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PT C
AU Badescu, AV
Simion, AE
AF Badescu, Adrian Victor
Simion, Adriana Elena
GP UNIV SIBIU, LUCIAN BLAGA
TI THE MODELING IN INSURANCE DECISIONS ON THE EUROPEAN UNION CONTEXT
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Insurance, in law and economics, is a form of risk management primarily used to hedge against the risk of potential financial loss.

The insurance domain has a very important status in the globalization context and social transformation. Starting this year, Romania has a mandatory home insurance policy.

This type of insurance covers the risk of earthquake, floods and earth flow.

To determine the importance of this insurance, a risk analysis fundamentals and a risk financing decisions is needed For this analyze we must taking in consideration the houses and the possibilities of insurance companies factors.

Romania is a country where most people own their homes, as opposite to the West where the rent is commonly used.

Many westerns frequently use rent or mortgage and become owners after their forties, so they are obligated to have home insurance by the banks. Most home buyers borrow money in the form of a mortgage, and the mortgage lender always requires that the buyer purchase homeowners insurance as a condition of the loan, in order to protect the bank if the home were to be destroyed Anyone with an insurable interest in the property should be listed on the policy.

Also in Romania the increasing number of insured properties is caused by the outgrowing mortgages. In this context, Romania could gain, as a market, normality, forcedly rising but with good intention the number of insured houses.

In this paper we would like to present and analyze the importance of mandatory house insurance in Romania, in the context of European Union. To do this, we will analyze the risk aversion and insurance and we will study the attitudes toward risk.

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ER
PT C
AU Banciu, TD
AF Banciu, Teodor Dumitru
GP UNIV SIBIU, LUCIAN BLAGA
TI FISCALITY IN ROMANIA AND THE EUROPEAN UNION. COMPARATIONS AND THEIR
SIGNIFICATIONS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The radical changes which occurred in the centre and the east of Europe on the political, economical and social area, included also a fundamental reform of the legislative-fiscal system in each of the countries of this region, including Romania. It has been noticed that in the almost sixteen years of transition the changes of the legislative area wont be able by their own to lead to a total transformation of the political and economic system. The notion "legislative-fiscal reform" is surrounded by an aura of progress and modernization of the legislative system.

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BP 11

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ER

PT C

AU Batrancea, I

Batrancea, LM

Borlea, S

AF Batrancea, Ioan

Batrancea, Larissa-Margareta

Borlea, Sorin

GP UNIV SIBIU, LUCIAN BLAGA

TI THE ANALYSIS OF THE BANKING RISK LIQUIDITY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In theory and in practice, there are many problems regarding to the banks liquidity. In this way we debate the problems regarding banks liquidity, the causes of lack of liquidity in the banks activity and we also presents a financial analysis of the effects of the banks standing according with the risk liquidity.

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ER

PT C

AU Batrancea, M

Ardelean, V

AF Batrancea, Maria

Ardelean, Victor

GP UNIV SIBIU, LUCIAN BLAGA

TI FINANCIAL REPORTS AND THEIR IMPORTANCE IN THE ENTITIES ACTIVITY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In today's volatile stock markets, it is very important for investors to diversify investments to minimize risk and earn reasonable returns on investments. The diversification does not have to be limited to domestic companies because of opportunities available in foreign markets. However, securities analysis becomes more complicated because of additional variables such as foreign exchange risk, economic, political, cultural diversities, etc. that need to be taken into consideration in making

investment decisions. An important variable in the analysis of foreign securities is diverse financial standards. The study is helpful in evaluating the financial statements of Romanian companies and comparing them with IFRS financial statements.

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BP 21

EP 24

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ER

PT C

AU Begu, LS

AF Begu, Liviu-Stelian

GP UNIV SIBIU, LUCIAN BLAGA

TI ANALYSIS OF EXTERNAL RELATIONS OF ROMANIA AND COMPARATION WITH BULGARIA

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -

SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The paper is about evolution of the main economic indicators for external relations for Romania in 1996-2004. The paper is based on balance of payments and the major economic aggregates. The results shows us that the Romanian economy is not yet in order but some indicators are very good for a market economy. This research paper attempts to make a comparison between Romania and Bulgaria concerning population occupancy. Furthermore, the two countries experience similar problems in applying the industrial reforms.

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PY 2007

BP 25

EP 29

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ER

PT C

AU Bejenaru, A

AF Bejenaru, Aurel

GP UNIV SIBIU, LUCIAN BLAGA

TI OPERATIONAL RISK IN BANKS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -

SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In the paper we show the modalities of measure the operational risk in banks, take into account, the Basle Agreements. We also show the differences between Basle I and Basle II.

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PY 2007

BP 30

EP 37

UT ISI:000263415400006

ER

PT C

AU Bengescu, M

AF Bengescu, Marcela

GP UNIV SIBIU, LUCIAN BLAGA

TI THE PRACTICAL APPLICATION OF THE RESTRUCTURING PLAN
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Since the aimed theme has a very complex character the objectives of this paper consist in the commenting of the significant aspects that result from the laws that are in force at the present time and from the international laws of accounting. The paper's goal is to offer consultancy and guidance in what concerns the circumstances that emerge from the application of a restructuring plan. Problems regarding the amount recognized as a provision for restructuring and the payment of money rewards in the case of ending work relations are also being debated.
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PY 2007
BP 38
EP 43
UT ISI:000263415400007
ER
PT C
AU Boariu, A
Bilan, I
AF Boariu, Angela
Bilan, Irina
GP UNIV SIBIU, LUCIAN BLAGA
TI MONETARY POLICY OF THE NATIONAL BANK OF ROMANIA AND ITS INSTRUMENTS IN THE
CONTEXT OF THE EUROPEAN INTEGRATION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Romania's adhesion to the European Union naturally implies also significant mutations in the monetary policy of the central bank and in its instruments.
The paper highlights the significant transformations registered by the monetary policy of BNR (National Bank of Romania), regarding the schedule of the monetary policy over the real economy and the instruments used by the central bank, centred on the accomplishment of the fundamental target. Through changes operated by BNR at the level of monetary policy and its instruments it was followed the alignment to the international standards and practices and to those of the European Union states. The Premises from which BNR started in the process of adoption of some essential changes in the monetary policy are connected not only to the requirements imposed but the European integration, but also to progresses registered by the banking system, as well as by the real economy.
From January the P 2007, in the context of BNR integration in the European System of Central Banks, it will be taken into consideration the renunciation by central bank to the administrative measures and the use only of the instruments of monetary policy with market characteristic.
The success of the monetary policy of BNR depends upon its capacity to accomplish the responsibilities regarding the insurance and maintenance of the price stability, in the offing of the years 2011-2013, following the integration 1 the Euro-system.
BN 978-973-739-444-6
PY 2007
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ER

PT C
AU Boghean, C
Boghean, F
AF Boghean, Carmen
Boghean, Florin
GP UNIV SIBIU, LUCIAN BLAGA
TI THE SETTING UP OF THE COMMON MARKET OF THE FINANCIAL SERVICES IN THE CONTEXT OF THE NEW EUROPEAN FINANCIAL AREA
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In which concerns the integration of the financial services, The European Union considers that it cannot gather all the benefits that result from the introduction of the common currency without developing an European market in the finance area. Taking into consideration the challenges of the future, through an ambitious project, the European Council reunited in Lisbon in March 2000 decided to transform the European Union until 2010 into an "economy based on the most competitive and dynamic knowledge in the world, able to insure a long lasting economic growth with more and better jobs and with a bigger social cohesion".
In order to fulfill this objective, the European Union has as purpose the fulfillment of certain tasks, among which the integration of services occupies an important role. In the present, the national markets are established by certain heterogeneous rules concerning the investments and transactions of the new arrived, the protection of the investors, the information, the taking over, the contribution to the pension funds, supervision and others.
In the past, the lack of a capital market fully integrated did not allow Europe to really enjoy the common currency. The obstacles were determined by many laws, systems of taxation, and different accountings, and other structural obstacles. These determined higher costs of transaction, and as a consequence, a higher cost of the capital.
Through the gradual accomplishment of a single financial market, it will increase slowly but certainly the potential of all the European issuer to find financing in Europe too, not only on the American markets or on other international markets.

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PY 2007
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EP 53
UT ISI:000263415400009
ER
PT C
AU Boghean, F
Boghean, C
AF Boghean, Florin
Boghean, Carmen
GP UNIV SIBIU, LUCIAN BLAGA
TI THE ACCOUNTING IN THE CORPORATE STRATEGY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The corporate strategy refers to the main direction of orientation of an organization towards the future: the purposes and the resources of the organization, and the way in which it interacts with the environment where it develops its activity. Each aspect of the organization plays an important role in

this strategy: the personnel, finances, and the methods of production and its operational environment. The corporate strategy can be defined as the purpose of the existence of an organization. Some researchers refer to this aspect of the strategy: the explicit form of the future decisions that must be adopted taking into consideration the resources the organization has. With all these, the purpose is not the strategy. There must be elaborated plans or actions, in order to put this purpose into practice.

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PY 2007

BP 54

EP 61

UT ISI:000263415400010

ER

PT C

AU Borlea, S

AF Borlea, Sorin

GP UNIV SIBIU, LUCIAN BLAGA

TI THE PARTICULARITIES OF THE FINANCIAL REPORTS IN THE BANKS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In the present the authors show the steps of the new financial reports of the banks activity during the last 17 years. We also present the models of analysis of the banks activity based on the 4 pillars: financial position, performance, cash-flow and the risks in banks activity.

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PY 2007

BP 62

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UT ISI:000263415400011

ER

PT C

AU Bratian, V

AF Bratian, Vasile

GP UNIV SIBIU, LUCIAN BLAGA

TI THE VALUE OF THE FIRM - THROUGH THE PRISM OF THE CONCEPT OF VALUE SIGNAL

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB This demarche is a reflection about the problem of the financial value of the companies, in the vision of his buyer or of the investor of capital.

This the sense, under present consideration, we propose us to introduce a new concept, called "value signal" represented by the multitude of the economic, financial or of another nature variables, carries the by-path envisaged of an investor, as representing indications considering the financial value of the firm.

The importance of this demarche is given by the fact that to the current hour, the managers of the firms are confronted with the problem of the value creation, below the pressure of the internal aspects of the administration oriented toward the growth of value, or below the pressure of financial markets which requests an output still greater and quicker.

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ER
PT C
AU Brezeanu, P
Triandafil, CM
AF Brezeanu, Petre
Triandafil, Cristina Maria
GP UNIV SIBIU, LUCIAN BLAGA
TI CHALLENGES OF CORPORATE DEFAULT VALUATION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB This paper aims at identifying and analyzing corporate default predictors. The most recent theories concerning the default boundaries are analyzed from a comparative perspective. Incapacity of meeting the financial obligations or sudden lowering of assets value are appreciated as being the main corporate default causes. Nevertheless, there are firms which default despite a convenient liquidity ratio or a positive value of the Tangible Net Worth. Moreover, other firms manage to avoid default although liquidity and profitability indicators are considered to be alarming. This is why the idea of adapting the default analysis to the particular financial features of every company becomes more and more valuable. The case study contains an analysis of a sample of US firms extracted from the Customer Research Data of Moody's in terms of default predictors. Conclusions tend to subscribe to the aforementioned idea of particular default corporate analysis, but there is also enough open space to integrate opposite ideas.

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EP 80
UT ISI:000263415400013
ER
PT C
AU Bucataru, D
AF Bucataru, Dumitru
GP UNIV SIBIU, LUCIAN BLAGA
TI CHANGES IN COMPANY FINANCING FROM THE PERSPECTIVE OF EUROPEAN INTEGRATION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The paper is analyzing the changes that took place in the structure of the capital used by the companies in financing their activities. Financial globalization, as a component of globalization, conducts to a uniformization of the company behaviour in selecting the capital.

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PY 2007
BP 81
EP 84
UT ISI:000263415400014
ER

PT C
AU Bunea-Bontas, C
AF Bunea-Bontas, Cristina
GP UNIV SIBIU, LUCIAN BLAGA
TI INTERIM FINANCIAL REPORTING IN THE PERSPECTIVE OF HARMONIZATION OF THE
ROMANIAN ACCOUNTANCY WITH THE INTERNATIONAL FINANCIAL REPORTING STANDARDS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The main objective of the interim financial reporting is to present, timely and regularly,
information concerning the enterprise's capacity to generate earnings and cashflows and its financial
position and liquidity, International Accounting Standard 34 "Interim Financial Reporting" concerns the
financial statements for an interim period. According to IAS 34, the interim financial report includes a
complete or condensed set of financial statements, elaborated for a shorter period than a full financial
year. The accounting policies for recognition and measurement should be applied in the same way as
they are applied in the annual financial statements. However, the preparation of the interim reports
requires a greater use of estimation methods; the measurement procedures should be designed to
ensure the correctness of all the resulting information provided to the users.
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PY 2007
BP 85
EP 90
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ER
PT C
AU Caloian, F
Nichita, M
Caloian, MM
AF Caloian, Florentin
Nichita, Mirela
Caloian, Maria-Magdalena
GP UNIV SIBIU, LUCIAN BLAGA
TI IFRS FOR SMALL AND MEDIUM ENTERPRISES - ROMANIA IS READY?
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB This publication aims to provide owners of small and medium-sized entities (SMEs) with an
understanding of recent developments in financial reporting for unlisted entities. It outlines the reasons
why some unlisted SMEs have already made the change to International Financial Reporting Standards
(IFRS) and illustrates what might be involved in a conversion process. It is intended to help you answer
the question, 'Should we, as a private entity, adopt IFRS as the standard for our company?'
IFRS is fast becoming the global financial reporting language for companies - those that cannot
communicate with it might miss a competitive advantage for their business. Many countries around the
world now require all listed companies to report financial information according to IFRS. In some
countries, national regulators accept IFRS for all companies - listed and private - while in a few, IFRS (or
national equivalents) is mandatory for all companies.
The International Accounting Standards Board (IASB) recognizes, however, that for some SMEs without
a capital market focus, the potential benefits of full IFRS can be outweighed by the difficulty or cost of
preparing IFRS information. To address this, the Board is working on special standards for SMEs that

will have the same framework as full IFRS but requirements will be tailored to meet the different needs. The final standards are expected during or after 2007.

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ER

PT C

AU Cesur, F

Yuruk, MS

Uzunoglu, S

AF Cesur, Fatma

Yuruk, Mehmet Serkan

Uzunoglu, Sadi

GP UNIV SIBIU, LUCIAN BLAGA

TI THE EFFECT OF FINANCIAL LIBERALIZATION ON ECONOMIC GROWTH IN TRANSITION

ECONOMIES: CASE OF ROMANIA

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Financial liberalization process constituted by 80's when the trend of liberalization has become effective. The process has initiated with liberalization of foreign trade. After this it has continued with liberalization of every kind of capital movements and freely determination of financial asset prices, at the market by the market forces which are called as supply and demand. It is argued that the prices determined by the market improve the efficiency.

Practices which targets eliminating the government interference and letting price mechanism to be determined by the market are the key factors of financial liberalization process. Allowing market to determine the interest rates under the liberal market conditions is the most important instrument of them. It obtains rational interest rates. It has stated that rational interest rates provide investment expansion and reallocation of resources from inactive to active assets.

Therefore expansion of savings provides adequate resource formation to financing the investments. Thus, level of investments will also increase as parallel to the savings. An increase at the credit interest rates shifts resources to higher-yield investments thereby it will improve aggregate investment efficiency. As a result of the trend it will bring in its train a stable economic growth.

During the 80's most of the developing countries which are in a debt and resource bottleneck, have influenced by the financial liberalization and have applied the liberalization implications. In the beginning, financial liberalization has a positive effect on economies. But after '97 Asian Crisis it argued by lots of economists that this positive effect cannot be sustainable. Hence this unfavorable effects deriving from structural problems of developing countries' financial system; we should take corrosive effect of capital inflow and outflows into account.

The objective of the paper is to show the effect of financial liberalization on economic growth and to discuss the importance of financial liberalization in sustainable economic growth.

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ER

PT C

AU Ciobanu, G

Ciobanu, AM

AF Ciobanu, George
Ciobanu, Andreea-Maria
GP UNIV SIBIU, LUCIAN BLAGA
TI GLOBALISATION AND MONETARY POLICY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Globalisation is indeed a subject of great interest within the Eurosystem. The reason for such interest is clear when we consider our knowledge of the different channels through which globalisation is affecting key elements of the monetary policy framework such as the inflation formation process and the monetary transmission mechanism, is still rather limited
Globalisation is the term used to describe the growing interdependence of economies via trade, production and financial market linkages. It has accelerated in the last 20 years mainly for two reasons. Firstly, because of the boom in the use of information and communication technology, that has reduced the costs of transporting goods, services and information across the globe. This process has been accompanied by a strong rise in foreign direct investment and this, in turn, has led to new ways of organising and doing business: production processes have become increasingly internationalised as companies have established affiliates abroad to gain access to foreign markets and reduce input costs. The second reason for globalisation was the opening-up of emerging countries to international trade and production. The greater involvement of emerging Asia in world trade as well as Central and Eastern Europe following the collapse of the Soviet Union has intensified competition and caused major changes in the pattern of global trade.
The recent acceleration of globalisation has occurred in parallel with a decline in the level and volatility of global inflation. Although the more general acceptance of price stability-oriented monetary policy frameworks, fewer negative shocks (so-called "good luck"), technological progress, fiscal discipline and structural reforms have all played a part in reducing inflation rates and macroeconomic volatility over the past two decades, globalisation is often included as a factor. Globalisation and its implications for domestic price developments raise several issues for monetary policy. Has monetary policy become less effective in a globalised world? Is the objective of maintaining price stability still relevant in the wake of globalisation? Do central banks have tools that are efficient enough to maintain price stability in a globalised world? How should monetary policy be conducted under these new circumstances? These are the questions this article intends to response. But to judge the relevance of these questions, we first have to consider the impact globalisation might have had on the variable that is most important from a monetary policy perspective: domestic inflation. For this reason, it also focuses on what theory and empirics tell us about the effects of globalisation on inflation.

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ER
PT C
AU Ciochin, G
Grigorescu, S
AF Ciochin, Gheorghe
Grigorescu, Sorin
GP UNIV SIBIU, LUCIAN BLAGA
TI EXTERNAL AUDIT ACTIVITIES WITHIN SUPREME AUDIT INSTITUTIONS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In a modern democratic society an external independent audit is essential for satisfying the obligation of reporting public funds using. Developing external activities and especially performance audit requires:

independent examinations required by the legislative and audited entities, with a view to the economy and efficiency of some governmental programs, as well as by the economy and efficiency of the means used for achieving these

- identifying and analyzing any problem and domain in which performance is reduced, supporting thus the government or the audited identity, in order to take the proper managerial decisions

- reporting the impact of the program and analyzing the level to which the expected objectives were touched

- setting recommendations according to the conclusions that result from the audit activity and supporting the audited entities, with a view to the means of improving public money spending.

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ER

PT C

AU Ciuhureanu, AT

Popa, D

AF Ciuhureanu, Alina Teodora

Popa, Daniela

GP UNIV SIBIU, LUCIAN BLAGA

TI ASPECTS REGARDING THE FINANCIAL-ACCOUNTING AUDIT WITHIN ORGANIZATIONS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The audits' objectives focus on the internal control certification, and on meeting the requirements of the accounting conceptual frame and of the audit standards.

The financial audit is an economic activity specific to the market economy, based on competitiveness and on promoting the interests of each market player.

The auditor must verify if the drawing up of financial situations was based on continuity principle of the entity's/enterprise's activity. The organizations that are subject of an audit are interested in knowing the auditor's opinion regarding the entity capacity to continue its activity after the end of the audited financial exercise. The auditor analyzes the evolution of the indicators' level that are considered to be significant in the financial situations, and based on this level the auditor appreciates their evolution within the following period of time. These evolutions are correlated, their general evolution tendency is identified, and based on this fact the auditor deduces the entity's capacity to continue its activity. The auditor must realize an economic analysis of the indicators during the audited period and based on these indicators to draw up a model regarding the entity's future economic activity.

The accounting-financial audit comes between the producers and the users of the accounting information, by high class professionals that take the responsibility of financial situations' drawing up, in all its significant aspects, and in conformity with the National and International Accounting Standards.

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BP 117

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ER

PT C
AU Ciurila, N
AF Ciurila, Nicoleta
GP UNIV SIBIU, LUCIAN BLAGA
TI EQUILIBRIUM EXCHANGE RATE AND THE CONVERGENCE TO THE EUROPEAN MONETARY UNION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The estimation of the equilibrium exchange rate is a highly important subject in the assessment of a country's potential of fulfilling both nominal and real convergence criteria. A systematic undervaluation of the currency leads to inflation and thus compromises the Maastricht criteria regarding inflation. On the other hand, a systematic overvaluation reduces exports and increases imports, damaging the current account balance and delaying real convergence. Especially in the view of the accession to the Monetary Union, it is crucial for the exchange rate to trend around its equilibrium value. If the central parity established before entering the Exchange Rate Mechanism II won't be consistent with the equilibrium exchange rate, then it will be unsustainable and the Central Bank won't be able to defend it. The recent nominal and real appreciation of the Romanian currency can be viewed as a movement towards equilibrium of an initially undervalued RON or a serious departure from exchange rate fundamentals. In order to determine the sources of real and nominal appreciation of the Romanian Leu we follow the Behavioural Equilibrium Exchange Rate (BEER) approach. We test for cointegration between the real exchange rate and a number of fundamental variables (the degree of openness, the ratio of net foreign assets to GDP, the productivity differential and real interest rate differential) employing the Johansen cointegration test. Using the estimated cointegration vectors we compute the short term and total misalignment of the exchange rate from its equilibrium. We thus determine the periods of undervaluation and overvaluation of the domestic currency concluding about the trend of the equilibrium exchange rate.
BN 978-973-739-444-6
PY 2007
BP 121
EP 128
UT ISI:000263415400021
ER
PT C
AU Comaniciu, C
AF Comaniciu, Carmen
GP UNIV SIBIU, LUCIAN BLAGA
TI CONSIDERATIONS REGARDING THE EVOLUTION OF HEALTH STATE INDICATORS AT THE LEVEL OF THE EU MEMBERS STATES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB For every human community, the health became a main problem, on the social level values, which define the living standards and the life quality. The health is a fundamental value for each person and for the society, so this became the principal premise to accomplish the social function, a very important resource for the development of the whole society. In this paper we try to analyze the evolution of the main health state indicator, for the E.U. members states, to identifying the strong and weak points in this domain.
BN 978-973-739-444-6

PY 2007
BP 129
EP 136
UT ISI:000263415400022
ER
PT C
AU Criveanu, R
Giuca, A
AF Criveanu, Radu
Giuca, Alin
GP UNIV SIBIU, LUCIAN BLAGA
TI ENFORCEMENT AND THE STABILITY AND GROWTH PACT
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The Maastricht Treaty imposes a debt limit of 60 per cent of GDP and a deficit ceiling of 3 per cent of GDP for countries participating in stage III of EMU. The Stability and Growth Pact goes further and specifies the circumstances under which a deficit can be regarded as excessive, speeds up the procedure and defines the sanctions in the event of excessive deficits. Since the ratification of the Maastricht Treaty in 1993 and its extension through the Stability and Growth Pact (SGP) it has become a concern that EU countries will have lengthened recessions because they will not be able to run sufficiently large deficits to spur growth. In the paper, we use a Vector Autoregression on deficit and GDP for EU countries before and after 1993 to see if this concern is a valid one.
BN 978-973-739-444-6
PY 2007
BP 137
EP 146
UT ISI:000263415400023
ER
PT C
AU Dedu, S
Serban, F
AF Dedu, Silvia
Serban, Florentin
GP UNIV SIBIU, LUCIAN BLAGA
TI THE BOLLIGER LINES AND PIVOT POINTS - METHODS OF MAKING THE BEST DECISION IN THE STOCK EXCHANGE
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In this paper are presented two indicators (Bolliger Lines and Pivot Points) which can be used in the technical analysis of a stock in order to optimize the terms of a transaction in the Stock Exchange. Are described techniques of using these indicators for determining the optimal moment we buy or sell a stock
BN 978-973-739-444-6
PY 2007
BP 147
EP 149
UT ISI:000263415400024

ER
PT C
AU Dracea, R
Cristea, M
AF Dracea, Raluca
Cristea, Mirela
GP UNIV SIBIU, LUCIAN BLAGA
TI TAX STRUCTURES AND RECENT DEVELOPMENTS IN THE ENLARGED UNION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In the first part, the paper presents time series of tax revenue data from national accounts for the twenty-five Member States. It provides a breakdown of taxes according to different classifications: by types of taxes (direct taxes, indirect taxes, social contributions) and by levels of government. The breakdown of tax revenue data computed in percentage of GDP provides indicators of the tax burden and of the structure of taxation in the different Member States, as well as developments over time. As the interpretation of the tax-to-GDP ratio as an indicator for the tax burden requires additional information, an economic classification of taxes has been developed and implicit tax rates have been computed for the economic categories identified. The implicit tax rate for each category is defined as the ratio of aggregate tax revenues to the corresponding income in the economy or the kind of economic activity that could potentially be taxed, so illustrating the average effective tax burden for the economic categories. In the last part, the paper analyzes the level and the evolution of the corporate tax rates. Inevitably, each country has its own history of exemptions etc, and for these reasons it is difficult to compare corporate tax bases across countries. However, the overall tax pressure can be estimated through the so-called effective tax rates.

