

## 18<sup>th</sup> International Economic Conference - IECS 2011

### „*CRISES AFTER THE CRISIS. INQUIRIES FROM A NATIONAL, EUROPEAN AND GLOBAL PERSPECTIVE*”

**SIBIU, ROMANIA  
MAY 19-20, 2011**

#### First day – THURSDAY, 19<sup>th</sup> of May

- 9 a.m. -            -    **Registration of participants** at the "Aula Magna", "Lucian Blaga" University, Sibiu, str. Lucian Blaga no. 2A.
- 10 a.m. -
- 10 a.m. -            -    **Opening remarks** - Professor Carmen Comaniciu Ph.D., Dean ("Aula Magna").
- 12 a.m. -            -    **Welcoming speech** - Professor Constantin Oprean Ph.D., H.C., Rector of "Lucian Blaga" University.
- **Introduction** of participants and the program, welcoming remarks - Professor Dan Popescu Ph.D., H.C., Chairman.
- **20 Years of Higher Economic Education in Sibiu** - Professor Carmen Comaniciu Ph.D., Dean.
- 12 a.m. -            -    **Lunch Break.** Lunch at the Restaurant of the "Lucian Blaga" University, B-dul Victoriei no. 31.
- 2 p.m. -
- 8 p.m. -            -    **Papers presentation on Parallel Sessions** at the Faculty of Economic Sciences, str. Calea Dumbrăvii no. 17.
- After 8 p.m.        -    **Gala Dinner** at the "Silva" Restaurant.

#### Second day – FRIDAY, 20<sup>th</sup> of May

- 9 a.m. -            -    **Papers presentation on Parallel Sessions** at the Faculty of Economic Sciences, str. Calea Dumbrăvii no. 17.
- 11 a.m. -
- 11 a.m. -            -    **Plenary Session** at the Faculty of Economic Sciences, str. Calea Dumbrăvii no. 17.
- 12 a.m. -            -    **Conclusions. Official Closing Session.**
- After
- 12 a.m.            -    **Visiting tour** Mărginimea Sibiului **and lunch** at Săliște.

#### MONDAY, 23<sup>th</sup> of May

- 9 a.m. -            -    **The International Session of the Students.**
- 5 p.m.

The organizers kindly ask the participants that the time for each paper should not exceed 10-12 min.

## Paper Sessions

**SECTION 1*****ECONOMICS OF CRISES VERSUS CRISIS OF ECONOMICS (ECCE)***

	THURSDAY, MAY 19, 2011
2 p.m. – 4 p.m.	ROOM: EP 2
SESSION TRAK	PARALLEL SESSION 1.1. ECCE
SESSION CHAIR	<i>BRAN Florina, ȚĂRAN-MOROȘAN Adrian, BALTADOR Lia</i>

FEATURES OF THE LABOUR MARKET IN ROMANIA AND THE REACTION TO THE CURRENT CRISIS

*ACELEANU Mirela Ionela*

CHANGES IN ECONOMY OR CHANGES IN ECONOMICS?

*ALBU Lucian-Liviu*

FOREIGN DIRECT INVESTMENTS. CORRELATIONS AND DETERMINANTS FOR ROMANIA

*ANDREI Dalina-Maria*

IMPLICATIONS OF ECONOMIC CRISIS ON THE LABOR MARKET IN ROMANIA

*ANGELESCU Coralia, CHENIC (CREȚU) Alina Ștefania*

THE INFLUENCE OF CURRENT FINANCIAL CRISIS ABOVE ECONOMIC PROCESS

*BĂLĂCEANU Cristina Teodora*

WACOM COMPETENCE MODEL – IMPROVING WORK FORCE MOBILITY IN THE WATER SECTOR

*BALTADOR Lia, BUDAC Camelia, PETRAȘCU Daniela*

VULNERABILITIES ON ROMANIAN LABOR MARKET

*BOBOC Cristina, GHIȚĂ Simona, ȚIȚAN Emilia*

THE CRISIS OF THE ECONOMIC EVOLUTION

*BODISLAV Dumitru-Alexandru*

THE CHANGES OCCURRED IN THE GLOBAL FINANCIAL ENVIRONMENT AND THE EVOLUTION OF THE CAPITAL FLOWS IN THE CONTEXT OF THE INTERNATIONAL FINANCIAL CRISIS

*BOGHEAN Carmen, BOGHEAN Florin*

THE FINANCIAL CRISIS APPROACH FROM THE ECO-ECONOMIC VIEW: REALITIES AND PERSPECTIVES

*BORZA Mioara*

THE CRISIS OF ROMANIAN ECONOMY'S SYSTEM: OPPORTUNITY OR RESTRAIN FOR SUSTAINABLE DEVELOPMENT?

*BRAN Florina, MANEA Gheorghe, IOAN Ildiko*

THE PARADIGM OF THE LIVING LOGICAL SYSTEM (LLS) - ANOTHER WAY TO PERCEIVE THE WORLD OF ECONOMICS

*BRĂȚIAN Vasile, ȚĂRAN-MOROȘAN Adrian*

	<b>THURSDAY, MAY 19, 2011</b>
<b>2 p.m. – 4 p.m.</b>	<b>ROOM: EM 9</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 1.2. ECCE</b>
<b>SESSION CHAIR</b>	<b>DĂNĂCICĂ Daniela-Emanuela, ROTARIU Ilie, TROANCĂ Dumitru</b>

**OVERCOMING THE ECONOMIC CRISIS THROUGH INVESTMENTS. EVIDENCE FROM ROMANIA**

*BURCEA Felix-Constantin, UNGUREANU Emilia*

**FINANCING SOURCES FOR SMALL AND MEDIUM-SIZED ENTERPRISES**

*CARAGANCIU Iulian, OLTEAN Livia*

**INTERACTIVE PROGRAM TO SIMULATE GOODS AND MONEY MARKET DYNAMICS**

*CHISAGIU Livia*

**THE ANALYSIS OF THE BANKRUPTCY RISK FOR THE ROMANIAN COMPANIES. CASE STUDY: THE FOOD INDUSTRY**

*CÎRCIUMARU Daniel*

**ON THE CRISIS OF ECONOMIC THEORY**

*CONSTANTINESCU Radu, LOSTUN Andreea-Maria, VIERU Elena Bianca*

**RELATIVITY DOCTRINAIRE APPROACH OF THE CURRENT ECONOMIC CRISIS**

*CONSTANTINESCU Radu, LOSTUN Andreea-Maria, VIERU Elena Bianca*

**SUSTAINABLE DEVELOPMENT OUTLOOK ON CAPITAL**

*COSMA Sorinel, COSMA Simona*

**INTELLECTUAL CAPITAL – GENERATOR OF SUSTAINABLE COMPETITIVE ADVANTAGE FOR COMING OUT OF THE CRISIS**

*CRACIUN Liliana*

**ANALYSIS OF THE FACTS THAT HAVE GENERATED CRISIS AND THEIR IMPACT ON THE SMEs IN ROMANIA**

*CREȚU Raluca Florentina, ȘERBAN Elena Claudia*

**DIFFERENT FINANCIAL CONDITIONS IN THE EMU COUNTRIES BEFORE AND AFTER THE ECONOMIC CRISIS**

*CRISTIAN Ovidiu*

**DETERMINANTS OF INCIDENCE AND UNEMPLOYMENT DURATION FOR ISCED 3 UNEMPLOYED SUBJECTS ON THE GORJ COUNTY LABOR MARKET**

*DĂNĂCICĂ Daniela-Emanuela, BABUCEA Ana-Gabriela*

**DETERMINANTS OF INCIDENCE AND UNEMPLOYMENT DURATION IN ROMANIA**

*DĂNĂCICĂ Daniela-Emanuela, CÎRNU Doru*

**COUNTRY RISK AT THE END OF GLOBAL CRISIS**

*DECEANU Liviu-Daniel, ROVINARU Flavius, ROVINARU Mihaela*

	THURSDAY, MAY 19, 2011
2 p.m. – 4 p.m.	ROOM: E 11
SESSION TRAK	PARALLEL SESSION 1.3. ECCE
SESSION CHAIR	<i>COSMESCU Ioan, DUDIAN Monica, OPREANA Alin</i>

A COMPARATIVE STUDY REGARDING THE EVOLUTION OF THE EUROPEAN LEGACY AND LOW-COST AIRLINES IN THE CONTEXT OF THE XXI<sup>ST</sup> CENTURY'S CRISES

*DIACONU (MAXIM) Laura*

DEMOGRAPHIC FACTORS' IMPACT ON ROMANIAN SUSTAINABLE ECONOMIC DEVELOPMENT IN THE CRISIS CONTEXT

*DIMIAN Gina Cristina, DIMIAN Mihai*

CORRELATION OF DEMAND AND SUPPLY SHOCKS BETWEEN ROMANIA AND EURO AREA

*DINU Marin, MARINAŞ Marius-Corneliu*

CHANGES IN MALES' AND FEMALES' WORK TIME DURING THE ECONOMIC CRISIS

*DOBRE Mihaela Hrisanta, BĂRBULESCU Răzvan*

THE COPENHAGEN ACCORD. THE CHRONICLE OF A PREDICTED FAILURE

*DOBRESCU M. Emilian, POCIOVĂLIŞTEANU Diana-Mihaela*

THE RECONFIGURATION OF THE ROLE OF STATE IN ECONOMY AT THE BEGINNING OF THE 21<sup>ST</sup> CENTURY FROM THE PERSPECTIVE OF THE EUROPEAN MODEL

*DODESCU Anca*

ECONOMIC ASPECTS OF MEAT PROCESSING: COST CONTROL DURING PRODUCTION

*DRĂGHICI Olga, OGNEAN Mihai*

THE CRISIS OF TEACHING ECONOMICS IN ROMANIA: A TOTAL QUALITY MANAGEMENT APPROACH

*DUDIAN Monica, MOLANESCU Gabriela*

UNDECLARED WORK – PERSONAL CHOICE OR NECESSITY?

