptation of the economy to the COVID-19 pandemic, and to the fact that markets are gradually becoming resilient to news about the pandemic. This theory may be applicable for the North American and Western European markets, but when it comes to more volatile and less liquid markets like the ones analyzed in this article, Romania, Poland and Bulgaria, the effects can be divergent. Our proposal is a method for assessing the influence of the COVID-19 pandemic on the stock markets of the Central and Eastern European countries. For each of the countries taken into consideration, the main stock exchange index has been selected, BET, WIG20, SOFIX, and the influence of the daily COVID-19 registered cases has been examined. The sampled period is situated between the 3rd of September and the 29th of October of the current year, 2021. The volatility fluctuations, correlation and the impact of the chosen markets have been investigated through statistical and econometric methods, using panel data for the Vector Error Correction model.*

8. THE IMPACT OF THE CORONAVIRUS PANDEMIC ON THE ENERGY SECTOR

Oana CHINDRIȘ-VĂSIOIU

Mădălina TOCAN

Institute of National Economy, Romanian Academy

***Abstract:** In the context in which energy has become a vital component, a cost factor for economic development, the paper represents an analysis regarding the importance and approach of the energy sector in the European Union (EU), the energy strategy for Romania and an analysis of the energy crisis caused by the Coronavirus Pandemic. The article briefly presents the European Union's energy policy, which is a key element in achieving national energy strategies, each country, including Romania, acting in the energy sector so as to meet the EU's global and sustainable energy policy goals. The current Coronavirus crisis is having wider effects than those related to public health, with profound and long-term socio-economic consequences. Pre-existing factors leading to energy poverty have amplified all this time, by decreasing or losing revenue and increasing bills due to increased energy consumption.*

9. PREMISES OF NOT ACHIEVING THE SUSTAINABLE DEVELOPMENT OBJECTIVES ASSUMED BY ROMANIA FOR 2030

Paula MUNTEANU

School of Advanced Studies of the Romanian Academy (SCOSAAR), Romanian Academy,

Getuța DAVID (ROȘOGA-DAVID)

School of Advanced Studies of the Romanian Academy (SCOSAAR), Romanian Academy,

Laurențiu CIORNEI

Center for Study and Research for Agro-Forestry Biodiversity “Acad. David Davidescu”,

Romanian Academy

Andreea Oana ENACHE

School of Advanced Studies of the Romanian Academy (SCOSAAR), Romanian Academy,

Liviu-Valentin VLĂDUCU

School of Advanced Studies of the Romanian Academy (SCOSAAR), Romanian Academy

***Abstract.** Resilience issues have been very seriously considered by developed EU countries, crossing much easier over the difficulties generated by the recent disruptive factor - the Covid-19 pandemic. Given the economic polarization within the EU, for less developed countries, the effects induced by the state of emergency and alert have been intensely felt and have affected the business environment with negative consequences on the three pillars of sustainable development - economic, social and environment. To this end, in a differentiated manner, the European Union has made available to Member States funds to cover damages. Romania should*

receive 29.2 billion euros. In order to document and justify the receipt of this amount for the post-pandemic economic recovery, Romania has built the National Recovery and Resilience Plan - PNRR. Thus, for the first time since 1989, Romania has formulated a five-year plan that aims at the much too bold goal, because the targeted intention is, both to mitigate the effects of Covid-19 and as well as to achieve investment objectives, which should have been achieved so far with other sources of funding.

Through the current study, looking at the perspective of fixed capital investments, natural and energy resources and the migration phenomenon, we want to highlight that the achievement of all objectives assumed by PNRR is uncertain. Given the recent evolution of inflation and the prices of the main utilities, the preliminary results show that the effects of the pandemic will be accentuated and the gaps will widen compared to the rest of the Member States. In this case, the time horizon for achieving the sustainable development goals set for 2030 will be extended.

10. REGIONAL DISPARITIES IN ROMANIA AFTER ACCESSION TO THE EUROPEAN UNION

Mihai ANTONIA

PhD Student, Doctoral School of Cybernetics, Statistics and Informatics, Bucharest
University of Economic Studies, Romania

Abstract: *One of the most expected benefits after the integration of Romania into the European Union was the improvement of life standards in the poorer regions of the country. In 2007, regional disparities in Romania were at a high level, and the expectation was that economic performance due to accession to the union and the European funds would reduce these inequalities. This paper investigates the evolution of regional disparities in Romania at the county and regional levels between 2007 and 2019. The investigation tool used to analyze inequalities variation is sigma convergence, based on the catch-up effect hypothesis, that poorer regions have higher growth rates than richer regions. The results suggest overall regional divergence in terms of GDP/capita in Romania in the period studied and territorial convergence in the same period if we except Bucharest Municipality.*

11. MEASURING SUSTAINABLE ECONOMIC GROWTH

Andreea OCOLIȘANU

Ph.D. student, "Lucian Blaga" University of Sibiu, Sibiu, Romania

Marcela Simona AGÂRBICEANU

Ph.D. student, "Lucian Blaga" University, Faculty of Economics, Sibiu, Romania

Abstract: *Within the context in which worldwide concerns are oriented towards the rational and efficient usage of natural resources, on the decrease of the impact produced by industrialization and technological upgrading over the environment and the increase of living standards, it can be said that the concept of sustainable development has become an ever-present objective within political strategies as well as within international organizations- a thing which can be seen via their adopted strategies. For the 2030 Agenda, sustainable development encourages the delimitation of the economic growth from the negative impact it has over the environment and society at large. Eurostat monitors the implementation objectives of such a sustainable development at European Union Member States' level, of which, a specific interest is awarded to the attention given to the proposed sustainable economic growth and the set of indicators which can better illustrate the registered progress. Reinvigorating economic growth and ensuring its resilience and sustainability are key as the world emerges from the Covid-19 pandemic. The paper questions the relevance of the main indicator used in measuring sustainable economic growth and reviews alternative ways of measuring. The study concluded the necessity to adapt such measurement indicators to national conditions and to the priorities encountered by each economy, founding the premises for the development of new appropriate indicators to measure progress.*

12. ROMANIA'S HIGHER EDUCATION SYSTEM DURING THE COVID-19 PANDEMIC

Irina-Denisa MUNTEANU

PhD Student, Faculty of Cybernetics, Statistics and Informatics, Bucharest Academy of Economic Studies

Mihai ANTONIA

PhD Student, Faculty of Cybernetics, Statistics and Informatics, Bucharest Academy of Economic Studies

***Abstract:** The COVID-19 pandemic caused a global health crisis and an economic downturn which affected several economic sectors including education. Students and teachers had to adapt to online education and to change drastically their way of learning and working. Worldwide, the connection between student and professor happened online and multiple factors, such as the internet speed, the devices they had and the technological skills, affected this relationship. This study focuses about higher education system in Romania's universities during the COVID-19 pandemic. Creating a survey dedicated to professors, we aim to get a clearer picture of the education system and the challenges it faces during the crisis period. Based on the literature review, we want to test if online courses took professors a larger amount of time for preparation, if students seemed more or less motivated, if online evaluation represented an easier way to cheat and if this system can be implemented in the long term in universities. The survey is composed by qualitative questions that can be used to measure the degree of teacher satisfaction regarding online courses and exams. We consider this subject to be relevant for the actors involved in the education system, but also for the policy makers. It is highly necessary an assessment of the system affected by the pandemic in order to project a sustainable future of education and this study may be an advantage on this line.*

13. ACADEMIC INTEGRITY IN THE LIGHT OF ONLINE EXAMS – STUDY CASE

Irina-Denisa MUNTEANU

PhD Student, Faculty of Cybernetics, Statistics and Informatics, Bucharest Academy of Economic Studies

***Abstract:** Education has been affected, undoubtedly, by the COVID-19 pandemic. In this difficult context, for all the agents involved, both challenges and opportunities can be identified that will definitively change the way the teaching-learning-assessment activities are carried out. A less addressed research issue is that of the last stage of the educational process, the evaluation of students. The COVID-19 pandemic created an environment conducive to a higher rate of exam fraud, and teachers devoted more time to preparing subjects to reduce the possibility of cheating. Thus, academic integrity has been questioned. This study is designed to obtain an estimate of the extant of cheating in online exams from the perspective of business students. The results, based on a sample of 129 grades received by undergraduate students from a statistic course, indicate that 19% of students have been able to resolve only the problem that was identical to all students and not the random problem, even if the algorithm was similar. Using student t-test, there is a significant difference between the "cheating" students' grades and "honest" students' grades. These results may represent a new direction for professors to reconsider online exams.*

14. THE PUBLIC ADMINISTRATOR, A DRIVER OF GROWTH IN THE PROFESSIONALIZATION OF LOCAL PUBLIC ADMINISTRATION

Tudor PENDIU,

Constantin Brancoveanu University, Pitești, Romania

***Abstract:** The functioning of a modern, efficient and flexible public administration is a key condition for achieving major changes in all areas of socio-economic life and for increasing the role of the citizen in decision making. In this respect, inspired by the American model of the City Manager, the Romanian legislation introduced **the public administrator** function, with the aim of increasing the professionalism of the local public administration, ensuring the separation of the political level from the administrative one and generating a new approach and a new mentality in the Romanian public administration. The purpose of this paper is to explore the consequences of creating the position of public administrator - both from a legislative perspective and in terms of current activities - and to shed light on its impact on the professionalization of the local administration, by increasing of the quality of the administrative act and implicitly the quality of the public services provided to the citizen and to the society.*

15. SUSTAINABLE DEVELOPMENT - A GLOBAL PROJECT IN THE ECONOMY OF THE XXI CENTURY

Alina VOICULEȚ

"Constantin Brâncoveanu" University of Pitești

Abstract: *The concept of sustainable development is multidimensional and it's all about meeting current needs without compromising the ability of future generations to satisfy their own needs. Therefore, education for sustainable development cannot be limited to a strictly ecological analysis. It represents a complex concept, bringing together interconnected aspects of the environment as well as social and economic issues. Access to quality education is essential for the proper functioning of a sustainable society. At the level of educational institutions implementing basic notions regarding sustainability is required, because sustainable development is a new paradigm about the functioning of society, and its benefits must be accessible to all, especially young generations who must learn that the environment, economy and technologies can be compatible with humans. In this context, sustainable development can be considered a global project.*

16. MANAGEMENT STRATEGIES FOR RE-LAUNCHING MARITIME TRANSPORT IN ROMANIA

Florin IORDĂNOAIA

"Education and Staff Training" Association, Mangalia, Romania

Abstract: *Romania has not had a commercial maritime fleet for many years. In the university environments, in the communities of navigators, solutions are discussed and sought in order to re-launch this type of transport, which is very important for the national economy. We have a large number of officers and sailors working for foreign companies, which is a force that must be taken into account. They are highly qualified people, with adequate training in the maritime field, with a long experience at sea. In addition, the high profits of foreign shipping companies prove that those who carry the sea, manage to meet the challenges and be profitable. In this paper, an analysis of the managerial errors that led to the abolition of the national fleet is carried out and further, several strategic directions are pursued in order to set up a maritime navigation company, with ships carrying the Romanian flag, to solve a series of navigator problems and bring profits to our state.*

17. PUBLIC PASSENGER TRAVEL SERVICE – METROPOLITAN AREA PITEȘTI

Adela Cristina MUNTEANU

Constantin Brancoveanu University, Pitești, Romania

Abstract: *The establishment of the Pitești Metropolitan Area is the main objective of regional development of the communities around the municipality of administrative residence in Argeș, Romania, a municipality attested by the urban development pole by GD 998/2008. In the perspective of the strategy for the period 2020-2030 with actions until 2050, in the field of urban mobility, the first step was the establishment of the regional entity Intercommunity Development Association for Public Transport Pitești, thus becoming a framework for substantiating regional strategies for future public services metropolitan area. In March 2021, ADI Transport Pitești was established as an association of Pitești Municipality, Argeș County and the communes bordering Pitești, Bascov, Bradu, Mărăcineni. The description and identification of the services, the territorial area, the investments necessary for the modernization, the qualitative and quantitative improvement, as well as the social and environmental conditions, were the objectives of the opportunity study in the management of the future directions of action. The public passenger transport service is a service of general economic interest, being the basis of mobility and accessibility to jobs, social, educational, cultural and health services, for all categories of inhabitants in the territorial administrative area of the Development Association. Intercommunity for Public Transport Pitești. According to the statistical forecasts (ADI Transport Pitești - Opportunity Study), in 2025, at least 199,882 people will benefit from this service within the development of this regional strategy.*

18. THE NEW COMMON AGRICULTURAL POLICY

Cristina CERCEL

Doctoral student, Faculty of Economics and Business Administration, University of Craiova

Abstract: *The Common Agricultural Policy (CAP) is one of the first common policies adopted by the European Union and it is the most integrated European policy in the European Union. Regarding the new Common Agricultural Policy, this will be a greener Common Agricultural Policy, which will support the transition to a more sustainable agriculture, with major objectives in what the climate, environment and animal welfare are concerned. Stimulating organic farming is an important step for each country's economy because the future of Europe, of all the people, depends on a healthy planet. We can state that the new Common Agricultural Policy marks the beginning of an evident change in the way we practice agriculture in Europe. The directions of the new Common Agricultural Policy are: a more equitable Common Agricultural Policy, a greener Common Agricultural Policy, a more flexible Common Agricultural Policy. These objectives will be implemented from January 2023 by all Member States, which will have to develop strategic plans. The article presents the analysis of the directions of the new common agricultural policy and states new elements for a long-term sustainable development framework in Romania together with the rest of the member states of the European Union, which must move towards the new type of "green" agriculture.*

19. THE EUROPEAN UNION'S ENERGY STRATEGY AND THE PLACE OF HYDROGEN ENERGY PRODUCTION IN THE PERIOD 2021-2030

Edith Mihaela DOBRESCU

Institute for World Economy of the Romanian Academy

Abstract: *The hydrogen economy can offer new economic prospects to countries and regions that today base a significant portion of their national revenues on fossil fuel exports. The global shift to a hydrogen-based economy can open the path for a more energy-efficient and interconnected energy sector, driven by the dual goals of a cleaner planet and a stronger economy. The paper aims to present the role of hydrogen in the development and implementation of the European Union strategy for the integration of a new model of green energy system that will transform the way we produce and use energy.*

20. THE TOOLS USED BY THE EUROPEAN UNION FOR CONFLICT PREVENTION

Corneliu-George IACOB

PhD Candidate, University of Economic Studies, Bucharest, Romania

Emilia IORDACHE

Constantin Brâncoveanu University, Pitești, Romania

Abstract: *As a global player, the EU promotes conflict prevention and resolution as a means of supporting peace and prosperity around the world. The EU's overall strategy combines security, development and diplomatic action in support of common goals. The EU ensures an integrated approach to conflicts and crises by using the comprehensive tools at the EU's disposal - at all stages of a conflict, from prevention to crisis management - to contribute to lasting peace. The EU strives to ensure stabilization and peace, in close coordination with Member States, combining conflict prevention, mediation and peacebuilding in an effective way. With regard to conflict prevention, the EU aims to address the structural risks of violent conflicts through all relevant policies, instruments and instruments in a timely and successive manner. In addition to conducting conflict analysis, the EU uses specific tools, such as the EU Early Warning System and Horizon Scanning, to identify countries at risk of instability and / or violent conflict. Systematic analyzes of conflicts in countries in danger or facing conflict or instability, in which the EU has a significant ongoing or planned commitment, are essential to play a key role in preventing and consolidating peace.*

21. DISSIPATIVITY AND AUTOPOIETICITY IN URBAN SYSTEMS

Mihai-Cristian TRANDAFIR

PhD Student; School of Advanced Studies of the Romanian Academy (SCOSAAR),
Bucharest, Romania