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PY 2007
BP 150
EP 156
UT ISI:000263415400025

ER
PT C
AU Firescu, V
AF Firescu, Victor
GP UNIV SIBIU, LUCIAN BLAGA
TI THE ACCOUNTING TREATMENT OF THE BUILDING CONTRACTS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The main problem of accounting a building contract consists in allotting the contractual receipts and expenditures in the accounting periods to which they refer to. Among other things, IAS 11 "Building Contracts" sets the acknowledgement criteria for determining the period in which the receipts and expenditures must be acknowledged in the profit and loss account. From the juridical point of view (the primordially of the prudence principle), one must wait for the contract to end to account the result. From the economic point of view (the primordially of the principle that connects the expenses to income), the result must be distributed on the periods during which the operations of the contract take place, depending on the advancing degree of the works.

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PY 2007

BP 157
EP 160
UT ISI:000263415400026
ER
PT C
AU Floristeanu, E
AF Floristeanu, Elena
GP UNIV SIBIU, LUCIAN BLAGA
TI ASPECTS ON THE INTERNATIONAL AND REGIONAL ORGANIZATION'S INVOLVEMENT IN THE SECURITY FINANCING
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Regardless of the organization the international joint operation takes place, in order to fill the tasks, it is necessary to involve huge material and financial resources, as well as a well trained human resource. The reality proves that most of the times there is a certain gap between the security needs and the human and the material costs of the security providing imperative. Therefore, the states need to share the security providing costs and also to be responsible for the risks they take, by means of creating alliances or collective security structures. The security benefit that a state registers, as a result of the developed financial efforts within the security organization that it belongs to, is difficult to assess, but it should be monitored by means of the costs it should involve if it provides its necessary security on its own.

BN 978-973-739-444-6
PY 2007
BP 161
EP 166
UT ISI:000263415400027
ER
PT C
AU Grigorescu, S
Ciochina, G
AF Grigorescu, Sorin
Ciochina, Gheorghe
GP UNIV SIBIU, LUCIAN BLAGA
TI THE BANKING FINANCIAL SITUATION. PRESENTATION OF INFORMATIONS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The financial situation represents the structure of the banking financial position and of the transaction made. The main object of financial situation is to offer information about the financial position, performances and the banking cash-flow, used for a multitude of users in taking the economic decision. The financial situation shows also the result of administration resource entrusted to the leadership of enterprise. To attain this object, the financial situation offers information about the assets, debts, the income and the expenses including the gain, the lost and the banking cash-flow. Those information and others with another from the note of the financial information helps the users to estimate the future cash-flow, of the enterprise and especially the moment and the degree of unquestionably made by cash-flow.

BN 978-973-739-444-6
PY 2007

BP 167
EP 169
UT ISI:000263415400028
ER
PT C
AU Gruiescu, M
AF Gruiescu, Mihaela
GP UNIV SIBIU, LUCIAN BLAGA
TI EVALUATION MODELS OF RISK IN PERSONS INSURANCE
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The insurance companies must ground a reserve fund in case of risk, so the difference between the payed compensations and the collected bonuses overfulfills that reserve fund with a probability less than the accepted value. To illustrate this problem we consider a model in which we have insured n policies of same type, the payed compensation for each policy being represented by an aleatory variable X with the average m and dispersion σ^2 .
BN 978-973-739-444-6
PY 2007
BP 170
EP 176
UT ISI:000263415400029
ER
PT C
AU Horobet, A
Chiciudean, A
Dumitrescu, DG
AF Horobet, Alexndra
Chiciudean, Alina
Dumitrescu, Dan Gabriel
GP UNIV SIBIU, LUCIAN BLAGA
TI ARE CENTRAL AND EASTERN EUROPEAN MARKETS STILL GOOD DIVERSIFIERS? A TEST OF VOLATILITY TRANSMISSION WITHIN THE EU
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Central and Eastern European (CEE) stock markets have gradually started to draw international investors' attention after 1990, which can be easily observable at the level of trading volumes, number of listed companies and market capitalization. Their integration within the European capital market will certainly represent a major step towards an increased maturity of these markets but, at the same time, it might lead to a decrease in their attractiveness level for international investors. Under a framework of higher integration within the European capital market, the issue of the usefulness of those markets as risk diversifiers for international investors becomes extremely relevant. Our paper analyses the stock markets of four CEE countries (Romania, Hungary, Czech Republic and Poland), contrasting them against two of the major stock markets of the EU (United Kingdom and Germany) over the period September 1997 - September 2006, using weekly indices levels and weekly rates of return on these markets indices. The indices and returns are denominated in US dollars. The aim of our research is to observe a causal relationship between the returns and their volatility among these markets using a Granger causality test, starting from the hypothesis that, in time, shocks in one country are quicker transmitted to other

countries. By employing cointegration techniques, we want to observe whether a long-term relation exists between these markets. Our tests indicate that equity markets from CEE display Granger causality relations among them, but they are also co-integrated. This signifies that information on one CEE market is reflected with a certain lag to the other markets in the region and these markets maintain long-run relations among them. In these circumstances, the potential of risk diversification by holding portfolios of assets traded on CEE markets looks less promising.

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PY 2007

BP 177

EP 186

UT ISI:000263415400030

ER

PT C

AU Ilie, L

AF Ilie, Livia

GP UNIV SIBIU, LUCIAN BLAGA

TI THE GLOBAL FINANCIAL MARKETS - AN OVERVIEW

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The dimension of the world's financial market is impressive: \$118 trillion in financial assets at the end of 2003, more than double in 10 years. By 2010 the value of the global financial assets will exceed \$214 trillion. An analysis shows that financial markets are becoming more liquid and integrated. Cross-border capital flows continue to grow fast linking the financial markets in a global one. The roles of regions played in capital markets are changing. European markets are becoming more integrated. China becomes a new force.

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PY 2007

BP 187

EP 188

UT ISI:000263415400031

ER

PT C

AU Ioneci, M

Marcu, N

AF Ioneci, Mihaela

Marcu, Niculina

GP UNIV SIBIU, LUCIAN BLAGA

TI THE IMPACT OF THE ROMANIAN INTEGRATION IN EU ON THE FISCAL AND ACCOUNTING SYSTEM

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Taking into account the contemporary tendencies, the accounting system is at the confluence between information supply in the context of the economies mondialization and of the financial markets globalization.

The optimization of the information supply and demand ratio aims at using as efficiently as possible financial statements by internal and external users. Accounting products are thus submitted to the

economic and financial diagnosis and analysis patterns as well as to decision patterns that information users are going to take

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PY 2007

BP 189

EP 192

UT ISI:000263415400032

ER

PT C

AU Ionescu, A

AF Ionescu, Alexandru

GP UNIV SIBIU, LUCIAN BLAGA

TI EVOLUTION OF FDI FLOWS IN THE INTEGRATION CONTEXT

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The following paper tries to emphasize the role played by the European integration process in Romania's FDI flows. We analyze the new factors which may determine the FDI flows and the importance of FDI inflows in the balance of payment. The information is supplied by ARIS - the Romanian Agency for Foreign direct investments and UNCTAD - World Investment Report 2006

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PY 2007

BP 193

EP 197

UT ISI:000263415400033

ER

PT C

AU Iordache, F

AF Iordache, Floarea

GP UNIV SIBIU, LUCIAN BLAGA

TI NOMINAL CONVERGENCE. AN ANALYZE OF THE NOMINAL CONVERGENCE CRITERIA FOR ROMANIA SITUATION

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Romania accession to the EU means the obtain of the Union member position.

The future accession to the EMU (after passing the ERM II) depending on the obtaining of some economic performances, quantified by some macroeconomic indicators, compulsory to be kept inside some limited values, as they are established by the Treaty convergence criteria.

The obtaining of the Treaty criteria conditions means a long term program. The future period, after the EU accession, are very important for the Romania economy evolution, especially taking into consideration that, al January, 1(st), 2007, the Romania economy was still in the position of following a long way towards reaching the other Member States economic performances.

In this respect, the Romania accession to the EU is also an instrument for reaching the economic sustainable development.

An analyze of the nominal convergence criteria for Romania helps us to agree that the national economy will be in the position of finding the necessary resources that, around 2014, the EMU accession will become possible.

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PY 2007
BP 198
EP 203
UT ISI:000263415400034
ER
PT C
AU Ivan, MV
AF Ivan, Mirail Vincentiu
GP UNIV SIBIU, LUCIAN BLAGA
TI RISK AND REWARDS OF INTERNATIONAL FINANCE
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The goal of all business should be to increase investors' value by maximizing return and minimizing risk. We need to understand the complexities of international finance able to provide great potential for business, an amount of rewards for those who take the risk of investing. While the international market economy provides opportunities for greater return, it also exposes companies to greater risks. To ensure greater shareholder return, a company must be certain that the greater rewards from an international investment compensate them for the additional risk taken. International finance has all the risks that are associated with domestic finance. However, there are additional risks which investors must be aware when doing business in different countries. Political, international credit and currency risks are additional risks that need to be mitigated when investing in international markets. One powerful incentive for global trade is economy of scale. Global trade allows the most effective and efficient producers to distribute their product at the lowest possible price to the greatest number of people. On international markets the flow of information has seen a tremendous increase. Information knows no borders; by failing to access and utilise information, companies and countries will lose their present market share to domestic and international competitors and miss future market opportunities. The integrity, credibility and honesty of a country and its citizens can reduce the risk that international and local investors are exposed to. By reducing political, international credit and currency risk a country will save money and reduce borrowing cost.

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PY 2007
BP 204
EP 207
UT ISI:000263415400035
ER
PT C
AU Jemna, VD
Rusu, E
Balan, CB
AF Jemna, Vasile-Danut
Rusu, Elena
Balan, Christiana-Brigitte
GP UNIV SIBIU, LUCIAN BLAGA
TI THE EFFICIENCY OF THE RELATION LOCAL PUBLIC FINANCES - BANK SYSTEM IN ROMANIA
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Romania, as EU country, must develop local investment community projects. One of the solutions is offered by the relation between local public administration and banks as the possibility of local public administration to contract borrowings from commercial banks. The relation Local Public Finances-Bank System can be analyzed with the help of efficiency concept, from a praxiological perspective. The relation supposes equilibrium between two categories of interests and objectives: economic interests, on the one hand, and social interests, on the other hand.

Under the economic aspect, the interest of each part is to obtain optimum results. On the other hand, local public administrations want to contract credits with minimum interest rate and minimum costs, in general. The reality is the conditions expected by both parts cause a dilemma which affects the accomplishment of proposed aims. The solution appears after negotiations and the adjustment of requirements of both parts or after the implication of a factor which put the relation on a common field.

Under the social aspect, local public administrations have the interest to put in practice local development projects which are materialized in time. These investments suppose social costs and a participation of local citizens on medium and short periods. In this domain, the interest of banks is lower, because they are private commercial agents concentrated on profit.

The dilemma created can be solved if the efficiency of the relation is analyzed in the context of local development community. The investments realized using credits must be considered local development projects with good effects for both actors implicated - local administration and banks.

Local community project and community development concepts are relatively new. The efficacy as a component of efficiency is the attribute of an action to realize its aim and to provoke the wanted effects. If we refer to local borrowings, the aim is very clear defined by legislation: bank credits are used only for local public investments. So, the aim is accomplish if the proposed investment are finished in accord with the term of project when the credits are contracted Efficacy means the effects of investments, also. If the effects are positive and develop the community, we can talk about the efficiency of the relation local public finances - bank system.

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PY 2007

BP 208

EP 215

UT ISI:000263415400036

ER

PT C

AU Joldes, C

AF Joldes, Cosmin

GP UNIV SIBIU, LUCIAN BLAGA

TI REFORM OF ROMANIAN PENSION SYSTEM

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In 2007, after years of discussion and planning, Romania is finally set to introduce an innovative new pension system. Final legislation was passed in mid-2006 to introduce a groundbreaking "three pillar" system. The move has three principal goals: easing the burden on the Romanian government caused by the country's fast-ageing population, raising the levels of both savings and investment and ensuring a decent standard of living for the country's citizens in old age.

The three-pillar model, pioneered by Chile in the 1990s, has become popular in developing economies as it offers simultaneous benefits to the state, pensioners and workers, as well as the wider economy.

Under the plan, there will be three pillars in Romania. The first represents a minimum state pension plan, under which all working residents pay into a state scheme and receive, upon retirement, a pension to cover basic needs. The second is a compulsory occupational pension with employers and employees contributing equally into a private-sector managed scheme which will payout either a regular pension or

a lump sum. The third is a voluntary individual pension for those able to put aside more, again managed by the private sector.

The system benefits the state, because it shifts most of the burden of saving for retirement onto the individual. Meanwhile the funds which are squirreled away in the new schemes are fed back into the economy. Yet the population benefits as well. People are being offered the chance to save for retirement tax-free and the opportunity to choose the sort of pension that suits their needs.

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PY 2007

BP 216

EP 219

UT ISI:000263415400037

ER

PT C

AU Jucan, C

Jucan, I

AF Jucan, Cornel

Jucan, Ioana

GP UNIV SIBIU, LUCIAN BLAGA

TI INVESTING IN HEALTH

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Investment in health - in human capital - is a clear prerequisite for the new EU members and the EU in order to meet the requirements for accession. The EU has the means and mechanisms to simultaneously make a major impact on the quality of human capital formation within the newly-admitted countries and protect the interests of the Union's existing citizens. The key constraints appear to be the willingness of the new member states to regard resources committed to health as investment in the future of their people and the willingness of the EU to give the same amount of attention to the protection of human health in other policies as it shows toward the protection of the environment.

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PY 2007

BP 220

EP 223

UT ISI:000263415400038

ER

PT C

AU Marinov, G

AF Marinov, Georgi

GP UNIV SIBIU, LUCIAN BLAGA

TI CREDITS, INFLATION AND REAL ESTATE PRICES IN SOME CEE COUNTRIES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In the recent years there are major changes in Europe's real estate market - in Western Europe they are believed to be mainly due to the introduction of the single currency, but there is an enormous growth in real estate prices in Central and Eastern Europe (CEE) countries too. For many of CEE countries this growth accompanied the real convergence, the imposing and guaranteeing of macroeconomic stability and market economy principles and the membership in the EU Among the possible explanations for real estate prices are the changing situation in dwelling ownership, the

prospects for economic growth, the growing investors' interest in CEEC, and lack of developed financial markets.

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PY 2007

BP 224

EP 227

UT ISI:000263415400039

ER

PT C

AU Miclaus, PG

Ungureanu, SNM

AF Miclaus, Paul Gabriel

Ungureanu, Stefan N. M.

GP UNIV SIBIU, LUCIAN BLAGA

TI EU ACCESSION REQUIREMENTS AND INTEGRATION OPPORTUNITIES: THE ROMANIAN CAPITAL MARKET

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB This paper is primarily concerned with the role that accession to the European Union has played in the development of a regulatory infrastructure for the capital market in Romania as well as with the prospects of the Romanian capital market after accession, and the opportunities offered by further integration.

A key aspect to the analysis of the inter-relationship between EU enlargement and capital market regulation in Romania is to distinguish between two separate, although inextricably linked processes that have occurred in Romania over the past decade and have productively coexisted - the preparation for EU integration and the development of the infrastructure for the emerging securities market, and of the a regulatory framework to govern capital market transactions.

The organization of the paper is as follows: part I explains how the prospects of EU integration served the goal of developing the securities market in Romania, by suggesting that the optimal role for the EU was to use the leverage of accession to foster the development of strong regulatory institutions that could domesticate and enforce EU legislation on the capital market, in the face of entrenched resistance to financial sector reform.

Part II gives an overview of the accession process from the regulatory point of view and reveals that this process has largely focused on the formal adoption of EU legislation by Romania. We illustrate here that the *acquis communautaire* in the securities field is fully transposed, the degree of harmonization exceeding that of many of the EU 15 countries.

In Part III, while recognizing that oversight from the EU during the accession process played a key role in the establishment of a stronger securities regulator in Romania, we argue that further improvement of regulatory and institutional building capacity in Romania is necessary for stimulating growth in this emerging securities market and for seizing the chances offered by further integration.

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PY 2007

BP 228

EP 235

UT ISI:000263415400040

ER

PT C

AU Mihalcescu, C

Iacob, I

AF Mihalcescu, Cezar

Iacob, Ionel

GP UNIV SIBIU, LUCIAN BLAGA
TI COMPUTER BANKING SYSTEM UNDER THE CONTEXT OF THE NEW INFORMATION
TECHNOLOGIES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The operating bank system suffered serious changes within the last decades under the impact generated by the progress recorded by the data processing technology. Thus banks need to change positions within this context in order to profit from the advantages of the information revolution, and not to become its victim. Trade electronic development knows no geographical barriers, by its nature, imposing thus the passage to an adequate e-banking system, playing an important part in the creation of certain world networks, which determine relations and dependencies between countries. The development of certain marketing and management techniques, more and more sophisticated and of a large range of products and services based on technology, as well as the automation of the performed operations, will allow the extension of bank activity within fields of large interest outside the traditional area and the decrease of the importance allot to the classical network of branches. Distribution channels management represents the main preoccupation of the bank institutions within the context of an activity globalization. Technology was used just for providing efficiency to the traditional distribution process, but at present, its development generated essential changes within the distribution system of bank services, by means of new channels, based on telephone and electronic connections.

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PY 2007
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EP 239
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ER
PT C
AU Mitac, MC
Zamani, G

AF Mitac, Mirela Claudia
Zamani, Gheorghe

GP UNIV SIBIU, LUCIAN BLAGA
TI THE IMPLICATION OF THE PROCESS OF EUROPEAN INTEGRATION OF ROMANIA IN ROMANIAN
BANKING SYSTEM

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB On 1(st) January 2007, Romania had access to the European Union. The accession of Romania at the European Union has important implications in developing of Romanian banking system. This article present the situation of Romanian banking system at 01. 01. 2007 and the perspectives of development of Romanian banking system.

On 1(st) January 2007, the European Union (EU) enlarged through the accession of two new Member States, Romania and Bulgaria.

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PY 2007
BP 240
EP 246
UT ISI:000263415400042

ER
PT C
AU Moga, I
AF Moga, Ilie
GP UNIV SIBIU, LUCIAN BLAGA
TI COMPETITION ON THE TERMS REGARDING THE INTEGRATION OF ROMANIAN ECONOMY
WITHIN THE EUROPEAN UNION. NEW FORMS OF FINANCING OUT OF EUROPEAN FUNDS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB With Romania's adhering to the E U it was in agriculture and rural development that through primary and secondary legislation the newest community evolutions have been taken over and therefore we can tackle the problem as a complete tuning of the communion acquis; this allows the carrying on of the commitments that were assumed in our country as compared to the demands of the union. It is in this direction that new backing methods are presented to fund agriculture and rural development out of European funds.

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PY 2007

BP 247

EP 249

UT ISI:000263415400043

ER
PT C

AU Munteanu, V

AF Munteanu, Victor

GP UNIV SIBIU, LUCIAN BLAGA

TI THE ADEQUATE PLANNING OF FINANCIAL AUDIT

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB A financial auditor who cannot understand the activity of a client takes a great risk. There are three fundamental reasons which may explain why the financial auditor should plan his engagements adequately and namely: To allow him get enough testimonies for the existing circumstances; To contribute to keep at a reasonable level the financial audit costs; To avoid misunderstandings with the client. Obtaining sufficient testimonies is essential of the financial audit company wants to minimize the legal responsibility and to keep a good name in the business community. Keeping the costs at a reasonable level helps the company stay competitive and therefore keep or outnumber the clients, supposing the company has a reputation in offering high quality services. Avoiding misunderstandings with the clients is important for keeping good relations with them and for offering high quality services at reasonable prices. The seven main components of the financial audit planning are: preplanning the audit, getting the context information, getting information related to legal obligations of the client, making the preliminary analytical procedures, determining the signification threshold and assessing the acceptable audit risk and inherent one, understanding the inner control and assessment of risk connected with control, making up the general plan and the financial audit program.

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PY 2007

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ER
PT C
AU Murarau, B
AF Murarau, Bogdan
GP UNIV SIBIU, LUCIAN BLAGA
TI MONETARY POLICY EFFECTIVENESS IN THE VIEW OF INTEGRATION WITHIN EU FINANCIAL SYSTEM
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The issue regarding the pass-through of monetary policy interest rate changes into other types of interest rates ("the interest rate pass-through") and, hence, the monetary policy effectiveness has been a widely analysed topic especially in EU countries. The importance of this topic is given by the fact that the speed and degree of interest pass-through of the monetary policy interest rate and money market interest rates into retail bank interest rates actually quantify the strength of monetary policy transmission. In the view of the accession to the Monetary Union, when the monetary policy decisions of the European Central Bank must be passed into commercial banks' lending and deposit taking activity in a manner similar to other Euro zone countries, the interest rate pass-through becomes a topic of utmost importance for Romania too. In order to analyze the interest rate pass through in Romania, we perform an empirical study based on Error Correction Models, an econometric technique which uses the cointegration properties of nonstationary data series. Using this technique we are able to determine the spread between money market interest rates and retail bank interest rates and the speed and degree of adjustment to a modification of the monetary policy interest rate. The study distinctively takes into consideration the response of interest rates charged on loans and interest rates paid for deposits by commercial banks. The results show that interest pass-through is not complete and the degree of interest rate pass through is bigger for interest rates charged on loans than for interest rates paid for deposits. Also, the spread associated to the lending activity is consistently bigger than the spread of the deposit taking activity. The mean adjustment lag at which market interest rates are fully passed through to both loans and deposits interest rates is found to be almost 3 months.
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PY 2007
BP 254
EP 260
UT ISI:000263415400045
ER
PT C
AU Nichita, M
Caloian, F
Caloian, MM
AF Nichita, Mirela
Caloian, Florentin
Caloian, Maria-Magdalena
GP UNIV SIBIU, LUCIAN BLAGA
TI ISSUES REGARDING FIRST TIME ADOPTING IFRS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Adopting International Financial Reporting Standards (IFRS) presents challenges that many people underestimate, This publication explains when and how IFRS 1 - First-time Adoption of

International Financial Reporting Standards, is applied in preparing an entity's first IFRS financial statements.

The key principle of IFRS 1 is full retrospective application of all IFRS in force at the closing balance sheet date for the first IFRS financial statements. There are 10 optional exemptions that reduce the burden of retrospective application. There are four mandatory exceptions where retrospective application is not permitted.

The exemptions provide limited relief for first time adopters, mainly in areas where the information needed to apply IFRS retrospectively might not be available. Most companies will be required to make significant changes to existing accounting policies in order to comply with IFRS, including financial instruments, pensions, deferred tax, provisions, special purpose entities and employee-share options. There are no exemptions from the demanding disclosure requirements of IFRS and many companies will need to collect and publish additional information.

IFRS 1 requires companies to:

identify the first IFRS financial statements:

prepare an opening balance sheet at the date of transition to IFRS;

select accounting policies that comply, and apply those policies retrospectively to all of the periods presented in the first IFRS financial statements;

consider whether to apply any of the 10 exemptions from retrospective application;

apply the four mandatory exceptions from retrospective application; and

make extensive disclosures to explain the transition to IFRS.

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PY 2007

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EP 265

UT ISI:000263415400046

ER

PT C

AU Nita, MC

AF Nita, Mihaela Cosmina

GP UNIV SIBIU, LUCIAN BLAGA

TI PAST, PRESENT AND PROSPECTS OF EUROPEAN FUNDS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

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HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

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BP 266

EP 276

UT ISI:000263415400047

ER

PT C

AU Gunduz, O

Sonmezler, G

Yuruk, S

AF Guenduez, Orcun

Soenmezler, Goekhan

Yueruek, Serkan

GP UNIV SIBIU, LUCIAN BLAGA

TI POTENTIAL IMPACTS OF BASEL-II ON SMES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Small and medium sized enterprises (SMEs) play a critical role in any economies. But, especially in developing countries what SMEs have problem in common is access to external finance. However, Basel-II which is expected to be put into force in 2007, includes several major changes to capital adequacy regulation for internationally active banks, by means of its three pillars: minimum capital requirements, the supervisory review process and market discipline. In this context, Basel-II will change bank lending policies and is likely to have impacts on SMEs borrowing.

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PY 2007

BP 277

EP 280

UT ISI:000263415400048

ER

PT C

AU Patru, IR

AF Patru, Ioana Raluca

GP UNIV SIBIU, LUCIAN BLAGA

TI EUROPEAN MONETARY UNION THE EURO'S FIRST STEPS INTO THE EAST

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The paper above proposes to present the Maastricht Criteria, which the new EU Members have to fulfil, the stage in which this criteria's stay and the perspectives for adopting euro in this states.

All of the EU members that joined from 2004 onwards have undertaken to introduce the euro as soon as they are ready to do so. This means that 11 accession states are now aiming to adopt the single currency: Bulgaria, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania and Slovakia.

Whether any of these countries is ready or not will be decided in accordance with the Maastricht criteria, which stipulate the minimum requirements for inflation, long-term interest rates, budget deficits, government debt, exchange rate stability and legal compatibility of central bank laws.

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PY 2007

BP 281

EP 285

UT ISI:000263415400049

ER

PT C

AU Petria, N

AF Petria, Nicolae

GP UNIV SIBIU, LUCIAN BLAGA

TI SOME ASPECTS CONCERNING THE SINGLE EURO PAYMENTS AREA - OBJECTIVES AND DEADLINES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The papers presents some aspect concerning a vision of the European Commission (Commission) and the European Central Bank (ECB) for the Single Euro Payments Area (SEPA), as well, the creation of

the Single Euro Payments Area project, main SEPA benefits, the general and specific objectives of the Single Euro Payments Area (SEPA). There are also presents on overview of the main elements of the SEPA project, of the stakeholders in the creation of the project and of the timeline of the Single Euro Payments project.

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PY 2007

BP 286

EP 293

UT ISI:000263415400050

ER

PT C

AU Pirvu, C

AF Pirvu, Cerasela

GP UNIV SIBIU, LUCIAN BLAGA

TI CONSIDERATIONS REGARDING THE NEW VALENCE OF ACCOUNTING INFORMATION IN THE MANAGEMENT PROCESS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The management of modern economic organizations is more and more based on accounting information. This is because nowadays accounting constitutes a real data bank for the decision-making process. Thus, this has developed the power of knowledge and analysis of the economic-financial situation specific to organizations, and its instruments have evolved so that it regarded as a true counselor for managers.