*ENE Corina-Maria, BURGHELEA Cristina, BADEA Liana*

CREDIT CRISIS: CAUSES, CONSEQUENCES AND REMEDIES

*ENESCU Roxana*

THE DETERMINANT ELEMENTS IN THE PROCESS OF ACCESSING STRUCTURAL AND COHESION FUNDS

*FLORESCU Daniela*

PRIVATE PROPERTY INSTITUTION AND ENTREPRENEURSHIP – PILLARS FOR ECONOMIC RECOVERY

*FRUNZĂ Ramona*

SYSTEM OF INDICATORS FOR SUSTAINABLE DEVELOPMENT - ANALYSIS AND INTERPRETATION

*GHIDIU-BÎTA Ioana Maria, CHIRIAC Suzana Elena, GHIȚIU-BRĂTESCU Alexandru*

	<b>THURSDAY, MAY 19, 2011</b>
<b>4 p.m. – 6 p.m.</b>	<b>ROOM: E 12</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 1.4. ECCE</b>
<b>SESSION CHAIR</b>	<b><i>IOVIȚU Mariana, TILEAGĂ Cosmin, MARTIN Florin</i></b>

**THE DORNBUSCH-CALVO EFFECT IN AN EMERGENT POST-TRANSITION MARKET ECONOMY AND ITS IMPACT ON THE FUNCTIONING OF THE LABOUR MARKET. ANALYSIS ON THE CASE OF ROMANIA USING THE NATIONAL DEFINITION UNEMPLOYMENT RATE**  
***GHINARARU Cătălin, VIRJAN Daniela, ALEXANDRU Adriana***

**STATE AID IN ROMANIA**  
***HADA Teodor***

**FINANCIAL MANAGEMENT AND CONTROL IN NATO**  
***HAGEANU Dan***

**THE ROMANIAN LABOUR MARKET IN THE LAST TWO DECADES – IN OR OUT OF CRISIS?**  
***HERMAN Emilia, DĂLĂLĂU Daniela***

**ECONOMIC CRISIS AND ENVIRONMENTAL VOLUNTARY AGREEMENTS. CASE STUDY: ROMANIA**  
***HINCU Daniela, POPA Cristina, PARTAL Cristina***

**TRUST IN TIMES OF CRISIS. ROMANIA IN EUROPEAN CONTEXT**  
***IACOBUȚĂ Andreea***

**BUSINESS CYCLE. AN AUSTRIAN VIEW**  
***IFRIM Mihaela, IGNAT Ion***

**ROMANIA AND THE INTERNATIONAL MIGRATION OF LABOR DURING THE GLOBAL CRISIS**  
***INCALTARAU Cristian, JURAVLE Daniel***

**RECONSIDERING THE LIMITS OF GROWTH WITHIN THE CONTEXT OF SUSTAINABLE DEVELOPMENT**  
***IOAN Ildiko, BRAN Florina, RĂDULESCU Carmen Valentina***

**CONSUMER'S BEHAVIOR IN THE GLOBAL WORLD**  
***IOVIȚU Mariana, HÜTTNER-ROBERT BOSCH Andrei Ștefan***

**ANALYSIS OF ACCESSING EUROPEAN FUNDS FOR AGRICULTURE AND RURAL DEVELOPMENT IN EU MEMBER STATES**  
***ISTUDOR Nicolae, NICULESCU Gabriel Florentin, LUCOV Bogdan***

**RESPONDING TO ECONOMIC CRISIS WITH SOCIAL SECURITY**  
***JUCAN Cornel Nicolae, JUCAN Mihaela Sabina***

	<b>THURSDAY, MAY 19, 2011</b>
<b>4 p.m. – 6 p.m.</b>	<b>ROOM: E 22</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 1.5. ECCE</b>
<b>SESSION CHAIR</b>	<b>MĂRGINEAN Silvia, MINICA Mirela, BELAȘCU Lucian</b>

**THE RESEARCH & DEVELOPMENT & INNOVATION SYSTEM IN ROMANIA – PRESENT SITUATION AND FUTURE PERSPECTIVES OF STRATEGIC DEVELOPMENT**

*KARDOS Mihaela, ON Angela*

**FINANCING SMALL AND MEDIUM ENTERPRISES DURING THE ECONOMIC CRISIS**

*LUCIAN Paul*

**THE EFFECTS OF THE MODIFICATION OF THE VAT RATE ON THE BUDGETARY REVENUES AND INFLATION**

*LUPU Adriana, COLOIU (CREȚU) Daniela*

**PATTERNS OF PRICE CONVERGENCE IN ROMANIA AND THE EUROPEAN UNION**

*MARE Codruța, POP Larisa Nicoleta*

**ENVIRONMENTAL REQUIREMENTS FOR PROJECTS FINANCED BY COHESION AND STRUCTURAL FUNDS**

*MARGINA Oleg, STATE Florina, ARDELEANU Georgian*

**PATTERNS OF ECONOMIC GROWTH IN EUROPEAN UNION. A POST-CRISIS EVALUATION**

*MĂRGINEAN Silvia*

**THE IMPACT OF POOR LANGUAGE SKILLS ON INTERNATIONAL BUSINESS**

*MATIU Ovidiu*

**CRISIS EFFECTS ON ORGANIC AGRICULTURE**

*MAȚOSCHI (CÎMPAN) Oana*

**FACTORS THAT TRIGGER INFLATION IN ROMANIA**

*MIHUȚ Ioana Sorina, LUȚAS Mihaela*

**CIVIL SOCIETY, A THIRD PUBLIC POLICIES OPTION IN COMBATING THE GLOBAL CRISIS**

*MINA Simona*

**FROM THE MOTIVATION OF CRISIS TO THE CRISIS OF MOTIVATION**

*MINICA Mirela, ZABERCA Vasile Mircea*

**ASPECTS REGARDING THE GLOBAL CRISIS AND ITS IMPACT ON TOURISM INDUSTRY**

*NĂSTASE Carmen, POPESCU Mihai, SCUTARIU Adrian Liviu*

**INSIGHT ON THE CRISIS AND AFTER CRISIS EUROPEAN AUTOMOTIVE INDUSTRY**

*NIMINETȚ Liviana Andreea*

	<b>THURSDAY, MAY 19, 2011</b>
<b>4 p.m. – 6 p.m.</b>	<b>ROOM: EP 2</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 1.6. ECCE</b>
<b>SESSION CHAIR</b>	<b>PAUNĂ Carmen Beatrice, POPESCU Dan, OPREANA Alin</b>

**SOCIAL AND ECONOMIC COHESION IN ROMANIA FOR SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF ANTI CRISIS POLICIES**

*NUȚĂ Alina Cristina, ARITON Doinița, NUȚĂ Florian Marcel*

**AFTER THE CRISIS: A CHINESE CENTURY?**

*OROS Anamaria Laura*

**EDUCATION AND DEVELOPMENT. IDEAS FOR INSTITUTIONAL REFORM**

*PANĂ Marius-Cristian, STAICU Gabriel Ilie, MARINESCU Cosmin Ștefan*

**CLUSTERS PROMOTION THROUGH TRANSNATIONAL COOPERATION IN ADRIATIC DANUBIAN REGIONS**

*PAUNĂ Carmen Beatrice, CHILIAN Nona Mihaela, BILEVSKY Gabriela*

**THE ECONOMIC CRISIS AND ITS EFFECTS ON SMALL AND MEDIUM ENTERPRISES SECTOR IN ROMANIA**

*PLOEȘTEANU Mara Gabriela, CAESCU Stefan Claudiu*

**CONSIDERATIONS ON WORKFORCE MIGRATION IN THE EUROPEAN UNION**

*POCIOVĂLIȘTEANU Diana-Mihaela, ZGOVANCU Ana-Maria*

**ALTERNATIVE FUELS – NEW PERSPECTIVES FOR A BRIGHT FUTURE**

*POPESCU Cristina Raluca, POPESCU Veronica Adriana, POPESCU Gheorghe*

**ECONOMIC SOLIDARITY – EVOLUTION, SEQUENCES, MEANINGS**

*POPESCU Dan*

**THE (OWN) INCOME SOURCES OF EU BUDGET – HOW SUSTAINABLE CAN THEY BE?**

*PREDESCU Antoniu, TOADER Stela Aurelia, PREDESCU Iuliana*

**WHICH IS THE CAUSE OF THE CURRENT CRISIS?**

*RADU Ioan*

**COMPARATIVE ANALYSIS FOR ROMANIA AND BULGARIA REGARDING THE ABSORPTION RATE OF EUROPEAN FUNDS FOR AGRICULTURE AND RURAL DEVELOPMENT**

*RĂDULESCU Carmen Valentina, ISTUDOR Nicolae, PETRESCU Irina Elena*

**ECONOMIC CONCEPTION OF L. ERHARD AND SOCIAL MARKET ECONOMY**

*MINTOPOULOS Anastasios*

	<b>THURSDAY, MAY 19, 2011</b>
<b>6 p.m. – 8 p.m.</b>	<b>ROOM: EP 2</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 1.7. ECCE</b>
<b>SESSION CHAIR</b>	<b>STANEF Mihaela Roberta, TĂNĂSESCU Cristina, BALDADOR Lia</b>