***Abstract:** Urban systems constitute areas of complex interactions between society and ecosystems. The impact of human intervention on the environment, which is co-evolutionary with human society, represents a multidisciplinary scientific research topic of great interest, both for academic thinking and for practitioners. This paper tries to integrate the theoretical concepts of dissipation and autopoieticity in urban systems, a preliminary step of the author's doctoral research to apply these concepts in the abstract, generalized model of a local autopoietic societal entity. The research methodology is the logical one, focused on the theoretical principles of dissipative structures defined by Ilya Prigogine and Niklas Luhmann's paradigm of autopoieticity.*

22. IMPROVING THE QUALITY OF PUBLIC SERVICES - A MANDATORY CONDITION FOR A SUCCESSFUL PUBLIC ADMINISTRATION

Tudor PENDIUC,

Constantin Brancoveanu University, Pitești, Romania

***Abstract:** For the public administration, the public interest - the interest of the citizens and of the society in general - has represented and should continue to represent a permanent priority. Management in public administration is strongly influenced by the pressure of standing requests coming from citizens and social partners. In this context, the solution that "depressurizes" the system is the quality of public services, which must respond appropriately to the requirements of citizens, who are better trained and informed and compare the level of public services with that of private services. This paper investigates to what extent improving the quality of public services contributes to the development of social cohesion, security and long-term policies. Such an endeavor requires the involvement and participation in the process of the beneficiary himself, which is a key premise for a successful public administration.*

SECTION 2. FINANCIAL AND ACCOUNTING POLICIES AND CORPORATE GOVERNANCE IN THE GLOBAL CONTEXT

1. BIBLIOMETRIC ANALYSIS ON THE EVOLUTION OF RESEARCH IN ACCOUNTING

Alina Iuliana TĂBÎRCĂ

Assoc. Dr., Valahia University of Targoviste

Valentin RADU

Assoc. Prof, Valahia University of Targoviste

***Abstract:** The research centralizes the current state of scientific papers published in the field of accounting, visible in the Clarivate Analytics - ISI platform. The bibliometric analysis performed with the help of VOS Viewer Software shows the evolution of research in accounting for a period of twenty years. This study analyses the most eminent authors, institutions, countries, and journals in accounting research by applying science mapping methods and bibliometric measures. The analysis is focused on link strength and h-index to represent the visibility, influence, and link between the representative authors. The results showed a significant increase in the number of papers published annually in a portfolio of internationally representative journals.*

2. BUDGETARY PERFORMANCE IN THE CASE OF LOCAL PUBLIC AUTHORITIES, A TARGET TO REACH, BUT MORE THAN THAT, A MUST

Virgil Candale

PhD Student, „Lucian Blaga” University of Sibiu

Andreea Ocolişanu

PhD Student, „Lucian Blaga” University of Sibiu

***Abstract:** Starting from the motto "global planning, local action", the important role that is attributed to budgetary performance is given by the increasing budgetary constraints that GDP experiences, including the Gross regional domestic product (GRDP), by the insufficient financial resources needed for accomplishing development programs, starting from the local public administration level and reaching the integrative level of the European Union. Improving the performance at local level contributes to reaching objectives by the upper administrative staff.*

3. THE PECULIARITIES OF THE ISLAMIC ACCOUNTING SYSTEM IN THE CURRENT ECONOMIC CONTEXT

Florentina MOISESCU

University "Dunarea de Jos" din Galati

Dragomir GEORGIANA

University "Dunarea de Jos" din Galati, Romania

***Abstract:** This paper treats the particularities of the islamic accounting system in the context of a much more different culture compared to the culture from any other country. Islamic accounting represents the process of identification, measurement and reporting of financial activities which is necessary for decision making, calculation of zakat and calculation of real benefits of islamic investments operations as per compliance with islamic laws. As a lifestyle, islamic religion has given a special attention to business activities. Thus, in economic activities, divine forgiveness must be the ultimate goal and accounting as an instrument which offers information in economic environment, must serve this purpose. Currently, islamic accounting becomes more and more important, since it is a field which gains a lot of attention in the whole world as a result of the spread of Islam in the new territories. The objective of this study is to evidence the particular characteristics of the islamic accounting system, along with its history and evolution. More than that it presents the need of islamic accounting system in islamic society and its benefits.*

4. THE SCOREBOARD - A TOOL IN MANAGING THE ECONOMIC ENTITIES FOR THEIR PERFORMANCE IMPROVEMENT

Florin – Cristian GHEORGHE

Valahia” University of Targoviste, Romania

***Abstract:** The Scoreboard is the tool that emphasizes the way of generating actions to improve the performance of the economic entity. The use of the scoreboard as a tool of leading the economic entities is recommended in any analysis or managerial activity in which managers point out the effectiveness of the continuation under the same or other conditions within the economic activity, based on the information regarding the results of the various activities’ implementation.*

5. PREDICTIVE ACCOUNTING, INFORMATIONAL SUPPORT OF ECONOMIC AND FINANCIAL POLICIES

Claudia Nicoleta GUNI

Lecturer PhD, Spiru Haret University

***Abstract :** Accounting information is the raw material and the finished product for any company both for the exercise of functions and for efficient management. The interest of the human community in the research of the future is growing rapidly. Concerns regarding the further development of economic and social systems at both micro and macro level, are nowadays, priority objectives of management. That is why the current concerns are mainly focused on the standardization of accounting work methods, for integrated data processing and the use of new technologies, including in the field of artificial intelligence. From data processing and accounting information, we are moving, rapidly, to knowledge-based accounting and, in perspective, to knowledge society accounting.*

6. THE INFORMATIVE ROLE OF OTHER FINANCIAL STATEMENTS - INFORMATIVE SOURCES FOR MANAGERS

Claudia Nicoleta GUNI

Lecturer PhD, Spiru Haret University

***Abstract :** In the systemic conception, the enterprise is considered as an open system that involves inputs, processing, outputs and self-control. From an economic point of view, no activity can be carried out without financial support, often materialized in money, which leads to the idea that the company's treasury is the bridge between the supply, production, commercial, accounting and personnel. It is appreciated that the balance sheet study provides the analysis with a static view of the enterprise, because the variables contained in the balance sheet are presented in the form of stocks that characterize the situation at a given time.*

7. OVERVIEW OF CREDIT ACTIVITIES OF BANKS IN THE DEVELOPED ECONOMIES

Klejda GABESHI

PhD Student, University of Craiova

***Abstract:** Credit cycles have long been a feature of advanced economies, and their analysis is relevant for monetary policy purposes. Among the various lending measures, the aim of this paper will be focused on credit activities of banks, giving a thorough analysis of the evolution of bank credit to the private sector, one of the most important indicators of banking development, moreover the effects of the COVID-19 health crises on its trend. This indicator will be further explained and graphically demonstrated for all G7 countries, thus analyzing the characteristics and evolution of lending in advanced economies. The study of the credit activity of the advanced economies of the G7 countries demonstrated the efficiency of banking systems to recover from financial crises and to maintain a very good credit rating, characterized by an upward trend in the evolution of lending. The financial system of the developed economies has maintained the overall stability, while COVID-19 continues to have a significant impact on economic and financial activity worldwide. Banks in these countries have tightened access to corporate credit amid the resurgence of the coronavirus pandemic.*

8. THE IMPACT OF THE EVALUATION METHOD UPON THE VALUE OF STOCKS, AT THEIR EXIT FROM THE PATRIMONY AGRICULTURAL ENTITIES

Anda Ileana NECULA

Ph.D. Student, “Valahia” University of Târgoviște

Marius Daniel ȘIȘU

Ph.D. Student, “Valahia” University of Târgoviște

Gabriel CUCUI

Associate professor, Ph.D., “Valahia” University of Târgoviște

Anca Daniela ȘENCHEA (FLOREA)

Ph.D. Student, “Valahia” University of Târgoviște

Mariana Alice PREDA (SIMION)

Ph.D. Student, “Valahia” University of Târgoviște

***Abstract:** From an accounting point of view, the choice of the appropriate method for evaluation of the goods/merchandises stocks at the at the at their exit from the patrimony represents, through the specific implications, a topical point. The aim of the present paper is to examine the specific calculation methods used in the evaluation of good/merchandises stocks, at the moment of their exit from the patrimony within the agricultural entities, based on an example approach. Through the paper work, there are presented some general aspects regarding the inventories, as well as the evaluation methods of the goods/merchandises stocks at their exit from the patrimony of the company. The conclusions try to highlight the strengths and weaknesses of each of the examined methods, considering their suitability for agricultural sector.*

9. CONSIDERATIONS REGARDING THE MOST IMPORTANT CRISIS OF THE 21st CENTURY

Monica-Ionelia MĂRGĂRIT

Ph.D. student, University of Craiova

***Abstract:** This article aims to introduce the concept of financial stability and to identify the most important crises that have occurred since 2000, both at a global and at an European level, in order to identify the measures taken by central banks as a result of the outbreak of those crises. Throughout time, world economies have been subjected to events that have drastically changed the attitude of central banks and have had significant effects on the economic environment. After the outbreak of the financial crisis of 2007-2008, central banks adopted a series of expansionary monetary policies in order to support the banking system and/or to avoid a strong economic downturn. However, despite the measures taken by central banks (extending the conventional monetary policy instruments) to stimulate the economic growth, they have proved to be ineffective therefore central banks had to introduce a series of unconventional monetary policy instruments. The second part of this article focuses on the European Debt Crisis while the third part focuses on the actual pandemic crisis and the measures taken by the central banks in order to prevent an even bigger economic crisis.*

10. AN EXEMPLIFICATION ANALYSIS OF MATERIALITY COMPUTATION BASED ON THE CLIENT'S SPECIFICS

Teodora-Cezara PORUMBĂCEAN

Ph.D student, Babes Bolyai University

Abstract: *The study aims to assess the benchmark selection for the materiality level computation based on the auditee's specifics. The paper conducts an exemplification comparison analysis suggesting an appropriate benchmark for selecting the quantitative materiality level measurement of two entities that operate in different fields, have different business goals and are of interest for different categories of stakeholders. The paper exemplifies the rationale for selecting a benchmark based on the analysed companies' profile; one being profit-oriented, the most appropriate benchmark suggested is a blend between total revenue and profit before tax, while in the second case of a cost center company, a more relevant benchmark suggested is represented by the total expenses. After assessing the benchmark, the paper proposes the rule of thumb based on the suggested literature by considering that none of the entities is of public interest. The topic proposed in this study is of interest not only to the users of the financial statements and implicitly audit reports but also to the practitioners who could benefit from a deeper understanding of the rationale behind the materiality level benchmark selection. Moreover, this paper also contributes and expands the materiality literature about underlying materiality judgment.*

11. DYNAMICS OF THE FISCAL FREEDOM INDEX

Catalin Emanuel CIOBOTA

Universitatea Targoviste

Abstract: *In the historical evolution of society, prosperity has been a perennial goal, as well as freedom, in all its aspects. Economic freedom, as a fundamental right, expressed through the IEF composite index (Index of Economic Freedom, developed by The Heritage Foundation, Washington's No. 1 think tank.) Combines in one measure 12 categories of freedoms, from property to financial freedom - the freedom of individuals to work, produce, consume and invest according to their own decision; freedom of movement of labor, capital and goods, in so far as they do not affect the freedom itself.*

12. ECONOMETRIC ANALYSIS OF THE RELATIONS BETWEEN AVAILABLE INCOME

Catalin Emanuel CIOBOTA

Universitatea Targoviste

Abstract: *The tax system and the tax burden, as we have identified in previous statistical analyzes are factors that can support development, insofar as they are balanced between different categories of taxpayers and apply at a level accepted by them. In practice, the efficiency of taxes, as revenues to the state budget, is adjusted by their collection rate, which, for various reasons - subjective or objective - varies in significant proportions at the state level.*

13. ANALIZA PIETEI ASIGURĂRILOR ÎN TIMPUL PANDEMIEI

Adriana NĂSTASE (DUMITRACHE)

PhDstudent, Academia Română

Abstract: *Contextul social și global implică numeroase schimbări structurale și funcționale, iar sarcina pieței asigurărilor implică modificări fără precedent și devine foarte dificilă. Lucrarea se bazează pe cercetarea datelor statistice rezultate din rapoartele la nivel național privind evoluția pieței asigurărilor în ultimii 5 ani, informații culese în baza raportărilor suplimentare, completate în baza evidențelor contabile și tehnico-operative, transmise de societățile de asigurare. Rezultatele analizei subliniază faptul că evoluția și mutațiile structurale ale cererii de asigurare se află sub incidența condițiilor social-economice ale perioadei de referință puternic influențată de pandemie, dar și a condițiilor legislative, a facilităților oferite pe plan juridic și financiar, precum și a interesului privind promovarea diferitelor forme de asigurare, atât din partea societății de asigurare cât și a asiguraților. Printre recomandările acestei lucrări se numără și faptul că organizațiile de asigurări din România trebuie să îmbrățișeze schimbările pe plan european în general și românesc în special, și să profite de oportunitatea de a-și îndruma angajații către performanță prin punerea lor pe primul plan.*

14.THE IMPACT OF THE COVID-19 PANDEMIC ON THE ROMANIAN INSURANCE MARKET

Maria-Elena **GHEORDUNESCU**

Lecturer. Ph.D. University "Constantin Brancoveanu" Pitesti

Abstract : *The COVID-19 pandemic has had a negative impact on the world's economy, insurance market included. Thus, the year 2020 began with the appearance of a new risk to the financial markets, completely related to the rapid spread of COVID19, with significant effects on the entire Romanian insurance market, a rather strong effect being registered by the travel insurance market, mainly due to the collapse of tourism. However, the Romanian insurance market maintained its "5th position in 2020, with a slightly growing regional market share, from 5.88% in 2019, to 6.3% in 2020 ". This was due to the fact that Romania was one of the few insurance markets in Central and Eastern Europe that ended last year with a positive growth rate of 2.7%, while - with few exceptions - the most important markets in the region ended the year on a negative trend. This paper aims to present the situation, effects and trends of the Romanian insurance market in the pandemic context. Based on the quantitative method, but also the qualitative one, this paper is an exploratory research, highlighting relevant information in the field of insurance.*

15. FISCAL-BUDGETARY SUSTAINABILITY - CURRENT AND PERSPECTIVES

Ionela **POPA**

Lecturer. Ph.D. University "Constantin Brancoveanu" Pitesti

Abstract: *Sustainability of public finances is the ability of a government to cover its current expenditures and support its public policies, without jeopardizing its solvency or risking its inability to repay part of its debts or carry out part of its debts. promised expenses. In the context of the pandemic crisis generated by COVID-19, the situation of public finances has become sensitive, from at least two points of view: on the one hand the registered economic contraction has generated the reduction of the tax base, the main source of public funds, and on the other on the other hand, support measures related to COVID-19 have generated high costs from the public budget.*

16. STATUTORY AUDIT VERSUS FINANCIAL AUDIT

Ionela **POPA**

Lecturer. Ph.D. University "Constantin Brancoveanu" Pitesti

Abstract: *The terms statutory audit and financial audit are often confused in practice. However, there are certain differences between what each represents: a statutory audit means an audit of individual annual financial statements or consolidated annual financial statements carried out in accordance with international auditing standards, insofar as: it is mandatory under European Union or domestic law; it is performed voluntarily at small entities, and the audited financial statements are published, together with the statutory audit report, according to the law; the financial audit includes the statutory audit as well as the activity performed in order to express an opinion on the financial statements or some of their components, but also the exercise of other insurance missions and professional services according to international audit standards and other regulations in the field. The paper aims to deepen from a practical and legislative point of view the two concepts: financial audit and statutory audit.*

17. THE HEALTH PRIVATE INSURANCE MARKET, TRENDS AND PERSPECTIVES

GILDA TOMA

Student Doctorant, Institute Of National Economy To Craiova

Abstract: When any company finance, you choose the medical service! A stable health education, as well as the expansion of some tax facilities on the private healthcare system, would be representative in the reduction of certain state budget deficiencies and health insurance budget. You could say that time has come to put an emphasis on financial prevention, to hinder the occurrence of an unwanted event, meant to offer financial compensation to each affected person and family. Although, by proportion, private health insurance, as well as life insurance occupies a quarter of the insurance market in Romania, without adopting incentive measures, this threshold cannot be overcome. Essential questions arise, if we discuss about the health insurance market: What can we adopt in our country? What can we choose in the end, state medical services or private medical services? What economic impact would we find in the current conditions, as a result of the extreme situation of covid-19. If EU nations have respected the partnership within the healthcare system in order to stop this crisis, what did we not do as a European country to master this situation? Can we say, today, that our country's private system has brought its contribution in taking over the covid-19 cases, considering the possibility of a material, financial and medical collapse of the state healthcare system?