The contemporary evolution of accounting as a system has imposed new meanings to it all the more so as the theme which currently dominates the debates and the international accounting research is the agreement between the national, the European and the international levels in accounting.

Starting from these considerations, this paper presents some of the aspects regarding the "new role" of accounting information in the management of economic organizations under the conditions of normalization and harmonization of the accounting system.

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BP 294

EP 299

UT ISI:000263415400051

ER

PT C

AU Popa, D

Ciuhurean, AT

AF Popa, Daniela

Ciuhurean, Alina Teodora

GP UNIV SIBIU, LUCIAN BLAGA

TI SOME ASPECTS REGARDING FINANCIAL MARKETS AND INSTRUMENTS IN ROMANIA

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB This paper tries to cover a range of Romanian financial securities and the markets in which they trade. Our goal is to introduce the readers to the features of Romanian various securities types. We refer to the traditional classification of securities, money markets instruments or capital market instruments

that were developed or will be develop in Romania. The money market includes short term, marketable, liquid, low-risk debt securities. Money market instruments sometimes are called cash equivalent because of their safety and liquidity. Capital markets, in contrast, include longer term and riskier securities. Securities in the capital market are much more diverse than those found within the money market. This paper contains a discussion of Romanian markets overall: the money market, long term fixed income capital markets and equity markets and especially on both Romanian Stock Exchanges, one in Bucharest and the other in Sibiu. Also we try to explain the trends in future development of the Romanian Stock Exchange, given the fact that from January 1, our country is member of European Union and we probably will see more changes in the future regarding financial markets.

Bucharest Stock Exchange was valuated in 2006 at,80 million euros, and has growing up in the last five years five times. In October 2004, BSE value was estimated at 16 million euros, but after the merge with RASDAQ the value increased Sibiu Stock Exchange value was in 2006 at 6 millions euros. The two markets wanted a merger in 2006, but it did not happened As it seems until now, we will have two financial markets, both trading with bonds and derivates. It will be regrettable if the spot market will divide, because of smallness of the market, both in value and in quantity. In the future, the remaining state-owned companies, which wanted to be listed will have to choose from the two financial markets. Until now, we saw overrated optimism or justified hopes regarding the Romanian financial markets, and especially the Bucharest Stock Exchange: this was one of the question on the Stock Exchange several years ago, when the main stocks registered fast price growth without being sustained by financial results and thus came to be valued much higher than the average of similar companies operating on more developed countries. Business growth potential was the explanation. Stock exchange analysts offered then for the price hikes of the stocks, which went way beyond the income growth pace reported by companies. The same explanation is offered today. For emerging markets like Romania, the value of "price earnings ratio" is less relevant, especially when speaking about non-restructured companies, still held by the state. Under the circumstances, stock prices do not reflect the actual situation of companies, but rather the investors' confidence in the future. Moreover, a higher value of PER, can point to the clear expectations of investors with regard to the growth pace of a company or activity sector.

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PY 2007

BP 300

EP 305

UT ISI:000263415400052

ER

PT C

AU Radulescu, D

AF Radulescu, Daniela

GP UNIV SIBIU, LUCIAN BLAGA

TI MONEY LAUNDERING, THE FINAL STAGE OF THE ORGANIZED CRIME

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -

SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The term "dirty money laundering" has recent origins. The history reflects the fact, that thanks to the political, commercial or legislative reasons, the existence or the nature of some financial transfers based on money laundering has been hidden.

Money laundering draws attention especially when it is associated with the traffic of narcotics, appearing out of the need of dissimulation of the huge amounts obtained by the criminal organizations from committing these infractions.

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PY 2007

BP 306

EP 311

UT ISI:000263415400053

ER
PT C
AU Roman, I
AF Roman, Ioana
GP UNIV SIBIU, LUCIAN BLAGA
TI SUBPRIME LOANS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The financial development of the 1990s is characterised by the emergence and the rapid growth of the American subprime loan market. Factors as regulatory changes, the desire for high profits, liberalisation of some US government mortgage support programs have been premises for the extending credit activities especially to borrowers with low solvency. Thus it has created new opportunities for homeownership but at the same time it has increased delinquency, foreclosure and even abusive lending practices at an unexpected level. Two of the main questions raised by the subprime mortgage lending: are the gain outweighing the losses? and what can be done to limit foreclosure?
BN 978-973-739-444-6
PY 2007
BP 312
EP 316
UT ISI:000263415400054

ER
PT C
AU Sava, R
AF Sava, Raluca
GP UNIV SIBIU, LUCIAN BLAGA
TI REASONS FOR DEVELOPING HUMAN RESOURCE ACCOUNTING IN ROMANIAN ACCOUNTING
SYSTEM
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The paper starts from the premise that the added tax with which people can contribute in an organisation is emphasized by the human capital theory. The human capital consists of intangible resources which the employers provide for their employees. The sustained competitive advantage is accomplished when the company has a wide variety of human resources which can not be copied or substituted by its market competitors. These reasons lead us toward the necessity of emphasizing the importance of the use of human resources accounting as a way of identification and measuring of human resources and their performances. The paper presents the importance of development of human resources accounting, dealing with the companies' internal and external motivations as well as with the international rules and standards applied for reporting.
BN 978-973-739-444-6
PY 2007
BP 317
EP 321
UT ISI:000263415400055

ER
PT C
AU Serban, F
Dedu, S

AF Serban, Florentin
Dedu, Silvia
GP UNIV SIBIU, LUCIAN BLAGA
TI ON THE EVOLUTION OF A STOCK'S PRICE IN THE STOCK EXCHANGE
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In this paper is described a method which can be used to prove if a stock listed in the Stock
Exchange is following a ascendant trend or a descendent one. First are described four parameters which
are involved in making the investing decision. We present the "Trend Strength" indicator and then we
try to determine the optimal moment of buying or selling a stock using this indicator.
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PY 2007
BP 322
EP 324
UT ISI:000263415400056
ER
PT C
AU Serban, R
Mircea, I
Covrig, M
AF Serban, Radu
Mircea, Iulian
Covrig, Mihaela
GP UNIV SIBIU, LUCIAN BLAGA
TI NUMERICAL EVALUATION OF RUIN PROBABILITY IN INSURANCE COMPANY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In this paper, we present some methods for the evaluation of ruin probability in the insurance risk
process. We discuss the ruin probability with respect to the parameters of the individual claim
distribution, with the load factor of premium and with the intensity of the claims number process. We
analyze the model where the input (premium) are found on the basis of the mean value principle. Also,
we attempt the case when the initial capital is proportional to the value of the mean individual claim.
BN 978-973-739-444-6
PY 2007
BP 325
EP 329
UT ISI:000263415400057
ER
PT C
AU Serediuc, T
AF Serediuc, Titus
GP UNIV SIBIU, LUCIAN BLAGA
TI BANKING AND FINANCIAL ENDOGENIZATION AND SYNCHRONISM PHENOMENA IN THE
ROMANIAN MONETARY POLICY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference

CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The following material is a reflexion over the phenomena that have taken place at the end of the last decade and the beginning of the 21(st) century on the financial-banking and monetary market, over the position taken by RCB regarding the given phenomena, as well as over the way of understanding the given positions by the commercial banks. At the same time, there are presented the Romanian banking entities' behaviour towards a number of (a) typical phenomena such as: the lack / the surplus of national currency on the market, the consequences of the artificially accepted interest..., inherently the banking techniques used in such conditions.
BN 978-973-739-444-6
PY 2007
BP 330
EP 334
UT ISI:000263415400058
ER
PT C
AU Simionca, L
Batrancea, M
AF Simionca, Letitia
Batrancea, Maria
GP UNIV SIBIU, LUCIAN BLAGA
TI MODEL OF THE ENTITY EQUILIBRIUM
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In this reserach it shows a model of the enterprise equilibrium based on three groups of financial ratios namely: financial stability, financial performance and liquidity and solvability. Take into account these groups of financial ratios we built a model of company equilibrium, also considering the financial gap of each ratio.
BN 978-973-739-444-6
PY 2007
BP 335
EP 341
UT ISI:000263415400059
ER
PT C
AU Sonmezler, G
Atakisi, A
Gunduz, O
AF Soenmezler, Goekhan
Atakisi, Ahmet
Guenduez, Orcun
GP UNIV SIBIU, LUCIAN BLAGA
TI EU FISCAL POLICIES ON PROCESS FOR NEW MEMBER STATES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The reforms in recently acceded countries in EU have been continuing for more than a decade and, it's apparent that these countries will positively or negatively be influenced by EU regulations as well. Actually, the new entrants and the EU candidate countries would be affected by the monetary plus fiscal policy directives of EU. The Maastricht criteria had modified the regulatory objectives and harmonization implements on monetary and fiscal policies of the member states. By that way, European central bank has now provided a definition of price stability, inflation less than but close to 2%. It's clear that, this Maastricht criterion is not well suited for newly acceded countries because targeting such a low inflation could require a too tight monetary policy.

Thus, the fiscal policy is also assisting the monetary policy that was used for struggling with the hyper inflation. As a struggling instrument, the tight monetary policy could not be sustained by impracticable fiscal policy or vice versa. From that point of view, in this study, the importance of fiscal policy for the low inflation targeting will be analyzed from the Maastricht criteria perspectives. Not only the candidate or new member countries which have to be focused on their fiscal policies, but also the question about why they have to pay attention on their fiscal policies will be discussed

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ER

PT C

AU Spulbar, CM

Nanu, RM

Spulbar, T

AF Spulbar, Cristi Marcel

Nanu, Roxana Maria

Spulbar, Tatiana

GP UNIV SIBIU, LUCIAN BLAGA

TI ROMANIAN BANKING SYSTEM BETWEEN CONCENTRATION AND SPECIALIZATION

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The working-out of the banking strategy consists of the activity by which managers establish the objectives, the time intervals in which these must be achieved, the phases and methods to achieve the objectives and the necessary resources in order for them to come into effect. The strategic scheduling avoids errors, losses and delays and they also transform the efforts into results, thus representing the first function of banking management. The efficient practical transposition of the strategic process implies going through several stages. From the evaluation of the developed European banking systems one can appreciate that banks will evolve in the sense of concentration, which is achieved as well as by the takeover of the small banks by the larger ones and by the fusion or alliance of some financial and banking institutions, but also by the specialization according to the respective market sector. The strategy of the Romanian commercial banks must take into consideration the nature and major changes which appear in the world banking sector, as an effect of the globalization of the banking activity, and the affiliation to a certain strategy will be submitted to some conditions related to the competition of the bank, to the banking products and services, as well as to the aimed client sections.

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PY 2007

BP 347

EP 351

UT ISI:000263415400061

ER

PT C

AU Stanciu, C
Mitu, NE
AF Stanciu, Cristian
Mitu, Narcis Eduard
GP UNIV SIBIU, LUCIAN BLAGA
TI THE EVOLUTION OF ROMANIAN MUTUAL FUNDS INDUSTRY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Since their creation, mutual funds have been a popular investment vehicle for investors. Their simplicities along with other attributes provide great benefit to investors with limited knowledge, time, or money. Diversification, economies of scale divisibility, liquidity and professional management are reasons why we might want to consider investing in mutual funds
Using a dataset of mutual funds over the last five years, this paper analyzes the evolution of Romanian mutual funds industry: the history, the industry evolution, the current players, the portfolio structure and strategies, the future challenge of the industry.
BN 978-973-739-444-6
PY 2007
BP 352
EP 359
UT ISI:000263415400062
ER
PT C
AU Stanciu, V
Bran, FP
AF Stanciu, Victoria
Bran, Florin Paul
GP UNIV SIBIU, LUCIAN BLAGA
TI IMPLEMENTING THE BASEL II AGREEMENT
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Implementing the Basel H agreement is a very important project for the Romanian banking system. On the one hand there is the effort of commercial banks to assimilate these requirements, which means the availability of huge financial resources but also drawing up and implementation of risk management models for significant risks such as: credit risk, operational risk, market risk On the other hand there is the role of RNB as regulatory and supervising body. Meanwhile the effort to conquest a larger market share push toward new financial products and services, and some of them use alternative distribution channels. The diversification of the supply lead to new estimations regarding the IT risks, a great part of the new products being based on information technology supports.
BN 978-973-739-444-6
PY 2007
BP 360
EP 363
UT ISI:000263415400063
ER
PT C
AU Stanciu, V
Mangiuc, D

AF Stanciu, Victoria
Mangiuc, Dragos
GP UNIV SIBIU, LUCIAN BLAGA
TI ROLE AND IMPORTANCE OF THE INTERNAL AUDIT FUNCTION. IT TOOLS FOR INTERNAL AUDIT FUNCTION SUPPORT
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Management performance relies on successfully accomplishing the stated objectives. Internal audit has to examine management's efficiency in implementing business policies and to assess operations' rentability and efficiency, as well as the results in achieving the objectives. Its task is to inspect internal systems' compliance with relevant legislation and regulations. Management team has to identify the significant risks and to implement adequate controls for all identified risks and the internal audit team evaluates the quality of risk management and suggests the ways to improve it. Even if fraud prevention is management team's responsibility, internal audit has to identify existing frauds and to suggest means of fraud prevention. Moreover, internal audit evaluates the efficiency of the internal control system and suggests ways to improve control. Internal audit must also evaluate all the organizations' policies and strategies consistency with the business environment. An internal auditor is not asked to assess the strategies and policies, but to identify the inconsistencies. His conclusions can determine the management to widely change the strategies and policies so as to establish the needed global coherence. In order to achieve its goals, internal audit needs software instruments. International audit practice standards advise the use of such instruments (called Computer Assisted Audit Tools or CAA TS) to sustain and empower auditor's work. The Romanian software market has a poor offer for such instruments. This research proposes to design and build a software tool aimed at assisting audit activities. The requests were identified through a long process of observing and taking part in audit missions, quizzes and interviews of auditors and audit, team members. The research included web sites of important professional audit organizations and their recommendations regarding the audit tools used
BN 978-973-739-444-6
PY 2007
BP 364
EP 370
UT ISI:000263415400064
ER
PT C
AU Stanescu, C
AF Stanescu, Cristina
GP UNIV SIBIU, LUCIAN BLAGA
TI TRENDS AND RECENT DEVELOPMENTS IN FOREIGN DIRECT INVESTMENT
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The present study measures the impact of FDI inflows on the local economies in most OECD countries, and structural reform efforts to continue in emerging economies. The paper presents a cumulative FDI flows in OECD countries and foreign direct investment flows in selected non- member economies OECD.
BN 978-973-739-444-6
PY 2007
BP 371
EP 378

UT ISI:000263415400065

ER

PT C

AU Tarta, MM

Nutu, L

AF Tarta, Maria Monica

Nutu, Liana

GP UNIV SIBIU, LUCIAN BLAGA

TI THE EFFECTS OF THE ECONOMIC AND MONETARY UNION ON THE EURO AREA

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB This paper addresses the effects of the European Economic and Monetary Union (EMU) since the introduction of the euro - on economic and financial structures, institutions and performance. What type of changes is the euro fostering? What forces is it setting in motion that were not there before? One and a half decade after the start of the EMU and eight years after the launch of the euro is an appropriate time to start taking stock of these effects.

For over two years now, EU officials - and particularly the European Central Bank - have been striving to assess what can be learned about the impact of economic and monetary integration and how it has benefited the euro area and its member countries.

The impact of the EMU on the euro area has recently triggered numerous debates among academics, central bankers and policy makers, destined to analyze the existing empirical evidence on changes brought about by EMU, either directly or indirectly. These debates have focused on the introduction of the euro in five main areas: inflation persistence and inflation differentials; trade integration; structural reforms in product and labour markets; financial integration; business cycles synchronisation and economic specialisation;

The paper analyzes both the advantages and drawbacks to introducing the single currency for the euro area. Overall, it is generally acknowledged that the effects of EMU we observe are beneficial and many potential concerns preceding the launch of the euro have been dismissed. Some of these benefits include: euro area trade integration has augmented without trade diversion; EMU has significantly accelerated the process of European financial integration; business cycle synchronisation among euro area countries remains high and there is no evidence that euro area countries are becoming more specialised and less synchronized; inflation differentials are also limited, but show more persistence; risk sharing has augmented as well: this signals both a higher degree of overall financial integration but also attests the deepening of overall economic integration. Last, but not least, signs of increased divergence in growth rates that have emerged so far are limited, and the dispersion of real GDP growth rates in the euro area has remained very close to its historical average.

The launch of the euro has also been a catalyst for new research in many areas. However, it will take considerably more time for the full effects of the euro to unravel. In this respect, it is worth noting that each euro area member country has exhibited different paths toward monetary unification due to country-specific circumstances and a variety of other factors such as national economic and financial characteristics. These aspects have not been thoroughly investigated so far, but they also deserve comprehensive analyses.

BN 978-973-739-444-6

PY 2007

BP 379

EP 387

UT ISI:000263415400066

ER

PT C

AU Tanase, R

AF Tanase, Renate

GP UNIV SIBIU, LUCIAN BLAGA
TI THE EVOLUTION OF THE MONETARY POLICY OF NBR - PREMISE OF ADOPTING THE MONETARY POLICY OF THE EUROSYSTEM
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Choosing the monetary policy is often a delicate issue, with many pros and cons to be considered. This way the change in vision of the monetary policy adopted by The National Bank of Romania, of the strategy adopted in 2005, represented the alignment of this policy to the other monetary policies of the main central banks that are not members of the monetary union, with the specification that the European Central Bank adopted this strategy beginning with 1998. Romania's accession to the E. U, on first January 2007 gives Romania more responsibility concerning the achievement of the main objective assumed by the monetary policy, on behalf of NBR, about direct aiming of inflation, of which realisation depends the possibility of adopting the single currency - euro - in a time frame declared by the officials from NBR to be 2012-2014. The results gained after adopting this strategy are encouraging. The inflation rate diminished between 2004-2006, to 4.87% from 9.3%, on the same descendent path being followed by the inflation in the Euro Area, inflation that is controlled and watched in order to reach the same objective of the monetary policy of the ECB that is: prices stability, the stability of the single currency.

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PY 2007

BP 388

EP 393

UT ISI:000263415400067

ER

PT C

AU Tinta, AE

AF Tinta, Alice Emilia

GP UNIV SIBIU, LUCIAN BLAGA

TI PROCESSING FINANCIAL AND ACCOUNTING INFORMATION IN TAKING DECISIONS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The main criticism raised by the financial-accounting information users, the proposals and the methodological contributions to this matter, concern the financial accounting and the accounting management. The theory of information proves to be useful in the analysis of the unsatisfied expectations and needs of the heterogeneous users of the financial accounting information. The difficulties arise in evaluating the usefulness of this information to make the decisions. The usefulness of the financial-accounting information implies for the recipient to produce an image as close as possible to the economic reality. This clear image is but a reflection of reality, which is only perceived through the image that it produces.

"It results that the clear image is a social structure which cannot be dissociated by the issuer, as the reflection of the reality modifies the intrinsic features of the above mentioned image.

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PY 2007

BP 394

EP 401

UT ISI:000263415400068

ER

PT C
AU Toma, R
AF Toma, Ramona
GP UNIV SIBIU, LUCIAN BLAGA
TI THE UNDERGROUND ECONOMY AND TAX EVASION IN CENTRAL AND EASTERN EUROPEAN
NEW EU MEMBER COUNTRIES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The underground economy refers to different illegal activities such as: contraband, drug
trafficking, corruption, organized crime, fraud, money laundering, expansion of the "black work" and tax
evasion, Tax evasion is met especially in the underground economy, where this phenomenon is
generalised. This article estimates the size of the underground economy in the Central and East
European countries and analyses the relationship between the level of tax evasion, fiscal burden and
corruption, on the one hand and underground economy, on the other hand. The underground economy
tends to be greater in the developing countries due to more corruption and low incomes.
BN 978-973-739-444-6
PY 2007
BP 402
EP 406
UT ISI:000263415400069
ER
PT C
AU Trifoi, IG
AF Trifoi, Ion-Gigi
GP UNIV SIBIU, LUCIAN BLAGA
TI THE DIAGNOSIS OF THE INFORMATIONAL COSTS SYSTEM IN THE COAL MINING INDUSTRY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In this research the author presents the concepts regarding the information system of the costs
computing, especially in the mining industry from, Oltenia" county. It shows the modalities of the
computing and analysing the cost of the coal, taking into consideration two entities.
BN 978-973-739-444-6
PY 2007
BP 407
EP 413
UT ISI:000263415400070
ER
PT C
AU Taran-Morosan, A
AF Taran-Morosan, Adrian
GP UNIV SIBIU, LUCIAN BLAGA
TI THEORETICAL MODEL FOR THE ESTABLISHMENT OF THE ECONOMIC COSTS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB We have as an objective of this article the development of a theoretical model for the establishment of the economic costs.

We will take into consideration, for this, the effects of the law of the entropy, as well as the possibility of the economic agents to benefit or to be the victims of some resultants of the failure of the markets.

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PY 2007

BP 414

EP 417

UT ISI:000263415400071

ER

PT C

AU Vasloban, GM

AF Vasloban, Gavrilă Mircea

GP UNIV SIBIU, LUCIAN BLAGA

TI INFLATION AND STOCK PRICES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Logically, inflation should be a universal phenomenon. Therefore, the test of stocks' overall performance relative to inflation is one of capital values, without reinvestment of dividends, relative to the value of money.

In fact, using the consumer price index as a benchmark for the value of money in real terms is far less satisfactory. It does not adequately reflect what people actually buy in order to live, or the rising standard of living. It is artificially lowered by productivity the improvement in manufacturing, as is readily evident from the way the real cost of computers has always declined precipitously.

Investors cannot be complacent about inflation by any measure. If you get an after-tax return of 3 percent and inflation is 3 percent, the purchasing power of both the capital and the income is declining by 3 percent in real terms. Even with a relatively low inflation rate of 3 percent annually, the value of money declines by 50 percent every 24 years. Therefore, money managers for the likes of family trusts and pension funds face a challenge in order to maintain the real value of their portfolio.

Using expanded credit to deal with a financial crisis or the deflation of a bubble merely leads to the inflation of further bubbles. The bailout of an individual company, the stock market, or the government of a bankrupt third world country seldom leads to well-founded prosperity and stability.

BN 978-973-739-444-6

PY 2007

BP 418

EP 423

UT ISI:000263415400072

ER

PT C

AU Vintila, G

Nedelescu, DM

AF Vintila, Georgeta

Nedelescu, Dumitru Mihai

GP UNIV SIBIU, LUCIAN BLAGA

TI THE FOUNDATION OF FINANCIAL COSTS STRUCTURE ON LONG TERM FOR COMPANIES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The content of this thesis tries an efficiency of financial structure for companies based on the minimizing of finance costs.

In this case, it has proceeded to a deep analysis of financial source on long term.

In the purpose of efficiency of financial structure has followed the costs for variant of financial structure through point out models of analyses and assemble the costs recommended by international and national specialty literature.

- financial structure

- financial sources

- capital cost

- efficiency

BN 978-973-739-444-6

PY 2007

BP 424

EP 433

UT ISI:000263415400073

ER

PT C

AU Voinea, G

Rusu, E

AF Voinea, Gheorghe

Rusu, Elena

GP UNIV SIBIU, LUCIAN BLAGA

TI COMPARATIVE ANALYSIS OF LOCAL PUBLIC ADMINISTRATION COMPETENCES FROM EUROPEAN UNION COUNTRIES AND THEIR IMPLICATIONS ON LOCAL PUBLIC FINANCES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The comparative analysis of local public administration competences from European Union countries suggested a diversity which have big implications on local public finances if we look to the decentralisation process and the existence of exclusive competences which supposes their sustain from local budget.

In general, local public administration has tree types of competences:

Own competences/exclusive competences which mean competences gave by law to local authorities and they are responsible for implementation. Local authorities have the right to decide and, also, from the local budget to put in practice what they decide.

Share competences which mean competences of local public administration practicing with other levels of public administration, with a clear separation of financing and decision power for each public administration implicated.

Transferred competences which mean competences transferred by central public administration to local public administration with necessary funds. The limits are established by central government and local government must put in practice.

Exclusive competences are the most relevant as applicability of autonomy financial principle. Financial autonomy rate of local public administration is determinate as own local revenues in total local revenues: Local financial autonomy rate = (Own local revenues / Total local revenues) * 100

How bigger is this indicator, the local public administration demonstrate a high capacity to generate revenues and the possibility to sustain its competences.

BN 978-973-739-444-6

PY 2007

BP 434

EP 440

UT ISI:000263415400074

ER
PT C
AU Zaharie, D
Vasilescu, C
AF Zaharie, Dorin
Vasilescu, Corina
GP UNIV SIBIU, LUCIAN BLAGA
TI DATA QUALITY MANAGEMENT IN BANKS - CHALLENGES AND SOLUTIONS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Basel II requirements and business competition are driving banks into a new direction, of better data and information management. For most of the banks, this will be translated into a sustained effort of improving data quality in their operational systems, and moreover, into building qualitative data collections. This ensures banks both for complying with stated requirements for advanced capital calculation models and also for getting the support for decision processes.

But what does data quality management mean for a bank? What benchmarks can a bank implement and more important, how can a bank correct and control data quality so it can benefit from a fair view of its business? These are key questions that any bank IT responsible is facing and has to answer.

The purpose of this paper is to give an insight of what data quality means for a bank, how data quality can be enforced, and the way the bank can benefit from a structured and well-defined data quality process. From the common data-quality issues a bank is facing, to the processes it can implement to workaround and improve data quality, this paper will give an synthetic overview of data quality management for banks.