**ABOUT A LOCAL CRISIS IN A GLOBAL WORLD***ROGOJANU Angela, BADEA Liana***ECONOMIC GROWTH – A CONSTANT IN HUMAN EVOLUTION***ROVINARU Flavius, MADA Florin***THE CRISIS IMPACT ON YOUTH EMPLOYMENT***SERBAN Andreea Claudia***THE GLOBAL FINANCIAL CRISIS: JUSTIFYING CROSS-COUNTRY DISCREPANCIES IN THE PRODUCTION IMPACT***STANEF Mihaela Roberta***ACCESS TO CAPITAL: A WAY TO GENERATE COMPETITIVE ADVANTAGE AND PROMOTE ECONOMIC GROWTH***STRAMBEANU GEORGE, POPOVICI NORINA, MORARU CAMELIA***REMEDIES FOR OVERCOMING THE PRESENT FINANCIAL CRISIS***SUCIU Titus***THEORETICAL AND PRACTICAL INTERDEPENDENCE BETWEEN THE LOCAL AND REGIONAL CULTURAL TOURISM ACTIVITY. THE ORGANIZATION OF THE REGIONAL ECOMUSEUM SIBIU – A SPECIFIC FORM OF CULTURAL TOURISM***TILEAGĂ Cosmin, COSMESCU Ioan***THE BURDEN OF DEFICITS MAINTAINS ROMANIA IN RECESSION. ANALYSIS AND PERSPECTIVES***TITU Mihail, BANU Ilie***ROMANIAN COMPANIES CONVERGENCE CHALLENGES IN THE PERSPECTIVE OF THE "EUROPE 2020" AGENDA***TRAȘCĂ Daniela Livia, POPA Raluca Andreea, DUDIAN Monica***THE INTERNATIONAL MONETARY FUND – ROMANIA'S SHADOW GOVERNMENT***VANCEA Diane Paula Corina, DUHNEA Cristina, MITRESCU Silvia Ghita***UNDECLARED WORK BETWEEN THEORY AND REALITY***VIRJAN Daniela, GHINARARU Catalin***PSYCHOLOGICAL EFFECTS OF THE FINANCIAL CRISIS***VIRLICS Ágnes***PEOPLE WITH DISABILITIES AND EMPLOYMENT***ZODIERIU Elena*



	<b>THURSDAY, MAY 19, 2011</b>
<b>4 p.m. – 6 p.m.</b>	<b>ROOM: EM 9</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 1.8. ECCE, MNCC, BAFSCP</b>
<b>SESSION CHAIR</b>	<b><i>BURNETE Sorin, TACHE Ileana, DANCIU Lucian Alexandru</i></b>

**WHY PERFORMANCE DIFFERED ACROSS COUNTRIES IN THE RECENT CRISIS**  
*AIGINGER Karl*

**CONVERGENCE OF CENTRAL AND EASTERN EUROPEAN ECONOMIES TO WORLD MARKETS FROM PURCHASING POWER PARITY PERSPECTIVE**  
*BORSIC Darja, KAVKLER Alenka, BEKO Jani*

**MULTINATIONALS FROM EMERGING ECONOMIES WIELD INCREASING INFLUENCE ON THE GLOBAL ECONOMY**  
*BURNETE Sorin*

**PROGRESS OR REGRESSION: THE AFTERMATH OF THE CURRENT CRISIS**  
*DANCIU Lucian Alexandru*

**CHALLENGES TO ROMANIA'S JOINING THE EUROZONE. SUSTAINABILITY OF THE MAASTRICHT'S CRITERIA**  
*DINU Marin, SOCOL Aura, SOCOL Cristian*

**INTERNATIONAL MONETARY FUND – BETWEEN HOPE AND DISILLUSION**  
*IGNAT Ion, IFRIM Mihaela*

**IMPLICATION OF SOUTH ASIAN TRADE ON ECONOMY OF PAKISTAN BY USING CGE-MODEL**  
*FAIZ M. Shaikh, ANWAR Ali Shah, KAMRAN Shafiq*

**MODELLING THE DIGITAL ECONOMY DEVELOPMENT IN INDONESIA**  
*GATUT Budiono, VINCENT Aryanto, KAMRAN Shafiq*

**CAPITALISM, EFFICIENCY AND REGULATIONS INTO EMERGING ECONOMY**  
*MIHĂESCU Liviu, MIHĂESCU Diana, PACHURA Piotr*

**TEN YEARS OF CULTURAL DEVELOPMENT IN SIBIU: THE EUROPEAN CULTURAL CAPITAL AND BEYOND. STATISTICAL DILEMMAS**  
*RICHARDS Greg, ROTARIU Ilie*

**QUESTIONS THAT HAVE TO BE SOLVED BY ECONOMISTS**  
*TACHE Ileana, POPESCU Diana*

**DEBT STRUCTURE AND CORPORATE CASH HOLDINGS**  
*SEUNGJOON Oh*

**INNOVATIVE STRATEGIC MANAGEMENT – COORDINATES FOR NEW (AFTER) CRISIS CHALLENGES**  
*STRUKELJ Tjasa*

**IMPLEMENTING ACCOUNTING IN AGRICULTURAL FARMS IN KOSOVO**  
*JEHONA Shkodra, HYSEN Ismajli, SEJDI Rexhepi*

**BUSINESS CYCLE CHANGES AND ECONOMIC SLOWDOWN IN THE POLISH BANKING SECTOR**  
*JERZY Kazmierczyk*

**MOBILE BANKING: BANKS TURN TO MOBILITY IN TIMES OF GLOBAL FINANCIAL CRISIS!?**  
*KADUSIC Esad, BOJOVIC Petar, DZIGAL Azra*

**ENVIRONMENTAL SUSTAINABILITY AND SOCIAL RESPONSIBILITY AS NEW CORPORATE STRATEGIC DRIVERS: A PROPOSAL FOR AN ACCOUNTING EVALUATION BY THE POLIED(RO) RESEARCH PROJECT**  
*POLLIFRONI Massimo*

**INSTITUTIONAL HARMONIZATION AND STATE REGULATIVES IN THE CENTRAL BALKANS**  
*VIGNJEVIC - DJORDJEVIC Nada*

## Paper Sessions

**SECTION 2****MANAGEMENT: NEW COORDINATES AND CHALLENGES (MNCC)**

	<b>THURSDAY, MAY 19, 2011</b>
<b>2 p.m. – 4 p.m.</b>	<b>ROOM: E 31</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 2.1. MNCC</b>
<b>SESSION CHAIR</b>	<b>BRĂTIANU Constantin, MIHĂESCU Liviu, TUTULEA Anca</b>

**ROMANIAN COMPANIES FACING CRISIS – REALITIES AND NEEDS IN RISK MANAGEMENT**  
*ANDRON Daniela Roxana*

**SOME CONSIDERATIONS RELATING TO HEALTH MANAGEMENT AND OCCUPATIONAL SAFETY**  
*AVRAM Costin Daniel*

**A POSSIBLE CONCEPTUAL FRAMEWORK FOR AN INTELLIGENT PROJECT MANAGEMENT**  
*BĂLĂŞESCU Răzvan, CHIŢIGA Georgiana, DRĂGOI Cătălin*

**FROM CORPORATE SOCIAL RESPONSIBILITY THROUGH CORPORATE SOCIAL RESPONSIVENESS TO CORPORATE SOCIAL PERFORMANCE – A STRATEGIC CHOICE FOR BUSINESS**  
*BELAŞCU Lucian*

**APPROACHES AND ADVANCES IN THE USE OF THE FINANCIAL-ACCOUNTING INFORMATION IN THE DECISION-MAKING AND INNOVATIVE PROCESS**  
*BOGHEAN Florin, BOGHEAN Carmen, MORŞAN - DĂNILĂ Lucia*

**MODELS OF KNOWLEDGE DYNAMICS - THE NEW LIFE CYCLE MODEL OF KNOWLEDGE MANAGEMENT**  
*BRĂTIANU Constantin, BEJINARU Ruxandra, IORDACHE Ştefan*

**LOGISTICS REVERSE MANAGEMENT, CHANCE OPPORTUNITIES FOR SUITABILITY TO CONTEMPORARY COMMERCIAL PATTERN**  
*BREBAN Ludovica, ROŞU Alexandra, HAGIU Raymonda Elena*

**THE IMPACT OF THE GLOBAL CRISIS ON THE ROMANIAN IT FIRMS' STRATEGIC BEHAVIOR**  
*CAPATINA Alexandru, NISTOR Rozalia, CRISTEA Dragoş*

**MOTIVATION IN TOURISM VOCATIONAL TRAINING IN ROMANIA. AN INTRA-REGIONAL RESEARCH**  
*CHASOVSCI Carmen Emilia, BORDEIANU Otilia Maria, BULGARIU-BUHAC Elena*

**METHODOLOGICAL ASPECTS OF THE ENTROPY-VALUE THEORY MODEL IN BUILDING THE NEW KNOWLEDGE-BASED ECONOMY**  
*CIOBANU Ghenadie, PANA Adrian, DAVIDESCU Niculae*

**THE SOCIAL RESPONSIBILITY OF ANTREPRENORIAL ENVIRONMENT FOR THE SECURITY CULTURE**  
*CIUPERCĂ Ella Magdalena*

	<b>THURSDAY, MAY 19, 2011</b>
<b>2 p.m. – 4 p.m.</b>	<b>ROOM: E 41</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 2.2. MNCC</b>
<b>SESSION CHAIR</b>	<b><i>TODERICIU Ramona, ENESCU Marian, STANIȚ Alexandra</i></b>

**2009 VERSION OF 9004 STANDARD – THE ROAD TO SUSTAINED SUCCESS OF THE ECONOMIC ORGANIZATION**

***CONSTANTINESCU Doina, PRISECARU Bianca, CONSTANTINESCU Răzvan***

**ASSESSMENT OF THE ASTORIA RESORT TOURIST'S DEGREE OF SATISFACTION AND SOLUTIONS TO IMPROVE QUALITY OF SERVICES**

***CONSTANDACHE Mihaela, CONDREA Elena, STANCIU Anca***

**CONSIDERATIONS REGARDING THE SELLING ACTIVITY DURING THE PERIODS OF NORMAL ECONOMIC EVOLUTION AND ECONOMIC CRISIS**

***CRIȘAN Silviu***

**INTERCULTURALITY IMPACT ON PERFORMANCE MANAGEMENT**

***CROITORU Gabriel, BADEA Leonardo, POPA Gabriela***

**RESEARCH ON THE OPTIMIZATION OF COMMUNICATION AND ORGANIZATIONAL CULTURE TO REDUCE THE CURRENT ECONOMIC CRISIS EFFECTS**