18. GLOBALIZATION AND ITS IMPLICATIONS ON THE FINANCIAL FIELD

Ramona BIRAU

Lector univ. dr. habil., University of Craiova

Ion FLORESCU

Ph.D student, University of Craiova

Petre Valeriu NINULESCU

Ph.D student, University of Craiova

Abstract: Globalization is the process of increasing the connectivity and interdependence of markets around the world, implicitly of business and financial investment. Globalization is perceived as a complex and multidimensional phenomenon which has significant implications for sustainable economic growth. The process of globalization has contributed to the spread of science and technology, as well as their progress, including in the financial field. Moreover, globalization is a complex and dynamic process with connections in the development of human society. Globalization has an integration effect based on political, socio-economic and financial objectives. The financial field is influenced by the phenomenon of globalization. Globalization highlights the elimination of barriers to free trade and the integration of national economies, transparency in the use of resources, unrestricted access to information, necessary to provide the potential for economic development, especially in countries affected by poverty.

19. A CRITICAL THEORETICAL ANALYSIS ON FISCAL POLICY

Petre Valeriu NINULESCU

Ph.D student, University of Craiova, Romania

Abstract: The main objective of this research study is to provide a critical theoretical analysis on fiscal policy and its implications. Fiscal policy is established in direct relation to the perspective of the governmental authority in terms of taxation. Moreover, fiscal policy is an integral part of the economic policy implemented within a country. Fiscal policy is developed in close connection with the financial and budgetary policy. Fiscal policy is one of the most important policies applied by the government to achieve the main macroeconomic objectives. The role of fiscal policy is crucial, especially in the context of globalization. The fiscal policy generates effects both at the macroeconomic level and at the microeconomic level. There are interdependencies between economic and fiscal policy, so the consequences of taxation measures are significant. The effects of fiscal policy can cause major changes in the situation of economic growth based on the dynamics of public expenditures enabled by governments.

20. CONSIDERATIONS REGARDING THE BEHAVIOUR OF THE STOCK MARKETS

Ion FLORESCU

Ph.D student, University of Craiova

***Abstract:** The main aim of this research paper is to provide a comprehensive theoretical framework on stock markets behaviour. As a basic approach, any economy implies the existence and functioning according to the legal regulations of certain specialized stock markets, regarding the demand and supply of financial assets. Moreover, the stock market should act as a barometer of the economy. One of the main challenges on the stock market is to ensure an optimized investment dynamics. Thus, attracting companies from the private business environment with the potential to stimulate investors can be a useful approach in this regard. The process of simplifying regulatory procedures and reducing listing costs are measures that could have a positive impact on companies and implicitly on investors. In fact, the activity of a stock market is based on a regulated framework which ensures security and protection for investors.*

21. SUSTAINABLE STOCK MARKETS - AN OVERVIEW

Cristi SPULBAR

University of Craiova

Elena Loredana MINEA

University of Craiova

***Abstract:** The main objective of this research article is to analyze the concept of sustainable stock markets. Improving the sustainability of public finances in the medium and long term contributes significantly to ensuring budgetary stability. This aspect also encourage sustainable financial investment on stock markets. Moreover, sustainable stock markets consider fundamental issues such as: corporate transparency, performance and ESG criteria disclosure. One of the major challenges regarding the concept of sustainable stock market is based on the need to harmonize the priorities of certain stakeholder like the following categories: financial investors, securities regulators, and listed companies. ESG criteria include environmental, social and corporate governance issues very useful in establishing sustainable potential investments. On the other hand, ESG criteria also contribute in terms of ensuring adequate protection against financial risk which could affect investors and their financial asset portfolio. In addition, ESG criteria provide an optimal evaluation of companies in order to identify a sustainable approach to potential investments.*

22. MODELING THE DYNAMIC EQUILIBRIUM UNDER THE POLICY OF ADJUSTING THE INTEREST RATE AND TAYLOR'S RULE OF NATIONAL BANK OF MOLDOVA (NBM)

Denis VINTU

PhD candidate, Moldova Academy of Economic Studies (MAES)

***Abstract.** This article describe an IS-LM model in historical Timbergen persepctive. Each graphs tries to answer the main questions regarding the monetary policiry rule in the Republic of Moldova in the last three decades. The main model doesnt include Balance of PAYment and it should be consider a lack in perspective of assymetric shoks and information assymetry. Also, the model doesn't responde if a Taylor rule is Pareto optimal for actual path of decision-making. In addition it should be consider that the model is partily a time-manner since of Rational Expectations equation is a not a constraint rather to be an inflation targeting, submodel as in the trajectory of the author's research goal. At the end, it could be relevant to describe the model framework in a New Keynesian approach. The two past a long time of COVID-19 suggestions determined the capitalist showcase economies of the world through repetitive periods of energetic patterns. At the begin of the show decade the development rate of genuine GDP per capita turned negative in all of the three biggest Eastern European Economies: Russia, Ukraine and Romania. We concludes that that various disarrays distinguishing with the course of action of techniques utilized by Money related Arrangement in a particular space of ponder money related factors and parameters can reexamine expected time-arrangement and/or instability in terms of demonstrate blunders.*

23. THE IMPACT OF APPLYING THE KURZARBEIT MODEL IN THE ROMANIAN ECONOMY

Nicoleta ASALOȘ

Prof.univ.dr., Universitatea Ovidius din Constanta

Lăcrămioara STOIAN (MANSOUR)

Economist

Abstract : *In a period of time when the entire world seemed to follow a well-defined routine, the COVID-19 Pandemic affected both national and global economies in close interdependence in a very short time. So that the governing bodies of the Member States have tried to improve a number of measures to rescue the companies seriously affected and to avoid generating medium- and long-term crises. In this unprecedented situation, many Romanian companies have, shortly after the pandemic, reported major problems related to the continuation of the activity and the retention of employees. The Romanian Government has put in place a series of economic and fiscal measures aimed to support the business environment affected by the crises. An important role is also held by the accounting professional involved in the analysis of the situation, finding and implementing solutions as quickly as possible to "cure" the businesses in the public interest.*

24. IMPLICATIONS AND OPPORTUNITIES FOR COMPANY FINANCING

Gabriela CIURARIU

Conf. univ. dr., Universitatea "GH. Asachi", Iași

Abstract: *One of the issues of economic and financial sustainability of corporate management is the link between financial decisions and value creation. The delimitation of the proportions of the different financing sources that define the optimal structure of the company's capitals, as well as the identification of the determining factors of the choice between several financing sources in order to maximize the company's value, is a major concern of managers. In this sense, the best financing policy for the company will be the one that shows managers the best value creation opportunities methods of coordinating production and the best solutions for resolving possible conflicts.*

25. THE ECONOMIC IMPACT OF THE COVID-19 PANDEMIC IN EU COUNTRIES OUTSIDE THE EUROZONE

Iulian Nicolae VASILOIU

PhD Student, "Costin C. Kirițescu"

National Institute for Economic Research, Romanian Academy

Abstract : *The Covid-19 pandemic has had an impact on the economic and health systems of all EU member states, leading to economic recession and stopping the expansion of the Eurozone. It is for this reason that many of the EU member states outside the Eurozone have set Euro adoption dates far into the future, while some have not set a date at all. Thus, early 2021, the European Parliament has approved the Recovery and Resilience Facility, which entails grants and loans to be granted to EU member states, to support them in limiting the negative effects of the Covid-19 pandemic.*

This paper presents the economic situation of the EU member states outside the Eurozone, during the pandemic crisis of 2020. It analyzes the economic indicators of the nominal convergence criteria, the evolution of GDP per capita, as well as the EU measures meant to stop this crisis.

26. FINANCIAL STABILITY, THE OBJECTIVE OF DEVELOPMENT FINANCIAL MARKETS

Elena RADU (GRIGORIE)

PhD Candidate, School for Advanced Studies of Romanian Academy
National Institute of Economic Research “Costin C. Kiritescu”, Romanian Academy

Abstract : *In this paper is analyzed the degree of financial stability based on the evolution of the main stock market indices in Asia and the USA. I also considered it is appropriate to determine the volatility of these indices for a more eloquent analysis of the stability of these markets. The modern financial system is characterized by an extremely complex structure and dynamics and, for this reason, any shock, imbalance manifests itself sharply, reaching the loss of stability. These aspects were argued by the consequences of the economic and financial crisis that destabilized the financial system that is still trying to recover. The financial crisis has made us aware of the need to improve the analysis and management of the factors underlying the financial contagion and risk concentration, of interconnectivity. Maintaining financial stability is a major concern for central banks and global financial sector supervisors. Financial stability is also a constant challenge, largely due to the rapid pace of innovation and the ongoing structural evolution of financial systems. Relatively recent changes have included the development of a whole range of financial instruments and the increase in the number of new cross-sectoral market participants. These developments have generated an increasing number of possible channels through which economic and financial shocks can be generated and transmitted. The stability of the financial system makes it necessary for its main components, namely the markets, the corresponding infrastructure and the financial institutions, to be able to absorb the disturbances together. Stability also requires that the financial system facilitate a flexible and efficient reallocation of the financial resources of those who save to investors, that financial risk be accurately analyzed and valued, and that it be managed efficiently.*

27. ASPECTS OF METHODS OF QUANTIFYING ECONOMIC DEVELOPMENT AND WELL-BEING

Anca Ioana TROTO (IACOB)

PhD. Student, University of Craiova

Abstract : *The concept of socio-economic development of a state is most of the time associated with the indicator of gross domestic product. An economic development is considered positive if the totality of the production of goods and services increases compared to the previous referencemoment. In the current context of the globalization, through which business environments and the level of good status of the population become interdependent, aspects of economic growth must be based on sustainability and stability. At the beginning of the '90s, the specialized literature began to analyze the deficiencies of gross domestic product growth as an indicator of the increase in living standards, but this topic remains up to date, given that the research environment has developed in the last two decades a series of alternative evaluation methods. In this context, we consider it opportune to expose the alternatives for calculating the standard of living, economic growth and human development, considering that this aspect cannot be totally regarded only through the mercantile point of view of the economic and financial indices. Through a comparison of the methods of assessing well-being, we will conclude the relevance of classical macroeconomic indicators versus their alternatives and the opportunities for use, depending on the context of the research.*

28.THE FISCAL IMPLICATIONS REGARDING THE GRANTING OF GIFT VOUCHERS WITHIN THE MARKETING ACTIONS

Marius BOIȚĂ

Associate Professor PhD, Vasile Goldiș” Western University of Arad

Luminița PĂIUȘAN

Associate Professor PhD, Vasile Goldiș” Western University of Arad

Abstract : *The present paper aims through a study, to highlight the type of method of evading taxes and duties to the consolidated state budget, by granting gift vouchers, as part of a marketing and product promotion campaign, to individuals who they did not have the quality of employees of the company. The purpose of this research is to identify and study the reasons for granting gift vouchers, in marketing actions and the consequences of incorrect interpretation / application of legislation. Through the research carried out, it was found that the phenomenon of granting gift vouchers currently has a significant impact on the Romanian economic and social reality. In order to reduce the phenomenon of circumvention, a monitoring, surveillance and control mechanism should be more firmly established, as well as the amendment of legislation, which is a consequence of inaccuracies or imperfections of laws. Non-taxation by withholding and transferring contributions to the consolidated state budget is a violation of legislation and a decrease in the consolidated state budget. Following the study, it resulted that the granting of gift vouchers is in fact an additional remuneration granted to employees of distributors strictly for carrying out the activities for which they are employed by them, being a disguised form of payment of salary rights.*

29.THE ROLE OF SUPREME AUDIT INSTITUTIONS IN BUILDING RESILIENCE DURING THE COVID 19 PANDEMIC

Teodora Nicoleta LAZĂR (PLEȘA)

PhD. Student, Valahia University of Târgoviște

Constanța POPESCU

PhD. Professor, Valahia University of Târgoviște

Iliodor Tiberiu PLEȘA

Abstract: *The ninth pandemic of the last century has taken the whole humanity by surprise, as no country in the world is prepared for a crisis of this magnitude. The new coronavirus has ruthlessly hit both the world economy and health systems around the world, with devastating consequences for the public sector, the private sector, but especially for people's lives. This paper aims to analyze the role of supreme audit institutions in building resilience during the COVID 19 pandemic, while highlighting the value and benefits of these institutions in the public sector, both in normal conditions, but especially in deep crisis, as it is today. The main conclusions reached by the supreme audit institutions within EUROSAI regarding the first pandemic year are also analyzed.*

30.PUBLIC SPENDINGS FOR EDUCATION IN ROMANIA

Laura Filofteia PĂNOIU

A Assoc. Prof. PhD , Constantin Brâncoveanu University of Pitești

Abstract : *Education represents the chance for a nation to resist in a globalized economy. It offers the premises for building and developing competent, adaptable people, capable of generating economical growth and also adding value. Ensuring an educated population, raising the acces to quality education for as many people as possible imposes an important financial alocation out of the GDP. In this context, this paper has the purpose of making a quantitative analisis of the public spendings for education in Romania and to highlight Romania's position in the EU. In addition, another objective of the paper is to highlight the efficiency of spending those resources through the results of education.*

31.FACTORS INFLUENCING GDP

Sorin MANOLE

Assoc. Prof. PhD, Constantin Brâncoveanu University of Pitesti

Laura Filofteia PĂNOIU

Assoc. Prof. PhD. Constantin Brancoveanu University of Pitesti

Abstract: *The most important macroeconomic indicator for assessing the size of an economy is the gross domestic product. At the same time, GDP is one of the main economic aggregates contained in the System of National Accounts. The GDP expresses the gross market value of finished goods and services made within a territory(usually a country), in a certain time span(most of the times a year). As shown in academic writing, GDP is influenced by a multitude of factors. The four most representative factors' categories are: macroeconomic factors, economic crime, migration and taxation. The study aims to analyze the dependence of GDP on final consumption, exports of goods and services and gross fixed capital formation. Thus, it is found that there are positive relationships of high degree between the gross domestic product and each of these variables. Also, the multiple linear regression model, in which the dependent variable is GDP, and as independent variables are considered final consumption, exports of goods and services and gross fixed capital formation, is validated by econometric tests.*

32.THE INFLUENCE OF BEHAVIORAL ECONOMICS IN FINANCIAL EDUCATION

Alin ISTOCESCU

Ph. D candidate, National Insitutute for Economic Research “Costin C. Kiritescu” National Bank of Romania

Abstract : *Financial education tied with behavioral economics can result in a new way of looking at how to improve the skills and attitudes of people, whether when budgeting, saving, or investing. It provides a new perspective on why it is important to study human behavior when spending. Even though each person is unique, the behavioristic patterns are not so unique. Some people tend to spend chaotically or on impulse, while others tend to be generally very organized when it comes to money. This paper shows a set of findings done in these two fields.*

33.USING BEHAVIORAL ECONOMICS TO IMPROVE FINANCIAL BEHAVIOR

Alin ISTOCESCU

Ph. D candidate, National Institute for Economic Research “Costin C. Kiritescu” National Bank of Romania

Abstract : *To overcome the systematic biases and environmental traps identified by behavioral economists, there was a need of finding the so-called debiasing techniques, including techniques focused on the individuals and the environment, and this paper offers recommendations for improving the impact of financial education programs in people's behavior.*