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PY 2007
BP 441
EP 444
UT ISI:000263415400075

ER
PT C
AU Zaheu, I
AF Zaheu, Ioana
GP UNIV SIBIU, LUCIAN BLAGA
TI THE HARMONIZATION OF THE ROMANIAN ACCOUNTING SYSTEM WITH THE REQUIREMENTS
OF INTERNATIONAL ACCOUNTING
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The international accounting was born through the concerns of the accounting rules and practices international harmonization. The Romanian legislation process of harmonization with the communitarian rules represents an essential objective encountered in the accession strategy of all the EU membership candidate states. The accession to the European Union consists in the adoption, implementation and development of the communitarian *acquis* which represents the European Union legislation. It refers both to the EU treaties and the secondary legislation adopted by the EU institutions and to the jurisprudence of the European Community Court of Justice, the international instruments to which the Community is part of as well as the instruments concluded between the EU member states with reference to the activity of the European Union. The harmonization of the national legislation with the communitarian *acquis* is one of the conditions determining the progress within the Romanian

process from the position documents, referring mostly to the adoption of basic normative instruments for this respective domain.

BN 978-973-739-444-6

PY 2007

BP 445

EP 449

UT ISI:000263415400076

ER

PT C

AU Zamani, G

Mitac, CM

AF Zamani, Gheorghe

Mitac, Claudia Mirela

GP UNIV SIBIU, LUCIAN BLAGA

TI THE BUDGET OF INCOMES AND EXPENDITURES - RUNNING FINANCIAL INSTRUMENT OF THE LOCAL PUBLIC ADMINISTRATION THE BUDGET FOR EVERYBODY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III - SECTION 3: FINANCE - BANKING - ACCOUNTING

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The local budget is the paper through which the incomes and the costs of the local administrative units are stipulated and approved every year. In Romania, the organization way of the local budgets is regulated by the no. 500 from 2002 law completed and modified, no. 2 73 from June 29, 2006, law concerning the public local finance completed and modified and by the no. 215 from 2001 Public local administration law completed and modified

The financial resources, registered in the budget of incomes and costs of the local administrative unit, in the project stage and in the balance-sheet bookkeeper, in the stage of project execution, assure the economic motivation decisions of management in each local administrative unit.

In the case of the public local administrations, being given the submission of incomes and expenditures, for public debate and the approval of the local and county councils, a budget draft of maximum 5 pages is wanted

This draft must contain the information concerning the incomes and a clear exposure of the expenditures.

As this paper shows, knowing the strong and weak points from this area offers the manager the possibility to use better the financial resources.

The strategic intention means the decision concerning the utilization of the resources, of the capabilities and competences performed in order to achieve the objectives established during the program electoral. The strategic mission results from the strategic intention, which is an application of the last one. It is centered on the external problems of the organization.

The public debate of the local budget project, with the occasion of its approval, it became possible through a decision of The Local Council, approved by the majority vote of the local advisers in function. The meetings of the local council unfurls legally, being present the majority of the local advisers in function.

The vote from the local council was a very difficult moment, because from political angle the mayor has not the necessary support, the majority being selected from the opposition advisers.

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PY 2007

BP 450

EP 453

UT ISI:000263415400077

ER

PT C

AU Esanu, N

AF Esanu, Nicolae
GP UNIV SIBIU, LUCIAN BLAGA
TI THE ANALYSIS "COST-VOLUME-PROFIT" IN CONDITIONS OF UNCERTAINTY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL III -
SECTION 3: FINANCE - BANKING - ACCOUNTING
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The economic activity of a firm takes place in conditions of competition, uncertainty regarding the
access on the market, doubtful conditions.
BN 978-973-739-444-6
PY 2007
BP 454
EP 458
UT ISI:000263415400078
ER
PT C
AU Albu, LL
AF Albu, Lucian-Liviu
GP UNIV SIBIU, LUCIAN BLAGA
TI THE NEW ECONOMY - THE ECONOMY OF SERVICES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The recent expansion of the services coincides exactly with the occurrence and expansion of the
"new economy". Many authors consider scientific research, technological development, design and
experimentation, marketing and trade (including the foreign trade), the activities concerning
information production, storage, processing and communication, the activities concerning the human
resources such as education. and training, health care and ensuring of a high life quality (including the
quality of the natural environment, leisure time and tourism), the financial activities, such as banks and
insurance companies, etc., among the activities responsible for the latest spectacular growth of the
importance of services for a national economy. These "services", on which depends the efficiency of the
so-called material production sphere itself, have recently recorded the higher growth dynamics. They
are either integrated in systems common with the productive activities, or they form autonomous
systems, such as the "banking industry", the "hotel industry", the IT industry, etc, At the same time,
recently it was introduced the! concept of intangible investments, in order to emphasize the importance
of developing the scientific services, the: education, the health care system, etc. There are also some
authors who consider as necessary to distinguish a so-called quatern system besides the three
"traditional" ones of any economy, which should include the services connected with information and
knowledge production, processing and consumption.
BN 978-973-739-443-9
PY 2007
BP 5
EP 10
UT ISI:000263415000001
ER
PT C
AU Anghel, FG
Glavan, BN
AF Anghel, Flavia Gabriela
Glavan, Bogdan Nicolae

GP UNIV SIBIU, LUCIAN BLAGA
TI THE COORDINATES OF THE ORGANIZATIONS MANAGEMENT IN THE KNOWLEDGE ECONOMY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In the new type of economy, in which knowledge does not represent just a resource which is added to the traditional ones, but the only essential resource, it is obvious than on the organizational level also, the effects will be substantial, orientation towards change becoming a law. The main components of the organization viability and competitiveness are technology, strategy, the alliances and innovation, each of these being even more dependent on the human resources of the organization.

Therefore, are not financial and material resources which will form the basic element of the organization, but the human (intellectual) resources of these ones, the organization changing into learning organization.

In this context, the human resources management will become a strategic function of the organization, the performances of this one being influenced by the existence of a managerial style, capable of meeting the two important challenges of the Knowledge economy: communication and integration.

BN 978-973-739-443-9
PY 2007
BP 11
EP 14
UT ISI:000263415000002
ER
PT C

AU Apostu, C
AF Apostu, Camelia
GP UNIV SIBIU, LUCIAN BLAGA
TI ADVERTISING IN A "REDUNDANCY" ENVIRONMENT - FROM THE TRADITIONAL TO THE DIGITAL
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In. Romania, specialists from various fields have become more and more interested in using Internet services although there is a huge gap in comparison with the other developed countries. On one hand, companies have decided. to use this advertising tool to become known in the market and to increase their sides, and on the other hand, individuals have tried to find in easier way to purchase products and services they need, to find a job or to communicate with others. Digital marketing sector has become more and more important globally. Most specialists in communication have become aware of the rapid rhythm of the internet development and they consider that at moment, the internet represents a huge challenge for companies once the television has appeared as media support.

The most important players on the Romanian Advertising market take more and more into consideration this field nevertheless they do not deny the importance of the traditional advertising.

BN 978-973-739-443-9
PY 2007
BP 15
EP 17
UT ISI:000263415000003
ER
PT C

AU Avrigeanu, AF
AF Avrigeanu, Alina Florentina
GP UNIV SIBIU, LUCIAN BLAGA
TI THE FUTURE OF ROMANIAN CLOTHING INDUSTRY IN AN ENLARGED EUROPE
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The integration of Romania with the European Union is closely associated, among other, with a necessity to adapt the Romanian industry to function on the common market. This requires, above all, harmonization of Romania's laws and strengthening of the industry's competitiveness. Faced with huge challenges clothing sector in the EU has developed specific competitive advantages, based on high "value-added" products. Innovation, design, quality and the use of modern technologies have been the keys to this transformation. The Romanian clothing sector is faced with similar challenges. Permanent modernisation to increase competitiveness on the global markets must become a fundamental element of companies business strategies. This will involve the continuous adaptation of methods of production and distribution, as well as the development of new products. The Romanian clothing sector must follow the lead of the industry in the EU, focusing on high added-value products, innovation, research and technology, the use of IT, design and quality. Our country must reduce her reliance on outward processing transaction.

Enlargement presents new opportunities, but also substantial challenges. There is no doubt that the accession of the Romania to the European Union represents a major challenge for Romanian business entities. The point is not only to what extent Romanian clothing companies will be able to enforce themselves in the integrated market of the EU but also to what extent they will be able to help improve the competitiveness of the European economy as it competes with economies outside Europe.

BN 978-973-739-443-9
PY 2007
BP 18
EP 20
UT ISI:000263415000004

ER
PT C

AU Baesu, C
AF Baesu, Camelia
GP UNIV SIBIU, LUCIAN BLAGA
TI ASPECTS ON ROMANIA'S INTEGRATION INTO EU FROM THE PERSPECTIVE OF BUSINESS
CYCLICAL EVOLUTION WITHIN A FIRM
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB When analyzing the business cyclical evolution within a firm, irrespective of the position adopted in practice by the decision maker, one should have also in view the economical environment wherein that firm carries on its activity.

Therefore, in view of business development, Romania's integration into E.U., will have a positive impact on Romanian economy, taking into consideration that it will significantly impulse the economical development so required, as well as the welfare of the whole country. Economical evolution may influence positively or negatively the way ran by a firm in a certain economy. Investments instability is a characteristic of macro economical business cycles, as fluctuations in the field of investments have resulted in generalized fluctuations in the economy structure, The technological progress scored recently, at world economies level, meant an increase of economical advantages, reason for which some

economists are asking themselves frequently whether the real benefit scored at economy level comes from the trade which represents the value of reinvested costs.

On the whole of cyclical movement of the national economy an important place is held by big firms, due to their economical power on the market.

However, there is the possibility, in some national economies, that the business cyclical evolution to be determined by small and middle firms which are of a majority on the market. If we have in view the types of firms existing in our country's economy, we may say that the direction followed by business cycle at macro economical level is drawn by the economical-financial activity carried out by small and middle firms.

The impact of Romania's U.E integration on small and middle firms depends generally on the type of firm. Production enterprises/export activities, of medium size, have to face nowadays increased competitiveness within the unique market and at the same time they will be able to take advantage from the opportunities offered by an extended market. It is necessary for these enterprises to have the capacity and desire to inn-ovate so as to be get benefits under such conditions. In other words, they have to adapt their strategies, products and service to the new working medium; they have also to comply with the new legislative requirements in the field, such as the quality standards and certification.

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PT C

AU Baiescu, AT

AF Baiescu, Alin Tudor

GP UNIV SIBIU, LUCIAN BLAGA

TI MOTIVATION - KEY ELEMENT OF THE DEVELOPMENT STRATEGIES OF LIFE INSURANCE

COMPANIES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In all activities that are performed every day (no matter that are personal or professional duties) each person is stimulated, determined or influenced by a variety of factors to behave in a certain manner. This internal "force" that makes an employee or a collaborator of a company (including an insurance company) to spend effort and energy in order to achieve the objectives of the organization he / she is working for, bit, in the same time, allowing that person to reach his / hers own targets too, is well known under the name - motivation.

In most sector, of activity, but especially in the life insurance field, the motivation has always been a key aspect ill the development strategies of such companies, an element which drew everybody's attention and concern. That is because motivation has a crucial effect on the level of results (both quantitative and qualitative) of the employees of an insurer, but most of all when we are speaking about the people from the sales forces. First of all, the present paper is presenting a quite complex answer to the question, what is, in fact, the motivation?"

Then. are presented the main types of motivation (positive and negative, economic and spiritual, intrinsic and extrinsic. cognitive and affective), the ways the employees and the collaborators of a life insurer can be motivated and, in the end, some real study-cases regarding the motivation programmes that are promoted by the insurance companies.

The conclusion of this study is that motivation of the human resources is a powerful engine of an efficient life insurance company and, if properly managed, can lead to excellent results

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ER
PT C
AU Gheoghe-Stelie, B
Marian, N
AF Gheoghe-Stelie, Balan
Marian, Nicolae
GP UNIV SIBIU, LUCIAN BLAGA
TI THE ALIGNMENT OF ROMANIAN RAILWAY SYSTEM TO THE EUROPEAN TRANSPORT SYSTEM,
AFTER THE ROMANIAN ACCESSION TO THE EUROPEAN UNION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Transport represents one of the successful key for the achievement of Unique Market in European Union due to its contribution to the materialization of two fundamental objectives: free movement of persons and free movement of goods.
From among existing transport ways, railway transport represents further a big interest because of some advantages, one of this - its low level of pollution. This is one of the reasons for what, in the last years, diverse European Union strategies tried to develop and to implement programs for the railway transport reversion and to attract as much as many companies in using of that transport type. These strategies are applied through the adopting of some settlements at the level of European Union that should he transposed and implemented in each member states, and also in Romania (as new member state of European Union). The paper has also as an objective a rehearsal of the main settlements adopted at the European Union level in the, railway transport and institutional reform, and also, of the actions taken in Romania for the application of European directives for creation of a integrated railway space. Thus, Romania was the first country from Centre and East Europe that had accomplished, since the year 1998, the institutional separation between the administrator of railway infrastructure, railway transport for passenger and railway transport for wares. Also, in our country bad been settled the operators' licensing, according to European Union directives, encouraging the competition through the setting up of the frame for founding and developing of railway transport operators with private capital.

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ER
PT C
AU Nicolae, B
AF Nicolae, Baltas
GP UNIV SIBIU, LUCIAN BLAGA
TI RISK MANAGEMENT IN THE COMPANY'S ECONOMIC - FINANCIAL ACTIVITY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The tangible activities within risk management consist of actions implying not only pure risks' management, that can be compulsory or optional, and the insuring of the enterprise's assets, but also specialized activities that insure speculative risks, as for example the insurance of debts', encash of

receivables by means of financial instruments, the insurance of exchange rate or of the interests' level in conformity with different business scenarios. More than that, the insurance of permanent development options by each employee's anticipating recognizing, and communicating threats and risks, no matter of time or enterprise's level, is one of the activity specific to a modern preventive management.

The complexity of the current economic environment increases the diversification of risk exposures, but it also offers a lot of possibilities regarding the management of these risks, by revealing many methods that reduce, namely eliminate risk events and their effects.

Generally, when talking about the approach of risk we refer to making strategic or operational choices that try to prepare the enterprise for all possible situations.

When making the optimum decision regarding each risk event, the risk manager can apply many methods and techniques, their corresponding combination being able to create the competitive advantage of the company at a certain moment.

Starting from the financial analyses up to the global diagnosis or Balanced Scorecard, the risk, and performance assessment should not be left aside from the accounting-financial activity of the company.

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PY 2007

BP 36

EP 40

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ER

PT C

AU Basanu, G

Buker, R

AF Basanu, Gheorghe

Buker, Randa

GP UNIV SIBIU, LUCIAN BLAGA

TI LOGISTICS AND DISTRIBUTION - TWO CONCEPTS IN INTERDEPENDENT RELATIONSHIP

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The role of Logistics and distribution changed and increased and it become "vital" in a world market with the modern management level.

Management in general and especially Marketing experienced a lot of improvement and as a direct answer to that, logistics and distribution are now regarded in a different way.

Logistics and distribution are now regarded as key concepts to increase the competitive level in vie market.

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ER

PT C

AU Basanu, G

Ionita, F

Savin, D

AF Basanu, Gheorghe

Ionita, Florin

Savin, Daniel

GP UNIV SIBIU, LUCIAN BLAGA

TI MODERN TOOLS USED IN THE PROCESS OF BUSINESS ANALYZE

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB An important feature of business analyze methods is the complexity of Data Processing and, as well, the way the results are summarized and provided to the end user. The evolution of the Business Intelligence technology, offered to the industry many instruments originate in Mathematics and Statistics.

In this context the work highlights new and effective methods in this field, providing, a professional comparison between them.

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PT C

AU Basanu, G

AF Basanu, Gheorghe

GP UNIV SIBIU, LUCIAN BLAGA

TI PARTNERSHIIP - STRATEGIC OPTION OF COMMERCIAL SOCIETIES FOR THE DEVELOPMENT OF THESE

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In work are treaties the elemental characteristic appearances of industrial. Direct to, main in, the process of supply and of delivery is scrolled today in the conditions of special relations the specific which is dress thus the name of relations of the partners. The industrial partnership developed on the strength of a common interests, the repartition on each partner of the contributions to the realization collective shares. Take into consideration that, the continuation of economic significant results which generates them, got an extension finded out an contiguous development.

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PY 2007

BP 51

EP 55

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ER

PT C

AU Bobirca, A

AF Bobirca, Ana

GP UNIV SIBIU, LUCIAN BLAGA

TI PATTERNS AND TRENDS IN SERVICES OFFSHORING - A EUROPEAN PERSPECTIVE

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Cross-border trade in services is growing rapidly, with developing countries among the most dynamic exporters. Also, the rising incidence of services activities relocation - often from more

developed countries in Western Europe to countries with a more favorable cost structure in Central and Eastern and Europe - has become a major policy issue.

The aim of the paper is to explore the potential for offshoring e-tradable services among traditional (EU 15) and new Member States of the EU, including Romania. First, issues related to the theoretical background of the offshoring phenomenon are addressed. The second part of the paper includes the assessment of EU15 - CEECs (Central and Eastern European countries) trade and FDI in e-tradable services, to establish whether the offshoring trend towards the CEECs is confirmed by statistical information and to determine the geographic orientation of this trend, as well as its pattern. In the final section, potential factors that could explain the predilection of the EU15 to offshore services to the CEECs, especially Romania, are considered, as well as the challenges of offshoring for the enlarged EU.

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UT ISI:000263415000012

ER

PT C

AU Bodea, G

AF Bodea, Gabriela

GP UNIV SIBIU, LUCIAN BLAGA

TI THE ORGANIZATIONAL CULTURE, THE MESSAGE OF COMMUNICATION

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In a binary system determined by what is acquired and what is innate, the cultural factor reveals its, multiple meanings, and besides any stream of appearances the two initiate a reciprocal determination. As culture is a guarantee of the functionality of a behavior, the success of an organization also depends upon the communication between the employees but as well of the connection between managerial decisions and their practice. Thus the cultural differences between the employees have to be taken into consideration, and mostly they have to be reduced so as not to transform into conflicts. Still, at times, it is these differences proper which make for the value of the idiom like, "unity in diversity" and also define intercultural communication. For such a context like the business one the impact of the professional culture on a more general one is highly decisive. The assimilation of the organizational culture is accomplished by acknowledging and promoting the landmarks of the national culture while its development finds its own landmarks in notions like: the vocation, the effort and the imagination of the ones; involved in initiating and maintaining a business. Consequently, the present analysis attempts to express the correspondence between the mental map of a population (its bias for certain values) and the predominant pattern of the organizational culture of that particular country.

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BP 63

EP 68

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ER

PT C

AU Bran, F

Popa, C

AF Bran, Florina

Popa, Cristina

GP UNIV SIBIU, LUCIAN BLAGA

TI EMS POTENTIAL TO INCREASE ROMANIAN COMPANIES' COMPETITIVENESS ON EUROPEAN MARKET

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Romania assumes the European economic growth and competitiveness goals. The Competitiveness Report of the World Economic Forum ranked Romania only 68(th) out of 125 countries. This position could be explained by the market conditions faced by Romanian companies. Therefore, Romania must improve the firm's approach to business. Our paper aims to demonstrate that the Environmental Management System is one viable option to be used by firms in order to improve their competitive position to manage with the challenge of European market. The Environmental Management System offers a procedure framework that incorporates environmental issues into a day-to-day operation; on the other hand, it gives the possibility for companies to measure their performance (cost-effectiveness, efficiency and efficacy). Moreover, the implementation of ISO 14001-Environmental Management System - is the way to increase companies' productivity, in compliance with the principle of the sustainable development, takes into account the impact on the environment, and the products are being developed based on "cleaning technology".

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BP 69

EP 73

UT ISI:000263415000014

ER

PT C

AU Buker, R

AF Buker, Randa

GP UNIV SIBIU, LUCIAN BLAGA

TI DISTRIBUTION FORMS DEVELOPMENT REVIEW IN ROMANIA

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The problems that appeared in the national economy: State monopole poor equilibrium between offer and demand, old technology, material support for the non profitable enterprises poor strategy on the free market and the hidden inflation destroyed the communist system.

The changes that occurred after 17 years in Romanian economy, implied changes on the general level and on the distribution level which had to answer to a globalising world economy.

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BP 74

EP 77

UT ISI:000263415000015

ER

PT C

AU Anatol, C

AF Anatol, Caraganciu

GP UNIV SIBIU, LUCIAN BLAGA

TI THE IMPACT OF SEAPORT AND TANKER TERMINAL CREATION OVER THE MOLDOVA ECONOMY.
GENERAL PRESENTATION OF MOLDOVA

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Moldova is a country situated in the south-east Europe, boarded on south east and north by Ukraine and to the west by Romania. It is a country that takes part from the category of Europe; little waist states, occupying a small territory of 33,8 thousands square km, total length from the south to the north is 350 km and breadth is 150 km. Boarded by those 2 neighbors, Republic of Moldova does not have a direct access to the Black Sea. This geographical location and also a precarious infrastructure of land transport are limiting the international commerce and transit services of Moldova.

May be this is a reason why Moldavian are trying so hard to get an access to the sea. However Moldova does not prove that the country could ensure the relation between the east and west. Moldova is not a country of natural resources but it has an important reserve unexplored of mineral deposits that can be used for the production of construction materials. The main natural wealth of Moldova is the chernozem soils that could ensure a competitive agriculture.

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BP 78

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ER

PT C

AU Catoiu, I

Edu, T

AF Catoiu, Iacob

Edu, Tudor

GP UNIV SIBIU, LUCIAN BLAGA

TI THE INTERNET SERVICE PROVIDER- AN ESSENTIAL ELEMENT OF THE MICROENVIRONMENT OF MARKETING FOR THE MODERN ENTERPRISE

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The Internet Service Provider or the ISP is the entity specialized in the delivery of the Internet services. Usually, such an entity provides the entire range of Internet services, which can be divided into two groups: data transmission and web services.

The data transmission services are comprised of two kinds of services:

VPN access;

Internet access.

The web services can be divided into two major categories of services:

web design;

web hosting

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ER

PT C

AU Cetina, I

Mihail, N

Baciu, V

AF Cetina, Iuliana

Mihail, Nora

Baciu, Violeta

GP UNIV SIBIU, LUCIAN BLAGA

TI TRENDS IN THE BANKING PRODUCTS PRICES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The banking institutions have become more focused on price as a competitive tool. This has resulted in more intense competition with regard to interest rates. Furthermore, this has been made worse by the new entrants to the marketplace which have further increased the competition. Thus, the effect has been that interest rates have been squeezed. Banking institutions have made use of implicit pricing or covert pricing which has been successful in hiding the cost of the product to the customer. However, this relied on good interest margins in order to absorb the costs of running the services. Under intense competition the interest margins have been squeezed as rates have been competed down. Also, legislation has made pricing more transparent to customers and made it less possible for institutions to hide costs from the customer. Hence, institutions are attempting to reduce their reliance on interest margins, and look for alternative sources of income.

Prices are influenced by a number of different factors both internal and external to the banking institutions, as in the case for pricing decisions in other contexts. Yet, certain factors exert particular influence over the pricing of financial services. For example, changes to regulation have made prices more transparent. Consequently, consumers are shopping more carefully. As a result, prices have been experiencing considerable downward pressure in recent years as price competition has increased.

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PT C

AU Cetina, I

Mihail, N

Baciu, V

AF Cetina, Iuliana

Mihail, Nora

Baciu, Violeta

GP UNIV SIBIU, LUCIAN BLAGA

TI SERVICES MARKETING AUDIT: DEFINITIONS, CHARACTERISTICS, MEASUREMENTS TOOLS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The marketing audit concept is firmly anchored in the managerial marketing literature that began to emerge in the mid 1950. Following the lead of management consultants who had been using marketing audit techniques for some time, marketing specialists began to realize by evaluating and improving their marketing activities on a periodic basis.

Seminal contributions to the marketing audit literature have focused on the marketing audit value as a strategic exercise, on how an audit should be undertaken, and on the marketing and organizational issues/activities that should be audited.

The basic concept of assessing an organization's marketing effectiveness systematically, comprehensively, critically and impartially applies as well as to service enterprises as it does to manufactured concerns. Nevertheless, the prevailing state of the art in conducting marketing audits as

reflected in the prior sectors, falls short of what is needed by service organizations. This is not surprising given that most of the foundation building work in marketing audits was done prior to the blossoming of the services marketing literature in the late of 1970 end earlier of 1980.

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ER

PT C

AU Ciocoiu, N

Dobrea, C

AF Ciocoiu, Nadia

Dobrea, Catalin

GP UNIV SIBIU, LUCIAN BLAGA

TI PRACTICAL CONSIDERATIONS IN IMPLEMENTING EFQM FRAMEWORK FOR RISK MANAGEMENT

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The topic of risk management gained a world wide importance in the last few years, in literature as well as in businesses. Nowadays, the world of business is confronted with a period of profound changes, generated by the transition from the industrial society to the information society or knowledge based society. The importance of Risk Management is illustrated by organisations that have been devastated by the ineffective management of risks and by industrial accidents. In this context, the organisations are focusing to find out their perspectives on how to achieve the high performing organisation of the future.

To stimulate the quality of society - and indirectly also its products, services and organizations - Europe needs a coherent and elegant management approach, which can facilitate corporations in their transformation process into becoming mature sustainable operating organizations, taking responsibility for their role and contribution towards society while taking care of their core businesses.

The EFQM Framework for Risk Management is a top-level framework designed to help organisations achieve excellence in their management of all categories of risk. It is based on the EFQM Excellence Model and therefore gives organisations the opportunity to co-ordinate risk management activities using an approach of demonstrated value. This basis also means that it can be applied in all situations being holistic and universal, and is particularly easy to use for those familiar with the EFQM logic. But once an organisation decides to adopt the EFQM Framework for Risk Management it has to deal with a number of practical considerations in its successful implementation.