***DINDIRE Laura, GĂNESCU Cristina, CHIRILĂ Camelia***

**TOWARDS AN INTEGRATED UNDERSTANDING OF FUNDAMENTING COMPLEX DECISION**

***DOBRE Ion, POPESCU Oana Cătălina, BURUIANA Viorel***

**PERCEPTION ON THE ROMANIAN HEALTHCARE SYSTEM**

***DRAGOI Mihaela Cristina***

**KNOWLEDGE BASED MANAGEMENT-THE NEW TREND IN CONTEMPORARY MANAGEMENT**

***DRAGOMIR Lucia Mariana, TODERICIU Ramona, GHIȚULETE Andrada***

**EMPIRICAL STUDY ON THE STANDARDIZATION PROCESS OF INTERNAL PUBLIC AUDIT IN PUBLIC INSTITUTIONS**

***DUMITRESCU Adelina***

**USING STRUCTURAL EQUATIONS MODEL PERFORMANCE EVALUATION IN SECURITY MANAGEMENT**

***ENESCU Marian, ENESCU Maria, SPERDEA Natalița Maria***

**STRATEGY AND PERFORMANCE – AXIOLOGICAL COORDINATED IN MANAGEMENT OF A COMPANY**

***GELAN Cristina, GEORGESCU Ștefan***

	<b>THURSDAY, MAY 19, 2011</b>
<b>4 p.m. – 6 p.m.</b>	<b>ROOM: E 31</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 2.3. MNCC</b>
<b>SESSION CHAIR</b>	<b><i>HERCIU Mihaela, IACOB Andreea Iluzia, NEAGU Roxana</i></b>

**GROUPWARE SYSTEMS – HOW TO INCREASE THE PERFORMANCES OF THE WORK GROUPS?**

*GORSKI Hortensia, FUCIU Mircea*

**MODELS FOR MEASURING INTERNATIONAL COMPETITIVENESS: A LITERATURE REVIEW**

*HERCIU Mihaela*

**APPLICATION OF MATHEMATICAL PROGRAMMING ON THE ROMANIAN AGRO-FOOD ECONOMY: CEREAL PRICE ANALYSIS**

*IACOB Andreea Iluzia, POPESCU Costin-Ciprian*

**STRATEGIC APPROACH OF CORPORATE SOCIAL RESPONSIBILITY KEY-DRIVERS FOR INCREASING COMPETITIVENESS AT THE EUROPEAN LEVEL**

*IAMANDI Irina-Eugenia*

**LEADERSHIP - A PRINCIPLE OF QUALITY MANAGEMENT IN THE CONTEXT OF AN ORGANIZATION OF FACULTY TYPE**

*LUCA Liliana, CIRTINA Liviu Marius*

**STRATEGIC LEADER AND INFORMATION SYSTEMS**

*MAREȘ Valerica, MAREȘ Marius Daniel, CARAIVAN Mitruț*

**CONTROL SYSTEMS IN LABORATORY ACTIVITIES FOR QUALITY MANAGEMENT**

*MATEESCU Mihaela, MUSCALU Mihai, SUBA Gabriela*

**HUMAN RESOURCES – A DETERMINANT FACTOR IN OBTAINING MANAGERIAL PERFORMANCE OF COMPANIES**

*MATEESCU Mihaela, MUSCALU Mihai, SUBA Gabriela*

**MANAGEMENT AND MANAGERIAL BEHAVIOR : UTI COMMUNICATIONS SYSTEMS**

*MORARU Camelia, POPOVICI Norina, STRAMBEANU George*

**STATISTICAL ANALYSIS OF THE WORK ENVIRONMENT OF SURVEY OPERATORS**

*MOROȘANU Alina*

**CHANGE AS A DEFINING ELEMENT OF THE ECONOMIC DEVELOPMENT IN THE XXI-ST CENTURY**

*MUSCALU Emanoil, STANIȚ Alexandra*

**STRATEGIC APPROACHES FOR BUSINESS NETWORKS ON INTERNATIONAL MARKETS**

*NEAMȚU Liviu, NEAMȚU Adina Claudia*

	<b>THURSDAY, MAY 19, 2011</b>
<b>4 p.m. – 6 p.m.</b>	<b>ROOM: E 41</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 2.4. MNCC</b>
<b>SESSION CHAIR</b>	<i>OGREAN Claudia, BEGU Liviu-Stelian, TUTULEA Anca</i>

**FINANCING STRATEGIES IN SME'S***NISTOR Flavia Diana, MUNTEAN Valerica Doina***NON-FINANCIAL REASONS ANALYSIS OF MULTINATIONAL COMPANIES IN ROMANIA IN 2010***NIȚU Claudiu – Valentin, NIȚU Oana, CONSTANDACHE Mihaela***EDUCATING THE HUMAN CAPITAL - THE MORE YOU LEARN, THE MORE YOU EARN***NOVAC Carmen***MULTINATIONALS AND ECONOMIC DEVELOPMENT – GLOBAL SHIFTS AND TRENDS (A PRELIMINARY COMMISSIONING IN THEME)***OGREAN Claudia***THE ROLE OF TRANSFORMATIONAL LEADERSHIP IN CASE OF A COMPANY TAKEOVER***PASTOR Ioan***STUDY ON CUSTOMERS RELATIONSHIP IN A ROMANIAN ELECTRICITY DISTRIBUTION COMPANY***PERSIDEANU Valentina, NICOLESCU Daniel***HISTORICAL, SOCIAL AND ECONOMICAL LESSONS FROM PREVIOUS CRISES FOR SME'S***POP Zenovia Cristiana***THE IMPACT OF THE HUMAN RESOURCES MANAGEMENT ON THE PERFORMANCES OF THE COMPANIES***POPA Cristina Mirela***THE CONTRIBUTION OF THE EUROPEAN STRUCTURAL FUNDS TO THE DEVELOPMENT OF HUMAN RESOURCES IN ROMANIA FROM A REGIONAL PERSPECTIVE***POPESCU Alina-Irina, POPESCU Leonica***THE ANALYSIS OF THE STRATEGIC OBJECTIVES OF AN ORGANIZATION***PRICOP Oliver Constantin***COMPARATIVE MANAGEMENT – FINDING FINANCING FOR DOCUMENTARIES***RADU Cătălina, BEGU Liviu-Stelian, GRIGORE Ana-Maria***PRODUCTION AND ORGANIZATION OF A COMPANY***RADU Cristian Virgiliu***THE ECOLOGICAL ECONOMICS AS A BASIS FOR A NEW MANAGEMENT APPROACH***RADULESCU Mădălina, PELINESCU Elena*

	<b>THURSDAY, MAY 19, 2011</b>
<b>6 p.m. – 8 p.m.</b>	<b>ROOM: E 41</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 2.5. MNCC</b>
<b>SESSION CHAIR</b>	<b><i>MUSCALU Emanoil, VERBONCU Ion, VINȚEAN Adriana</i></b>

**USING 360-DEGREE FEEDBACK FOR IMPROVING EMPLOYEE'S PERFORMANCE. DIFFERENT PERSPECTIVES - AN OVERVIEW**

*RAȚIU Patricia, LAZĂR Ioan, MORTAN Maria*

**CONSIDERATIONS REGARDING THE EMPLOYEE'S ATTITUDE TOWARDS THE CHANGE REFLECTED IN THE RESEARCH COMOR**

*ROȘCA Doina, SÎRBU Mirela, ROȘCA Adrian Sorin*

**THE IMPORTANCE OF PROMOTION IN THE CIVIL SERVANTS CAREER DEVELOPMENT**

*SUCIU Leonina-Emilia, LAZĂR Ioan, VEREȘ Vincențiu*

**THE ROMANIAN CAPITAL MARKET: STOCK EXCHANGE EVOLUTION**

*TODĂRIȚĂ Elida-Tomița, RANF Diana-Elena*

**TALENT MANAGEMENT – CHALLENGE OF THE ROMANIAN HR THE BIGGEST**

*TODERICIU Ramona, SAVA Augustin, MUSCALU Emanoil*

**LESSONS FROM GREAT AMERICAN MANAGERS: THE CASE OF ANDREW CARNEGIE**

*TOMA Sorin-George, MARINESCU Paul, SĂSEANU Andreea Simona*

**RELATIONSHIP BETWEEN LEADERSHIP, CHANGE AND CULTURE**

*TUTULEA Anca*

**TRAINING, CONSULTING AND PROFESSIONALISATION IN THE MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES IN ROMANIA**

*VERBONCU Ion, CIOCANESCU Eduard Andrei, TODORUȚ Amalia Venera*

**DEMANDS ON EMPLOYEE PERFORMANCE DEVELOPMENT AND EVALUATION USING THE 360<sup>o</sup> FEEDBACK METHOD**

*VERBONCU Ion, TODORUȚ Amalia Venera, CÎRNU Doru*

**SOCIAL RESPONSIBILITY AND ETHICAL BEHAVIOR: STUDY ON COMPANIES WITH SOCIAL POWER**

*VEREȘ Vincențiu, MORTAN Maria, MARIN Anamaria*

**THE POWER OF WORDS IN BUSINESS LIFE**

*VINȚEAN Adriana*

## Paper Sessions

**SECTION 3****MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE (MCTNPC)**

		<b>THURSDAY, MAY 19, 2011</b>
<b>2 p.m. – 4 p.m.</b>		<b>ROOM: E 51</b>
<b>SESSION TRAK</b>		<b>PARALLEL SESSION 3.1. MCTNPC</b>
<b>SESSION CHAIR</b>		<b>CĂTOIU Iacob, LUCIAN Paul, ȚICHINDELEAN Mihai</b>

**ASPECTS AND INTERACTIONS OF COMPETITIVENESS AND EFFICIENCY IN CONTEXT OF A DURABLE DEVELOPMENT. CASE STUDY ON TOURISTIC SECTOR**  
*ASALOȘ Nicoleta, GEORGESCU Cristina Elena*