34.ON-CHAIN ANALYSIS – A NEW BLOCKCHAIN FRAMEWORK FOR EVALUATING FINANCIAL DIGITAL ASSETS

Andrei-Dragos POPESCU

PhD Student, University of Craiova, Doctoral School of Economic Sciences

***Abstract :** On-Chain analysis is a unique approach for studying blockchain data, that takes an asset's ledger and immutable record of market dynamics into consideration and establishes a macro view of the financial digital assets market. On-chain analysts use this radically transparent information to assess supply and demand dynamics, human behavior, patterns of buying/selling, and miners' activity. The purpose of this paper is to identify market dynamics, within the spectrum of financial digital assets, as a basis for providing clarity to fundamental factors that influence digital assets pricing, by means of on-chain analysis. Most of the participants of the financial digital assets' ecosystem, are starting to study and leverage on-chain metrics, in order to form unique perspectives or to enhance trading strategies and position management. This paper will analyze the innovative approach of on-chain analysis, with an in-depth examination of the fundamental metrics for evaluating blockchain/DLT assets, based on the information enclosed in the blockchain/DLT, which provide an abundance of aggregated, open and incorruptible financial data.*

35.EXERCISING THE PREVENTIVE FINANCIAL CONTROL IN ORDER TO ENSURE THE INCLUSION IN THE BUDGETARY LIMIT OF THE PERSONNEL EXPENSES

Viorica (IUGA) DINDĂREANU

***Abstract:** The need for control is determined by the fact that in modern society the fundamental criterion of efficiency defined by increasing and improving the qualitative aspects is permanently promoted to the detriment of the quantitative ones of all activities carried out at the level of a public interest entity of economic, social or administrative nature. . Thus, through control, any public interest entity is concerned to be able to access information in a current and operative way regarding the management of financial, material and human resources at its disposal, one of the most important forms being preventive financial control (CFP).*

36. ECONOMIC GROWTH. FROM STATISTICAL INDICATORS TO POPULATION WALLETS

Ph.D. Marius Gust

"Constantin Brâncoveanu" University

***Abstract:** Forecasts, but also official statistics indicate for Romania large and very large increases in gross domestic product. Thus, values of 7% for 2021 are mentioned, and if the increases from the third quarter of 2021 to the previous quarter of the previous year are reported, the values exceed 13%. The question therefore arises as to whether or not these increases are reflected in the income and consumption of the population. Also, if GDP growth is not found in the incomes of the population where they appear and who are the beneficiaries of these increases. Consequently, this Communication seeks to answer the question of how much of this growth is reflected in the living standards of the population. The Communication also aims to answer the question of why these increases are bypassing the general public and whether this view is merely an illusion.*

37. Normalizare și reglementare privind recunoașterea și evaluarea imobilizărilor corporale

Dorina Luta

Constantin Brancoveanu University

Abstract: *In acest articol îmi propun să abordez câteva aspecte privind recunoașterea și evaluarea imobilizărilor corporale. Un aspect important în viața entităților economice îl constituie capitalul imobilizat. Imobilizările corporale ocupă un loc aparte, ele având rolul să deservească activitatea entității pe o perioadă mai mare de un an și care, se consumă treptat. În vederea recunoașterii imobilizărilor corporale se impune utilizarea raționamentului profesional la aplicarea criteriilor de recunoaștere pentru circumstanțele specifice entității. Folosirea unor concepte de “resurse controlate” și “deținute de entitate” face ca această categorie a imobilizărilor corporale să fie mult mai complexă, în sensul că va cuprinde și bunuri pe care entitatea le folosește în exploatare sau le închiriază, altfel spus dreptul de proprietate nu mai este o condiție determinantă. Pentru a putea fi recunoscute în contabilitate activele vor trebui să genereze beneficii economice viitoare certe pentru entitate și să poată fi evaluate credibil.*

38. THE IMPACT OF THE COVID-19 PANDEMIC OVER ROMANIA’S BANKING SYSTEM

Camelia, Vechiu

Gianina, Negrău

Constantin Brancoveanu University Pitesti

Abstract. *In recent years, the reorganization of the banking system of Romania has been caused by multiple factors and it has been accelerated by the COVID-19 pandemic. We are therefore seeing a decrease of over 40% in the number of bank branches and banking agencies, as compared to 2008.*

Since the beginning of the pandemic and the establishment of the emergency state in March 2020, the banks in our country have implemented a series of measures, techniques and strategies, aimed to protect their own clients, to support the national economy but also to ensure their continuity.

Therefore, banks in Romania have reduced the level of loan interest rates and they have developed financing methods adapted to the current context. Furthermore, banks have also designed sustainable solutions for loan repayments, they have facilitated the loan repayments through loan rescheduling, and they have closed many of their branches in order to decrease the operational costs, as a large part of their activities switched to the online environment.

Post COVID-19 pandemic, a long-term change in behavior will be noticed, considering that the bank clients will be choosing more and more digital products and services the banks will offer. Given this context, the number of payment transactions and their corresponding value, made by cards issued by resident payment services providers have annually increased by 10% since the start of the pandemic, thus accelerating the digitalization process of the banking system.

The impact of the COVID-19 pandemic over the entire economy is a negative one but nevertheless, the potential benefits we may find at the end of this crisis are linked to the stimulation of digitally accessing the banking services and to the growth of financial brokerage rates.

39. COMMUNICATION MANAGEMENT IN PUBLIC INSTITUTIONS

Liliana – Victoria Gherman

Constantin Brancoveanu University

Abstract. *Communication is considered a valuable tool for obtaining high performance within an organization. In public institutions, the specialists in communication represent the strategic counsellors of the top management. The managerial communication should focus on the interpersonal communication in the institutional framework. In this way, communication must support the achievement of the institution’s mission. An efficient communication process is determined by knowing the institutions activities, the system of decision making and receiving the feedback. Communication, as the function of the modern management, must ensure the adequate circulation of the information inside the institution, but also in the external context by using the modern means of communication.*

40. DETERMINATION OF THE RESULTS OF THE ECONOMIC MICRO-ENTITY EXERCISE IN ROMANIA

**Florin-Constantin, Dima
Corina-Maria, Ducu**

Constantin Brancoveanu University

***Abstract:** The elaboration of this article started from the need to correctly determine the outcome of the financial exercise of the economic entities in our country. The outcome of the financial exercise is one of the most important indicators when analysing an entity analysis of economic activity. In our country taxation takes precedence over accounting and, for this reason, it is very important to be able to make a correct interpretation of the outcome of the activity. In the following we will follow how expenses and income are grouped from a tax point of view and how they are taken into account when determining the tax result. We will also analyze the tax rates and the tax base for the economic entities included in the scope of application of the income tax of micro-enterprises, as well as the entry and exit of / from the income tax system of micro-enterprises.*

SECTION 3. EUROPEAN LAW AND PUBLIC POLICIES

1. TEST MEANS. AUTHENTIC REGISTRATION

Nicolae Grădinaru

Constantin Brancoveanu University

Abstract: *The authentic document, according to art. 269 of the Code of Civil Procedure, is the document drawn up or, as the case may be, received and authenticated by a public authority, by the notary public or by another person invested by the state with public authority, in the established form and conditions. by law. The authenticity of the document refers to the establishment of the identity of the parties, the expression of their consent regarding the content, their signature and the date of the document.*

2. OBJECT AND TASK OF THE EVIDENCE IN THE CIVIL PROCESS

Nicolae Grădinaru

Constantin Brancoveanu University

Abstract: *The object of the evidence is the element that must be proved by the one who claims a right. Consequently, the object of the evidence is the "legal acts and facts", from which result the correlative rights and obligations of the concrete legal relationship. For example, in order to be proven, the deposit contract must be concluded in writing (art. 2104 of the new Civil Code).*

According to art. 249 of the Code of Civil Procedure, the one who makes a claim during the trial must prove it, except for the specific cases provided by law.

In turn, the "defendant" may challenge the plaintiff's claims by invoking exceptions, such as: the authority of res judicata, the expiry of the limitation period, the debt has been extinguished, the nullity of the act, etc

3. THE ROLE OF THE PREFECT AND THE SUBPREFECT IN THE LOCAL PUBLIC ADMINISTRATION

Isabela Stancea

Constantin Brancoveanu University

Abstract: *The notion of prefect comes from Latin, where it means the one who was put in charge ... and he was an official from ancient Rome who was appointed by the state in a precise position with well-defined attributions. In our country, a prefect is the government's representative at the county level, and the institution led by him is called the prefecture and has the role of fulfilling the duties and prerogatives conferred on the prefect by the Romanian Constitution and the Administrative Code.*

In a democratic state, the institution of the prefect must be particularized by the existence of a statute, which will ensure the fulfilment of his role professionally and within apolitical limits.

4. CONCESSION OF PUBLIC PROPERTY GOODS

Isabela Stancea

Constantin Brancoveanu University

Abstract: *The state has the quality of grantor for the public property of the state, being represented, in this sense, by ministries or other specialized bodies of the central public administration. by the president of the county council, and the commune, city or municipality, as the case may be, has the quality of grantor for the public property of the commune, city or municipality, being represented, in this sense, by the mayor of the commune, city or municipality, respectively by the mayor general of Bucharest.*

5. NEW EUROPEAN REGULATIONS ON DIGITAL MARKETS AFTER THE PANDEMIC EXPERIENCE

Alina Popescu

Constantin Brancoveanu University

Abstract: Digital technology has constantly evolved into an indispensable part of our lives. In recent years in particular, online platforms have gained ground, being increasingly present in our life and business and representing a true economy, distinct from off-line markets.

When referring to the activity of online platforms, we consider that they have both benefits and risks for users. The acceleration of digitalisation, against the background of the global pandemic, has led to a significant increase in the number of users, who have become more comfortable accessing various services online platforms.

The study aims to analyse the legislative approach at EU level so that the benefits of using these platforms for the economy and society as a whole outweigh the risks they could have for users and ensure a level playing field for all providers of such services.

6. ASSESSMENTS ON THE RIGHTS OF JUVENILES IN DETENTION

Raluca Lixandru

Constantin Brâncoveanu University

Abstract: The method of resorting to other penalties instead of imprisonment represents an important one for reducing the criminal antecedents, as studies show that the minors detained are more likely to commit new offences. School and family are two important factors for juvenile integration into society..

Criminological research has shown that delinquency among minors must be prevented primarily through measures of protection, education and rehabilitation of juvenile offenders.

7. CONSIDERATIONS REGARDING THE MINIMUM WAGE IN THE EUROPEAN UNION

Iuliana Cebuc

Constantin Brâncoveanu University

Abstract: The crucial role of the minimum wage becomes evident during times of economic recession, such as the one currently being determined by the COVID-19 pandemic, which has increased the risk of poverty and social exclusion. In the EU, 109 million people are being exposed to these risks.

The creation of an European standard for fair salaries is essential for all workers of the EU. Thus, since 2020, the Commission has been preparing a legal instrument to ensure an adequate minimum wage, while promoting the effective involvement of social partners and the role of collective agreements.

This article seeks to analyse the current situation of the minimum wage in the EU-27, based on the information published by the competent authorities and the steps that have been taken for the establishment of a legal framework ensuring a fair minimum wage for all workers in the European Union.

8. THE ROLE OF LEASING IN THE SUSTAINABLE DEVELOPMENT OF ROMANIAN AGRICULTURE

Gabriela-Liliana Dănăilă

Florentina Moiescu

“Dunarea de Jos” University, Galati

Abstract: The paper aims to express the role of leasing in the sustainability and persistence of Romanian agriculture, by understanding leasing as a secure and efficient way of financing. Leasing is currently a business model that contributes to sustainable and persistent development by recirculating products and ensuring economic performance. Leasing is a step forward for companies wishing to purchase equipment but they do not have the necessary sources of financing. In particular, the study highlights the many benefits of leasing to companies that use this method of financing, showing that the adoption of this method is more "green". The state encourages the use of this method because it leads, on one hand, to the increase of economic

performances in the form of financial-accounting indicators, but also, to the growth of the national economy. Particular attention is paid to the analysis of leasing in agriculture in Russia, the Republic of Moldova and Romania. Data on the production obtained both in Romania and in the Republic of Moldova, data on the cultivated area in Romania and data on the evolution of agricultural equipment in Russia were used and analyzed. The data obtained from the analysis in Romania led to the implementation of the SME Leasing program of equipment and machinery. The SME Leasing program of equipment and machinery has many advantages for those who want to obtain equipment through it. This program is mainly addressed to economic agents in the agricultural sector, because they use their equipment excessively, due to lack of funding and investment.

9. REFLECTION ON THE PRINCIPLE OF TAX NEUTRALITY IN THE MATTER OF VAT IN THE JURISDICTION OF THE COURT OF JUSTICE OF THE EUROPEAN UNION (CJEU)

Gheorghe Bonciu

Constantin Brancoveanu University

Abstract: *In this article, the author analyzes the principle of VAT neutrality as reflected in the rulings of the Court of Justice of the European Union or in the Opinion of the Advocate General, which presupposes the existence of a general consumption tax on goods and services, directly proportional to the price regardless of the number of transactions that take place in the production and distribution process before the tax collection stage. The study aims at an exposition of the most current normative provisions and jurisprudential solutions meant to give efficiency to the principle of fiscal neutrality within the European Union, ensuring the collection of VAT in a uniform and non-discriminatory way in all Member States, being the only turnover tax allowed by law. European Union. The principle of fiscal neutrality has a double meaning in the matter of value added tax. Thus, in addition to the fact that that principle constitutes, first, an expression of the general principle of equal treatment, second, the principle of fiscal neutrality implies the right of the taxable person to benefit from the full exemption from value added tax on goods and services which acquired them for the exercise of its taxable activities.*

10. THE MANAGEMENT OF A SHORT-STORY WRITER'S LITERARY CAREER

Georgiana Mîndreci

Constantin Brancoveanu University

Abstract: *Modern universal literature is so vast that it can take more lifetimes to cover in-depth studies and research into the uniqueness of each of the leading figures in the field. Nevertheless, due to dedicated biographers and their work we can now look at the deeper (inter)connections between a writer's literary creations and their private or personal experiences, which in the end complete the whole picture and, which, put together, offer the satisfaction of looking at the solved puzzle and understanding each piece better as it becomes integrated into the final image. This article tries to approach this type of overview on the whole literary career of a very influential 20th century American writer: J. D. Salinger.*

11. LITERARY WORKS AS MANIFESTOS

Georgiana Mîndreci

Constantin Brancoveanu University

Abstract: *It is not difficult at all to talk about literary creations as quests, initiations or manifestos since the writers' literary geniuses fulfill this inner need of using art as a tool of expressing attitudes towards or against the outside world that surrounds them. There is a myriad of examples in point throughout the literature of all times and cultures, but I believe that the modern one presents a more grounded approach in an attempt to exemplify the power and impact of such a literary creation on generations of young people worldwide. And what better example could I think of if not J. D. Salinger's novel "The Catcher in the Rye"? This article tries to outline the most important themes and patterns in the novel and connect them to other relevant and similar ones.*

SECTION 4. STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

1. THE RISK MAPPING USING CLUSTER ANALYSIS WITHIN PANDEMIC CONTEXT: EMPIRICAL EVIDENCE FROM ROMANIA

Mihaela DIACONU

University of Pitesti, Romania

Amalia DUTU

University of Pitesti, Romania

Abstract: During the last two years the humanity confronted with one of the worst crisis. People followed different behavioral patterns in order to manage the uncertainty. Thus, the individual resilience strategies are related to the uncertainty and to the risks that are arising from the “fog” of the pandemic. Considering that, in the future, crisis of different types will be more frequent in our life, understanding how people perceive risk and how they act under uncertainty becomes more and more important for governments and businesses alike. Thus, the purpose of the present study was to develop a model of individual risk assessment, starting from the psychological factors as risk perception and risk aversion. Also, using clustering procedures, a risk market mapping was introduced and empirical tested in Romanian context.