The paper focuses on the main advantages of EFQM Framework for Risk Management and describes methods and requirements to support the implementation of this framework into a company.

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BP 100

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ER

PT C

AU Cosmescu, I

AF Cosmescu, Ioan

GP UNIV SIBIU, LUCIAN BLAGA

TI TOURISM AND INTEGRATION: CONFLICT, COEXISTENCE OR SYMBIOSIS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Tourism and integration has received much attention in recent years. Professional associations have been formed and codes of ecotourism ethics and standards produced. This paper reviews some of these definitions and discussions and builds on this debate. It is suggested that ecotourism operations should use education-based management strategies to prompt their customers to adopt more environmentally sensitive attitudes and, more importantly, change to more environmentally sound behaviour. A conceptual framework, which outlines the transition that ecotourism, should strive to make, it outlined and indicators which can be used to measure progress towards that more desirable state are offered.

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PY 2007

BP 108

EP 112

UT ISI:000263415000021

ER

PT C

AU Costescu, CD

AF Costescu, Cristina Daniela

GP UNIV SIBIU, LUCIAN BLAGA

TI ORGANIZATIONAL BEHAVIOR MANAGEMENT IN STRATEGY IMPLEMENTATION - A CASE STUDY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB This paper explores the key role that organization behavior management plays in strategy implementation. Strategy implementation is considered to be the Cinderella of both theory and practice of strategic. importance being given to strategy formulation and strategic choice. However, a good strategy, management, more importance becomes useless if it is not properly implemented. In this paper, we show that the reason why many strategies fail is poor organizational behavior management. We also show that the use of psychological knowledge and tools, that are yet foreign to Romanian managers, can improve organizational behavior management. The paper concludes with suggestions for future research and practice.

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BP 113

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ER

PT C

AU Cretu, RF

AF Cretu, Raluca Florentina

GP UNIV SIBIU, LUCIAN BLAGA

TI EVALUATION OF THE ECOLOGIC PERFORMANCE OF ENTERPRISES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB "When you can measure what you are speaking about, and express it in numbers, you know something about it; but when you cannot measure it, when you cannot express it in numbers, your knowledge is of a meager and unsatisfactory kind" (Lord Kelvin).

The environmental performance evaluation of a company can be done in the conditions and according to the procedures promoted by the Environment Management Systems Standards - ISO 14031.

The environmental performance evaluation is an internal management process and a tool designed to offer continuously to the management of the company sound and reliable information, with the purpose of analyzing if the environmental performance of the company is following the management established criteria.

The company that has an environmental management system must establish its environmental performance according to its policy, objectives, environmental targets etc. This performance can be measured using indicators for environmental performance evaluation.

The indicators are helpful in transforming relevant data into concise information about the efforts of the management to influence the environmental performance of the company, the actions of the company or the environmental conditions.

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ER

PT C

AU Cristache, SE

Iacob, AI

Serban, D

AF Cristache, Silvia-Elena

Iacob, Andreea Iluzia

Serban, Daniela

GP UNIV SIBIU, LUCIAN BLAGA

TI SURVEY TO CHARACTERIZE THE OPINION OF BUCHAREST CITIZENS REGARDING THE USE OF PRIVATE HEALTH SERVICES AND THEIR QUALITY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB One of the most important objectives after Romania's integration in the EU structures represents the development of an efficient health system which implies that actual health services must be modernized and restructured. This paper presents the results of a survey conducted in order to study the opinion of Bucharest citizens regarding the use of private health services and their quality.

The objective of this paper was to study the preferences of Bucharest citizens regarding private health services in order to determine the ratio of private health services use and their position on the Bucharest' health care market. The target population comprised residents of Bucharest aged between 14 and 80 years. Conceiving the poll, a number of factors and requirements for a good survey have been taken into account, such as the clarity of expression and not the language simplicity, avoiding ambiguous or presumptive formulations, containing or suggesting the answer.

The major private medical clinics appeared during the middle of the last decade of the former century, due to a significant potential represented by the population of Bucharest city and also to a favorable legislation. Nowadays, 70% of Bucharest citizens are using, as well, public and private medical services. 16% of Bucharest citizens are using the Internet as a major source of information concerning medical topics, in particularly the young ones. Even more, people understood the usefulness of the subscription at private clinics; therefore, 13% of them are using this way. The percentage is still rather low, but, for an economy in transition, is still a promising figure. The quality of the medical services is slowly

increasing. Therefore, 46% of the investigated persons considered the quality of the medical services to be good and very good and, also, 78% of them preferred private medical services due to the qualified personnel of private clinics and high technical endowment.

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BP 122

EP 125

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ER

PT C

AU Cristache, N

AF Cristache, Nicoleta

GP UNIV SIBIU, LUCIAN BLAGA

TI THE MANAGEMENT OF THE CORPORATIVE IDENTITY IN THE DOMAIN OF INFORMATION SERVICES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The internet represents resourceful means of communication, as the start time for launching a campaign for attracting new online clients can be planned precisely, the messages can be personalized and the efficiency can be quantified in various ways, such as: frequency of return to a specific website, number of transactions, number of links to that website, etc.

A particular feature of internet based communication is that a client of online services can easily renounce them at any time. In order to avoid that, the companies have to launch online surveys all the time for observing the degree of customer satisfaction.

Promotion campaigns, invitations, newsletters, transaction confirmations and other actions do sometimes serve different objectives within the program of attracting customers via internet.

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ER

PT C

AU Cristescu, MP

AF Cristescu, Marian-Pompiliu

GP UNIV SIBIU, LUCIAN BLAGA

TI CONTENT MANAGEMENT SYSTEMS AND THE MARKETPLACE

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In reality a CMS is a concept rather than a product. It is a concept that embraces a set of processes. Institutional needs are often highly individual (reflecting the heterogeneity of their processes and back-end information systems) and so the task of implementing a CMS will inevitably contain a significant bespoke component. There is little argument that the solution will be a mixture of "buy-and-build". The market place is very crowded and continues to grow. Many analysts are predicting a shake-out in the medium term. Currently, investing in a CMS is potentially more of a risk than for other, more mature categories of information system.

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PY 2007
BP 130
EP 138
UT ISI:00026341500026
ER
PT C
AU Dalota, MD
AF Dalota, Marius-Dan
GP UNIV SIBIU, LUCIAN BLAGA
TI HUMAN RESOURCES MANAGEMENT AND FIRM'S INNOVATION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB This paper aims at analysing the relationship between innovation and human resource management (FIRM), attempting to establish whether innovation determines the firm's human resource management or, conversely, human resource management influences the innovation level of the company. Based on this review, some research hypotheses are formulated. Article's findings results provide evidence that: in order to affect employee behaviour, the firms must develop a bundle of internally consistent HRM practices.

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PY 2007
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EP 142
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ER
PT C
AU Danciu, AR
Serbu, R
AF Danciu, Aniela Raluca
Serbu, Razvan
GP UNIV SIBIU, LUCIAN BLAGA
TI TOURISM AND REGIONAL DEVELOPMENT IN THE EUROPEAN UNION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Issues of regional development and social cohesion have been a major focal point of European Union policy since the 1970.

Tourism has become a part of EU planning and policies in the 1990 for a number of reasons. First, tourism is now recognized as an important economic activity. Second, the transnational character of some tourism businesses has necessitated the development of a European - wide policy framework. Third, the cultural impact of tourism have raised concerns over the retention of cultural identity while at the same time attempting to promote the concept of Europe. Fourth reason is the movement of pollution across national boundaries and the possible movement of capital to locate where environmental standards and costs are lowest. Indeed, the environmental dimensions of tourism have developed as a major EU concern in the tourism area with the need to set sustainable tourism within the context of sustainable development being recognized in the green paper of Tourism from DGXXIII of the European Commission (1995).

The paper argue that the attractiveness of a tourist destination, and indeed the economic basis of tourism, depends on the conservation and appropriate management of cultural and natural resources.

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PY 2007
BP 143
EP 146
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ER
PT C
AU Dima, JC
Mihescu, D
AF Dima, Joan Constantin
Mihescu, Diana
GP UNIV SIBIU, LUCIAN BLAGA
TI THE MANAGER'S ATTITUDE IN ASSUMING THE RISK
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The study of the manager's attitude cases show three management attitudes, which differ from the classic concept of risk which allows to be better understood the process of taking a decision.

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PY 2007
BP 147
EP 149
UT ISI:000263415000029
ER
PT C
AU Dumitrescu, L
AF Dumitrescu, Luigi
GP UNIV SIBIU, LUCIAN BLAGA
TI CUSTOMER RELATIONSHIP MANAGEMENT
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In one sense, managing customer relationships is as old as the hills Peter Drucker said "The purpose of a business is to create customers". Implied in his words and his work is the importance of keeping those same customers and of growing the depth of their relationship with you. After all, as research by Frederik Reichold and Earl Sasser of the Harvard Business School shows, most customers are only profitable in the second year that they do business with you. That's right. Initially, new customers cost you money - money spent on advertising and marketing and money spent learning why they want and teaching them how best to do business with you. Customer relationship management (CRM) can be the single strongest weapon you have as a manager to ensure that customers become and remain loyal.

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PY 2007
BP 150
EP 152
UT ISI:000263415000030
ER
PT C
AU Gangone, AD

AF Gangone, Andrea-Daniela
GP UNIV SIBIU, LUCIAN BLAGA
TI MANAGEMENT MATURATION IN THE ROMANIAN ENTERPRISES BY ASSUMING
RESPONSIBILITIES TOWARDS THE SOCIETY - ESSENTIAL CONDITION FOR OBTAINING
COMPETITIVENESS IN A EUROPEAN ECONOMY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Under the empire of the aggravation of some social problems, the contemporary society,, faces a
process of shift concerning the fundamental priorities and values. The apparent failure of the
governments in solving the more and more pressing social requirements has determined focusing the
attention on the companies. in their capacity of organizational citizens, as being responsible for and
capable of ameliorating the general social state.
These social expectations impose a new responsibility from the companies and their leaders, for their
contribution to the creation of a safer, healthier, and more correct society.
The social responsibility of the organizations has become a must for the Romanian companies too, once
with Romania's accession to the European Union. In this sense, the examples offered by the branches of
the transnational companies present in our country represent a genuine education for the Romanian
companies, which can learn how, to support the community in the process of obtaining profit.
On the other hand, most of the Romanian businessmen see the social responsibility as a sure way of
sacrificing the profit and totally ignore the fact that this business philosophy can be extremely profitable,
on long term.
Obviously, no enterprise is willing to sacrifice its profitability in order to satisfy the social requirements.
For this reason, the organization that wishes to show sensibility towards society being, at the same time,
effective and efficient, fulfils its social responsibilities without wasting its resources in this process.
This desideratum can only be accomplished through a comprehensive programming of the social
results., through the allocation of a certain part of the company's resources with the hell) of programs
and social strategies, obtaining, on long term, indisputable benefits.

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PY 2007
BP 153
EP 158
UT ISI:000263415000031
ER
PT C
AU Gheorghe, I
Cotarlea, D
AF Gheorghe, Iuliana
Cotarlea, Dorin
GP UNIV SIBIU, LUCIAN BLAGA
TI THE THEORY OF RISK IN MANAGEMENT DECISION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB This way of Understanding the concept of risk by the managers, lead to a certain attitude toward
the risk which is being characterized by three essential features: low sensitivity of the manager in front
of the probable estimation of the possible results: desired mobilization of the managers for key
objectives and the firm influence of this mobilization over the manager's decision: the clear distinction
between assuming the risk by the manager and the hazard's game.

This features divided into individual and organizational decisions, will reflect the impossibility of the classic concept of risk of allowing a profound and pertinent research of the behavior phenomena of assuming the risk especially in organized anarchy.

BN 978-973-739-443-9

PY 2007

BP 159

EP 162

UT ISI:000263415000032

ER

PT C

AU Girboveanu, S

AF Girboveanu, Sorina

GP UNIV SIBIU, LUCIAN BLAGA

TI THE INTERNATIONAL ADVERTISING MESSAGE: CREATIVE CHALLENGES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -

SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB International communications mail fail for a variety of reasons: a message may not get through because of media inadequacy, the message may be received by the intended audience but not be understood because of different cultural interpretations, or the message may reach the intended audience and be understood but have no effect because the marketer did not correctly assess the needs and wants or the thinking processes of the target market.

The effectiveness of promotional strategy can be jeopardized by so many factors that a marketer, must be certain no controllable influences are overlooked. Those international executives who understand the communications process are better equipped to manage the diversity they face in developing an international promotional program.

The growing intensity of international competition, coupled with the complexity of multinational marketing, demands that the international advertiser function at the highest Creative level. The creative task is made more daunting by other kinds of barriers to effective communications - legal, linguistic, cultural, media, production, and cost considerations.

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PY 2007

BP 163

EP 168

UT ISI:000263415000033

ER

PT C

AU Gogonea, RM

Hapenciuc, CV

Zaharia, M

AF Gogonea, Rodica-Manuela

Hapenciuc, Cristian Valentin

Zaharia, Marian

GP UNIV SIBIU, LUCIAN BLAGA

TI THE TOURIST OPINION STUDY REGARDING TO THE ICE HOTEL BALEA LAC BRENDA AMONG THE CLIENTS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -

SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Applying a poll-based survey provides important information regarding the tourist offer particulars in Balea Lac area. On the day the survey is performed its main advantage is also outlined: the fact that this information displays a good accuracy, are obtained in a short time span and involving relatively low expenses.

Data collection and centralization of the answers provided by interviewed tourists regarding tourism practice in the Balea Lac area have led to drawing up distributions that are presented in the paper. Based on the respective information, statistics methods adequate to the study of tourist opinion on the Balea Lac Ice Hotel brand image.

Several issues have been outlined, regarding the types of respondents based on their category, Romanian or foreigners, from Romania and based on destination countries, function of: the type of stay; the means of information; their answers referring to their first arrival at Balea Lac; the degree of destination assessment; their opinion on host reception; their preference for Balea Lac; appreciating value for money; age groups; gender; social and professional standing.

The image created through the attractions and services provided in the Balea Lac tourist area by tourism activities closely related to the Ice Hotel is well appreciated, so that they have opened up a rather favorable expectancy for those willing to come back and for those tempted to try and spend their holidays in the presented hotel. To conclude, the overall recorded answers are optimistic.

In relation to the above, in order to get acquainted with the motivations, tourist satisfaction, and their constructive proposals and suggestions, permanent contact is necessary, as well as a lively and open dialogue with tourists, a contact that takes place by launching opinion raising issues.

Given the current background of surging competition between domestic and foreign tourist product providers, setting up a constant clientele is of utmost importance, which would also promote the local tourist product among potential tourists on different markets. The main requirement in order to accomplish this major goal is providing, higher quality tourist service provision, as well as setting up the necessary elements to trigger a positive and lasting impression among visitors.

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EP 175

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ER

PT C

AU Gorski, H

Brezai, L

AF Gorski, Hortensia

Brezai, Liana

GP UNIV SIBIU, LUCIAN BLAGA

TI SUPPLIER AND CUSTOMER RELATIONSHIP MANAGEMENT WITHIN A SYSTEMIC APPROACH, SUSTAINED BY THE INFORMATIONAL TECHNOLOGY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Now, at the beginning of the third millennium, the world is undertaking major social, economical and technological changes - the third industrial revolution, connected to the new informational technology.

More and more frequently, the organizations use computers, computer and communication networks in order to develop their business. The informational technology (IT) is a central instrument of the new era, and the digital revolution is considered a technological innovation, which has continued the processes begun by the microelectronics' revolution. The essence of the digital revolution can be found within the generalization of the ways of information processing - based on the binary logics - and also within the development of the different ways of handling and delivering this information. The digital revolution can be considered - after R. Freeman and L. Soete - as a base for the new technological

paradigm. Another specialist, J. Rifkin talks about a computer revolution, which is the foreplay of much more significant changes that take place in the global economy. R Munch considers that the communications' development has strongly changed the way the modern society works, and A. Toffler affirms that in the new era, the capital passes from the tangible form to electronic impulses that symbolize tangible.

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ER

PT C

AU Gradinaru, P

Gradinaru, D

Isac, N

AF Gradinaru, Puiu

Gradinaru, Dorulet

Isac, Nicoleta

GP UNIV SIBIU, LUCIAN BLAGA

TI STUDY ON ASSESSING THE REMANENT MENTALITY AT THE LEVEL OF A SAMPLE OF COMPANIES IN PITESTI

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The study focuses on assessing managers' and employees' perception of fundamental values of market economy versus, the remanent mentality of block culture". Block culture synthetizes the whole range of cultural C, reminiscences of a 40 year experience, being therefore an opposition factor to change, a medium of stopping reforming processes. The existence of such a culture with all its specific characteristics was highlighted by a series of empirical research studies on the various value and evolutive components within transition society.

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BP 183

EP 189

UT ISI:000263415000036

ER

PT C

AU Grigore, SD

AF Grigore, Simona Daniela

GP UNIV SIBIU, LUCIAN BLAGA

TI THE IMPACT OF INTERNET ON SUPPLY CHAIN MANAGEMENT

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Supply chain management encompasses all activities associated with a firm moving its composite flow of information, materials and services from the raw materials stage through production and on to the end customer. This includes sourcing and procurement, production scheduling, order processing, inventory management, transportation, manufacturing, warehousing, customer service and the information systems used to monitor these activities.

The Internet can provide for the exchange of information crucial to efficient supply chain management. Internet technology (IT) introduces opportunities for customer value and effectiveness when developing integrative logistics operations between alliance partners in a supply (chain) link.

The internet can be used as a cost-effective technology and an instrument for rationalization in many ways and in various sequences in the transaction chain.

In a number of industries, companies have put aside their natural competitive instincts and created mutual marketplaces or exchanges into which they can electronically link their various suppliers.

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EP 194

UT ISI:000263415000037

ER

PT C

AU Grigorescu, IL

AF Grigorescu, Ioan Lucian

GP UNIV SIBIU, LUCIAN BLAGA

TI THE USE OF MODERN METHODS IN SUPPLYING THE INDUSTRIES WITH RAW MATERIALS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB As much time was reduced, more often could the making be changed, and as such could the workers remain less time unoccupied. The effects of decreasing the time of adjustment modification on costs and stock investments can be evaluated by means of the impact upon the economical launching quantities, understood as being those quantities produced, for whom the total cost of the product unit is minimum. During the same period the production engineers from Toyota tried to reduce the time of adjusting the ranges, fixing up a one minute time limit for adjusting the machines between two different makings, because they had rather invest in an additional equipment than in stocks. In this sense additional equipment was bought in order to preserve the equipment adjustments due to certain makings.

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PY 2007

BP 195

EP 204

UT ISI:000263415000038

ER

PT C

AU Herciu, M

AF Herciu, Mihaela

GP UNIV SIBIU, LUCIAN BLAGA

TI THE IMPACT OF THE CULTURAL DIMENSIONS ON NATIONAL COMPETITIVENESS, CORRUPTION AND ECONOMIC FREEDOM. EVIDENCES FOR ROMANIA

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The European Integration offers for Romania new challenges for the national competitiveness, for the corruption and for the economic freedom. The cultural dimensions discovered and emphasized by G. Hofstede which characterize a nation have a major impact on all relevant aspects of macroeconomic and microeconomic levels. This study tries to identify the relationships between the four dimensions of the

national culture (individualism, masculinity, power distance index and uncertainty avoidance) and the national competitiveness. corruption and economic freedom starting with an empirical study made on countries from the European Union which revealed: very strong inverted correlation between power distance and the national competitiveness, very strong direct correlation between individualism and the economic freedom; strong, inverted correlation between uncertainty avoidance and the corruption; weak correlation between masculinity and the corruption. Also, in this paper we would like to analyze what Romania can do to increase competitiveness, to reduce corruption and to achieve economic freedom.

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PY 2007

BP 205

EP 210

UT ISI:000263415000039

ER

PT C

AU Homocianu, D

AF Homocianu, Daniel

GP UNIV SIBIU, LUCIAN BLAGA

TI CONSIDERATIONS ABOUT THE MEANING OF DECISION SUPPORT SYSTEMS IN A KNOWLEDGE-ORIENTED BUSINESS ENVIRONMENT

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB A Decision Support System (DSS) is usually perceived as a computer-based application that often assists a manager in making decisions. But that still remains and has to remain a broad definition because the DSS types are determined at least by the user needs and by the possibilities of their creators. Under the specific context of knowledge-oriented businesses, this paper is meant to expound first of all the corresponding, Romanian term. Then the focus is moved towards the evolving technologies and some mutations are consequently explained.

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ER

PT C

AU Ipate, DM

AF Ipate, Dragos Mihai

GP UNIV SIBIU, LUCIAN BLAGA

TI CRITICAL APPROACH OF INTANGIBLES EVALUATION METHODS USED WORLDWIDE

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In the last 10-15 years, in the worldwide management research can be noticed an increasing concern for the evaluation of intangible assets of the companies, for registering them in the accountancy and, in that way, for distributing them in the costs, respectively in the prices. As a matter of fact, from the moment in which the efforts for defining the intangibles have brought to a somewhat successful conclusion, the experts' concernment was focused on finding a measurement, evaluation and expressing method of intangibles. The literature on this subject currently notices more such methods, proposed by

various authors, as for instance the Value Added (VA); the Tobin's Q Score; the Market to Book Value; the Intangible Assets Monitor (IAM); the Value Chain Score Board; the Skandia Compass; the Balanced Scorecard; the Learning Ability Index etc., grouped, according to what is distinctive to each method, in monetary, atomist, non-monetary atomist, holistic and non monetary methods. By analyzing the way in which the above mentioned methods are conceived to work, the author of this study relieves the absence of an index able to credibly evaluate the management as intangible asset. His main criticism expressed and argued in this study is to notice that all these methods are satisfactory as general orientation for the management and shareholders, but none of them leads to an operational management. That is exactly why the study is a starting point for elaborating a new operational evaluation method of management, a method useful both for managers and shareholders.

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PY 2007

BP 216

EP 221

UT ISI:000263415000041

ER

PT C

AU Isac, FL

AF Isac, Florin Lucian

GP UNIV SIBIU, LUCIAN BLAGA

TI LEADERSHIP STYLES TAXONOMY IN SOME ORGANISATIONS OF ARAD TOWN

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Leadership is one of the world oldest preoccupation and the understanding for leadership has figured strongly in the quest for knowledge. The literature on this topic presents a wide range of taxonomies for leadership styles. Our paper tries to present one particular taxonomy that the author finds out in a research conducted over 23 business organisations in Arad town. We discovered some differences between leadership styles in different industries.

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PY 2007

BP 222

EP 228

UT ISI:000263415000042

ER

PT C

AU Jucan, C

Jucan, I

AF Jucan, Cornel

Jucan, Ioana

GP UNIV SIBIU, LUCIAN BLAGA

TI HEALTH AND ENLARGEMENT

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB An European consensus would have the advantage of facilitating the improvement in quality of the facilities and services, As well as these, the increasing focus on public health, the strengthening of the regulations and guidelines, the improvement of the quality and the access to health services could also be regarded as potential benefits of EU membership for health care systems.

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PY 2007
BP 229
EP 231
UT ISI:000263415000043
ER
PT C
AU Lazarica, M
AF Lazarica, Marinela
GP UNIV SIBIU, LUCIAN BLAGA
TI EBRANDING - PART OF ECOMMERCE STRATEGY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The development of an online branding strategy is a complex operation that clearly needs to be tied into the organisation's strategy as a whole, based on the other three factors: technology, market and service.

Four major variants for branding are identified: brand creator, brand follower, brand reinforcement and brand repositioning. Each variant has its own characteristics.

One of the keys to the creation of a successful ecommerce strategy is the careful crafting of a balanced branding strategy.

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PY 2007
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EP 234
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ER
PT C
AU Mares, MD
Mares, V

AF Mares, Marius Daniel
Mares, Valerica

GP UNIV SIBIU, LUCIAN BLAGA
TI PARTICULARIZATION OF THE LIFE CYCLE, DECISION AND ABSTRACTIZATION OF AN
INFORMATIC SYSTEM
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The life cycle describes chronologically the evolution of the project along the whole duration of the life cycle of the software development, trying to describe how the information can be incorporated within the organisation.

The first step is to analyse the organisation and to identify the groups and its subcompartments, highlighting the impact which the informatic system will have upon the organisation itself After this analysis, a detailed report is made, describing the functional and technical aspects of the system.

The decision cycle consists of all the decision mechanisms, including those options of choice during the development of the informatic system. It allows the organization to define the environment and the bases of the informatic system, as well as the model of exploiting it.

Management decisions in the context of developing and implementing a new informatic system is a process that brings face to face the managers, the employees (as final beneficiaries of the informatic system) and the developers of the informatic systems.

An application scheme is designed for each department, which includes a policy for human resources, for hardware and software and a methodology for implementation of future improvements of the system. The execution of the: preliminary study and of the detailed one do not necessarily require the creation of new elements, the only effort needed is the adaptation of the realisation methods that were already used at the earlier propose. stages.

The finalisation. consists in the realisation of the documentation regarding the informatic system on how it should be implemented, administrated and maintained at the organisational level.

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BP 235

EP 242

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ER

PT C

AU Mares, V

Mares, MD

AF Mares, Valerica

Mares, Marius Daniel

GP UNIV SIBIU, LUCIAN BLAGA

TI INFORMATION DISSEMINATION INSIDE COMPANIES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -

SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The necessity of introducing Intranets came from the huge volume of data and information which otherwise would complicate problem solving in large companies, The solution of exchanging documents in electronic format seems to be the only solution to this deadlock.

Local networks., also called Local Area Networks (LAN) can comprise all computers from a building or from a campus of at most a couple of kilometers. They are frequently used for interconnecting personal computers in a company, factory, department or education institution etc. So that to allow resource sharing (printers, network disks, data or programs) and the exchange of information.

Local networks have a small dimension, and thus the transmission time can be easily predicted and there are no significant delays in data transmission. These characteristics simplify the network administration.