**MARKETING STRATEGIES IN ADVERTISING SERVICES A NEW PARADIGM OF CHANGE FROM OFFLINE TO ONLINE ADVERTISING**  
*BOBEICĂ Ana Maria*

**UNFAIR COMPETITION AND THE USE OF MARKETING MIX COMPONENTS**  
*BUDAC Camelia, BALTADOR Lia, ȚICHINDELEAN Mihai*

**WORD OF MOUTH AND TRUST, DRIVERS TO ACHIEVE PATIENT SATISFACTION**  
*CĂTOIU Iacob, CETINĂ Iuliana, GHEORGHE Iuliana-Raluca*

**THE IDENTIFICATION OF THE MARKETING APPROACHES USED BY THE ROMANIAN INTERNET SERVICE PROVIDERS - A MARKETING RESEARCH -**  
*CĂTOIU Iacob, EDU Tudor, NEGRICEA Iliuță Costel*

**HEALTH CARE SERVICE QUALITY - A CONCEPTUAL FRAMEWORK FROM A MARKETING PERSPECTIVE**  
*CETINĂ Iuliana, RĂDULESCU Violeta, GHEORGHE Iuliana-Raluca*

**RETHINKING CONSUMER ATTITUDE TOWARD INNOVATION**  
*DRUICĂ Elena, CORNESCU Viorel, IANOLE Rodica*

**RURAL ENVIRONMENT – A PROMOTER OF SUSTAINABLE TOURISM WITHIN LOCAL COMMUNITIES IN ROMANIA**  
*DOROBANȚU Maria-Roxana, FIELDSEND Andrew*

**POLICIES OF ASSISTANCE AND SUPPORT SERVICES FOR CUSTOMERS IN HIGH TECH INDUSTRY**  
*DOVLEAC Lavinia, BĂLĂȘESCU Marius, BĂLĂȘESCU Simona*

**RURAL DEVELOPMENT EUROPEAN POLICIES**  
*GAVAN Smaranda*



	<b>THURSDAY, MAY 19, 2011</b>
<b>4 p.m. – 6 p.m.</b>	<b>ROOM: E 51</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 3.2. MCTNPC</b>
<b>SESSION CHAIR</b>	<b><i>DUMITRESCU Luigi, VEGHEȘ Călin, ȚICHINDELEAN Mihai</i></b>

**CAPITALIZATION OF THE HISTORICAL HERITAGE AND THE SUSTAINABLE DEVELOPMENT OF THE LOCAL COMMUNITIES – TWO MODELS: THE WHOLE VILLAGE CONCEPT AND THE CARPATHIAN CONVENTION**

*DUGULAN Diana, PALADE Marius, VEGHEȘ Călin*

**THE ONLINE SOCIAL NETWORK – A NEW TOOL FOR THE 21<sup>ST</sup> CENTURY MARKETERS**

*DUMITRESCU Luigi, FUCIU Mircea, GORSKI Hortensia*

**ECO-INVESTING IMPORTANT FACTOR IN SUSTAINABLE DEVELOPMENT. APPLICATIONS IN ROMANIA**

*FUNARU Mihaela, RADU Ioana, MIRON Ramona*

**STATISTICAL METHODS – COMPONENTS OF DIFFERENTIATION STRATEGIES OF DURABLE GOODS MARKET IN ROMANIA**

*GABOR Manuela Rozalia, ȘTEFĂNESCU Daniela, CONȚIU Lia Codrina*

**ENTREPRENEURS IN RURAL TOURISM – OUT OF THE SHADOW**

*GHERES Marinela, POP Luliana, GOGOZAN Alexandra*

**THE ECONOMIC APPROACH TO ECOSYSTEMS: A COMPARATIVE ANALYSIS FROM THE PERSPECTIVE OF ECOSYSTEM FUNCTIONS**

*GRĂDINARU Gian, JOLDES Cosmin*

**THE CUSTOMER RELATIONSHIP MANAGEMENT IN ELECTRONIC MEDIUM**

*GRIGORESCU Adriana, GRIGORESCU Dan-Răzvan*

**THE ORGANIZATION THE OF MARKETING DEPARTMENT IN EDUCATIONAL STRUCTURES**

*GRIGORESCU Adriana, OLTEAN Luminița Mirela*

**CONSUMER PRIVACY ON THE INTERNET**

*HUMELNICU-SEVERIN Anamaria, SPÎRCHEZ Georgeta-Bianca*

**SMALL ENTERPRISES AND STRATEGIC ORIENTATIONS DURING ECONOMIC CRISIS**

*IONITA Daniela*

**THE SHOPPING CENTERS IN ROMANIA – THE MARKETING AND THE BATTLE WITH THE CRISIS**

*IONIȚĂ (MOLDOVEANU) Irene – Mihaela*

	<b>THURSDAY, MAY 19, 2011</b>
<b>6 p.m. – 8 p.m.</b>	<b>ROOM: E 51</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 3.3. MCTNPC</b>
<b>SESSION CHAIR</b>	<b><i>JORDAN Marioara, NICULA Virgil, NEAGU Roxana Elena</i></b>

**EXTERNAL COMPETITIVENESS OF THE ROMANIAN MINING AND QUARRYING INDUSTRY**  
*JORDAN Marioara, CHILIAN Mihaela-Nona*

**THE ROLE OF MARKETING AND IMPORTANCE OF CONSUMER BEHAVIOUR KNOWLEDGE IN TIMES OF ECONOMIC DOWNTURN**  
*MIHART (KAILANI) Camelia*

**CHANGES IN CONSUMERS' BEHAVIOUR IN CONDITIONS OF RISK AND UNCERTAINTY**  
*MIONEL Oana, NICOLAU Irina*

**MUTATIONS IN GLOBAL ECONOMY - A REFERENCE ELEMENT FOR THE EVOLUTION OF YOUTH TRAVEL**  
*MOISĂ Claudia Olimpia, CORDOȘ Mălina, STREMȚAN Filimon*

**OPINIONS REGARDING THE INFLUENCE OF DESCENTRALIZATION OVER THE FINANCING OF THE DEVELOPMENT OF LOCAL COMMUNITIES IN ROMANIA**  
*MOȚOC Ioana Slagiana*

**CREATIVE TOURISM AND CREATIVE INDUSTRIES - SOLUTIONS TO REDUCE THE EFFECTS OF THE ECONOMIC CRISIS**  
*MUREȘAN Felicia*

**THE ETHICAL CODE, AN INSTRUMENT FOR THE IMPLEMENTATION OF A SOCIALLY RESPONSIBLE ATTITUDE TO THE COMMERCIAL COMPANIES IN ROMANIA**  
*MUREȘAN Laura, ALEXANDRESCU Mihai Bogdan*

**THE SPECIAL RESPONSIBILITY OF DOMINANT COMPANIES**  
*MUȘETESCU Adina*

**EVALUATING THE DEGREE OF UNDERSTANDING OF THE CONCEPT OF "TOURIST ECO-GUESTHOUSE" AND "GREEN VILLAGE"**  
*NICULA Virgil, GLĂVAN Vasile, NEAGU Roxana Elena*

**THE DEVELOPMENT OF COMMERCIAL SERVICES WITHIN INTERNATIONAL TRADE IN SERVICES - A COMPARATIVE ANALYSIS**  
*OLTEAN Flavia Dana*

**ATTITUDES TOWARDS GLOBALIZATION AND THE INTERNET AS AN INSTRUMENT OF GLOBALIZATION**  
*PERJU Alexandra, BUDACIA Elisabeta-Andreea, OPRESCU Elena-Alina*

		<b>THURSDAY, MAY 19, 2011</b>
<b>6 p.m. – 8 p.m.</b>		<b>ROOM: E 31</b>
<b>SESSION TRAK</b>		<b>PARALLEL SESSION 3.4. MCTNPC</b>
<b>SESSION CHAIR</b>		<b><i>SIMION Doina Maria, PLATIS Magdalena, STANIȚ Alexandra</i></b>

**SIX SIGMA IN THE BUSINESS CONTEXT***PLATIS Magdalena, BABAN Eleonora Gabriela***THE ROMANIAN SUSTAINABLE AGRICULTURE: BETWEEN THE IMPERATIVE OF INCREASING THE AGRICULTURAL PRODUCTIVITY AND GUARANTYING THE QUALITY AND FOOD SECURITY***POPESCU Doris-Louise***E-COMMERCE USE IN TOURISM INDUSTRY***POPESCU Eugen***THE BRITISH MODEL – SOLUTION IN TAKING AGROTURISM IN ROMANIA OUT OF THE CRISIS***POPESCU Liliana, CRETU Romeo Cătălin, SIMA Elisabeta***CHOOSING THE RIGHT TRANSPORTATION MODE FOR MINIMIZING THE DISTRIBUTION COSTS***PURDESCU Claudiu Adrian, DANALACHE Florin, NICULESCU Cristian***THE POWER OF ABSORPTION OF THE WORK FACTOR BY THE SERVICES SECTOR IN ROMANIA IN SITUATIONS OF CRISIS***RĂBONȚU Cecilia Irina, BABUCEA Ana Gabriela***ASPECTS OF THE EUROPEAN SINGLE MARKET OF BUSINESS SERVICES***SĂSEANU Andreea Simona, MARINESCU Paul, TOMA Sorin-George***LOW-COST OPERATORS – AN OPPORTUNITY FOR THE INTERNATIONAL PASSENGER AIR TRANSPORTATION***SAVA Augustin***INFORMING AND FORMING IN EDUCATION SYSTEMS***SIMION Doina Maria***ASPECTS REGARDING CONSUMERS' PERCEPTION OF CSR IN ROMANIA***STREMȚAN Filimon, MIHALACHE Silvia-Ștefania***ADVERTISING STRATEGY IN NATIONAL AND GLOBAL ECONOMIC CRISIS****HOW CAN WE MANAGE THE BUDGETS?***TERCHILĂ Sorin***THE RELATION BETWEEN TRADE AND CONFLICT, A FACTOR OF STABILITY IN THE BLACK SEA REGION***VASILE Adrian***ADDING A SOCIAL DIMENSION TO THE MULTI-CHANNEL MARKETING APPROACH OF THE ROMANIAN CONSUMERS: AN EXPLORATORY EVIDENCE***VEGHEȘ Călin, ACATRINEI Carmen, DUGULAN Diana*