2. MANAGEMENT. BASIC PRINCIPLES AND TECHNIQUES

George- Dorel POPA

Constanta Maritime University, Romania

Abstract: This paper examines the relevance of the basic principles and techniques of management to improve effectiveness and efficiency in the management process. The principles should guide managers in decision making and action. The article examines whether the guidelines are useful or not. In our opinion anything which makes management research more efficient will help others to improve management practice. These strategies and tools might be useful for those who are interested in obtaining results without spending so much time, resources and energy for activities that do not lead to the aimed purposes within a company or enterprise, having the role of directing people to get more rapidly to their goals. In this article, managers could find out some effective tools and techniques, which can be used in different fields of the organization, that facilitate creating an efficient strategy, as well as on organizational, communicational and teamwork purposes, to successfully deliver a top-notch project. Management is the science that directs and unifies efforts and common goals of a group, supporting skillfully the leaders in obtaining exceptional results within organizations, reaching their well-established goals and not at least, a successful key for developing their business.

3. MANAGERIAL COMMUNICATION - THE FUNDAMENT OF TRANSFORMATIONAL LEADERSHIP

Iuliana PÂRVU

Cristina CIAMI

Spiru Haret University, Romania

Abstract: Leadership is a concept frequently approached in the current managerial practice and literature, organizations and theorists proposing solutions for its implementation in a successful way. A frequently promoted form of leadership in modern organizations is the transformational leadership, in connection with which there is a vast literature. In the context of its implementation, this paper highlights the special role of managerial communication, identifying the objectives that transformational leaders must pursue when communicate. The paper is relevant from a didactic perspective, to guide the approach mainly to the objectives of the managerial communication in contrast to the theorizing of the communication process itself and from the perspective of expanding research to other areas, beyond organizational management, areas where teamwork is relevant.

4. CUSTOMER SEGMENTS ON THE HIGHER EDUCATION MARKET

Iuliana PÂRVU

Dragoş Mihai IPATE

Spiru Haret University, Romania

Abstract: *The last decades have marked a boom in university education worldwide. An increasing share of secondary school graduates continue their education at tertiary level, in the hope of higher future salaries and better career opportunities. On the other hand, the ever-increasing supply of educational services has led to an increasing heterogeneity of services offered by higher education institutions. Students can choose between different fields of study, between different universities, prestigious, between different modes of study etc. The alternatives also differ in terms of tuition fees and salaries expected after graduation. In this context, understanding the determinants of student choice becomes essential for forecasting and designing the services provided by higher education institutions. This paper addresses the issue of segmentation in the higher education market - a component of the research field of higher education marketing, which is still in a pioneering stage.*

5. APPROACHING THE STRATEGY OF ORGANIZATIONS FROM A PERSPECTIVE OF SUSTAINABLE DEVELOPMENT

Mădălina ALBU

Petroleum-Gas University of Ploieşti, Faculty of Economic Sciences

Abstract: *Approaching the development strategy of an organization from the perspective of sustainable development is manifested by running the business responsibly, efficiently and innovatively. Creating long-term value for the organization and for stakeholders must be done while respecting the environment, supporting the communities in which the organization operates and contributing to the achievement of the UN Sustainable Development Goals. Based on these considerations, this paper is a plea to integrate the basic concepts of sustainable development into the development strategy of organizations. The role of the approached case study is to justify the theoretical aspects by presenting the way in which companies approach sustainable development strategies. The preparation of sustainability reports and their public presentation justify the companies' concerns for the sustainable approach of the entire activity. The example for OMV Petrom justifies what has been said.*

6. SOCIAL RESPONSIBILITY PART OF THE STRATEGY OF THE ORGANIZATIONS

Mădălina ALBU

Petroleum-Gas University of Ploieşti, Faculty of Economic Sciences

Abstract: *The social responsibility of organizations can be defined as the concern of managers to decide and implement actions that have the role of creating added value to their business, in synergy with respect for the interests and welfare of society. The integration of social responsibility in the decision-making process at the level of companies and other organizations, is an activity that determines immediate positive effects on those directly involved, on local communities and on society as a whole. Establishing a framework for promoting and applying the concept of social responsibility is an important factor in promoting economic development and the sustainable development of local communities and society in general. The annual preparation of the Responsibility Reports at the level of organizations has the role of providing information about the impact of the companies' activity, as well as about the latest initiatives in areas that include the environment, nutrition and sustainable development. The case study aims to emphasize the opportunity to integrate the concepts of social responsibility in the strategy of organizations.*

7. DEVELOPING LEADERSHIP IN GLOBAL AND MULTI-CULTURAL ORGANIZATIONS

Alin GOGLEA

"Valahia" University of Targoviste, Doctoral School of Economics and Humanities, Romania

Sari KORAY

"Valahia" University of Targoviste, Doctoral School of Economics and Humanities, Romania

Abstract: *This paper provides a definition of leadership, explores global leadership, and how managers can develop the leadership skills necessary in a dynamic, global environment. The definition and the examination of global leadership provide a foundation for developing leader effectiveness in a global and diverse organizational environment. The emphasis is on leadership in formal, global, and diverse organizations and the leadership principles that can be practiced, applied, and concluded with some guiding principles from the literature.*

8. A REVIEW OF LEADERSHIP THEORIES, PRINCIPLES AND STYLES AND THEIR RELEVANCE TO EDUCATIONAL MANAGEMENT

Carmen IONIȚĂ (VIȘOIU)

"Valahia" University of Targoviste, Doctoral School of Economics and Humanities, Romania

Alin GOGLEA

"Valahia" University of Targoviste, Doctoral School of Economics and Humanities, Romania

Abstract: *Leadership is governed by over 66 theories which leaves many leaders and leadership scholars searching for an inclusive leadership theory. The existence of too many leadership theories obstructs progressive practice and research of leadership, hence there is need for leadership theory consolidation. The purpose of this theoretical debate is to examine the wider context of leadership and its effectiveness towards improving school management. This academic evaluation examines recent theoretical developments in the study of educational leadership in school management.*

9. ORGANIZATIONAL CULTURE AND ITS INFLUENCE ON THE PERFORMANCE OF HIGHER EDUCATION INSTITUTIONS

Carmen IONIȚĂ (VIȘOIU)

"Valahia" University of Targoviste, Doctoral School of Economics and Humanities, Romania

Sari KORAY

"Valahia" University of Targoviste, Doctoral School of Economics and Humanities, Romania

Abstract: *This study reports on the organizational culture and its influence on the organizational performance. It focuses on these six elements: environment, mission, leadership, information, strategy and socialization. The analysis of interviews indicated the congruence between the perspectives of students and those of the faculty members on some particular elements. In addition to confirming that most of the organizational culture elements are encouraging, the analysis also showed that all culture elements have a strong influence on the individual performance which in turn contributes to the overall performance of the university.*

10. PERFORMANCE MANAGEMENT - PRINCIPLES AND IMPORTANCE

Bianca – Cristina VOICULESCU (PROCOPIU)

"Valahia" University of Targoviste, Romania

Cornel ZAMFIRESCU

"Valahia" University of Targoviste, Romania

Abstract: *Performance management is not an easy field to follow, since it is constantly evolving and hence the need for an efficient performance management system. The new performance management trends appear every year and, too often, the employees are left feeling inefficient or unmotivated, and the managers are frustrated because of the poor levels of individual and team performance. Fortunately, more and more organizations are realizing the importance and benefits of the effective performance management systems. The first step towards revitalizing and improving the existing performance processes is to understand what an effective performance management system is, which is the key to the overall functioning of the organization and the achievement of objectives.*

11. DEEPER INSIGHT INTO SCIENTIFIC PRODUCTION RELATED TO PUBLIC POLICIES TO FOSTER ENTREPRENEURSHIP IMPACT ON ECONOMIC GROWTH

Alexandra-Mădălina ȚĂRAN

Doctoral School of Economics and Business Administration, West University of Timisoara, Timisoara, Romania

Florin COSTEA

Doctoral School of Economics and Business Administration, West University of Timisoara, Timisoara, Romania

Abstract: *The purpose of this paper is to review the relevant articles on the relationship between public policy, entrepreneurship, and entrepreneurial activity performing bibliometric analysis. The management research approach to determine the key authors, countries, keywords plus, and sources that contribute to our research topic, involved the employment of one of the most appreciated software dedicated to bibliometric analysis, namely VOSviewer. The analysis of the co-occurrence, citation, and co-citation was applied on 224 documents extracted from the "Web of Science Core Collection database", in the 1993-2021 time frame, in order to review the literature regarding public policy, entrepreneurship, and entrepreneurial activity. In this paper, we review various maps including keywords plus network visualization, countries and authors citation network, and co-citation of cited sources scientific map. Furthermore, we identify top sources, keywords plus, geographical distributions, and authors making the highest level of contribution to our research field. Accordingly, based on the co-citation analysis, the top authors cited in the field of public policy, entrepreneurship, and entrepreneurial activity are Aparicio S. (4 papers), Urbano D. (6 papers), and, last but not least, Vorley (5 papers). Moreover, three major contributions in the research field were identified in different geographical areas with the most cited papers, as USA (73 documents, 4337 citations), England (37 documents, 1573 citations), Spain (17 documents, 529 citations), and Germany (15 documents, 238 citations). We found as the most frequent keywords plus innovation, growth, performance, policy, impact, or entrepreneurship. Finally, "Small bus econ" (621 citations), "J bus venturing" (419 citations), and "Res policy" (406 citations) are the most cited bibliographical sources. We notice the increased interest in this research topic, especially in the USA and European countries. This result is not surprising, because we identify states with a high level of development and innovation, but also with education.*

12. THE ROLE OF LEADERSHIP IN TRAINING AND DEVELOPMENT OF HUMAN RESOURCES

Florin A. GOROVEI

"Constantin Brâncoveanu" University of Pitești, Romania

Abstract: *This paper entitled "The role of leadership in training and development of human resources" is structured in two parts: the first part is a theoretical part, consisting of chapters I and II, and the second part includes a case study on training and development of leadership style in a military unit. The aim of the paper is to highlight the practical aspects regarding the application of leadership within teams, crews or different compartments. The paper was based on literature and specialized studies on leadership and staff development in the organization. The practical part of the paper was outlined based on the 21 Undisputed Laws of Leadership, developed by John Calvin Maxwell. Chapter I entitled "Theoretical approaches regarding the concept of leader and leadership" deals with the concepts of leadership, management, leader and manager from a theoretical point of view. Chapter II entitled "Leadership in staff training and development" presents the qualities needed to be a successful leader, staff training, teamwork and on-the-job training. Chapter III entitled "Study on the orientation of nco's to visionary leadership" is the practical part of the paper and analyzes the vision of leadership in training and development human resources in a military unit. The paper ends with conclusions and proposals regarding the conducted research.*

13. RETHINKING THE C&B PACKAGE FOR EMPLOYEES IN CRISIS TIMES- CASE STUDY DECATHLON ROMANIA COMPANY

Iulia CONEA-SIMIUC
West University of Timisoara, Romania
Denisa ABRUDAN
West University of Timisoara, Romania

***Abstract:** To gain a competitive advantage in the marketplace, any organization must understand how to attract, manage and retain its best employees. It has become a reality that organizations strive to come up with a versatile compensation and benefits package that suits employees but at the same time aligns with business objectives. If this is not managed well, the organization will lose its position in the market and over time will face the wear and tear of talent. The costs associated with the loss of employees due to their demotivation may cost more than the motivation as they are related to the recruitment, selection, and training of new employees. In addition to these direct financial costs, the loss of employees can also lead to work interruptions, loss of organizational memory, loss of mentors, diminished diversity, and ultimately loss of productivity or customer service. Given the importance of each employee and the situation generated by Covid-19, this paperwork aims to present on the one hand what are the components of a package of compensation and benefits that matter to employees and on the other hand, how organizations in times of crisis rethink compensation and benefits policy, taking as an example good practices implemented by Decathlon Romania.*

14. THE SWOT ANALYSIS OF COMMUNITY-BASED ENTREPRENEURSHIP DEVELOPMENT IN VIETNAM

Khanh Hung DOAN

The Bucharest University of Economic Studies, Bucharest, Romania

***Abstract:** Alongside the economic development of countries in recent years, the role of enterprises and entrepreneurs is increasingly important. More specifically, enterprises and entrepreneurs are identified as driving forces in local development. Among them, community-based enterprises emerged as a phenomenon in promoting and supporting community and region development. These community-based enterprises actively support communities in terms of economic, cultural, social, and environmental benefits of the local community. It does not just benefit individuals. These are the distinguishing features of community-based entrepreneurship. The article aims to understand the community-based entrepreneurship's components and outstanding characteristics in Vietnam by the SWOT analysis method. In particular, Vietnam is a country with a culture with community characteristics. Besides, the study also proposes some strategies to develop community-based entrepreneurship based from the SWOT analysis results. The results of the research are a remarkable reference that promotes research on community-based entrepreneurship.*

15. THE CIRCULAR ECONOMY, THE SOCIAL ECONOMY, THE GREEN ECONOMY-DIMENSIONS OF THE THEORETICAL AND PRACTICAL RESPONSE TO THE NEEDS OF TODAY'S SOCIETY

Gabriela-Cornelia PICIU

Financial and Monetary Research Center „Victor Slăvescu”, Bucharest, Romania

***Abstract:** This article deals with a current, complex and rather little approached topic, the connection between the three concepts, as well as the hierarchical relationship between them.*

Depending on the use of different concepts, approaches and related tools identified in the three theories, we will highlight different degrees of substitutability and trade-offs between their ecological and economic benefits, as well as the need for structural changes in current ways of life. Although the three concepts have different assumptions and operationalization strategies, they have in common the goal of reconciling the environment with the economy and its social objectives. Thus, we try to make a contribution to the definitions and relations between the circular economy, the social economy and the green economy, as a precondition for the operationalization of the economy.

16. UNDERSTANDING EMPLOYEES NEEDS THROUGH CORPORATE SOCIAL RESPONSIBILITY

Andra MODREANU

The Bucharest University of Economic Studies, Romania

Gabriela Nicoleta ANDRIȘAN

The Bucharest University of Economic Studies, Romania

Abstract: *The current competitive business environment implies that companies need to adopt a people-driven orientation in order to succeed. Fulfilling the expectations of external customers has been one of the most important priorities for many firms. Lately, more and more organizations have become aware of the vital role employees also have as internal stakeholders and customers. Considering the essential part workers hold in delivering business results, it is understandable why many companies seek to recruit and retain competent employees. The paper intends to provide a comprehensive understanding of how corporate social responsibility models can be used to satisfy the needs of employees based on Maslow's hierarchy applied to the work environment. The results outline the importance of corporate social responsibility in attracting and retaining valuable employees due to the concept's contribution in meeting the expectations of individuals.*

17. ON-CHAIN ANALYSIS – A NEW BLOCKCHAIN FRAMEWORK FOR EVALUATING FINANCIAL DIGITAL ASSETS

Andrei-Dragos POPESCU

University of Craiova, Doctoral School of Economic Sciences, Romania

Abstract: *On-Chain analysis is a unique approach for studying blockchain data, that takes an asset's ledger and immutable record of market dynamics into consideration and establishes a macro view of the financial digital assets market. On-chain analysts use this radically transparent information to assess supply and demand dynamics, human behavior, patterns of buying/selling, and miners' activity. The purpose of this paper is to identify market dynamics, within the spectrum of financial digital assets, as a basis for providing clarity to fundamental factors that influence digital assets pricing, by means of on-chain analysis. Most of the participants of the financial digital assets' ecosystem, are starting to study and leverage on-chain metrics, in order to form unique perspectives or to enhance trading strategies and position management. This paper will analyze the innovative approach of on-chain analysis, with an in-depth examination of the fundamental metrics for evaluating blockchain/DLT assets, based on the information enclosed in the blockchain/DLT, which provide an abundance of aggregated, open and incorruptible financial data.*