The dimension of the Intranet varies from one company to another depending on the number of users, on the design policy and on the implementation over the old systems, on the company orientation. Once the documents are in a format accessible from Web, the company needs a minimum personnel to process these information. The big companies use the Intranet for solving the problem of communication between the departments of sales and marketing, product development, etc.

The acquisition department can also use intranet applications, by using the same products that are the basis of the "cybernetic warehouse" from the public internet, to simplify the electronic distribution of software, receiving payments and purchasing goods, creating a virtual internal shop based on the Web, which offer products that have the approval of the company.

The Intranet automates the processed of requests and eliminated the risk of loss of the paper reports, and reduces to zero the costs associated with paper and distribution. Perhaps a more profound change brought by Intranet to companies is cultural, not technological, while new instruments are obtained that reconfirm the influence of the access to information inside company as a whole.

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PY 2007

BP 243

EP 249
UT ISI:000263415000046
ER
PT C
AU Marza, B
AF Marza, Bogdan
GP UNIV SIBIU, LUCIAN BLAGA
TI THE APPROACH OF THE DIAGNOSIS AND THE VALUATION FROM THE POINT OF VIEW OF THE MODERN ORGANIZATION MANAGEMENT
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB To be manager means, first, the management of the complex process of obtaining and administration the value of the modern organization. To accomplish this thing, to a high qualitative level, the manager must understand the general mechanism but also the private process us through their mediation the present potential in the natural environment, in society and economy, under the shape of substance, energy, information, is changing in value and it is preserved in products and favors. Second, the manager must be a correct mediator, between the social, economical, and natural process us which are employed in the mechanism of obtaining the value. An unfair behavior can disturb the respective mechanism and also the whole natural and social gearing existence of the mankind. Finally, the management must administrate efficiently and firmly the obtained value for distributing it to the beneficiary from the economy, society and environment, with the thought to the future developing of the system that participates to the value mechanism.
More, related to the financial management, the manager's responsibility is raised by the fact that all his activity is developing with the value: obtaining, sizing, distribution, transmitting by the money, commendation, control, increasing through the direct and indirect administration of the process us geared in the mechanism of the obtaining and administration of the value.

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PY 2007
BP 250
EP 253
UT ISI:000263415000047
ER
PT C
AU Matei, RN
AF Matei, Roxana Nicoleta
GP UNIV SIBIU, LUCIAN BLAGA
TI ON THE DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB This paper is concerned with growth processes, growth dimensions and conditions for growth, especially for small and medium enterprises. It is shown the importance of a strong management mentality, capable of providing an appropriate organizational arrangement and supporting competitive growth. A firm's growth has a significant value because it means a movement forward, but how a certain growth is achieved is much more important. The growth of an organization, the technologies that are being used along all its activities, and business strategies that have been formulated are strictly related and also organizational culture deals with technologies and growth. In order to grow and be successful, SMEs must adjust their management and must follow the market tendencies.

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PY 2007
BP 254
EP 257
UT ISI:000263415000048
ER
PT C
AU Adrian, M
Angela-Eliza, M
AF Adrian, Mica
Angela-Eliza, Micu
GP UNIV SIBIU, LUCIAN BLAGA
TI HOW SHOULD THEY AFFECT PRICING DECISIONS?- THE ROLE OF COSTS IN PRICING
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In most companies, there is ongoing conflict between managers in charge of covering costs (finance and accounting) and managers in charge of satisfying customers (marketing and sales). Accounting journals warn against prices that fail to cover full costs, while marketing journals argue that customer willingness-to-pay must be the sole driver of prices. The conflict between these views wastes company resources and leads to pricing decisions that are imperfect compromises. Profitable pricing involves an integration of costs and customer value. To achieve that integration, however, both need to let go of misleading ideas and form a common vision of what drives profitability. In this chapter and the next, we explain when costs are relevant for pricing, how marketers should use costs in pricing decisions, and the role that finance should play in defining the price-volume trade-offs that marketers should use in evaluating pricing decisions.

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PY 2007
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EP 260
UT ISI:000263415000049
ER
PT C
AU Micu, A
Micu, AE
AF Micu, Adrian
Micu, Angela-Eliza
GP UNIV SIBIU, LUCIAN BLAGA
TI ACTORS INFLUENCING PERCEPTIONS OF VALUE
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In most companies, there is ongoing conflict between managers in charge of covering costs (finance and accounting) and managers in charge of satisfying customers (marketing and sales). Accounting journals warn against prices that fail to cover full costs, while marketing journals argue that customer must be the sole driver of prices. The conflict between these views wastes company resources and leads to pricing decisions that are imperfect compromises. Profitable pricing involves an integration of costs and customer value. To achieve that integration, however, both need to let go of misleading ideas and form a. common vision of what drives profitability. In this chapter and the next, we explain

when costs are: relevant for pricing, how marketers should use costs in pricing decisions, and the role that finance should play in defining the price-volume trade-offs that marketers should use in evaluating pricing decisions.

BN 978-973-739-443-9

PY 2007

BP 261

EP 263

UT ISI:000263415000050

ER

PT C

AU Mihaescu, L

AF Mihaescu, Liviu

GP UNIV SIBIU, LUCIAN BLAGA

TI INFORMATION TECHNOLOGIES FROM PERSPECTIVE OF THE GLOBALISATION - IMPLICATIONS IN TOURISM MARKETS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The potential changes of electronic information systems and upstream information markets in the tourism sector are almost of revolutionary character. Proceeding from the particularities of this branch, this paper work reveals some basic patterns of development and globalization in tourism area.

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PY 2007

BP 264

EP 271

UT ISI:000263415000051

ER

PT C

AU Militaru, G

AF Militaru, Gheorghe

GP UNIV SIBIU, LUCIAN BLAGA

TI B2B RELATIONSHIP QUALITY AND CUSTOMER LOYALTY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB This paper attempts to contribute to the debate by developing a conceptual framework, which comprises the dimensions of relationship quality such as the trust, commitment, satisfaction and service. The main objective of this paper is to provide a picture of how relationship quality can influence customer loyalty in the business-to-business (B2B) context. In addition, this study provides more insightful explanations of the influence of relationship quality on customer loyalty through two levels of relationship quality: relationship quality with employees of the supplier and relationship quality with the supplier itself as a whole.

We selected mail survey and online survey as the method of data collection, and develop a model of the dimensions and levels of relationship quality on customer loyalty. Results show that all three dimensions of relationship quality influence attitudinal loyalty, however, only satisfaction and perceived service quality influence behavioral loyalty. We think that only the organizational level of relationship quality influences customer loyalty. The employee level of relationship quality does not play a significant in influencing B2B customer loyalty in this study.

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PY 2007
BP 272
EP 280
UT ISI:000263415000052
ER
PT C
AU Morozaan, C
AF Morozaan, Cristian
GP UNIV SIBIU, LUCIAN BLAGA
TI MOBILE MARKETING - A NEW BUSINESS ALTERNATIVE
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Mobile marketing consists of a unique and complex mix of technologies, business skills and marketing expertise. it is one of the first new channels to arise in over 50 years, and will quickly become a primary means of reaching out to our customers.
Mobile marketing is driven by a number of technical, regulatory, commercial, social and legal components. It is a complex network of different industries and companies, and to be successful in leveraging the mobile channel it is important for brands, content owners, marketing agencies, and other industry participants to be aware of how value is generated through this channel and within the system. It is important that companies from the different spheres learn to coordinate their efforts and develop strategic relationships with players in the mobile marketing system. It is vital that companies focus on their core competencies and work collaboratively with other players within the strategic network to best service the market The objectives of mobile marketing campaigns are straightforward: increase brand awareness, generate a customer profile opt-in database, drive up attendance to events or visits to a store, improve customer royalty and increase revenues.
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PY 2007
BP 281
EP 285
UT ISI:000263415000053
ER
PT C
AU Muscalu, E
Muscalu, CE
AF Muscalu, Emanoil
Muscalu, Constantin Emanuel
GP UNIV SIBIU, LUCIAN BLAGA
TI THE CHARACTERISTICS AND THE TENDENCIES OF THE EDUCATIONAL MARKET
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In the past few years, with the extend of the population's necessary knowledge assimilation and by a adequated behavior in order to participate in all the markets, has grown meaningful the markets roll in functioning our economical life.
Passing from the socialist society to the competition society has influencedour country the developing process of the educational market. The educational institutions, as one of the main actors, has to be permanently connected to the demands and the tendencies of this market in order to be able to forsee the clients expectation about the University's services, the orientation of the developed activities being

the checked by the easy and fast insertion on the labor market of the graduates. The production of educated people is different from the shoe production! Maybe! However it is, is a certainty none of these can defy the economy's laws. Why? because bought are rational activities, which suppose a planning of the resources and of the costs.

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PY 2007

BP 286

EP 289

UT ISI:000263415000054

ER

PT C

AU Nicula, V

AF Nicula, Virgil

GP UNIV SIBIU, LUCIAN BLAGA

TI THE INITIATION OF MANAGEMENT'S QUALITY WITHIN THE FRAMEWORK OF OPERATIVE COMPANY ON SOUTH-EASTERN EUROPEAN TOURISTIC MARKET

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The recent adhesion of Romania and Bulgaria at European Union marked a moment of true and those one who do not succeed to adapt concerning the product and service quality to the claim of customers will lose the loyalty on the market in the advantage of other competitors which became more and more numerous. The variety and quality of service are the main factors of competitiveness and in conclusion represent the fundamental problems in which the tourism industry is dealing which in general and the receiver international tourism in particular taking into account the main essential aspect of qualitative changes which are emphasized in modern tourism. There is no doubt that we aim towards an overall of society of services, so the services quality is important more than ever.

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PY 2007

BP 290

EP 293

UT ISI:000263415000055

ER

PT C

AU Nukina, G

AF Nukina, Georgiana

GP UNIV SIBIU, LUCIAN BLAGA

TI SHIPPING ORGANIZATION

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Maritime transportation is a complex and important economic activity. Managers are in charge with this activity and are directly involve but usually they hire a specialized agency.

In Romania, the specialized agencies are in charge with information about the regulation and treatment of the ships when they are in the Romanian ports.

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PY 2007

BP 294

EP 297

UT ISI:000263415000056

ER

PT C

AU Ogrean, C

AF Ogrean, Claudia

GP UNIV SIBIU, LUCIAN BLAGA

TI ROMANIA WITHIN THE EU: REQUIREMENTS AND CHALLENGES REGARDING THE COMPETITIVENESS - CORRUPTION BINOM

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Because competitiveness represents the long term objective of any particular entity (country or firm), all the strategies (no matter the level) aim to obtain and maintain competitiveness. That was a good reason for the EU to establish for itself (through the well known Lisbon Agenda) to become the most dynamic and competitive knowledge driven economy of the world by 2010. Under these circumstances, if we look closer to the European (as well as the world) competitiveness ranking, we can see an important impediment of Romania's competitiveness (at macro and micro economic level as well): generalized corruption. So, as a new EU member state, it is very important for Romania to properly deal with the requirements and challenges that the competitiveness - corruption binomial rises in front of it.

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PY 2007

BP 298

EP 306

UT ISI:000263415000057

ER

PT C

AU Oprean, C

AF Oprean, Camelia

GP UNIV SIBIU, LUCIAN BLAGA

TI LOOKING TOWARDS THE FUTURE: RESEARCH - DEVELOPMENT INVESTMENTS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Nowadays, the importance of intangible capital has grown in economy. In these conditions, innovation tends to become the only possibility for an organization to live in a global and very competitive economy. Any organization must be opened to new things, and this implies the existence of a research-development service and the valuation of its activity.

The problem of financing can be, in many cases, the main obstacles in the development of an innovative activity. Therefore, this issue should be treated very carefully. Another problem that always tends to appear consists in the fact that the funds allocated to research are never enough. Therefore it is very important to ordinate the proposed research themes, in order to finance the most promising ones, in the established order. They are a lot of methods to establish the priority order for research themes in order to be financed. I present in this paper some of these ordination methods.

Any organization should develop research-development activities, because there is no other way to introduce the new. Any organization which doesn't innovate continuously is certainly, an organization which, sooner or later, will be eliminated from de market.

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PY 2007

BP 307
EP 310
UT ISI:000263415000058
ER
PT C
AU Paraschiv, D
AF Paraschiv, Dorel
GP UNIV SIBIU, LUCIAN BLAGA
TI REACHING BUSINESS AGREEMENTS IN THE EUROPEAN BUSINESS ENVIRONMENT
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Business Agreements In Cross Cultural Environment is not just a matter of arriving at a contract -
the deal. It is a complicated process that involves a number of factors, many of which are culturally
determined. One must never assume that the counterpart from another culture thinks alike. Doing so
can lead to misunderstanding, frustration, and distrust, which may sour the climate of the negotiation
and even lead to failure to arrive at an agreement. Classic examples are the question of time,
disagreement on the importance of protocol, and conflicts arising from a deal orientation versus a
relationship-establishing orientation in business meetings.
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PY 2007
BP 311
EP 316
UT ISI:000263415000059
ER
PT C
AU Parvu, L
AF Parvu, Luliana
GP UNIV SIBIU, LUCIAN BLAGA
TI REQUIREMENTS NEEDED FOR MANAGERS IN HIGHER EDUCATION BY THE CURRENTLY
ECONOMIC AND SOCIAL CONTEXT OF THE UNIVERSITIES' ACTIVITY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The Romanian higher education passes through a period in which take place its reorganization
and reestablishment on new principles, caused on the one hand by the currently context required by the
society of knowledge and on the other hand by the incumbency of conforming to the requirements
needed by the emergence of the European. Space for Higher Education. Moreover, as a result of changing
the higher education from an elitist system into a mass system, the higher education institutions are
regarded more and more as economic and social entities, their objective being, "the survival" and the
success in a competitive medium. Practically, the universities are required to combine in a well-balanced
and efficient way the following imperatives: to act for the professional training of the students, to act for
promoting the science, to act for society and to act for their own interests. Once these ideals stated, the
main problem is to find the instruments, methods and techniques for making them effective. In that
context, the function of the system managers, without regard of their level, is crucial for ensuring the!
economic, pedagogical and social efficiency of the higher education system and of each institution apart.
The global experience proves the the success in that area cannot be made possible anymore without the
offices of professional managers in education, able to base their decisions on scientific and accurate
grounds, to take upon themselves responsibilities, failures and successes. The present study intends to

set out on different management levels, starting from the system of objectives which must be followed by the Romanian higher education, the new responsibilities assigned to the managers in higher education from Romania.

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PY 2007

BP 317

EP 324

UT ISI:000263415000060

ER

PT C

AU Pelinescu, E

Caraiani, P

AF Pelinescu, Elena

Caraiani, Petre

GP UNIV SIBIU, LUCIAN BLAGA

TI HOW WELL DOES ROMANIA SATISFY THE CONVERGENCE CRITERIA?

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In this paper we analyze the degree with which Romania satisfies the nominal convergence criteria. We discuss how well Romania performs relative to the nominal criteria and also relative to the other accession countries success in the convergence effort. We use the Ben-David (1993) method and the Hodrick - Prescott filter to reveal the pattern of convergence for five criteria. The convergence is much more successful with regard to the fixed target criteria than with regard to the mobile target criteria. In order to deepen the analysis we discuss the results for Romanian economy from the perspective of the current economic policies. We find that Romania is under a process of nominal convergence which is positively influenced by the monetary policy.

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PY 2007

BP 325

EP 334

UT ISI:000263415000061

ER

PT C

AU Pop, AL

AF Pop, Adina Liliana

GP UNIV SIBIU, LUCIAN BLAGA

TI PARTICULARITIES OF TELECOMMUNICATION MARKETING

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The telecom market is growing and changing at a phenomenal rate. with the proliferation of mobile devices and services as well as the triple play of telecom, entertainment and IT convergence. The report covers growth in global and regional fixed, mobile and broadband markets in terms of value as well as trends such as changing subscriber base, penetration levels and regional capital expenditure and much more. The paper containing marketing solutions, strategies and how to integrate business building marketing mix strategies using, product&services, price/tarifes, promotion, distribution channels and personel in telecommunications. Containing also explanations regarding how to maximizing customer relationships to increase corporate profits. How Marketing concepts are used in telecommunication field.

I also explain the role of marketing for telecommunication companies, how marketing concept; and techniques are being applied within organization, how managing customer relationships. Marketing solutions are critical to clients, for anything from small promotions to analysis.

It is important to understand the importance of innovation - both technical and commercial - and crucial pricing strategies. Marketing to enhance essential skills in telecommunications. Extracting value out of suddenly changing markets. Collaboration and competition. Getting the pricing right. Local customers and global markets. Understanding the essential principles of marketing and of their role in improving business performance it is important for every telecommunications company and build skills to understand the role of marketing in an organisation and how key marketing concepts can affect corporate performance.

The strategic planning tools for forecasting telecommunications markets and designing optimal positioning, pricing and distribution strategies and also develop essential marketing skills targeted to the telecommunications industry, to understand and respond to customer needs more effectively

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PY 2007

BP 335

EP 342

UT ISI:000263415000062

ER

PT C

AU Preda, O

Ton, MD

AF Preda, Oana

Ton, Monica Daniela

GP UNIV SIBIU, LUCIAN BLAGA

TI DISTRIBUTION CHANNELS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Channel decisions are systems that link manufacturers to customers. Although channels for consumer products are similar, there are also some distinct differences. Consumer channels are designed to put products in the hands of people for their own use. Consumer channels may be direct, via mail, door-to-door, the Internet or direct manufacturer outlets, or they may involve one or more levels of resellers. Industrial channels deliver products to manufacturers or organizations to use. them in the production process or in day-to-day operations. They are less varied with the manufacturer's sales force, wholesalers and dealers or agents being used.

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PY 2007

BP 343

EP 349

UT ISI:000263415000063

ER

PT C

AU Ratiu, MP

Negrice, CI

AF Ratiu, Monica Paula

Negrice, Costel Iliuta

GP UNIV SIBIU, LUCIAN BLAGA

TI KEY CONDITIONS FOR DEVELOPING CREATIVE MARKETING STRATEGY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Creative strategies are the ones that identify new and better ways of uniquely offering, the target customers what they want or need. A business can achieve competitive advantage if it chooses a marketing strategy that sets the business apart from anyone else. Just doing what is typical may not give a firm any competitive advantage.

This paper focuses on the key factors that contribute to developing creative marketing strategy. It is very important to know exactly who the customers or target prospects are and where they are located; what these people want and need, why they need it, how they need, and when they need it. The firm will have to be confident enough to develop or create a unique selling proposition that it can offer to fulfill the customers' needs and expectations. Then the proposition must be tested on the target market. The marketing manager should only attempt to implement the strategy fully when he is absolutely sure that the unique selling proposition is right.

The business will survive in the 21(st) century, only if the target market is chosen in the right way. It is also important to focus everything the business does on providing unique value and benefits to meet the needs of that chosen market and it's necessary to do this better than the competitors. Then the business and the marketing strategy cannot stand still. The vital ingredient in a truly dynamic (creative) strategy is to strive continually to discover new and better ways to add value for your customers.

In order to have creative strategy, firms should avoid some common mistakes (like missing the target, delusion, indolence, lack of focus, lacking knowledge or awareness) which occur over and over and can make a business fail to develop and implement strategy that creates value to the customers.

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PY 2007

BP 350

EP 355

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ER

PT C

AU Rotariu, I

AF Rotariu, Ilie

GP UNIV SIBIU, LUCIAN BLAGA

TI A MATTER OF GLOBAL COMMUNICATION ...

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Classical economics operate with its overall accepted concepts such as: capital, labour force, offer, demand, money, unemployment, market, development, crises, equilibrium, productivity, monopole, liberalism, interventionism, global economy, etc. The real life of the last years, may be the last decade proves that the classic concepts do not fit, are not suitable for workable explanations and proper procedures to keep the economies in a durable development, the poor and the rich peoples in peace, people saved and healthy and conserve the "hand made environment" workable for future generations. We have developed the anatomy of economics. And we have relied too much on it. We need a physiology of economics. One based on information, something like neurophysiology, more that psychology or psychoanalyze, extending over the anthropology and archetypes, using the multidimensional environments and, for researching reasons having the time as a hole, as main axis. May be it is the right time to rewrite the economics for better tools or a reshaped being

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BP 356

EP 359

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ER
PT C
AU Rusali, M
AF Rusali, Mirela
GP UNIV SIBIU, LUCIAN BLAGA
TI PERFORMANCES OF ROMANIA'S AGRI-FOOD TRADE WITHIN THE EU CONTEXT
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The paper aims to identify the positive and negative aspects of the evolution of Romania's foreign agri-food trade and to assess the external competitiveness of its agricultural products in the commercial exchanges with the EU, in the period of preparation for accession. There have been used both, the method of classification by the top categories of products that registered positive or negative trade balance, indicating the comparative advantages and respectively, disadvantages of the traded groups of products, and an alternative method for the calculation of the revealed comparative advantage index of the traded groups of products. The main results consist in a quantitative and qualitative evaluation of the domestic agri-food sector, by analyzing the external performances of the Romania's trade in comparison with the trade relations with the EU.
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PY 2007
BP 360
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UT ISI:000263415000066
ER
PT C
AU Savin, D
AF Savin, Daniel
GP UNIV SIBIU, LUCIAN BLAGA
TI PREMISES FOR IMPLEMENTATION OF MODERN METHODS AND TECHNIQUES OF SUPERIOR
BUSINESS DATA ANALYSES IN 21(ST) CENTURY'S COMPANY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The speed of Business evolution, the amount of significant data, the chaos of business environment and the consequences of globalization on the small and medium firms all over the world made managing of common companies a real challenge. Under these circumstances, identifying, collecting, storing, processing, presentation and interpretation of the business information have to meet high standards of reliability and conformity, especially when this information is dedicated to high level management. In order to achieve this goal preparing the existing data, the human resources and the business processes is a must. These aspects and many other related issues are presented in the following work paper.
BN 978-973-739-443-9
PY 2007
BP 368
EP 371
UT ISI:000263415000067
ER
PT C
AU Boboila, C

Savulea, D

AF Boboila, Cristea

Savulea, Dorel

GP UNIV SIBIU, LUCIAN BLAGA

TI INTERNET AND THE ELECTRONIC BUSINESS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The internet apparition, means that the traditional communication ways have been over passed by the society new requests of communication, which have found in the Internet a fast, efficient and an economical way of communication. It implies alike, communication, transactions with the external world, and redefining business through IT in the purpose of increasing economy capitalization, decreasing costs and creating stable relations with the consumers, providers and clients.

Internet has imposed itself also by the fact its utilization democratizes the access of business information, culture, science, education, facilitates the progress of e-commerce, contributing to the international development of a company, to life improvement in general. Therewith, it facilitates the inter-human communication, virtual communities of people joined through common passions or ideas, ignoring politics, social or linguistic borders. The development of electronic economy has determined legislative measures in EU and USA like in other countries of the world and in Romania too.

The internet traders will have to be able to accept all the payment methods available to the client. The fast and profitable integration in the existing environments of web traders and payment systems providers launches a new challenge for the electronic payment systems.

BN 978-973-739-443-9

PY 2007

BP 372

EP 381

UT ISI:000263415000068

ER

PT C

AU Serbu, R

Danciu, A

AF Serbu, Razvan

Danciu, Aniela

GP UNIV SIBIU, LUCIAN BLAGA

TI ROMANIA ON THE ROAD TO FUTURE FUNDAMENTAL BACKGROUND AND CHALLENGES AHEAD IN M-COMMERCE

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB This paper offers a wealth of information on the Mobile communications and Mobile data markets and focuses on the market in Europe. It highlights the trends and the factors in M-Commerce as well as global issues impacting it's growth in the underlining market. Wireless communications is a mature industry that has been globally available for some time, and this does not means that market growth for mobile & wireless communications is showing growth weakness. Contrary to the expected trends the growth is becoming more robust with passing time, continuous evolution and new innovations. It also noted that training and ensuring that every citizen is capable of using modem information technology are important goals. An exhaustive analysis of opportunities for players in this high potential wireless marketplace is included.

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PY 2007
BP 382
EP 385
UT ISI:000263415000069
ER
PT C
AU Sima, E
AF Sima, Emil
GP UNIV SIBIU, LUCIAN BLAGA
TI MANAGEMENT OF PROCUREMENT IN THE CONSTRUCTION UNITS: CONCEPT, CONSTITUTIVE ACTIVITIES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Management of procurement represents a complex unitary concept whose characteristic is an extended structure of constitutive activities, having in view as ensemble elements, the problems of management - coordination, forecasting - programming - transaction, of set-up, training, effective carrying on, of monitoring - control, C, analysis and assessment. The Work attempts to define these elements and the specific economic signification for the general activity of the economic unit.
BN 978-973-739-443-9
PY 2007
BP 386
EP 390
UT ISI:000263415000070
ER
PT C
AU Teodora, S
AF Teodora, Slavu
GP UNIV SIBIU, LUCIAN BLAGA
TI E-COMMERCE: EXCHANGE AND SHARE DATA ACROSS THE WORLD
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Electronic commerce is simplifying a vast range of transactions and communications between customers, suppliers, information providers, banks, government offices and most other areas of commercial and professional activity. It has also brought exceptional changes to the internal management of many corporations and organisational structures. Great improvements in cost efficiency have been made through avoiding duplication, achieving greater accuracy and streamlining procedures and systems. Goods are reordered and replenished in the individual store, the regional wholesale and distribution chain as well as manufacturing and supply.
BN 978-973-739-443-9
PY 2007
BP 391
EP 392
UT ISI:000263415000071
ER
PT C
AU Stanciu, O
AF Stanciu, Oana

GP UNIV SIBIU, LUCIAN BLAGA
TI THE GLOBAL MARKET FOR ORGANIC PRODUCTS - STATISTICS AND EMERGING TRENDS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The revision process of EU regulation 2092/91 on organic agriculture, however, received the most international attention in 2006. The process began at the end of 2005, and was almost finalized in December 2006 when the European Agriculture and Fisheries Council agreed on the outline of the new organic regulation. The final decision was taken in the spring of 2007. Currently more than 60 countries have a regulation.