## Paper Sessions

**SECTION 4****BANKING, ACCOUNTING AND FINANCIAL SYSTEMS FROM THE  
21ST CENTURY PERSPECTIVE (BAFSCP)**

	<b>THURSDAY, MAY 19, 2011</b>
<b>2 p.m. – 4 p.m.</b>	<b>ROOM: E 21</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 4.1. BAFSCP</b>
<b>SESSION CHAIR</b>	<b>BALTEȘ Nicolae, CARAIANI Petre, BRATU Renate Doina</b>

**WAVELET BASED CROSS-CORRELATION ANALYSIS OF ROMANIAN BET INDEX WITH DAX AND FTSE INDICES**

*ACATRINEI Marius, CARAIANI Petre*

**LEASE MARKET AND FINANCIAL CRISIS IN ROMANIA**

*ACHIM Monica Violeta, BORLEA Sorin Nicolae, PINTEA Mirela Oana*

**CONCLUSIONS ON THE STOCK MARKET RISK IN ROMANIA**

*ANDREICA Marin, FARMACHE Stere, CHIROVICI Mihaela*

**OTC DERIVATIVES MARKETS IN CENTRAL AND EASTERN EUROPE. DEVELOPMENTS AND CHALLENGES**

*ANTON Sorin Gabriel, BUCĂȚARU Dumitru, DIACONAȘU Delia*

**INTERNATIONAL REGULATION OF BANKS: BASEL III OR GLASS-STEAGALL ACT II?**

*BAICU Claudia Gabriela*

**ROMANIAN ORGANIZATION IN THE NEW ECONOMY**

*BALAN Ioana*

**ACCOUNTING LEGAL EXPERTISE – EVIDENCE IN THE RESOLUTION OF LITIGATION AND TAX IMPLICATIONS**

*BALTEȘ Nicolae, CIUHUREANU Alina Teodora*

**IMPLICATIONS ON REDUCING THE BUDGET DEFICIT TO 4.4% OF GDP FOR 2011**

*BANU Ilie, BOGACIU Daniel, BUTIUC Ioana-Madalina*

**THE INTERNAL AUDIT – A GROWTH INSTRUMENT OF THE LIABILITY OF THE ENTITIES INVOLVED IN MANAGING THE PUBLIC FUNDS**

*BOBEȘ Florina-Maria*

**THE ORGANIZATION, MANAGEMENT AND GRANTING OF ACCOUNTING INFORMATION**

*BRAN (STAN) Nicoleta-Cornelia, MĂRGĂRIT (STĂNESCU) Geanina, DRĂGULESCU Rodica*

**GUIDELINES OF THE ROMANIAN BANKING SYSTEM**

*BRATU Renate Doina*

	<b>THURSDAY, MAY 19, 2011</b>
<b>2 p.m. – 4 p.m.</b>	<b>ROOM: E 12</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 4.2. BAFSCP</b>
<b>SESSION CHAIR</b>	<b>COMANICIU Carmen, MÂRZA Bogdan, BUNESCU Liliana</b>

**THEORETICAL APPROACHES ON PUBLIC REVENUES' INDICATORS**  
*BUNESCU Liliana*

**CONSEQUENCES OF THE FLOATING EXCHANGE RATE REGIME ARRANGEMENTS ON MONETARY POLICY AUTONOMY: THE CASE OF ROMANIA**  
*CĂPRARU Bogdan, IHNATOV Iulian*

**RATING MODEL COMPARISON THROUGH VALIDATION TECHNIQUES**  
*CIMPOERU Smaranda*

**THE IMPACT OF CORPORATE GOVERNANCE ON BANK PERFORMANCE**  
*COCRÎȘ Vasile, NICHITEAN Andra Lavinia, ANDRIEȘ Alin Marius*

**SEVERAL THEORETICAL AND PRAGMATIC COORDINATES ON PERSONAL INCOME TAXATION**  
*COMANICIU Carmen*

**RISK MANAGEMENT IN THE PRIVATE HEALTH INSURANCE**  
*CONSTANTINESCU Dan*

**PERFORMANCE AND RISKS FOR CREDIT INSTITUTIONS IN THE CURRENT ECONOMIC CRISIS**  
*CONSTANTINESCU Liliana-Aurora, CONSTANTINESCU Adrian*

**NATIONAL ACCOUNTING AS A BRANCH OF ACCOUNTING**  
*COSTULEANU Carmen Luiza*

**QUANTITATIVE APPROACH ON RELEVANCE AND CREDIBILITY OF THE ACCOUNTING INFORMATION**  
*CREȚU Daniela, GEGEA Carmen, VINTILESCU Belciug Adrian*

**THE INFLATION ANALYSIS IN ROMANIA IN THE POST-ACCESSION PERIOD**  
*DAMIAN Monica*

**BANKING MANAGEMENT: USE PRIVATE NETWORKS OR INTERNET SITE**  
*DAVIDESCU Niculae, PANA Adrian, CIOBANU Ghenadie*

**IMPLEMENTATION OF MANAGEMENT ACCOUNTING IN PRE-SCHOOLS**  
*DEMIAN Gabriela, JOLDOS Ana-Maria, STANCIU Ionela*

**CORPORATE INCOME TAX BURDEN IN THE EU: DOES IT REFLECT A TAX COMPETITION?**  
*DIACONU Mihaela, SCORȚESCU Ioan Florin*

	<b>THURSDAY, MAY 19, 2011</b>
<b>2 p.m. – 4 p.m.</b>	<b>ROOM: E 22</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 4.3. BAFSCP</b>
<b>SESSION CHAIR</b>	<b><i>DINGA Emil, HOROBEȚ Alexandra, BRĂȚIAN Vasile</i></b>

**THE PHENOMENON OF SHADOW ECONOMY IN EUROPEAN COUNTRIES**  
*DICOI Daniel-Ioan, CARAGANCIU Iulian*

**A METHODOLOGICAL PROPOSAL FOR THE DESIGN OF A SUSTAINABLE FINANCING PORTFOLIO**  
*DINGA Emil, IONESCU Cornel, BĂLTĂREȚU Camelia*

**THE ANALYSIS OF THE CONTRIBUTION OF THE INCOME TAX IN FORMING BUDGETARY REVENUES AND THE IMPLICATIONS FOR ECONOMIC OPERATORS IN ROMANIA**  
*DOBROTĂ Gabriela, CHIRCULESCU Maria Felicia, UNGUREANU Mihai Dragoș*

**THE MOTIVATION, THE COSTS AND THE PARTICULARITIES OF THE INITIAL PUBLIC OFFERINGS ON THE ROMANIAN CAPITAL MARKET**  
*DUHNEA Cristina, VANCEA Diane Paula Corina, MITRESCU Silvia Ghita*

**CHANGES IN THE DYNAMIC RELATION BETWEEN THE PRICES AND THE TRADING VOLUME FROM THE BUCHAREST STOCK EXCHANGE**  
*DUMITRIU Ramona, ȘTEFĂNESCU Răzvan, NISTOR Costel*

**EUROSYSTEM VERSUS FEDERAL RESERVE SYSTEM. A COMPARATIVE ANALYSIS**  
*EPURE Dănuț Tiberius, IONESCU Alexandra, CUȘU Dorinela*

**STUDY CONCERNING USEFULNESS OF ACCOUNTING INFORMATION IN EVALUATING THE SUCCESS OF A STRATEGY**  
*GEORGESCU Cristina Elena, ASALOȘ Nicoleta*

**TAX TREATMENT OF RELIGIOUS AFFAIRS IN ROMANIA**  
*HADA Teodor, MĂRGINEAN Radu*

**COMPUTING OPERATIONAL RISK APPROACHES FOR CREDIT INSTITUTIONS**  
*HANDOREANU Cătălina-Adriana, RADU Alina-Nicoleta, OLTEANU Ana-Cornelia*

**THE LOGISTICS MANAGEMENT PROCESS IN SUPPORTING THE DECISIONS ON FINANCING EDUCATION IN MILITARY UNITS**  
*HORGA Vasile, EPURE Dănuț Tiberius, HORGA Maria-Gabriela*

**“HOME BIAS” IN EMU COUNTRIES: PORTFOLIO REALLOCATIONS BEFORE AND AFTER THE FINANCIAL CRISIS**  
*HOROBEȚ Alexandra, DRAGHICI Alina, CONSTANTIN Laura Gabriela*

	<b>THURSDAY, MAY 19, 2011</b>
<b>4 p.m. – 6 p.m.</b>	<b>ROOM: E 11</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 4.4. BAFSCP</b>
<b>SESSION CHAIR</b>	<b><i>ILIE Livia, INCEU Adrian, MIHAIU Diana Marieta</i></b>