18. CURRENT ISSUES REGARDING THE RAILWAY HUMAN RESOURCES SELECTION PROCESS ARISEN DURING THE PANDEMIC

Daniel DĂNECI-PĂTRĂU

Spiru Haret University, Romania

Andreea JENARU

Maritime University Constanta, Romania

Abstract: *A correct forecast of the personnel required must be permanently associated with the foreseeable changes of the environment - the conditions of the market, public health, economy, competition, technology and finances. Due to the instability of the current economic environment, railway companies are determined to re-organize themselves, searching new methods to control situations of crisis, which upturn the existing theories. An important feature of all modern approaches is the idea that all human resources must be mobilized towards the achievement of organizational goals. The importance and topicality of this idea are given by rethinking the strategic role of human resources at the level of organizations, people being considered their main competitive advantage. These developments stress the importance of recruitment and selection as the determining factor in ensuring the need for human resources.*

19. THE IMPORTANCE OF HUMAN AND THE ETHICS RELATIONSHIP IN THE NGO,S MANAGEMENT

Ana Maria BOCANEALĂ

University of Economics Studies of Bucharest, Romania

Gheorghe-Alexandru STATIVĂ

University of Economics Studies of Bucharest, Romania

Abstract: *The research starts by presenting the mains aspects of analysis theme and the practical elements. The mains aspects analysis in the NGO environment are related by the project management. Like a NGO Manager, we can see that is very important in each step of project to have the strong ethics principles and the core competences. Nowadays the organizational environment is extremely accelerated, we must take the quick decisions, but more important is the decisions to be taken with great responsibility. In more than 10 implemented NGO's projects, we can conclude that the Ethical principles and the Human reporting are most important in implementing projects. People who are searching for project, must adhere to the ethical principles of your organization. Therefore, is very important, that leader or manager to share to its employees a organisational culture based on sound ethical principles. If people didn't respect this aspect, when they start to implement the project, they can have a gap in your team work. In the NGO environement the organisational culture, must be built on responsibility, responsibility for task, projects and results. Also, in practice I acknowledge that it's important to protect your principles and values. I found that a culture characterized by ethical behavior, it always keeps his promises and, keeping promises is the key to performance!*

20. TRAINING AND DEVELOPMENT OF TEACHERS-KEY ELEMENT OF QUALITY MANAGEMENT IN PRE-UNIVERSITY EDUCATION

Lavinia-Roxana DINCĂ (DIACONU)

“Valahia” University of Târgoviște, Romania

Alexandra IOSIFESCU

“Valahia” University of Târgoviște, Romania

Abstract: *The article deals with the issue of teacher training and development, which is a continuous process that ensures quality in pre-university education. The quality of the instructive-educational process depends, to a large extent, on the periodic training of teachers. For this reason, this process of personal development is necessary to be achieved by accessing various training programs, constantly updated. The individual, by nature, of being who communicates, lives and acts in the community, belongs to some groups. In this situation, the successful development of the activities in school organizations depends on the degree of understanding, motivation, coordination and improvement of human resources.*

21. A MICROECONOMIC ANALYSIS OF THE LATEST YEARS INVESTMENT BEHAVIOUR IN ROMANIA

Dalina-Maria ANDREI

The Institute of Economic Forecasting of the Romanian Academy of Sciences in Bucharest, Romania

Abstract: *Our below contribution refers to what is actually happening in Romania, as domestic investments. The individual economic entity is here ultimately targeted. Besides, this text restrains focus to Romanian domestic investments in latest years. References to main currents of thinking, as published in the established literature, will be here replaced by the Romanian analysts' current opinions, as expressed in the local press, so in a different form of expression. These opinions will be accompanied by statistics and extracts of, where the case. Synthetic calculus on such concrete data will be part of references, as much as opinions, including speculations made by these specialists. No polemic objections to these from the author of this text.*

22. OBJECTIVES AND DIFFICULTIES IN SME'S SECTOR IN ROMANIA

Dalina-Maria ANDREI

The Institute of Economic Forecasting of the Romanian Academy of Sciences in Bucharest, Romania
Abstract: *The topic of this paper keeps deep roots in the old economic thinking and will share between such basics and update data for Romania. On the one hand, the Marginalist 'perfect competition model' daring to link between 'welfare maximizing' and what ever-since regards 'small and medium size enterprises'(SME), and that basing on a real and simple mathematical demonstration of that time. On the other, the latter and today condition in a country like Romania in early 21st century, namely in a time of all compatibility dismantled between economic development and just SME here working. We'll also see below that SME cannot be missing, together with activities and their aspects that appear even surprising at the first sight. All facts and data here develop during the two years previous to the current pandemic (2018-2019). Data, including some analyses made, here come from National Institute of Statistics (INSEE), National Council for SME, both in Romania, plus the European Commission(EC) Manual. To equally be noted that these same data and analyses will make the basis for future research considering current health crisis and its impact on the Romania's business environment.*

23. CHALLENGING AND STIMULATING MEDICAL STAFF IN THE COVID 19 PANDEMIC

Silvia MINCIUNĂ (GRIGORE)

“Valahia” University of Târgoviște, Romania

Mihai MIEILĂ

“Valahia” University of Târgoviște, Romania

Abstract: *The public authority responsible for health insurance in the period 2016-2020 has ensured the implementation of sustainable strategies for attracting and retaining doctors and nurses in the health system by filling vacancies without organizing competitions, motivating and stimulating them with priority during the pandemic to reward the efforts of medical staff in the fight against the coronavirus epidemic. In this regard, the Public Authority responsible for health insurance has regulated the general framework for testing, quarantine, isolation at home, as well as the provision of emergency medical services, continuing hospitalization and primary care services that have been provided by medical staff who actively and continuously participated in improving the health of the population during this precarious period. The public authority responsible for health insurance, Ministry of Health, through the National Institute of Public Health, a unit subordinated to it, was responsible for developing methodologies and procedures for the period of emergency and alert, in order to establish a unitary way of collaboration between hospitals, county public health departments and services county ambulance in order to implement specific circuits and measures on health protection against pandemic.*

24. ORGANIZATIONAL CHANGE IMPACT - BETWEEN CONFLICT AND WELLBEING

Ana-Maria NICOLAE (STAN)

“Valahia” University of Târgoviște, Romania

Iuliana, MIHAI (VASILE)

“Valahia” University of Târgoviște, Romania

Abstract: *As the pace of change accelerated, organizations lost sight of their employees. Without the desire and ability of every employee to change, organizations reduce their ability to change. Thus arose the need for entrepreneurial thinking, based on finding the answer and exploiting change considered an opportunity, so a managerial activity based on flexibility, adaptability and creativity, by reducing interpersonal conflicts and improving employee well-being. This study explores the idea that our challenge is not our methods of change, but rather the human element.*

25. THE EVOLUTION OF THE LARGEST COMPANIES OPERATING IN ROMANIA IN THE PERIOD 2017-2020

Sorin-George TOMA

University of Bucharest, Faculty of Administration and Business, Romania

Ștefan CATANĂ

University of Bucharest, Faculty of Administration and Business, Romania

Abstract: *In the age of globalization, companies around the world are operating in a highly competitive business environment. Possessing a huge capacity of concentrating wealth and power, they represent key actors in the economic world and significantly influence the way both the national and global economic systems evolve. The paper focuses on the analysis of the evolution of the largest companies operating in Romania in the period 2017-2020, in terms of revenues and profit. A quantitative research methodology was deployed based on secondary data research. The results of the paper show a dominance of the same business organizations in the top of the largest companies acting in Romania.*

26. TELEWORKING AND ITS IMPACT ON ORGANIZATIONAL PERFORMANCE IN THE PANDEMIC CONTEXT

Cristina STROE

“Valahia” University of Târgoviște, Romania

Diana MOISEVICI-ȘERB

” Ion Ghica” Economic College of Târgoviste, Romania

Abstract: *Working from home, called by specialists in the field as teleworking or digital work, is not a new concept. As the years passed, it has become a phenomenon related to normality, given the current context (health crisis). National and international statistics highlight the intensification lately under the impact of the restrictions imposed by the pandemic. Even today, teleworking seems to remain, in the case of some companies, as an essential activity for carrying out the object of activity. There are also some activities that cannot be carried out online, especially in production. Teleworking has both positive and negative effects. Both employees and employers have discovered that work can be done from anywhere, even obtaining performance, the important thing is to have knowledge in the use of modern technologies, a desire to evolve, a laptop, but also an Internet connection. People quickly found solutions and adapted to new changes which show their receptivity. In the past, working from home was limited to the IT sector, but it has been extended to others (education, human resources, accounting, public services). This article deals with the impact of digital work on organizational performance and tries through its two parts (theoretical and practical) to find an answer to the question: Does teleworking have repercussions on organizational results?*

27. STRENGTHENING OF POSITION IN THE BUSINESS ENVIRONMENT OF AN INFRASTRUCTURE CONSTRUCTION CORPORATION WITH THE HELP OF ALTERNATIVE METHODS

Ion Gr. IONESCU

Tomis University of Constanța, Romania

Abstract: *The present paper intends to develop an analysis regarding the components of a marketing approach and, in particular, to become aware of its role in guiding the company's activity, in order to increase the chances of success. The market economy can ensure the necessary balance and adaptations, according to the requirements of the competition mechanism and its operating principles. Success in business depends, to a large extent, on how the business activity is optimized and programmed through a marketing vision. In the market economy, any organization, and in particular a non-profit organization, devises its own policy, by which it designates future directions of evolution, as well as the concrete ways of implementing it, a policy that must ensure its permanence on the market. market and especially the overall development. Thus, the company can correctly assess the parameters of the market and allocate the resources that it has according to the real demand, can detect the uncoated segments of the market and the comparative advantages compared to the competitors. The strategic axis of an enterprise can be modified, from one stage of evolution to another, but when the company acts in a turbulent environment, where unforeseen events can occur that do not fit into the usual risk calculation, the strategic alternation becomes a ordinary fact.*

28. ORGANIZATIONAL RESILIENCE, A KEY FACTOR IN THE LONG-TERM OPERATION OF A COMPANY IN THE BUSINESS ENVIRONMENT

Monica COJOCARU
Alina Iuliana TĂBÎRCĂ
Alexandra IOSIFESCU

“Valahia” University of Târgoviște, Romania

Abstract: *The dynamics that characterize the business environment determined the authors of the paper to research the factors that support and increase managerial efficiency but also the factors that can create imbalances and even failures in business. The answers obtained during the research include the presentation of a basic set of skills that a good manager needs in order for the organization he leads to adapt quickly to more or less predictable changes. The scope of research extends to the capabilities that characterize the type of manager to deal with unfavourable situations they face, but also to know and identify the opportunities that accompany market turbulence. Therefore, the paper seeks answers on how organizations can function in the long term in the market, regardless of the internal and external challenges they face.*

29. THE FRANCHISE BUSINESS SYSTEM DURING THE CORONAVIRUS PANDEMIC CRISIS

Iuliana TALMACIU

”Constantin Brâncoveanu” University of Pitești, Romania

Abstract: *The aim of this paper is to analyze the impact that the coronavirus pandemic has had and continues to have on the franchise business system. The SARS-CoV-2 crisis has produced numerous effects on business models and has brought major challenges for franchisors but also for those who wanted to become entrepreneurs by joining a franchise network. The franchise market, consisting mostly of retail and services, is an industry that has been deeply affected in the last almost two years but we consider that we can also identify positive aspects and development opportunities produced by this crisis.*

30. INCLUSIVE ENTREPRENEURSHIP IN THE CURRENT CONTEXT

Iuliana CIOCHINĂ

”Constantin Brâncoveanu” University of Pitești, Romania

Abstract. *The crisis caused by COVID-19 globally has greatly affected the dynamics of business in all sectors of activity, with major implications for the economy. Entrepreneurship, often associated with economic growth and development, contributes to improving living conditions, quality of life, creating new jobs, technological progress, and the prosperity of society. The context in which a business is started and developed can be defining for the success of the business, the development process of its initiation and development being influenced by many factors in the business environment. Some factors are general and are related to the overall situation in the economy, to the conditions in the business environment, and others are specific to the categories of entrepreneurs (age, gender, social category, etc.). Therefore, the measures proposed, at national and European level, to support entrepreneurship must cover all its forms. In this context, inclusive entrepreneurship, a concept that aims for all people, regardless of their environment and characteristics, to have the opportunity to start and run their own business. Giving everyone an equal chance to become entrepreneurs is a realistic option for a perspective of development, economic health and prosperity, a solution that mainly combines the economic and social dimension.*

31. COMPARATIVE ANALYSIS OF EUROPEAN UNION PENSION SYSTEMS

Cristina GĂNESCU

”Constantin Brâncoveanu” University of Pitești, Romania

Abstract: *Given that demographic forecasts for Europe in the future show a considerable increase in the number of older people and a decrease in the number of young people through a decrease in the birth rate, ensuring the payment of pensions at a decent level will become one of the main problems for societies. This paper performs a comparative analysis of pension systems in the European Union, referring to a number of criteria, namely: retirement criteria, how to calculate the pension, types of pensions, how to report and use the private pension system. The results of the study show that there is no ideal pension system, but only different models or visions that respond to the challenges in each Member State, while respecting their own policies in the field of social inclusion and pensions.*

32. THE ROLE OF HUMAN RESOURCES CAPITAL IN INCREASING ORGANIZATIONAL INTELLIGENCE

Diana Andreea DUMITRACHE

“Valahia” University of Târgoviște, Romania

Florica ROTARU

“Valahia” University of Târgoviște, Romania

Abstract: *This paper presents the concept of organizational intelligence as defined in the literature, the dimensions of this concept, highlighting the factors that contribute to its development, evolution and perception over time. It then focuses attention on human resources and the role it plays in the organization as a whole, as well as in increasing organizational intelligence in particular. Human resource is perceived as the most valuable resource of the organization, whose quality impacts organizational intelligence. The article uses human cognitive skills as the basis of a fundamental structure from which to form new organizational cognitive skills that are able to present management processes as critical creations of value. Organizational cognitive ability is an important factor in identifying appropriate organizational resources to assimilate and determine an optimal selection of applicable technologies and improvements. Also, human resources cognitive ability can create the premises for identifying knowledge with interconnected variables that support organizational intelligence, namely: performance, intellectual capital and managerial process.*

33. BUSINESS STRATEGY: AN OVERVIEW OF THE LAST CENTURY

Gabriela Nicoleta ANDRIȘAN

The Bucharest University of Economic Studies, Romania

Andra MODREANU

The Bucharest University of Economic Studies, Romania

Abstract: *When reviewing the available strategy literature, it becomes clear that strategies are constantly evolving to reflect the contexts in which they are used. This varies significantly depending on the point in time at which a strategy is to be implemented. The ultimate goal, prior to developing a strategy, is to accomplish the objective established at the outset. Thus, strategies provide a framework for businesses to grow in such a way that they can more effectively accomplish their end goal, which has historically been profit. Nowadays, businesses have objectives beyond profit maximization; as a result, the use of multiple strategies within the same organization is becoming more prevalent, and having a strategic mindset and vision in place can assist in connecting them in order to accomplish the organization's overall goal. The article develops a conceptual framework for analysing how strategies have been perceived over the last several decades. A synthesis of the most prevalent features associated with them was derived as a result of the existing literature review, leaving room for further analysis in future research.*

34. Cloud storage system. Snowflake

Teodor-Stefan

Software Quality Assurance at MindGeek

Carmen Radut,

Universitatea “Constantin Brancoveanu” Pitesti

Abstract: *Cloud means outsourcing business processes to a specialized company that has the necessary infrastructure to store and process data, which is becoming more common today, as the acquisition of hardware and software to manage, store and process data within the company has become more and more expensive from the point of view of service maintenance but also of hardware. Because the volume of data that companies currently manage is incredibly large, for example a gaming company, the data volume is huge and is generated by: the large number of users (the system must store their data and related data the number of logins, preferences), data related to the sales area, data related to the employees they have, the actual games, etc. This paper presents Snowflake technology, which is the most advanced business solution today, being practically a data storage system (Data Warehousing) built on Amazon Web Services or Microsoft Azure Cloud. The major utility of Snowflake is that there is no dedicated hardware or software to configure or manage, being ideal for organizations that do not want to dedicate resources for configuring, maintaining and supporting internal servers.*

35. Legal Adviser - Vâlcea County Council

Florica Laura Ștefania

Legal advisor - Vâlcea County Council

Carmen Radut

Universitatea "Constantin Brancoveanu" Pitesti

Abstract: *The broadest aspects related to the field of public administration are regulated in the Government Emergency Ordinance no. 57/2019 on the Administrative Code. It regulates the legal rules on the civil service and public authorities, as well as the categories of civil servants.*

The legal norms are in full accordance with the theory of duties and the structure of morality, as well as with the relation of morality in relation to the value of debt. From a theoretical point of view, the term "should" has a wide scope of application, delimiting itself from the classic of social life, of various socio-economic or cultural activities.