Today, 395 organizations worldwide offer organic certification services. Most certification bodies are in Europe (160), followed by Asia (93) and North America (80). The countries with the most certification bodies are the US, Japan, China and Germany.

Global sales of organic food and drink have increased by 43 percent from 23 billion US Dollars (17.8 billion Euros) in 2002 with sales reaching 33 billion US-Dollars (25.5 billion Euros) in 2005. Organic Monitor expects sales to have approached 40 billion US-Dollars (30.9 billion Euros) in 2006. Although organic agriculture is now present in most parts of the globe, demand remains concentrated in Europe and North America.

BN 978-973-739-443-9
PY 2007
BP 393
EP 396
UT ISI:000263415000072

ER
PT C
AU Susanu, IO
Cristache, N
AF Susanu, Irina Olimpia
Cristache, Nicoleta

GP UNIV SIBIU, LUCIAN BLAGA
TI CURRENT SITUATION OF ROMANIAN TOURISM
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The development of Romanian tourism is a necessity. The present situation in tourism places us a great deal behind many other states poorer from the point of view of tourist attractions. The programmes of support and promotion of tourist products should take into consideration the lasting development of Romanian tourism, the creation of a frame for the improvement of services quality through the financing of tourism personnel's training and the elaboration of coherent strategies for tourism development. All these are possible with an implication, an efficient and unitary collaboration of all the factors involved, with a real support from them and the granting of fiscal facilities.

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PY 2007
BP 397
EP 400
UT ISI:000263415000073
ER
PT C
AU Tataru, V

AF Tataru, Violeta
GP UNIV SIBIU, LUCIAN BLAGA
TI SWOT ANALYSIS APPLIED TO PUBLIC LOCAL AUTHORITIES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The strategic planning is a systematic process in which the communities can create the image of the future and conceive the necessary steps according to the local resources/potentials to achieve that future. SWOT analysis is an efficient method used in strategic planning to identify the potentialities, the priorities and to create a common vision in strategic local development achievement.

This type of analysis gives the local administration managers the opportunity to focus on the relevant aspects and to choose the best solution for the future of the local community which they represent. The local development strategy is both a planning process and a product which promote the partnership between different local actors.

By applying this method, the local administration managers have the opportunity to identify not only the draughtsman but also the possible movements to have a decisive advantage. They must have the first and the last winning movement.

BN 978-973-739-443-9

PY 2007

BP 401

EP 407

UT ISI:000263415000074

ER

PT C

AU Tenea, M

AF Tenea, Mihaela

GP UNIV SIBIU, LUCIAN BLAGA

TI THE SUPPORT ACCORDED TO THE EUROPEAN UNION SMALL AND MEDIUM ENTERPRISES IN ROMANIA

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The small and medium Enterprises are in the European Union a source of jobs, innovation, enterprise spirit and economical development. In the Lisbon Strategy issued in 2000 and recreated in 2005, the small and medium enterprises are the main players which will bring their contribution to the fulfillment of the strategic target: "untill 2010, the European Union has to be the most dinamic and competitive economy of the world'. The european leaders admit that the small and medium enterprises are facing seriuos challenges and cannot deal with these bu themselves, that their enterprise spirit and competitiveness has to be supported. The European Charter of the Small and Medium Enterprises appears to be a solid and efficient instrument for promoting the local and european enterprise spirit and for the improvement of the busines area all over European Union.

Romania has written the Strategy regarding the small and medium enterprises whose target is the reinforcement of the competitional presence of Romania on the Unique Internal Market. National Agency for Small and Medium Enterprises nominated the main issued with which the Small and Medium Enterprises are confronting:-the acquiring of the technologies in order to adjust to the European standards, obtaining authorized products from EU, big prices to products and serious competition. In 2005, the European Committee edited the document "The Implementation of the Communitarian Program - Lisbon - the modem Politics of the Small and Medium Enterprises for economical development and employment". The application of the program involves, for all the Small and Medium

Enterprises from the EU, the promotion of the enterprise spirit, the access to the Unique Market, reducing the bureaucracy, reinforcing the dialogue with the Small and Medium Enterprises partners'. As a conclusion, all the Small and Medium Enterprises must be orientated to providing new jobs and economical development.

BN 978-973-739-443-9

PY 2007

BP 408

EP 410

UT ISI:000263415000075

ER

PT C

AU Tion, M

Preda, O

AF Tion, Monica

Preda, Oana

GP UNIV SIBIU, LUCIAN BLAGA

TI COMPARATIVE STUDY REGARDING THE AUTO MARKET FROM ROMANIA WITH EUROPEAN AND USA MARKET

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB This paper presents a study regarding Romanian auto market, with main featured for this field, evolution and foresight. Witch is the best sales brand of cars, sales volume for native car and foreign cars comparatively with from Europe and USA. There are present the main different between the three markets.

BN 978-973-739-443-9

PY 2007

BP 411

EP 416

UT ISI:000263415000076

ER

PT C

AU Todericiu, R

Muscalu, E

AF Todericiu, Ramona

Muscalu, Emanoil

GP UNIV SIBIU, LUCIAN BLAGA

TI UNIVERSITY MANAGEMENT FROM A GLOBALISED EUROPEAN PERSPECTIVE

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In the current socio-historical context of our world boisterously entering the third millennium. the problematics of higher education, university reform, and the international status of universities are amply and intensely discussed and mediatised in most of the countries in which this type of institution exists. The seriousness of the debates should not surprise us.. as the university is, alongside the Church, one of the institutions with the longest continuing traditions. Under the circumstances, it is only natural that the present work paper should approach the complex and difficult problems of contemporary higher education in Romania. The more so as, despite strenuous research efforts, we have not been able

to locate an earlier, comprehensive and rigorous method of approaching the management of higher education.

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PY 2007

BP 417

EP 421

UT ISI:000263415000077

ER

PT C

AU Turcu, D

AF Turcu, Daniela

GP UNIV SIBIU, LUCIAN BLAGA

TI WITH BUSINESS GERMAN THROUGH THE EUROPEAN UNION

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB If students speak German, they can improve their career chances in the European Union. German is in particular, after English, the most important language to qualify as a young person in different domains such as finances, tourism, management, marketing or international economic relations. German is the most widespread and most spoken language of Europe.

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PY 2007

BP 422

EP 425

UT ISI:000263415000078

ER

PT C

AU Turcu, I

AF Turcu, Ioan

GP UNIV SIBIU, LUCIAN BLAGA

TI GENERAL CONCEPT OF ORGANIZING THE SPORTS STRUCTURES IN SOME EUROPEAN COUNTRIES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The analysis of the organizing-structural sports profile in some European countries shows that, from a lawful point of view, today's sport has developed its own regulations dedicated exclusively to sport. The new context has brought the necessity of an extended law frame for the entire European community, but also a national one specific for the national interest of the given country.

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PY 2007

BP 426

EP 428

UT ISI:000263415000079

ER

PT C

AU Vadineanu, C

Coanca, M

AF Vadineanu, Cristina

Coanca, Mariana

GP UNIV SIBIU, LUCIAN BLAGA

TI SERVICES AND LONG-TERM DEVELOPMENT IN THE CONTEXT OF GLOBALIZATION

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Globalization involves a even more emphasized mixture of the national economies, being noticed a growth of the trading role, inventions and foreign capitals in every country so as to get its gross domestic product. Also, the impact of the world markets extends or spreads in all the national economies at the same time, the foreign economic relationships being considered not only as a secondary factor or an option for a country's development strategy but as a fundamental part from the structure of factors that provide the development, stoppage and regress of every national economy. Being a complex, multidimensional concept, the lasting development is tightly related to the processes of globalization, growth and economic development, thus they depend one on another. Within the lasting development, the essential role to observe and promote the general objective,; of the company is achieved by the services sector which can settle the balance between the activities specific to these services and those specific to this type of development.

The services' living upto the corresponding international standards from their proper values deals with the arrangement and promotion of some events which should include, on the one hand, the unrolling of the educational stages and the appearance of a mentality specific to this type of development and, on the other hand, the focus on the long lasting development in the reception areas. This focus needs more time and space to enhance the relationship between environment and economy in order to achieve a balance between the negative and positive effects resulted from these services.

The need to coordinate the efforts at a regional level as well as at a national level to make some significant projects in the services field is linked to the process of liberalization regarding the invisible trade which deals with the coordination of all projects regarding the spatial implications and the remedy of possible disputes in this context of deep transformations.

The application of the projects about the lasting development of services begins even from the designing stages having the purpose to harmonize with the environment, the local community or other economy sectors going on within the degree of unrolling the activities specific to the services.

The application of the services development criteria in the globalization context is inevitably followed by the appearance of certain aspects to draw up the programs that approach explicitly the problems regarding the space of the economies and local communities. Thus, it is mentioned the unrolling of a process used to apply gradually the enforced measures in order to protect the needed potential and to prevent its degradation, also to exploit scientifically and rationally the involved resources. The implementation of services, implicitly of their economic and social progress regarding the lasting development deals with the approach and the enforcement of some principles and methods which should be the foundation and the use of a complete set of indicators.

Using a more reliable management by implementing technologies, abroad direct investments, the lasting development in the globalization context extends its fields in order to combine the activities and territories. At the same time, globalization gives the possibility to purchase goods and services using e-commerce. The Internet is more and more used worldwide allowing, the access to information, determining a substantial growth of the productivity and significant cuttings of costs and prices.

In conclusion, one can mention For the services sector that, the lasting development in the context of globalization gives opportunities and challenges for all the aspects it confronts.

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PY 2007

BP 429

EP 434

UT ISI:000263415000080

ER

PT C

AU Vasloban, E
Iosof, S
AF Vasloban, Eva
Iosof, Susana
GP UNIV SIBIU, LUCIAN BLAGA
TI ROMANIA'S PERFORMANCES UNDER THE ASPECT OF PARTICIPATION AT THE INTERNATIONAL TRANSACTIONS WITH SERVICES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The value volume of international commerce with services has grown continuously in the last three decades, services being one of the most dynamic components of international commerce. The maintained growth of international commerce with services was accompanied by significant structural movements, in the plan of the three major components (transport, tourism and other services). The European Union (EU) as an entity is the biggest supplier and beneficiary of services on a world-wide plan, having in the year 2004, 46% of the global volume of exports and 45% of the imports, the balance of account of the services in the EU ensemble tends to be in excess, unlike the changes from the goods domain, where EU in ensemble records a shortage. Under the aspect of participation to the service transactions, Romania's performances are clearly inferior to the EU countries, members and candidates. The modest dimension of the service offers and its structure affects Romania's potential to generate international fluxes of services. Although in the last decade and a half, the changes with the services have recorded a sustainable dynamics, increasing in superior rhythm to those in the EU or on world-wide plan, our country holds a marginal position in the global commerce with services (0.2 %). Significant discrepancies between Romania and the new countries that are members or candidates are manifested under the aspect of service flux capacities of sustaining the equilibrium of payment balance. The years 2004-2005 mark the resumption of the service balance tendency of recording negative balance and to constitute implicitly an aggravation factor of imbalance of the running payment, beside the huge deficiencies of the balance of goods.

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PY 2007
BP 435
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ER
PT C
AU Vintean, A
AF Vintean, Adriana
GP UNIV SIBIU, LUCIAN BLAGA
TI TRUE PROFESSIONALISM AND THE PURSUIT OF EXCELLENCE
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB If you value something. then You must monitor your performance in that area, accept nothing less than excellence and actively work to learn what to do differently every time you fall short of excellence. Firms must provide help mid counsel to those who are encountering difficulties in living up to their standards, in order to help them get back on track. Once professionals have confirmed their core values, they need to design systems which provide consequences for noncompliance. By leaving each individual professional to decide for himself what level to achieve in key value areas, firms say that the company as

a society has no standards that must be adhered to. Excellence in such areas becomes a matter of personal professional choice. Professionals must live by the slogan "you are allowed to fail, you are not allowed to give up trying."

The opposite of the word professional is not unprofessional, but rather technician. These may be highly skilled, but they aren't professionals until they demonstrate characteristics such as: taking pride in their work, showing a personal commitment to quality, reaching out for responsibility, getting involved, looking for ways to make things easier for those they serve, listening to the needs of those they serve, being team players, honest, trustworthy, loyal, open to constructive critiques.

Professionalism is an attitude not a set of competences. A true professional is a technician who cares. Moreover, if finding people with technical skill is usually easy, finding people who are filled with energy, drive, enthusiasm personal commitment to excellence is hard. Because real professionalism has little to do with which business you are in, what role within that business you perform, how many degrees you have. It implies a pride in work, a commitment to quality, a dedication to the interests of the client, a sincere desire to help.

Traditional definitions of professionalism are filled with references to status, educational attainments, noble calling Now, we refer to attitude and character. So, firms should hire people for attitude and train for skill. Being a professional asks for treating people as professionals that is invest in them. Then professional success requires more than talent, it asks for initiative, involvement, enthusiasm, commitment. Being good at business development involves nothing more than a sincere interest in clients and their problems and a willingness to go out and spend the time being helpful to them. Success in business life means not only good professionalism but also effective functioning of the firms, positive outlooks.

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PY 2007

BP 441

EP 446

UT ISI:000263415000082

ER

PT C

AU Voinea, ON

AF Voinea, Nicolae Ovidiu

GP UNIV SIBIU, LUCIAN BLAGA

TI MANAGEMENT PRINCIPLES APPLIED TO INSURANCE PRODUCTS SALES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Starting from the extension necessity of insurance products sales in present paper work are presented the management principles that by complying with, application and implementing provide the stimulating, adequate and necessary framework for the accomplishment of such as desideratum. In the meantime there are shown some action ways that favors and facilitate the growth of insurance products and sales volume.

BN 978-973-739-443-9

PY 2007

BP 447

EP 450

UT ISI:000263415000083

ER

PT C

AU Zaharia, M

Gogonea, RM

Dude, RE

AF Zaharia, Marian

Gogonea, Rodica-Manuela

Dude, Roxana-Emanuela

GP UNIV SIBIU, LUCIAN BLAGA

TI METHODOLOGICAL CONSIDERATIONS REGARDING THE USE OF POLL SURVEYS IN BRANDING
BALEA LAC ICE HOTEL

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The survey used in performing a poll regarding 'Branding Balea Lac Ice Hotel for the Population' represents an investigation performed on a representative sample of statistics population, outlined as the number of tourists, being focused on tourist behaviour.

Undertaking a poll survey entails setting up goals and outlining them in a clear and detailed way, each having to show relevance to the targeted goal, as well as a program that would provide the opportunity to possess data that would be as realistic as possible, following a succession of complex operations. The questionnaire makes up the core of selective research, its success heavily relying on its design, filling in, as well as collected data processing.

The survey is to be carried out in front of the Balea Lac Ice Hotel, involving people coming to visit the hotel. These people represent the overall community and make up the sampling basis underlying the research result generalization.. The object of the investigation is represented by the monitored unit (individual), whereas the poll unit (individual) is the one that information is collected from.

The population targeted for the present study is made up of the overall number of Balea Lac tourists, comprising people over 0 years of age. The sample size under scrutiny depends on community homogeneity, probability error range and the probability guaranteeing, the obtained results; on the time assigned to data collection, as well as the seed funding for the research. It was set at 150, out of which 134 respondents were left. Since tourists represent a moving community, the type of sample used is the designated one. It entails interview conductors (13 people) going on site, yet, to make up for the higher costs specific to this type of sampling, the provided information display an increased level of reliability. After outlining the necessary sample size and type, a decisively important operation for the success of this research is actually putting together the sample, respectively "taking out" of the overall community the components that will make up the sample and the source of information collection.

The method of subject selection complies with the principles of simple random sampling. Similarly, their number matches their ratio in the category they're part of, out of the total number of accommodated tourists.

Data collection stretches over 3 weeks, with 2 working hours per day and a maximum information collection time of 15 minutes. The result obtained following, the survey outlines the fact that the tourist product and activity, generally speaking, are heavily relying on tourist wants and motivations.

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PY 2007

BP 451

EP 454

UT ISI:000263415000084

ER

PT C

AU Zamfir, A

Plumb, I

AF Zamfir, Andreea

Plumb, Ion

GP UNIV SIBIU, LUCIAN BLAGA

TI NEW OPPORTUNITIES FOR EDUCATIONAL MANAGEMENT INTO KNOWLEDGE-BASED SOCIETY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II -
SECTION 2: MANAGEMENT - MARKETING - TOURISM

CT International Economic Conference

CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The paper presents the importance of education and training into the knowledge-based economy and society and the necessity to implement education policies in a Lifelong Learning perspective. The paper continues with a presentation of the Lifelong Learning Programme 2007-2013, including the general objective of the programme, and also the specific and operational objectives of the sub-programmes. There is also presented a comparison between the programmes 2000-2006 (Socrates, Leonardo da Vinci, e-Learning and Jean Monnet) and the Lifelong Learning Programme 2007-2013. In the end of the paper are presented some requirements and directions of action for Romania so that it might fully benefit of the new opportunities of the Lifelong Learning Programme.

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PY 2007
BP 457
EP 465
UT ISI:000263415000085
ER
PT C
AU Zeca, ED
AF Zeca, Ecaterina-Daniela
GP UNIV SIBIU, LUCIAN BLAGA
TI HORTICULTURAL MARKETING; IMPORTACE OF INFORMATIONAL SYSTEM OF MANAGING THE FOODSTUFF MARKET
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL II - SECTION 2: MANAGEMENT - MARKETING - TOURISM
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Paper is dedicated to analysis of the interdependencies between company and market, outlining the market role and significance in capitalizing the activity of economic organisms, the need to apply marketing principles in the agrarian structures activity in our country. Settlement of Wholesalemarket in horticultural significant areas as well as of food stuff stock exchanges would enable a steady and operational activity of the internal market but also the exportations of such products. By its entire acttivity, the direct market pursuits achievements of the following targets: improvement of foodstuff distribution within the direct market, improvement of the informational flow regarding the products offer, demand and prices, correlation of prices with the quality indices of the goods offered and with the intensity of the existing competition, using the prices practised within the market resulted from transactions as reference prices for other operatins, facilitation of foodstuff imports and exports, capitalization of physical distribution operations, improvement of large urban centres deliveries, combining the purchase public concern of foodstuff with participants capabilities and competences.

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BP 466
EP 470
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ER
PT C
AU Maria-Madela, A
Bianca, F
Marius, F
AF Maria-Madela, Abrudan
Bianca, Forosigan
Marius, Forosigan
GP UNIV SIBIU, LUCIAN BLAGA

TI ASPECTS OF THEORETICAL ISSUES IN ERGONOMICS SCIENCE
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Ergonomics is a scientific subject and is written about by scientists. Non-scientists read the books and scientific papers that have been written by ergonomists and do their best in reproducing the information. Unfortunately, this is seldom adequate; usually the information is summarized in a mechanistic manner, omitting warnings and limitations that were included in the original scientific paper. There are many scientific books on each subject and because scientists seldom entirely agree with each other, it is wise to read three or four different authors on any one subject. With the day-to-day pressures of work in management services department, to read several books in order to find out one very small piece of information about one project is obviously uneconomic. But ergonomics is about people and work; and a problem that has turned up in one area is likely to be encountered in other similar situations.

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ER

PT C

AU Ionela, CM

AF Ionela, Aceleanu Mirela

GP UNIV SIBIU, LUCIAN BLAGA

TI THE FUTURE'S OCCUPATIONS IN ROMANIA; THE RELATIONSHIP BETWEEN EDUCATION AND
NEW REQUIRES IN THE EUROPEAN LABOR MARKET

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION

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CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The long-term trend in the labor markets of the advanced economies is to move from skills based on the manipulation and management of things to work that requires the development and application of knowledge and of ideas. Knowledge based society implies another type of approach for labor markets in connection to knowledge, competence and learning, Today's investments in knowledge define our future competitiveness, our ability to create and maintain jobs and the internal cohesion within the society.

In this point of view, the concepts of knowledge society and of new economy may be use as reference parameters in conceiving and transferring into life the contemporary strategies of professional training and efficient employment of labour resources in the contemporary world, inclusively, or even much more in a country as Romania.

Therefore, Romania has to take into account the fact that the economy performances and the ability to stand against the international competing pressures, especially under the integration circumstances are directly related to the quality of the human factor and to the structural modification of the labour force. In this respect, an important role in attaining these objectives play the actions aiming the increase of the labour force training level, concomitantly with the re-qualification and re-orientation thereof depending on the existing and predictable demand on the labour market. The European context requires the necessity for Romania to adapt itself to the conditions of the new economy and to the knowledge society, in which the competing advantage is obtained by innovation and by a government management able and decided to increase the aggregate efficiency (economic, social, ecological) of the whole labour potential of the country.

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PT C
AU Coralia, A
Marilena, P
AF Coralia, Angelescu
Marilena, Papuc
GP UNIV SIBIU, LUCIAN BLAGA
TI ROMANIAN WORKFORCE FACED WITH LISBON STRATEGY OBJECTIVES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB By late '90, EU launched its economic initiative so called later Lisbon Agenda, officially debated and approved in 2000 at Lisbon European Council summit. It stated that united Europe has to become leading efficiency and competitiveness model, guarantying a 3% annual average economy growth till 2010 and 20 mil. new workplaces.
Despite skepticism induced in many analysts and politicians opinions and lack of results this initiative followed its way. More issues rose when UE decides enlarging its borders and accepted new comers with lower economy performances. The most advanced EU member countries hardly accepted that integration speed will to be determined by the weaker members, and even less so - by the new members as Romania.
The price for new market consumption achieving has to be paid both by these new comers and existing Union members. Romania, as last coming has therefore to evaluate its costs and efforts for alignment. Therefore Romanian program has to accommodate with general trend and often to try to get over certain domain communitarian speed development. Due to its historical background, Romania workforce still has the advantage of a high educational level that can be used as base for further vocational education and entrepreneurial training, Romania has now a unique chance through its non-residents entrepreneurs and temporary expatriated workforce to use its existing human potential in order to bring value in economy. By continuously educational level improving and empowering coaching as an efficient managerial tool, Romanian managers has to be able to transfer existing entrepreneurial know-how to new generation and to prepare the shift to future European high competitive and dynamic economic environment.

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PY 2007
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EP 15
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ER
PT C
AU Iuliana, A
Mariana, S
AF Iuliana, Anton
Mariana, Sorlescu
GP UNIV SIBIU, LUCIAN BLAGA
TI ROMANIA TOWARDS ECOLOGICAL ECONOMY?
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
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CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB This article provides a short overview of the main themes of ecological economics (EE). It is argued that EE provides a platform that fosters multidisciplinary environmental research by bringing together the core contributing disciplines economics and ecology. In addition, EE is regarded as a pluralistic approach to environmental research that can be set opposite to, and has indeed developed as a response to, traditional environmental and resource economics. A comparison of the two fields is presented to clarify the essential differences between them. Specific themes are examined in more detail. These include: sustainable development; the growth debate; dynamic processes; and behavior and policy. New institutional economics and its forerunners have, we argue made important contributions to the evolving agenda of EE.

The EU's Strategy on the sustainable use of natural resources creates a framework for action aiming to reduce the negative environmental impact of the use of natural resources (depletion of resources and pollution). This strategy should help to improve the eco-efficiency of resource use and smooth the way to more sustainable modes of production and consumption. For Romania achieving sustainable development will not be easy. It is still living well beyond his ecological means.

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ER

PT C

AU Vasile, B

AF Vasile, Balanean

GP UNIV SIBIU, LUCIAN BLAGA

TI THE EUROPEAN MARKET OF THE LABOR POWER

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The access to the market of the european labour forces represents the essence of the free movement of the persons in the European Union. Starting with the making of the European Community, the free circulation of the labour force became a fundamental right. The free circulation of the persons expresses from the perspective of nationality within the European Union the abolishment of any discrimination. There are some exceptions regarding the workers' free circulation in the European Union, on grounds of politics, public health and security and others.

Restrictions for the immigrant workers can be imposed if their behaviour proves to be a real and serious threat for the order and public security.

As a consequence of the extension, the European Union decided the elaboration of the European Strategy for Employment. This strategy was meant for setting the priorities of the politics regarding the employment of the member states with the priorities of the European Union. The member states have coordinated the national politics of employment with those of EU.

The responsibility for applying the European Strategy for Employment goes to the member states. The implementation of the Strategy means the involvement of all partners at European and national level, but also taking into consideration of all the traditions and national practices. Presently expressing this politics with the economical, educational politic and professional formation is a priority of the employment, within the European and national borders.

The European Union laid the foundation of the European Social Fund as a main issue for supporting the investments in human resources. The principle that sets this mechanism in motion is the common financing.