**TRENDS IN THE INVESTMENT BANKING INDUSTRY***ILIE Livia, BELAȘCU Lucian, ILIE Adrian***FISCAL BURDEN OF DIRECT TAXATION IN EUROPEAN UNION BETWEEN UNITY AND DIVERSITY***INCEU Adrian, MARA Eugenia-Ramona, ZAI Paul Vasile***ASSOCIATED RISK MANAGEMENT ACTIVITY VS INTERNAL AUDIT IN RISK MANAGEMENT***ION Claudia, STANCIU Jeni Aura, MUNTEANU Victor***THE ANALYSIS OF THE HOUSEHOLDS DEPOSITS OF THE POPULATION IN THE ROMANIAN BANKING SYSTEM WITH THE HELP OF THE CORRELATION COEFFICIENTS***IUGA Iulia, RADOVICIU Ruxandra***TAX WEDGE AND EMPLOYEES ALTERNATIVE REMUNERATION: AN ASSESSMENT OF THE INCIDENCE ON ROMANIAN COMPANIES***LAZĂR Sebastian***PRESENT AND FUTURE PERSPECTIVES OF ROMANIAN ACCOUNTING VALUATION. THE COMBINATION BETWEEN HISTORICAL COST AND FAIR VALUE – REALITY OR FICTION?***MANEA Marinela-Daniela***ANALYSIS OF EDUCATION EXPENDITURES IN ROMANIA AND EU MEMBER STATES***MARA Eugenia-Ramona, INCEU Adrian Mihai, ZAI Paul Vasile***ALTERNATIVE MEASURES OF ROMANIA'S BUDGET DEFICIT***MESEA Oana Elena, POPESCU Marin***MEASURING THE EFFICIENCY OF THE PUBLIC EXPENDITURE AND THE PERFORMANCE OF THE LOCAL PUBLIC ADMINISTRATIONS IN ROMANIA***MIHAIU Diana Marieta***ON SOME MATHEMATICAL MODELS FOR THE LONGEVITY RISK IN THE ANNUITY MARKET***MIRCEA Iulian***THE ACCOUNTING AND CALCULATION SYSTEM OF THE LIVESTOCK PRODUCTION COSTS: CHOOSING THE OPTIMAL METHOD/OPTION – THE ACE OF THE MANAGERS' SLEEVES***MOCANU Mihai***THE FISCAL DECISION – THE ESSENCE OF FISCAL MANAGEMENT***MOLDOVAN Iosif*

	<b>THURSDAY, MAY 19, 2011</b>
<b>4 p.m. – 6 p.m.</b>	<b>ROOM: E 21</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 4.5. BAFSCP</b>
<b>SESSION CHAIR</b>	<b>MOȘTEANU Tatiana, OPREAN Camelia, PETRIA Nicolae</b>

**NOKIA FINANCIAL POSITION ANALYSIS***MOSCVICIOV Andrei***THE DECENTRALIZATION OF PUBLIC FINANCE. THE CONTEXT - EFFECT RELATIONSHIP***MOȘTEANU Tatiana, LĂCĂTUȘ (Constantinescu) Carmen Maria***IMPROVING THE QUALITY OF THE FINANCIAL ADMINISTRATION – PREMISES FOR PREVENTING THE DEVELOPING OF BUDGETARY ARREARS***MOȚOC Vasile***“THE DEMOGRAPHIC BOMB” – THE EFFECTS OF THE AGING OF POPULATION ON THE EUROPEAN SOCIAL SYSTEMS***MUNTEAN Mădălina Anca***A CRISIS STRUCTURE OF BANK PROFITABILITY DETERMINANTS: EVIDENCE FROM ROMANIA***MUNTEANU Ionica***THE FUTURE OF THE EURO AND CURRENCY HIERARCHY***MUNTEANU Irena**BALU Florentina Olivia, BRAN Anca Georgiana***METHODS OF MICROENTERPRISES FINANCING - OPERATION OF MICROCREDIT PROGRAMS IN HUNGARY***NĂFTĂNĂILĂ Cristina Alina***THE DISTRIBUTION OF EUR/RON RETURNS IN A GENERAL EQUILIBRIUM MODEL WITH JUMPS***NECULA Ciprian, RADU Alina-Nicoleta***AN EMPIRICAL INVESTIGATION OF MACROECONOMIC VARIABLES IN EXPLAINING STOCK RETURNS***OPREAN Camelia, DUMITRAȘCU Oana***SIMULATING THE IMPACT OF FISCAL POLICY ON THE ECONOMY***PELINESCU Elena***FOREIGN DIRECT INVESTMENT IN ROMANIAN BANKING SYSTEM AND FINANCIAL STABILITY***PETRIA Nicolae, BADULESCU Daniel***THE IMPORTANCE OF RATINGS FOR BANKS***PICIU Gabriela Cornelia, TRICĂ Carmen Lenuța***THE IMPACT OF THE WORLD FINANCIAL CRISIS ON THE FULFILMENT OF THE CONVERGENCE CRITERIA***PIRVU Roxana Maria*



	<b>THURSDAY, MAY 19, 2011</b>
<b>6 p.m. – 8 p.m.</b>	<b>ROOM: E 11</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 4.6. BAFSCP</b>
<b>SESSION CHAIR</b>	<b>EȘANU Nicolae, ORĂȘTEAN Ramona, SBÂRCEA Ioana Raluca</b>

**CORPORATE GOVERNANCE-CODES AND PRINCIPLES, MODELS, SYSTEMS**  
*POPA Anca Sabina*

**OPTIMAL FINANCIAL POLICIES VERSUS PUBLIC FINANCIAL BALANCE/IMBALANCE**  
*POPESCU Marin, MESEA Oana Elena*

**“LIQUID ASSETS” OR TURNING FINE WINES IN A VERY PROFITABLE INVESTMENT**  
*POPESCU Veronica Adriana, POPESCU Cristina Raluca, POPESCU Gheorghe*

**INNOVATIVE SOLUTIONS EFFECTIVE SME FINANCING IN THE CONTEXT OF THE RECOVERY AFTER THE GLOBAL CRISIS**  
*PRELIPCEAN Gabriela, BOSCOIANU Mircea, LUPAN Mariana*

**INTERNATIONAL BANKING MARKET AND THE FINANCIAL CRISIS - WINNERS AND LOSERS**  
*ORĂȘTEAN Ramona*

**CREATIVE ACCOUNTING IN VOGUE AGAIN IN THE CONTEXT OF THE CURRENT ECONOMIC CRISIS IN ROMANIA**  
*RĂILEANU Adriana – Sofia, JIANU Iulia, JIANU Ionel*

**IMPLICATIONS OF THE CURRENT GLOBAL ECONOMIC AND FINANCIAL CRISIS ON BANK'S LENDING ACTIVITY IN THE NEW EU MEMBER STATES**  
*ROMAN Angela, ȘARGU Alina Camelia*

**AN ASSESSMENT OF THE EQUILIBRIUM EXCHANGE RATE FOR ROMANIA IN VIEW OF ATTENDING ERM II**  
*SADOVEANU Diana*

**DIVERGENT PERSPECTIVES AND RELATIVE ASSESSMENTS ON THE FAIR VALUE**  
*SAMARA Silvia*

**SEASONED EQUITY OFFERINGS VS. DIVIDEND POLICY – AN ANALYSIS OF THE LISTED COMPANIES ON BUCHAREST STOCK EXCHANGE**  
*SANDU Diana – Ramona*

**HARMONIZATION, NORMALIZATION, INTERNATIONALIZATION IN FINANCIAL ACCOUNTING**  
*SAVA Raluca, EȘANU Nicolae, MÂRZA Bogdan*

**DIFFICULTIES IN ABSORBING THE EUROPEAN FUNDS INTENDED FOR AGRICULTURAL DEVELOPMENT - BARRIERS IN OVERCOMING THE CURRENT CRISIS IN ROMANIA**  
*SBÂRCEA Ioana Raluca*

**LOCAL FINANCIAL AUTONOMY IN MOLDOVA: CONSTRAINTS AND SOLUTIONS TO ENHANCE**  
*SECRIERU Angela*

**RECOGNITION OF FINANCIAL INSTRUMENTS IN ACCOUNTING PRACTICE FINANCIAL CRISIS CONTEXT**  
*SERBAN Elena Claudia, VASILE Mioara Cristina, CREȚU Raluca Florentina*

	<b>THURSDAY, MAY 19, 2011</b>
<b>6 p.m. – 8 p.m.</b>	<b>ROOM: E 21</b>
<b>SESSION TRAK</b>	<b>PARALLEL SESSION 4.7. BAFSCP</b>
<b>SESSION CHAIR</b>	<b>ȘERBU Răzvan, SAVA Raluca, PETRAȘCU Daniela</b>

**BUILDING A PORTFOLIO THAT CHARACTERIZE BUCHAREST STOCK EXCHANGE**  
*SERBAN Florentin, ȘTEFĂNESCU Maria Viorica, DEDU Silvia*

**MONEY MARKET AND THE ELECTRONIC ENVIRONMENT**  
*ȘERBU Răzvan, DANCIU Aniela*

**FINANCIAL DEVELOPMENT AND SMALL FIRMS IN EUROPE**  
*SILIVESTRU (Popescu) Daniela Rodica*

**THE IMPLICATIONS OF THE WORK CAPITAL MANAGEMENT ON THE PROFITABILITY OF THE COMPANY**  
*SIMIION Dalia, ISPAS Roxana, TOBĂ Daniel*

**IMPROVING THE ACCOUNTING - FINANCIAL INFORMATIONAL SYSTEM WITH A VIEW TO MANAGERIAL DECISION MAKING IN THE CONTEXT OF ECONOMIC CRISIS**  
*STANCIU Jeni Aura, ION Claudia, MUNTEANU Victor*

**DYNAMIC LINKAGES BETWEEN GREEK AND EMERGING CENTRAL AND EASTERN EUROPEAN STOCK MARKETS**  
*STOICA Ovidiu, DIACONAȘU Delia-Elena*

**SIMULATING UNIFORM BANK RATING SYSTEM CAAMPL IN CREDIT UNIONS**  
*TIPLEA Augustin Liviu*

**IS OVER-REACTION OF MERGER AND ACQUISITION ANNOUNCEMENTS PERSISTENT? EVIDENCE FROM THE U.S. STOCK MARKET BETWEEN 2003 AND 2007**  
*ȚIȚAN Emilia, TODOSE Daniela, ȚIȚAN Alexandra*

**CAPITAL ACCOUNT LIBERALIZATION IN ROMANIA**  
*TODEA Alexandru, ULICI Maria, FILIP Angela*

**ASSETS AND LIABILITIES MANAGEMENT. ANALYZING THE EXCHANGE RATE RETURN ON USING GARCH MODELS**  
*TRENCA Ioan, COCIUBA Mihail Ioan*