In this context, interpersonal relationships, which are established at the level of public administration, appear to be inextricably linked to moral norms, without which they cannot be possible. of norms. The set of norms that regulate this activity is made up of several subsystems, of which, the ones that are the object of this paper are the legal norms and the ethical norms. Even if there are some differences between the two categories, essential differences, in fact, they still have certain properties and correlations.

36. Integrity and prevention of corruption in public administration

Remus Gabriel Sasu,

Primăria Ocele Mari

Carmen Radut,

Universitatea "Constantin Brancoveanu" Pitesti

Abstract: *Public administration is an area of major importance and must operate on the basis of principles and values related to integrity, impartiality, the supremacy of the public interest, accountability, accountability and transparency. Preventing and combating corruption has been a priority for Romanian society in general, for public administration authorities in particular, which have shown a constant concern to improve the quality of the administrative act by introducing effective measures to reduce the phenomenon of corruption. A generally accepted definition of corruption is "abuse of power for personal gain." Although the definition also applies to the private sector, corruption is generally understood as referring to the misuse of a position in public administration or links to it in order to ensure undue benefits for oneself or a third party. The true social cost of corruption cannot be measured by the amount of bribes paid or misappropriated public funds. It also includes production losses due to misallocation of resources, distortion of incentives and other inefficiencies caused by corruption. Corruption can also have negative effects on income distribution and neglect of environmental protection. But most importantly, it undermines trust in legitimate institutions, diminishing their ability to provide appropriate public services and ensure a favorable environment for private sector development. In extreme cases, corruption can lead to a failure to recognize the legitimacy of the state, leading to political and economic instability.*

37. Risk management in cloud technology

Carmen Radut

Universitatea "Constantin Brancoveanu" Pitesti

Abstract: *Redefining the way businesses are modernized, innovated and competed in an increasingly digital world, by providing complete and integrated cloud services allow users and business developers to build, implement, seamlessly manage work in the cloud or locally. An important issue is to analyze the cloud strategy to determine the appropriateness of using cloud services in light of compliance with data security, legislation and regulations. From a security point of view, it is noted that traditional approaches to data security create a lack of availability in the cloud environment. An increasing number of businesses identify as the main problem of security in the cloud environment as being caused by misconfigurations and frequent deficiencies. Wrong configurations lead to the exposure of sensitive company data and therefore it is essential to involve all factors regarding the security of sensitive data. The implementation of an IT security strategy includes: a model of shared security responsibility; fast security capabilities; specific security capabilities (eg client isolation, data encryption, secure hybrid cloud, high availability, security controls, verifiable secure infrastructure, etc.).*

SECTION 5. MARKETING AND TOURISM

1. EU TOURISM INDUSTRY UNDER THE IMPACT OF THE CRISIS - IMPACT, MEASURES, VULNERABILITY

Daniel, Bulin

Bucharest University of Economic Studies,

***Abstract:** The economic and social risks caused by the current economic and sanitary crisis are manifested on tourism on several levels: domestic and international tourism market (declining demand and, by induced effect, supply, tourist flows and exports), labor market (unemployment, vulnerable categories), structural issues (SMEs share in sector, tourism role for some communities and regions), quality of life (incomes, access to tourism). All these implications make the economic and social impact assessments difficult, and the uncertainty regarding the 'back to normal' time horizon shows the complexity of the prognosis. Based by the macroeconomic tourism and demand-side indicators, this article aims to analyse the evolution of tourism in the EU under the impact of the pandemic and assess the vulnerability of the tourism sector in member countries in terms of pre-pandemic levels of economic impact (GDP, labor market, multiplier effect, dependence on tourist exports). The paper also summarizes the main categories of fiscal and financial measures taken by policy makers since March 2020 that have generally aimed at ensuring the liquidity of SMEs and protecting jobs in the most affected sectors.*

2. GENDER DISCRIMINATION BETWEEN STORY AND REALITY - A MARKETING APPROACH

Elena, Enache

"Constantin Brâncoveanu" University from Pitești

Cristian, Morozan

„Constantin Brâncoveanu” University from Pitești

***Abstract:** In history, we find constant preoccupations which highlight the woman, who has been, is and will be for a long time to come, far from being called equal to the man. We do not intend to follow this subject meticulously, but to come quickly to this day and age, in an attempt to prove that, although a miracle in its own way, women are currently discriminated, not only because they do not have the necessary weapons to defend themselves, but also because the woman allows herself to be discriminated against. It's like she's resigned herself! That is why large companies have adapted their information programs. The advertising style, messages and media transmission, product design, store architecture, sales training and customer support policy are created to be specifically addressed to both sexes.*

3. MICROMEDIUM ANALYSIS IN A COMPANY OF TOURIST SERVICES “DOINA” HOTEL COMPLEX - NEPTUN

Ion Gr. Ionescu

Associate Professor, “Tomis” University, City of Constanța

Lia Maria Anuța

Student, “Tomis” University, City of Constanța

***Abstract.** The business environment, with its high level of uncertainty, requires to organizations to adopt market rules for to take advantage of the opportunities they offer and to avoid their own threats and vulnerabilities, by knowingly consciously, the risks. Achieving the objectives of Doina Hotel Complex, it is not possible, without knowing its own potential, to extend its capacity to achieve benefits at a certain level. Rapidity and adaptability to change are the key words of the company in question that, in an analytical manner, adapts its behavior, depending on the entities it comes into contact for, in order to have a solid micro medium, used as well a fundamental element of building of the relationships with other economic agents, in the business environment. The organization invests significant amounts of money, in collaborations with specialized firms and different suppliers, to create efficient management infrastructures, in customer relationships. Market dynamic forces the hotel complex to adapt quickly, to the global focus of strategy to compete with companies that successfully apply the principles of this approach. All these are doubled by the analysis performed by us, which we want to represent a model for its realization, for all those who want to get involved in such approaches.*

4. RESEARCH UPON THE PERCEPTIONS REGARDING THE DANUBE DELTA, AS (ECO)TOURISTIC DESTINATION

Mihai, Mieiă

Professor, Ph.D., „Valahia” University of Târgoviște

Otilia, Crăciun (Radu)

Ph.D. Student, „Valahia” University of Târgoviște

Andrei Marcel, Manole

Ph.D. Student, „Valahia” University of Târgoviște

Abstract: *The aim of this paper is to analyze the perceptions expressed by a sample of 300 persons, both visitors and planners to have a tourism experience within the Danube Delta. The area is known as a biosphere reservation, and is considered as one of the most beautiful parts of Romania, mainly characterized by wilderness. The size of the Danube Delta it is the second in Europe (after the Volga Delta), comprising more than 500,000 ha, between the three arms: Chilia, Sulina, and St. George. Considering the special status of the area, the study reviews the actual stage of development in tourism, based on the survey collected opinions, with regards to the accommodation and transport infrastructures, taking into account the specific trip objectives of the interviewees, as well as their social and demographic features. Further on, their statements and perceptions are examined trying to observe to what extent certain prospective developments may contribute to improvement of the actual situation, considering the public awareness of the ecotourism, as an integrative approach of the actual exigencies of both the economic development and the preservation of natural resources.*

5. EUROPEAN TOURISM: TRENDS AND RESILIENCE IN PANDEMIC CONDITIONS

Mariana, Bălan

Professor PhD., SR I, Institute for Economic Forecasting - NIER - Romanian Academy,

Abstract. *During recent decades, tourism has become one of the most dynamic and fastest growing economic sectors in the world. Tourism is the economic sector that contributes to job creation both directly and indirectly, especially for women and young people. Thus, in 2019, the number of jobs in tourism accounted for 10.3% of total jobs worldwide, and the contribution of tourism to global GDP was 8%.*

The onset of the COVID-19 pandemic is an important and evolving challenge for the tourism sector. Measures taken by countries around the world to counter the pandemic have severely affected the tourism industry, and recent developments in this health and economic crisis show that the likelihood of this sector returning to normal in the near future is very low.

Based on the latest developments in quarantine measures, travel bans, border closures and previous crisis patterns, various international tourism bodies anticipate significant reductions in jobs and incomes in this economic sector.

The widespread impact of the COVID-19 pandemic and measures to combat it significantly affect all aspects of our lives and living environment, including tourism.

The paper presents a brief assessment of the impact of the COVID-19 pandemic on tourism at European and at national levels.

6. MARKETING STUDY ON THE DESIGN OF QUALITY TOURIST PRODUCTS

Daniel, Dăneci-Pătrău

University Lecturer PhD, Spiru Haret University

Abstract. *Starting from the premise that, in the field of services, their quality is obtained only by making the client their epicenter, we made it our objective to find out to what extent, in the field of tourism, the population participates in obtaining quality tourism products and how their consumption influences individual development and society as a whole. Based on these facts, this paper aims to determine how tourism products should be designed as to comply with the sustainability principles. In this regard, we conducted research on the opinions of foreign tourists who arrived in Constanta, Romania, to find out from them what those who conducted the research in the tourists' country of residence could not find out. Thus, a combined tourist product was designed to include a circuit in three European countries. The purpose of this paper is to highlight the way in which tourist products are created as to best meet the needs of foreign tourists. This work can be used both by Romanian tour operators and other competent authorities in designing tourist products.*

7. THE DEVELOPMENT POTENTIAL OF (ECO)TOURISTIC AREAS - EVALUATION AND MANAGEMENT

Mihai, Mieilă

Professor, Ph.D., „Valahia” University of Târgoviște

Otilia, Crăciun (Radu)

Ph.D. Student, „Valahia” University of Târgoviște

Andrei Marcel, Manole

Ph.D. Student, „Valahia” University of Târgoviște

***Abstract.** The public awareness of the tourism role and importance within the national economies has led many countries to invest in tourism infrastructure, to create advantageous conditions for the economic operators in the field, and to act for the training of specialized labor force. The need for entertainment and leisure, the enrichment of cultural knowledge or the spiritual life are just some of the motivations that contribute to the expansion of the tourist phenomenon. In the processes of creation and the management of a tourist area, there have to be considered a set of criteria. The aim of this paper is to review the specific measurement indicators employed in order to evaluate the level of natural resources, including the existence of the human potential, as well as the sustainability of a demarche.*

8. DISRUPTIVE TECHNOLOGIES AND E-COMMERCE FOR A LEAN TRANSITION TO THE POST-PANDEMIC WORLD

Ioan Matei, Purcarea

PhD student, Institute of National Economy, Romanian Academy

***Abstract.** Technology shifts can be challenging for most of the successful business models. The difficulty of switching one core technology for another has been frequently demonstrated. Only a quarter of efforts to find growth beyond core business succeed and Amazon is a great example of entrance on new markets with its digital services. Amazon announced at the beginning of 2021 the plans to enter the Polish Market, \$19 billion in value, taking advantage of the 10 logistics centers they have in the country that help process European deliveries. Amazon was planning on hiring additional 12,000 workers to the existing 18,000 ones in Poland by the end of 2020 right before the big news, while shares in the east European nation's e-commerce leader Allegro.eu significantly dropped. The paper analysis the way Amazon succeeded in entering the Eastern Europe market and how Amazon is positively impacting the eastern national economies that are currently under constant pressure caused by the COVID-19 pandemic.*

9. ATMOSPHERIC RISKS IN THE DANUBE CLUSTER

Andrei-Florin, Băbăț

PhD, University of Craiova

***Abstract:** Due to its position in Romania, the Danube Cluster is exposed to climate risks with a major impact on the environment. The article describes how each phenomenon manifests itself, as well as how they affect the population. The author analyzed the main climatic parameters, temperature, precipitation from meteorological stations in the area in order to identify the main atmospheric risks. The main atmospheric risks that appear in the Danube Cluster area are: drought, desertification, lightning and thunder, hail, frost and floods. The existing atmospheric risks at the level of the analyzed area and not only constitute a major problem on the natural environment with repercussions on the population and human activities.*

10. ANALYSIS OF THE EVOLUTION OF THE HOSPITALITY INDUSTRY IN ROMANIA

Carmen Iordache

Associate Professor PhD, „Constantin Brâncoveanu” University of Pitești

Abstract. *The evolution of the hospitality industry in Romania is marked by the centralized economy, lived under the communist regime, choosing with major macroeconomic imbalances, with a series of obsolete and uncompetitive production capacities, with low productivity and with the deterioration of natural factors. At the same time, the transition to the market economy proved difficult and lengthy, with the privatization of tourism assets taking place in the absence of major international market operators, who would have had experience and managerial capacity to attract funds for major investments. The neighboring countries of Romania - Bulgaria, Hungary, Croatia or Slovakia – with a competing offer, practice much more advantageous tariffs as a result of the fact that the governments of these states make sustained efforts to make the tourism product cheap on the international foreign market and have a long-term tourism development strategy.*

Romania has a wide variety of unique, world-class natural, cultural and medical/spa attractions that are ready to be exploited, but never really reach goals that, with honesty to say, are not firmly established. Foreign tourists are overwhelmed by the existence of the resources for sustainable tourism that are found here, but they are equally upset by why something is not done to potentiate this area so tender that could have long become the catalyst of the national economy. This paper aims to carry out an analysis of the hospitality industry, to identify the development trend in the next period.

11. WHAT CAN WE LEARN FROM THE ‘BE A TOURIST IN YOUR OWN TOWN’ AGENDA? A CASE-STUDY OF LINCOLN, UK

Claudia, Sima

PhD, University of Lincoln UK

Abstract. *Covid19 has helped grow the staycation and ‘local tourist’ phenomenon. Through an analysis of Lincoln’s approach to staycation and ‘be a local tourist’ strategy, the paper tackles the concept of resilience management in relation to domestic tourism. Being a local tourist is usually framed by several characteristics, activities, and attitudes such as joining a walking group, enjoying a picnic in a new park, shopping at a new market, participating in local festivals, eating at a new café, or reading about a local landmark and then visiting it. However, successfully developing and encouraging such a type of tourism requires both tourism resources and tourism development, as well as tourism marketing and tourist education. The paper will explore the development and marketing of tourism activities during Covid19 in the city of Lincoln. It will discuss the regeneration of Lincoln’s Cornhill Quarter and its impacts on the local tourism economy. The lessons, opportunities and challenges faced by the city of Lincoln in attempting to develop this approach to tourism development may be of relevance for other destinations with a similar agenda.*

12. BASICS OF MARKETING SIMULATIONS – MARKSTRAT SIMULATOR

Ștefan-Alexandru, CATANĂ

Ph.D., University of Bucharest

Sorin-George, TOMA

Professor, Ph.D., University of Bucharest

Abstract: *Business simulations is a hot topic in higher education, as it aims to connect theory with practice and help students become familiar with the marketing activities carried out in an enterprise. This article aims to define the basic concepts of marketing simulations and to present the case of the Markstrat simulator, one of the most used strategy marketing simulators for students and professionals. The research methodology was based on a quantitative research method and a case study. The paper contributes to the deepening of the theoretical framework to better understand the marketing simulations field, in general, and to understand the Markstrat simulator, particularly. It also shows that in marketing simulations games students run virtual production companies and they will analyze the market, manage the elements of the marketing mix, and invest in research and development to get competitive advantages. The outcome of this paper provides a guidance tool for students, teachers, and professionals carrying on business simulations.*

13. STRATEGIC DEVELOPMENT OF THE HOSPITALITY INDUSTRY IN ROMANIA

Carmen Iordache

Associate Professor PhD, „Constantin Brâncoveanu” University of Pitești

Abstract. Together with the overall economy, the hospitality and tourism industry has enjoyed massive growth in the last decade since the end of the financial crisis. From the developments reported worldwide, it appears that this activity is a main source of recovery of national economies for all countries with important tourism resources. On the other hand, it is found that this sector represents an industry producing services for the population, which has never faced a lack of demand. The tourism product is constantly in demand by a growing segment of the population from all areas of the globe, regardless of the existence of local or regional economic situations.

As a result of the intensification of competition, managers in the hospitality industry are becoming increasingly concerned about the decision-making process that can ensure the smooth running of the work of the organizations they lead. Strategic options are the end result of managers' efforts to identify the forces driving change and to understand the opportunities offered by the environment. All these aspects can only be achieved if managers are able to identify the best strategies and thereby achieve competitive advantages over competition.

14. CORONA VIRUS PANDEMIC OPENING WAYS TO NEXT EDUCATIONAL MARKETING

Mihaela, Asandei

Associate Professor PhD, „Constantin Brâncoveanu” University of Pitești

Andreea- Daniela, Gangone

University Lecturer PhD, „Constantin Brâncoveanu” University of Pitești

Abstract. The Corona Pandemic Virus has generated chain changes in all economic, social and cultural sectors at the level of each country, changes that have generated a global economic crisis that has affected and continues to affect business, jobs, the medical system, but, as well as education and socio-cultural activities. The continuous state of uncertainty, the lack of direct human interaction, online education, all these will produce changes in the educational services provided in university education, as an essential element of the mix of future educational marketing.

The transition to online activities at Constantin Brâncoveanu University has since March 2020 become a necessity accepted by students and teachers as a challenge and an opportunity for digital education. In order to identify the peculiarities of educational marketing in the context of the pandemic, a pilot survey was conducted which will be the basis of a study with the main objective of knowing and measuring students' perceptions of Constantin Brâncoveanu University faculties on the advantages and limitations of online learning. The study will be used to support the substantiation of decisions on sizing and evaluation of online teaching activities.

SECTION 6: SOCIAL AND EDUCATIONAL POLICIES

1. AN ECONOMIC PERSPECTIVE ON THE SOCIAL AND PROFESSIONAL INTEGRATION OF YOUNG PEOPLE

**Florica Monica, Dutcaș
Denisa-Gabriela, Grosu**

“Victor Slavescu” Financial and Monetary Research Center

Abstract: *The research work focuses on the integration of young people from a social and professional point of view. By comparing some characteristics of the labour market in the Member States of the European Union, one can observe the relationship between education and income, the labour market being the means of communication between them. During the difficult period imposed by Covid-19, the main elements of labour market policies are analyzed, which are addressed to young people to facilitate access to education, in order to integrate into the labour market and society. The paper concludes with proposals for solutions to support and motivate young people in difficulty to learn, a key element in increasing employment and reducing unemployment among them.*

2. DEVELOPMENT DURING AND AFTER SARS COVID-19 THROUGH ECONOMIC EDUCATION AND ENTREPRENEURSHIP

Eva, SZABO

Doctoral School of Economic Sciences, University of Oradea

Abstract: *The economy and people's lives have been severely affected by the covid-19 pandemic, and the road to "recovery" requires a lot of work, energy, and solid knowledge. Considered essential in the process of economic growth and job creation, education and entrepreneurship seek to respond to a multitude of challenges aimed at training a new generation of people with an enviable track record. The recognition of the value of experience and learning from both positive and negative examples is essential to achieving it. For a country to progress, it needs strong entrepreneurship. If we look at the approach of successful entrepreneurs about risks, we will notice the importance of the education they received. Lately, the courses of the vocational training centres were adapted to the needs of a changing economy. Armed with determination and courage, people who have lost their jobs need a positive boost through professional retraining to become active members of society again. The initiatives in Romania and Hungary show us the increased interest of people to develop the knowledge and skills to be able to keep jobs or get a new one. People are beginning to understand the true meaning of lifelong learning.*

3. THE IMPACT OF THE PANDEMIC ON EDUCATION

Mihaela, Savu

Constantin Brancoveanu University, Pitesti

Abstract: *Rapid changes occurred in society with the onset of the pandemic have changed lives as we knew it. Education has been strongly influenced by the COVID-19 pandemic. The transition to online education took both students and teachers by surprise. The impact of these changes will be seen in the near future. This paper proposes to analyze the advantages and disadvantages of online education in Romania, in order to establish the impact of the pandemic on education.*

4.THE EVOLUTION OF THE DIGITAL ENVIRONMENT DURING THE PANDEMIC

Delia, Teselios

Constantin Brancoveanu University, Pitesti

***Abstract:** The impact that the current pandemic has on the way people live, communicate, work and learn, is underlined by the accelerated digital transformation, necessary in the conditions in which a whole series of activities have moved online. Significant changes in the digital behavior of Internet users are justified by the need to maintain a sense of normality in their lives. This paper presents an analysis of how the digital environment has evolved since the onset of the pandemic as well as a number of issues related to a digital post-pandemic future.*

5. THE IMPACT OF SARS-COV2 ON ROMANIAN TURISM

Sebastian ENE

Nita Liliana

Constantin Brancoveanu University

***Abstract.** The March 2020 pandemic left deep traces on the national economic sectors. In this context, an in-depth analysis is required to see the effects produced. This paper through statistical analysis, deduction and explanatory methods tries to explain how the Romanian tourism sector was affected.*

6. THE IMPACT OF FINANCIAL EDUCATION ON ENTREPRENEURIAL ACTIVITY

Sebastian ENE

Constantin Brancoveanu University

***Abstract.** Financial education has a great impact on entrepreneurial activity. The success of a business depends on the way the manager / entrepreneur understands the financial aspects of the activity carried out. Through the deductive analysis, this paper tries to capture essential aspects of the connection between financial education and entrepreneurial success.*

SECTION 7: STUDENT SPECIAL SECTION

1. CUSTOMER BEHAVIOUR RESEARCH FOR RECYCLING CLOTHES IN THE X CLOTHING STORE

Mădălina, Niță

Student, Constantin Brancoveanu University

Abstract: *This paper is a study on the organization's distribution strategy and environmental impact in the process of sustainably developing the fashion industry. It is carried out on the basis of marketing research on consumer behavior, on the process of recycling used clothing and textiles via the store. The topic is that the fashion industry is one of the largest and most active industries in the world, which means that a lot of manufactured products are continuously made to maintain customer trends and expectations. Due to the widespread use of high-tech advances in the creation of fibers such as polyester, viscose or Lycra, it turns out that such a process can cause a lot of waste both in their production and consumption. The questionnaire included in the research is applied to people, who usually buy products from the clothing store, and is based on the fact that respondents know how to recycle used clothes and have a lifestyle favorable to environmental sustainability and social sustainability.*

2. ASYLUM LAW AND POLICY IN THE EUROPEAN UNION

Ștefania, Cebuc

Student, University of Groningen (RUG), Faculty of law

Cristiana, Foglia

Student, University of Groningen (RUG), Faculty of law

Abstract . *The topic of asylum has become a pressing matter for European states in the past decades, as more asylum seekers enter the Union's territory in an attempt to find shelter from war, famine or persecution in their homeland. Faced with the increasing influx, the European Union has attempted to harmonize the response of the Member States through treaties and conventions, and, later, through the establishment of the Common European Asylum System and of the European Border and Coast Guard Agency. Still, these efforts proved to be insufficient during critical times, most notably in the 2015 refugee crisis and during the COVID-19 pandemic. The current scheme depends on the supposed solidarity and cooperation between the Member States, but in practice, several European States have expressed their opposition, ignoring the pleas of the Union, and earning it the reputation of "fortress Europe".*

This article seeks to analyse the historical development of the European Union's law and policies regarding asylum seeking, the different responses of the Member States, and the practical shortcomings of existent legislation, especially during times of crisis.

3. Particularități în decontările cu terții la o firmă de transport internațional de marfă

Elena-Lăcrămioara Cincă (căs. Andreșcu)

Student, Constantin Brancoveanu University

Abstract: *În acest articol, am decis să abordez câteva aspecte care creionează importanța transportului internațional de marfă. Deși mulți nu își dau seama, acest tip de transport asigură o coeziune economică, dar și una socială. Principalele aspecte care particularizează transportul internațional de marfă sunt definirea și rolul serviciilor în sfera economică, reglementările sub care se desfășoară această ramură economică, contractul și derularea transportului care include furnizorii și beneficiarii, precum și modul de decontare a serviciului prestat. Toate aceste aspecte care definesc transportul internațional de marfă sunt supuse atât normelor contabile din țara noastră, cât și celor internaționale.*

4. RESTRICTIONS ON THE FREE MOVEMENT OF PERSONS IN THE CONTEXT OF THE COVID19 PANDEMIC

Gabriela, Borcan

Student, Constantin Brancoveanu University

Abstract . *The freedom of movement and residence of persons within the European Union is the cornerstone of citizenship of the Union, established by the Maastricht Treaty in 1992. The gradual abolition of internal borders, in accordance with the Schengen agreements, was followed by the adoption of Directive 2004/38/EC on the right of citizens of the Union and their family members to move and reside freely within the EU. Despite the importance of this right, substantial obstacles remain in terms of its implementation; notably the restrictions imposed to prevent the spread of Sars-Cov2 infection, which have limited this right of the citizens of the European Union, are topical.*

5. TECHNIQUES FOR PROMOTING SALES IN THE FIELD OF SaaS (SOFTWARE AS A SERVICE) PRODUCTS

Eduard, Cioabă

Student, Constantin Brancoveanu University

Abstract: *In the conditions of the market economy, the marketing activity is an important factor for the success of the business. The product must meet the demand, be accepted by the consumer. Product marketing considers the process of strategic positioning of a product or service on the market. A good positioning of the product requires involvement in the activity of communication and sales promotion. The choice for a certain sales promotion technique is made after an analysis of the products and objectives pursued. The paper highlights sales promotion techniques for software as a service (SaaS), a cloud-based software delivery model. SaaS marketing targets the methods used to market and sell these services. Promotional techniques need to highlight the benefits that attract customers to use SaaS: low initial costs, predictable ongoing costs, rapid deployment, and on-demand scalability. Promoting the sale of a SaaS product means that the sales cycles for these products are fast.*

6. THE ROLE OF LEADERSHIP IN TRAINING AND DEVELOPMENT OF HUMAN RESOURCES

Florin, Gorovei

Student, Constantin Brancoveanu University

Abstract. *The aim of the paper is to highlight the practical aspects regarding the application of leadership with in teams, crews or different compartments, and analyzes the vision of leadership in training and development human resources in a military unit. The hypothesis of this study was that effective military leadership is focused on vision, taking on the phenomenon of visionary leadership. To study the hypothesis, was used a questionnaire that considers three variables of the leadership: vision, charisma and enthusiasm. Study shows that the military leader is based on vision. Although vision is the key element, the other two variables are worth considering, having a significant weight. So, military leadership perceived as effective is based on vision (necessary but not sufficient), but we are not on the verge of a phenomenon of amplifying visionary leadership, vision development to the detriment of the other two variables.*

7. Rolul și importanța bugetului de venituri și cheltuieli

COCALA EMILIA

Student, Constantin Brancoveanu University

Abstract: *In cadrul acestui articol doresc să prezint câteva idei legate de importanța întocmirii și stabilirii unui buget de venituri și cheltuieli, rolul acestuia pe parcursul desfășurării activității unei entități. Este foarte important ca agentul economic să cunoască valoarea veniturilor obținute și valoarea cheltuielilor efectuate pentru a putea să adopte o strategie eficientă și aproximativ sigură în modul de gestionare și alocare a resurselor de care dispune. Măsurarea rezultatelor contabile se bazează pe o comparare între cheltuielile reale efectuate de către entitate în cursul unei perioade și veniturile reale produse de activitatea sa în aceeași perioadă. Veniturile și cheltuielile unei entități constituie punctul de plecare în stabilirea rezultatelor financiare, de aici rezultând importanța strategiei și tacticii financiare, de asemenea o importanță deosebită o are strategia de obținere a resurselor financiare la timp, utilizarea acestora conform destinațiilor și atingerea obiectivelor propuse cu ajutorul resurselor financiare planificate. În opinia mea, bugetul de venituri și cheltuieli ne ajută să asigurăm un echilibru financiar stabil și eficient. Scopul final al îmbunătățirii comportamentului financiar este să ajungem să economisim pentru ca numai astfel putem să investim pentru a ne asigura un viitor financiar așa cum ne dorim.*

8. SELECȚIA ȘI RECRUTAREA RESURSELOR UMANE ÎN CADRUL ADMINISTRAȚIEI PUBLICE

Mincu Daniela (Șerban)

Student, Constantin Brancoveanu University

Abstract . *Adaptând la vremurile actuale procesul de selecție și recrutare a resurselor umane, putem spune un lucru cert: nu putem vorbi despre eficiență ori performanță în instituțiile publice, fără o resursă umană bine pregătită. Plus valoarea unei organizații este întotdeauna dată de "om", astfel, nici o organizație nu poate funcționa bine în lipsa unei resurse umane foarte bine instruită.*

Deoarece în ultimii ani, tot mai multe sarcini și atribuții au fost transferate către autoritățile locale, așteptările cetățenilor cu privire la calitatea serviciilor oferite și relația cu comunitatea, au crescut. Administrația publică din România se confruntă cu mari deficiențe în ceea ce privește eficacitatea, eficiența sau imaginea activității sale. Pentru îndeplinirea cât mai eficientă a cerințelor, în instituțiile publice trebuie să existe un corp de funcționari publici de o înaltă competență, integrități, fideli administrației publice și devotați obiectivelor și sarcinilor ce le revin.

Chiar și autoritățile din România, ca și în alte state europene, au demarat numeroase activități ce vizează valorificarea la potențial maxim a celor ce lucrează în administrație pentru a facilita în acest fel angajamentul acestora și, totodată, pentru a ajuta la dezvoltarea și perfecționarea lor.

Scopul activităților de recrutare și selecție este de a se obține necesarul numeric și calitativ de angajați pentru satisfacerea nevoilor de forță de muncă ale organizației.

9. ANALYSIS OF PERFORMANCE IN EDUCATION IN TERMS OF HUMAN RESOURCES COMPETENCES

Florin-Valentin, Bidireanu

University of Pitesti

Abstract: *Performance in education must also be analyzed from the point of view of the quality of training of existing human resources at the level of the school organization. For an even more efficient measurement of performance, it is good to take into account external indicators, but also internal indicators. This paper analyzes the performance in education in terms of human resources skills, taking into account the European directions of development in the horizon 2025, which aims at cross-border mobility, lifelong learning and social education and the development and awareness of a common European identity, through capitalization and enrichment. European cultural. Among the recommendations of this paper are the encouragement of cultural, social and intellectual mobility at European level, lifelong learning, the development of a common mechanism for the recognition of diplomas, the correlation of study programs and the promotion of areas of study agreed at European level.*

10. Aprecierea performanței entităților economice

Luciana-Nicoleta Țuțuianu

Student, Constantin Brancoveanu University

Abstract: *Prin acest articol am plănuit să prezint importanța analizei performanței unei entități economice. Analiza performanței are un rol determinant în stabilirea strategiei de urmat, mai ales în perioada unei crize economico-financiară, chiar și în perioada unei crize generale cum este cea provocată de Covid-19. Performanța financiară este adesea dificil de atins de către entitățile economice, în special în contextul economic marcat de o criză economico-financiară. Schimbarile care au loc în economia românească solicită unele recomandari teoretice și în comportamentul agenților economici. În articolul de față mi-am propus să prezint câteva dintre cele mai importante aspecte referitoare la studiul performanței unei entități economice, voi vorbi despre contul de profit și pierdere, principalul instrument folosit în analiza performanței. Deasemenea am prezentat câțiva indicatori de performanță. Rezumând, conceptul de performanță financiară este interpretat diferit de utilizatorii de informație contabilă în funcție de interesele lor iar măsurarea performanței se face diferit în funcție de obiectivul acestora.*