**THE IMPORTANCE OF TAXATION IN THE EU**  
*TUNCU George - Florin*

**FINANCING ENTREPRENEURSHIP: BUSINESS ANGEL INVESTING, A FINANCING OPTION IN A TIME OF CRISES**  
*VASIU Diana, BĂLAN George*

## Paper Sessions

**SECTION 5****APPLIED INFORMATICS IN ECONOMY (AIE)**

	<b>THURSDAY, MAY 19, 2011</b>
<b>6 p.m. – 8 p.m.</b>	<b>ROOM: E 22</b>
<b>SESSION CHAIR</b>	<b><i>CRISTESCU Marian, STOICA Eduard, MARTIN Florin</i></b>

**MACROECONOMIC FACTORS AND DYNAMICS ANALYSIS USING ECONOMETRIC TECHNIQUES AND SOFTWARE**

*BĂLAN Mariana, RADU Brîndușa-Mihaela*

**IMPACT OF WEB TECHNOLOGIES IN FUNCTIONALITY AND AESTHETICS OF WEB APPLICATIONS**

*CERVINSCHI Cezar Liviu, BUTUCEA Diana*

**FEATURES OF COMPUTATIONAL MOBILE ARCHITECTURES**

*CIOVICĂ Laurențiu, CRISTESCU Marian Pompiliu, CIOVICĂ Liviu*

**FINANCIAL ANALYTICS – BUSINESS INTELLIGENCE NEXT BIG STEP**

*CRISTESCU Marian Pompiliu, CIOVICĂ Liviu, CIOVICĂ Laurentiu*

**INTEGRATED MANAGEMENT SYSTEM IN COLLEGE ADMISSION**

*JECAN Sergiu, ȚĂRANU Mirela, COSTIN Răzvan*

**REDUCING INTERNATIONAL COMPETITIVE PRESSURES THROUGH THE ICT ADOPTION IN SMEs**

*MARTIN Florin, VASILCIUC Bogdan*

**DEVELOPING COLLABORATIVE APPLICATIONS USING UBL AND XML STANDARDS**

*NEMEȘ Cristina, RUSU Lucia, PODEAN Marius*

**BUSINESS PROCESS DEVELOPMENT USING AGILE METHODOLOGY**

*RUSU Lucia, IUGA Marin, MARȚIȘ Simona*

**THE ECONOMIC IMPACT AND OPPORTUNITIES FROM THE LATEST INNOVATIONS IN THE NEW WORLD OF POSSIBILITIES**

*ȘERBU Răzvan, DANCIU Aniela*

**HOW CAN IT STIMULATE THE COMPANY'S BUSINESS?**

*STANCIU Victoria, BRAN Florin Paul*

**COLLABORATIVE ENVIRONMENT FOR SERVICES ORIENTED GOVERNMENT. E-GOVERNMENT SOLUTION THAT MATTER ALL CITIZENS**

*STOICA Eduard, MARTIN Florin*

**CONSIDERATION ON THE DESIGN AND CONTENT MANAGEMENT OF AN ONLINE SCIENTIFIC JOURNAL**

*TILIUTE Doru*

**WIRELESS INTRUSION DETECTION WITH OPEN SOURCE TOOLS**

*TIMOFTE Carmen Manuela, ZOTA Răzvan Daniel, CONSTANTINESCU Radu*

**BLENDED LEARNING IN BUSINESS EDUCATION BY USING BLOGS**

*ZOTA Răzvan Daniel, VASILESCU Adrian, CONSTANTINESCU Radu*

## Paper Sessions

**SECTION 6**

**POSTDOCTORAL STUDIES SCHOOL FOR LIVESTOCK  
BIODIVERSITY AND FOOD BIOTECHNOLOGIES BASED ON ECO-  
ECONOMY AND BIO-ECONOMY FOR ECOSANOGENESIS**

	<b>THURSDAY, MAY 19, 2011</b>
<b>2 p.m. – 4 p.m.</b>	<b>ROOM: Centrul de Reuniune Academică, str. Banatului nr. 6</b>
<b>SESSION CHAIR</b>	<b><i>OPREAN Constantin, CIORTEA Gligor</i></b>

**FISH SPECIES OF COMMUNITY INTEREST MANAGEMENT ISSUES IN NATURA 2000 SITE  
SIGHIȘOARA-TÂRNAVA MARE (TRANSYLVANIA, ROMANIA)**  
*BĂNĂDUC Doru, OPREAN Letiția, BOGDAN Alexandru*

**THE IMPACT OF CHANGING ABOUT THE ORGANISATIONAL BEHAVIOUR**  
*GRAMA Blanca*

**STUDY ON CONTRIBUTIONS TO THE KNOWLEDGE OF THE FAUNA SIEBENBÜRGER  
SAXONS OF LEPIDOPTERA IN SIEBENBÜRGER AND AROUND SIBIU, ENTOMOLOGY  
COLLECTIONS OF THE MUSEUM OF NATURAL HISTORY IN SIBIU**  
*MOISE Cristina*

**STUDY ON ECOLOGICAL PRODUCTS OF TRADITIONAL AREA IN SIBIU COUNTY FOOD  
MARKET AND THEIR PROMOTE**  
*MUNTEAN Doina*

**ANTHOCYANIN EXTRACTS IN THE PERSPECTIVE OF HEALTH BENEFITS AND FOOD  
APPLICATIONS**  
*OANCEA Simona, OPREAN Letiția*

**ASSESSING THE POSSIBILITY OF REDUCING THE CARBON FOOTPRINT IN THE TOURIST  
VILLAGES OF MĂRGINIMEA SIBIULUI**  
*SPÂNU Simona, NICULA Virgil, CIORTEA Gligor*

**THE TECHNO-ECONOMIC PARADIGM IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT:  
SOME CHALLENGES AND DILEMMAS**  
*TĂNĂSESCU Cristina*

**EMPLOYING THE OPTIONAL AND MANDATORY INSURANCE SYSTEMS FOR INCREASING  
THE SECURITY OF URBAN ECOSYSTEMS**  
*UDREA Nicușor Marcel*

## Paper Sessions

	<b>FRIDAY, MAY 20, 2011</b>
<b>9 a.m. – 11 a.m.</b>	<b>ROOM: EM 9</b>
<b>SESSION CHAIR</b>	<b>BALTEȘ Nicolae, JUCAN Cornel Nicolae, MOLDOVAN Iosif</b>

**THE INFLUENCE OF EMOTIONS ON THE DYNAMICS OF THE NEGOTIATION PROCESS**  
*BRATIANU Constantin, IORDACHE Ștefan, BEJINARU Ruxandra*

**CONSIDERATIONS ON THE ADOPTION OF THE FINANCING DECISION IN THE FINANCIAL MANAGEMENT**  
*CIUHUREANU Alina Teodora, BALTEȘ Nicolae*

**EUROPEAN FUNDING – REDUCTION OF ECONOMIC DISPARITIES OR THE RICH GET RICHER?**  
*DROJ Laurențiu, DROJ Gabriela*

**RESEARCHING CERTAIN DIMENSIONS OF CONSUMER BEHAVIOR IN TOURISM, ACROSS EUROPE AND NORTH AMERICA**  
*DUMITRESCU Luigi, ȚICHINDELEN Mihai, VINEREAN Simona*

**COURT OF AUDITORS, ‘GUARDIAN’ OF THE INTERNAL PUBLIC AUDIT**  
*GHERAI Dana Simona*

**THE EFFECTS OF ICT (INFORMATION COMMUNICATION TECHNOLOGY) ON MODERN SOCIETY**  
*JUCAN Cornel Nicolae, JUCAN Mihaela Sabina*

**CORPORATE SOCIAL RESPONSIBILITY IN THE CONTEXT OF SHARED SOCIAL RESPONSIBILITY**  
*MORARIU Titiana-Maria*

**INTERNATIONALIZATION STRATEGIC MULTI-LEVEL PLANNING – REQUIREMENTS OF THE COMPANY’S SUCCESS ON THE OUTSIDE MARKETS**  
*NEAMȚU Liviu, NEAMȚU Adina Claudia*

**THE ANALYSIS OF LABOR MIGRATION AND NON-FINANCIAL MOTIVATION IN REAL COMPANY**  
*NIȚU Oana, NIȚU Claudiu – Valentin, CONDREA Elena*

**THE PROCESSES THAT SHAPE THE ROMANIAN ELECTRICITY DISTRIBUTION COMPANIES**  
*PERSIDEANU Valentina, NICOLESCU Daniel, NEGOIȚĂ Octavian Ion*

**THE EFFECT OF FISCAL RULES ON PUBLIC FINANCE SUSTAINABILITY IN THE EURO AREA**  
*SABĂU-POPA Claudia Diana, KULCSAR Edina*

**THE FISCAL DEBT WITHIN THE CURRENT ECONOMIC-LEGISLATIVE FRAMEWORK**  
*SEREDIUC Titus*

**BASEL III: COUNTERCYCLICAL CAPITAL BUFFER PROPOSAL- THE CASE OF ROMANIA**  
*TRENCA Ioan, DEZSI Eva, PETRIA Nicolae*

**PERFORMANCE ANALYSIS OF THE BUCHAREST STOCK EXCHANGE INDICES**  
*ZĂPODEANU Daniela, SABĂU-POPA Claudia Diana, COCIUBA Mihai*



***“Lucian Blaga” University of Sibiu***

***Faculty of Economic Sciences***

**18<sup>th</sup> International Economic Conference**

**IECS 2011**

***“CRISES AFTER THE CRISIS. INQUIRIES FROM A  
NATIONAL, EUROPEAN AND GLOBAL PERSPECTIVE”***

**SIBIU, ROMANIA**

***MAY 19-20, 2011***

**We greatly thank you for your participation,  
*HOPING TO SEE YOU AGAIN IN SIBIU – IECS 2012!***