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ER
PT C
AU Florin, B
AF Florin, Balasescu
GP UNIV SIBIU, LUCIAN BLAGA
TI CLASSIC AND ACTUAL INTERFERENCES BETWEEN POLITICS AND ECONOMICS IN THE CONTEXT OF EUROPEAN INTEGRATION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The process of European union integration outlines both economic and politic-institutional issues. Thus, the theory and practice revealed classical debates over the impact of functionalist, neo-functional and intergovernmental approaches on the economic and monetary integration. In the context of new issues posed by Lisbon Strategy of a New Europe -as a competitive and dynamic knowledge based economy- the interferences between politics and economics points out the impact of a new challenge -the transition from classic to modern - the as so called New Mode of Governance and its specific manifestation forms.
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PY 2007
BP 27
EP 32
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ER
PT C
AU Cristina, B
AF Cristina, Baldan
GP UNIV SIBIU, LUCIAN BLAGA
TI THE EMPLOYMENT AND UNEMPLOYMENT IN THE PERIOD OF TRANSITION TO THE MARKET ECONOMY IN ROMANIA- DECISIVE FACTORS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The employment, but also the efficient use of the available work resources is directly connected to the work market. It is an element that can not be separated from the other elements of the work market, especially from unemployment, because if one deals with them separately, one can not cover all the aspects, particularities and effects on the work factor. There are many causes for unemployment, causes that are to be found both at the macroeconomic level and at the microeconomic level. In most of the cases, in an analysis that aims at finding the causes that have generated the unemployment, many characteristics of unemployment are taken into account and they are analysed as "types" of unemployment (frictional, voluntary, structural, technological, natural, partly, total, etc.).
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UT ISI:000263414700007

ER
PT C
AU Lia-Alexandra, B
AF Lia-Alexandra, Baltador
GP UNIV SIBIU, LUCIAN BLAGA
TI ROMANIA'S ROLE WITHIN THE COMMUNITY ENERGY POLICY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Energy represents nowadays one of the major issues of discussion, worldwide. On the one hand, it represents one of the most important resource of economic development. On the other hand, over the last 200 years, the burning of fossil fuels, such as coal and oil, have caused the concentrations of heat-trapping "greenhouse gases" to increase significantly in our atmosphere, which lead to a global warming effect. The European Union announced its goal to become "a world pioneer" in combating the global rise of temperature, as German Chancellor Angela Merkel said, representing the country that is holding the EU presidency for the moment. During the Spring Meeting of the Council of the European Union this year, the main topics on this subject concentrated on energy efficiency and supplying security, as well as on establishing binding targets to cut greenhouse gases and ensure that a fifth of the EU's energy comes from renewable sources such as wind turbines and solar panels. With the accession of Romania into the European Union, the requirements regarding an efficient and environmental friendly use of energy has become one of the priorities of the Romanian Government, concerned with a sustainable development of the country.
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PY 2007
BP 38
EP 41
UT ISI:000263414700008

ER
PT C
AU Lucian, B
AF Lucian, Belascu
GP UNIV SIBIU, LUCIAN BLAGA
TI CONSIDERATIONS ABOVE THE LEVEL OF THE MACROECONOMIC INDICATORS OF ROMANIA, IN THE CONTEXT OF THE RECENT GAIN OF THE EU MEMBER STATUS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB There are more than four months since the Romania's integration in EU. After many years of struggles, the economical performances of Romania improved substantially. During the last years, the Romanian Government applied, macroeconomic policies in order to sustain economic growth. A more disciplined fiscal policy, plus a relative strong monetary policy, sustained by a relevant progress of the economical reforms, improved the Romanian economy's functionality. From their coordination resulted an important growth of Gross Domestic Product (GDP), plus a pronounced reduction of the inflation and the maintenance of the fiscal and current account deficits in sustainable limits. Knowing these, this paper intend to outline the main objectives of the macroeconomic policy during the next years, that would allow to the Romanian economy to become more compatible with the EU member states economies and to benefit by the integration's facilities.
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PY 2007

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EP 45
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ER
PT C
AU Cristina, B
Emilia, T
Daniela, T
AF Cristina, Boboc
Emilia, Titan
Daniela, Todose
GP UNIV SIBIU, LUCIAN BLAGA
TI INTERNATIONAL MIGRATION-CHALLENGES TO EUROPEAN UNION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB This paper focuses on the determinants of the migration on developing and developed economies. The first section of this paper is an analysis of the differences between the level of education of active persons and the level of qualified jobs. on the labor market, using a Principal Component Analysis and a X-2 measure. The current tendency of globalization has opened new opportunities for human capital to move where it has the best gain from the point of view of different factors as: economical and social factors, freedom, knowledge opportunities, personal development etc.. This paper will analyze the impact of these factors, by using some complex measures as GDP Index, Knowledge Economic Freedom, Human Development Index, Economic Freedom Index and Corruption Perception Index, on the level of skilled migration.

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ER
PT C
AU Cristea, B
Dorel, S
AF Cristea, Boboila
Dorel, Savulea
GP UNIV SIBIU, LUCIAN BLAGA
TI ROMANIAN FOREIGN TRADE WITH THE EFTA STATES AND CEFTA WITHIN THE CONTEXT OF EUROPEAN INTEGRATION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The European Free Trade Association (EFTA) was founded on the premise of free trade as a means of achieving growth and prosperity amongst its Member States as well as promoting closer economic co-operation between the Western European countries. Furthermore, through their initiative the EFTA countries wished to contribute to the expansion of trade in the world at large. The Central European Free Trade Agreement (CEFTA) was intended to build the free trade region, and thus remove mutual barriers among the member states to trade in line with the provisions of the General Agreement on Tariffs and Trade (GATT) concerning transition period.

The true significance of the CEFTA and EFTA is the co-operation among countries that are close to each other from an economic point of view, enjoy well-developed internal relations, and are linked by traditional economic co-operation. The development and liberalization of trade is bringing new opportunities for economic development.

The EFTA States and Romania establishes a free trade area, which is based on trade relations between market economies and on the respect of democratic principles and human rights.

Romania's accession to the CEFTA provides consumers with quality products at a reduced price, due to the reduction or elimination of customs duties. The concessions agreed upon and negotiated between Romania and the countries signatories of the CEFTA are different from one country to another, depending on the specific bilateral trade exchanges, and on the mutual interest of the parties.

This paper analyzes some aspects concerning the Romanian foreign trade with the EFTA States and CEFTA within the context of European integration.

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BP 53

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PT C

AU Danusia, B

AF Danusia, Boicean

GP UNIV SIBIU, LUCIAN BLAGA

TI COORDINATES OF ROMANIAN LEGISLATIVE HARMONIZATION WITH EUROPEAN DEMANDS CONCERNING PHYSICALITY. RISK FACTORS IN UNDERGROUND ECONOMIC CRIME GROWTH

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Concerning first of all the incrimination of private facts, the legislation preoccupied less of criminal facts committed by criminal associations, the reckoned problem as a marginal think and which would not rise theoretical aspects and special methods, but the practical method had demonstrated this, and these things become a characteristic of contemporary life.

In this way, any infringement of the law resulting from defalcation, corruption, slave trade, drug trade, terrorism can lead to products that should be washed through a subsequent liquidation.

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BP 61

EP 65

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ER

PT C

AU Alina, B

Silviu, B

AF Alina, Bratu

Silviu, Bratu

GP UNIV SIBIU, LUCIAN BLAGA

TI ROMANIAN LEGISLATION SUITABILITY TO EUROPEAN COMMUNAL ACTIVITY IN THE DOMAIN OF ECONOMICAL ENTITY FUSION

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The general process of world-wide economy produces a strong influence on re-structure of the country economies.

The two inseparable sides of the economical relation dynamic, observed at 0 their levels are represented by economical reorganization and social-economical development.

At the economical entity (enterprise) reorganization all the time and development are evaluating within different intensities in enterprises.

Commercial societies fusion represented in the West-Countries the main concentrating way of capital within economical development of the years 70. In our country the fusion was used commercial society reorganization and also for their development (e.g. Commercial society private process having state capital).

To do fusion doesn't mean only to gather means brought by each enterprise, but also to combine and coordinate all these means, aiming to determine new concept capacities for, finance, production and commercialization.

Having into consideration the modality of transmitting and taking the patrimony into responsibility, the fusion can be a re-join fusion, and an absorption-fusion.

The fusion was also undertaken within the general project regarding legislation revision for commercial societies according to communal acuity and OECD principles with respect to corporation government.

Chapter 5: "Commercial Society Rights" - within communal acuity refers to the fusion between commercial societies. Within this chapter Member States should adopt and apply the harmonized normative decisions necessary for an adequate activity of commercial societies on the internal Market. In the content of the commercial society rights there were adopted six Directives and a Regulation aiming to assure a uniform regulation in the case of coming into being commercial societies, publicity formalities to which these are subdued, to the guarantee that should be awarded to associates and to the third party in the case of social capital modification, or the modification of the consultative document occasioned by the fusion or division of society, the supplementary guarantees towards the third-party imposed to societies having, limited responsibility and unique associate in the domain of publicity formalities for the branches of a commercial society.

The III-rd Council Directive nr. 78/855/EEC from 09.Oct. 1978 refers to commercial society fusion and presents the concept of absorption-fusion and fusion through constructing a new society.

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PT C

AU Anca, B

AF Anca, Bratu

GP UNIV SIBIU, LUCIAN BLAGA

TI PROFESSOR INTERNATIONAL MOBILITY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Nowadays going abroad represents an integrant part of the professor's work. However there are professional and personal circumstances that make difficult such an international mobility.

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ER

PT C
AU Elisabeta, BA
AF Elisabeta, Budacia Andreea
GP UNIV SIBIU, LUCIAN BLAGA
TI THE EUROPEAN AUDIOVISUAL POLICY AND THE PUBLIC SERVICE BROADCASTING
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Broadcasting in particular has seen remarkable change from the days of single-channel public broadcasting systems. The audiovisual "explosion" is a cultural, social and economic phenomenon of global dimension. The audiovisual sector forms an essential part of Europe's economic and cultural influence in the world.
The fundamental principle of the Union's audiovisual policy is to provide for the free circulation of reception of transfrontier broadcasts. So the European audiovisual industry is likely to become a stronger and more competitive player on the global scene.
The Commission adopted a catalogue of policy objective, making it clear that the aim to create a common legal framework conducive to the development of a European market in broadcasting and related activities, such as television advertising and the production of audiovisual programs, while respecting and encouraging the diversity and specificity of the audiovisual systems of the member states.
Today it is equally natural to question public involvement in the media. Is there still a need for public broadcasters? What are their cultural obligations, political role and remit in the dual European market? Across Europe there is currently a broad political consensus that every country should have a public broadcasting service. The Amsterdam Protocol recognizes that "the system of public broadcasting in the member states is directly related to the democratic, social and cultural needs of each society and to the need to preserve media pluralism".
The main problem facing public service broadcasting in the future is probably that of funding. With regard to public funding, the choice between the most traditional method (license fee) and funding from the state budget is a topic of debate.
The future of public service broadcasting in Europe is increasingly challenged by unfavorable external factors, such as intensifying competition from commercial media, media concentrations, political and economic interests adversary to independent media, and by internal difficulties, such as cost ineffectiveness or a alleged political partiality of public service broadcasters.

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PY 2007
BP 79
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ER
PT C
AU Sorin, B
AF Sorin, Burnete
GP UNIV SIBIU, LUCIAN BLAGA
TI REFORMING POST-COMMUNIST UNIVERSITIES - A LONG AND TOILSOME ROAD
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The winds of change that swept through the whole central and Eastern Europe in the late 1980s overthrew communism and paved the way for the rule of liberty in the beleaguered region. The ample social movement that led to the collapse of communism in the late 1980s can be compared to a

hurricane. Once the storm gets unleashed, it will sweep everything away, good things and bad things altogether, leaving the field leveled off for reconstruction.

This article focuses on what came in the aftermath, i.e. on reconstruction. Specifically, it is intended to explore one of the areas where leveling the field was not possible,... where reconstruction could not start from the ground but from what actually existed,... where former institutions could not be simply done away with or supplanted with new ones but had to be reformed in order to cope with the new realities... briefly, where present must co-live with the past. Such an area is academia.

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BP 83

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ER

PT C

AU Radu, B

Roxana, N

Oana, G

AF Radu, Buziernescu

Roxana, Nanu

Oana, Gherghinescu

GP UNIV SIBIU, LUCIAN BLAGA

TI COMPARISONS CONCERNING THE EVOLUTION OF THE UNDERGROUND ECONOMY. THE CASE OF ROMANIA

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

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CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The paper begins with the idea that the existence of the underground economy represents a real challenge for the public authorities in their attempt to limit or to take over in the official economy. Therefore, the authors analyze the evolution of the underground economy phenomenon in OCDE countries, even from the '60s, but also in the ex-communist countries, resulting in the idea that underground economy is quite developed in the latter and there is a tendency to grow up further. The causes that have led to this situation and also the implications that the underground economy brings in are also highlighted. Finally, the paper presents the Romanian situation regarding the evolution of the underground economy based on the studies made by state institutions, nongovernmental organizations and by independent researchers, underlying the difference of the results determined by the diversity of the evaluation methods.

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BP 86

EP 92

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ER

PT C

AU Gheorghe, C

Maduta, G

AF Gheorghe, Caraiani

Maduta, Gyoengyver

GP UNIV SIBIU, LUCIAN BLAGA

TI OFFSET POLICIES IN INTERNATIONAL TRADE

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In the context of international business, as specialists and ACECO from Paris suggest, the compensations can be classified as commercial compensations, industrial compensations, buying compensation and financial compensations, The offset is part of the industrial compensations. It is an Anglo-Saxon term that designs the aggregate compensations which allow the seller to receive certain high technology materials. Originally it was limited to the defense market; however it recently knows an impressive development in the civil sectors, especially in the transports and communications sectors.
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PY 2007
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EP 95
UT ISI:000263414700018
ER
PT C
AU Fatma, C
Serkan, YM
Sadi, U
AF Fatma, Cesur
Serkan, Yuruk Mehmet
Sadi, Uzunoglu
GP UNIV SIBIU, LUCIAN BLAGA
TI THE ANALYSIS OF UNREGISTERED EMPLOYMENT IN TURKEY AND IN THE COUNTRIES OF EUROPEAN UNION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Unregistered employment is a worrisome for Turkey as well as for member countries of the EU. Unregistered labor has negative effects on the social rights of individuals, expectations in the labor market and on the conditions for competition.
In Turkey, unregistered employment gained momentum in the 1980s 3/4 a period when the rate of unemployment in the country was high. The main reason behind that is migration from rural areas to urban areas. The labor force in Turkey is becoming urbanized and it is looking a place for itself in the unregistered sector. The percentage of unregistered employment is estimated to be around 50% in urban areas.
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PY 2007
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UT ISI:000263414700019
ER
PT C
AU Bogdan, C
AF Bogdan, Chiritoiu
GP UNIV SIBIU, LUCIAN BLAGA
TI PROPOSAL FOR AN ASSESSMENT FRAMEWORK FOR HEALTH SOCIAL INSURANCE. APPLICATION ON ROMANIA, HUNGARY AND THE CZECH REPUBLIC
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION
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CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The common feature of health reform in Central and Eastern Europe is the introduction of the purchaser provider separation, through the introduction of health social insurance funds that receive the social contribution of the insurees and buy health services on their behalf. Crucial for the success of the reform is the ability of the health funds to facilitate the restructuring of health providers, instead of simply paying for their costs. This is what later in this paper I called 'active or effective purchaser' as opposed to simple payer. This paper briefly presents the criteria usually employed in the literature for the evaluation of the performance of the health system. The emphasis is placed upon the micro-efficiency criteria formalised by the Le Grande in the 'quasi-market' theory. Based on these theoretical considerations, I elaborated a set of criteria for evaluating the performance of the health funds as active purchasers. In the second part of the study, I apply this set of criteria for the analysis of the situation in three Central and Eastern European countries: Romania, Poland and the Czech Republic,

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PT C

AU Ioan, C

AF Ioan, Cindrea

GP UNIV SIBIU, LUCIAN BLAGA

TI THE LABOUR MARKET FROM ROMANIA AT THE BEGINNING OF 2007

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In the last period specialists, citizens and mass-media ask themselves more and more often whether there is or not a crisis on the labour market from Romania or if we are heading towards a crisis in this domain on a middle term basis.

If there is a real crisis on the labour market from our country, we must of course offer a solution as well, mentioning the things we have to do on a short and middle term basis to solve this delicate and serious problem.

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PT C

AU Dumitru, C

Elena, C

AF Dumitru, Ciucur

Elena, Ciucur

GP UNIV SIBIU, LUCIAN BLAGA

TI THE RESPIRITUALISATION OF ECONOMICS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB This paper analyses the circumstances that favour the emergence of a new economic thought in the world of people interested in economics. This thought named the respiritualisation of economics is the result of the relation economics-ecology-biology. We also present the main co-ordinates of this new and advanced concept, as well as their importance as far as the comprehension of the complexity of social-economic life on the long term is concerned.

In the last decade, reputed specialists have intensified their concerns to give birth to a new economic thought. Romania's integration to the EU, our country's more and more visible participation to the processes that lead to world globalisation thoroughly increase the demands for ever higher performance at the economic level. The economic performance, with respect to the complex complexity at each and every level, is directly related by specialists with an implacable process of spiritual-institutional reconstruction that has to get involved all those interested in public and private welfare.

Providing strong arguments derived from economics harmonised with ecology and biology, the authors under discussion(1) crystallise a new economic thought named "The Respiritualisation of Economic Thought." Such a thought lies at the basis that leads to knowledge enhancement and to understanding which the absolute stake of Romanian economy and society is, that is everybody's right to have rich and true information about the necessary manner to get access to property. This stake is achieved, as the authors underline, by means of the most ambitious project in mankind history, which the Lisbon strategy conceived as sustainability for European citizens' prosperity and the environment well-being, economic and social competitiveness of territorial communities.

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PT C

AU Carmen, C

AF Carmen, Codreanu

GP UNIV SIBIU, LUCIAN BLAGA

TI ROMANIA'S ADHERENCE TO THE EUROPEAN UNION: ADVANTAGES AND COSTS FOR THE ENTREPREISE ENVIRONMENT

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Romania's adherence to European Union supposes major implications that may determine also benefit and costs. Professionals consider that the adhesion's advantages are greater than the costs. Starting with Romania's EU adherence the enterprises environment will be substantially transformed, the adhesion's impact having direct consequences on all the enterprises, no matter of the economic sector where they are active, or of the capital's structure and amount.

Among the most important advantages for the enterprise environment one can notice:

the unrestricted access to the domestic European market;

the preferential access to the domestic market of the countries with whom European Union has signed preferential trade agreements;

the better promotion of the Romanian industry's interests through EU, regarding the international trade negotiations;

contacting in a great extent the foreign investment flows having as a result the development of the enterprises.

All these benefits have to be better used by the enterprises in order to maintain and develop on the domestic and international markets. They have to focus on restructuring and modernizing the products fabrication system.

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PT C
AU Liliana, C
AF Liliana, Craciun
GP UNIV SIBIU, LUCIAN BLAGA
TI INTERNATIONAL INVESTMENT AND THE BALANCE OF PAYMENTS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB I have described the two adjustment mechanisms as ideal types. In practice, however, nations did occasionally change their exchange rates even during the heyday of the gold standard; and in current exchange rate systems, which more closely approximate the flexible exchange rate model, governments often interfere in currency markets in order to influence exchange rates, The first step is to recognize that the demand for a nation's currency is not exclusively for buying that nation's exports. It also can be used to invest in the country. This can take myriad forms: purchase of another nation's financial assets, such as bank deposits, bonds, derivatives, options, and so on.

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ER
PT C
AU Stefania, CA
Mihaela, SR
AF Stefania, Cretu Alina
Mihaela, Stanef Roberta
GP UNIV SIBIU, LUCIAN BLAGA
TI REQUIREMENTS AND OPORTUNITIES ON THE ROMANIAN LABOUR MARKET AFTER EU
ACCESSION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB On the terms of the nowadays changing ritm, labour market need to be as flexible as possible as this enables the economy to respond rapidly to changes in the european market. The EU Romanian accession and ITC revolution plays an important role in the functioning of the labour market which signs a technico-organizational flexibility that results from the firms capacity of combining the new techniques of organization with versatile equipments integrated in coherently ensemble that has as purpose the possibility of answering an uncertain and fortuitous demand speaking from the volume and structures point of view. Flexibility is not just about how work is organised but about how it is scheduled and remunerated. It is known that there are unsuitable employees occupying unsuitable professions in other countries economies but they are proportionally less. The main reason is the flexibility in educational sistem.
Being considered, as well, an objective for the new member's countries, as Romania, a country that wants the labour market to be flexible, and also wants a fast economic growth and that is joining to an

economy based on knowledge is stimulating the development of the service sector, a key factor of national competitiveness.

In the present context, Romanian labour market must cope with important requests such as: reducing the unemployment rate among young people, increasing the flexibilisation level by reducing the institutional rigidities, and by diversifying the consulting informing and professional preparation services. As well, there are some preoccupations at the governmental level for stopping labour force exode and further more bringing back most of the autochthonous labour force that work abroad, stimulating domestic production. All this measures are imposed especially if we take into account the fact that, due to the proceses of the extinction and accession in E. U the european market labour, as a single European Market, is confronting in the present with a saturation of the work offer. The restrictions imposed in the way of the mobility over the borders from E. U infringe upon the free traffic of the labour force and makes it harder to acomplish a working class truly united

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ER

PT C

AU Crisan, S

AF Crisan, Silviu

GP UNIV SIBIU, LUCIAN BLAGA

TI ROMANIA WITHIN THE CONTEXT OF GLOBALIZATION OR THE OPTION BETWEEN OPPORTUNITIES AND THREATS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The beneficiary of the unanimously acceptance expressed once the communist regimes have fallen, and which emphasized the supremacy of the capitalist economic system and western democracy, globalization has become the phenomenon which, for several years now, has been dominating the existence of more and more nations. In the last decades of the last century, globalization had known a really spectacular development.

Linked especially to the economic aspects of life (national economies being more and more global), globalization is more and more present in the social, political and cultural life of a nation.

Being appreciated several times as a negative phenomenon, having many critics and dissidents, globalization continued its evolution, more and more countries being involved in this long-lasting process, which has outcomes in the construction of a new system of economic, political, social, cultural relations, which surpass the borders of national or federal states.

Freed from an undesirable and blamed regime, Romania, even if not quick or decided enough, as chosen to be a part of the group of nation which, freeing themselves from the past, have the conscience of a true dimension of the future: integration in those structures of the economy which have proven perennial and viable.

If our country has succeeded on this very important endeavor, no doubt was and continues to be a very important, complex problem which entails a thorough analysis.

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PT C

AU Diaconescu, M

Nicolescu, L

Pinzaru, F

AF Diaconescu, Mirela

Nicolescu, Luminita

Pinzaru, Florina

GP UNIV SIBIU, LUCIAN BLAGA

TI EUROPEAN IDENTITY - BETWEEN REALITY AND HOPE ...

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The analysis presented in this paper focuses on the theme of European identity. The European identity we are seeking to outline here is that of European Union. The concept of European identity cannot be construct in the same fashion as we perceive a group identity or even a national identity; these models are not adequate and thus we have to search for a more general definition, which is linked to the concept of a collective identity. The word "Identity" in this context must be understood to mean the spirit of this community, indeed, the very source of its cohesion. A characteristic of European identity is that it facilitates, fosters and stimulates variety in modes of expression, form, content and approach. The European identity in itself is made of a plurality of ethnic, religious, cultural, national, or local identities and it has a clearly political dimension. The basic factors of European identity (territory, language, culture, history) are also discussed in this paper.

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ER

PT C

AU Diaconu, O

Oprescu, G

Pittman, R

AF Diaconu, Oana

Oprescu, Gheorghe

Pittman, Russell

GP UNIV SIBIU, LUCIAN BLAGA

TI THE ROLE OF MARKET STRUCTURE IN THE RESTRUCTURING OF ROMANIAN POWER SECTOR

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Following the example of some other European countries and the EU Directives on Electricity, Romania is in the process of restructuring its electricity sector. The generation, transmission, and distribution sectors have been separated from each other, several regional distribution companies have been created, and the process of creating independent generation companies has begun. However, while one of the main goals of restructuring, in Romania and elsewhere, is to create competition among generation companies, in practice this has proved to be sometimes very difficult to achieve. One of the lessons of the EU experience with electricity sector restructuring is that the market structure has a crucial role for its future competitiveness. The structure of the mature EU power markets cannot be easily altered and its effects on market competition are hard to regulate ex-post. In Romania the process of restructuring is on going and the market structure is still amenable to government intervention. In this paper we examine the Rely competitive structure of the Romanian generation sector, as it resulted

so far from the restructuring process. Our results suggest that although favorable initial conditions have been created, the future competitiveness of the sector hinges crucially on how the restructuring process will continue. In this context we discuss some recent proposals of "consolidating" the generation sector and point out that, if adopted, they are likely to significantly distort competition in the future.

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PT C

AU Dobre, M

Dudian, M

Trasca, D

AF Dobre, Mihaela

Dudian, Monica

Trasca, Daniela

GP UNIV SIBIU, LUCIAN BLAGA

TI DISCRIMINATION ON LABOR MARKET

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Generally discrimination appears when some individuals that have a certain feature (for instance belong to religion, race, gender, etc) are discriminated against because of this no matter what their labor productivity might be. Discrimination emerges also when two individuals with the same productivity are paid differently and these differentials correspond to some non-economic features (age, gender, nationality etc).

Modern economic theory started with Becker (1971) and has been developed by Arrow who suggests that people have attitudes toward those with whom they work, those whom they supervise and those from whom they buy goods.

An enterprise will not be aware of its future employees' productivity the moment it hires them. In order to make a choice, the employer has to assess their individual efficiency having little information, such as: age, education, nationality, gender, race, professional experience.

There is no country in the world where there is not a gender differential pay. Within the European Union these differentials vary between 6% and 12% (2001), though discrimination between men and women is forbidden, according to art. 119, the Treaty of Rome (1957).

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PT C

AU Druica, E

Cornescu, V

AF Druica, Elena

Cornescu, Viorel

GP UNIV SIBIU, LUCIAN BLAGA

TI UNOBSERVED OUTPUT PRICE AND ITS IMPLICATIONS UNDER CHOICE OF OPTIMAL INPUTS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The production function is an indissoluble notion related to economics, and the attempts to estimate this measure date from the beginning of the years 1800. Fixing explicit shapes for the production function still determines problems of present interest, but this aspect is not a proof in favor of its futility in the economic theory. The present paper wishes to show the way in which this function, even in its abstract form, can be used by the enterprising to take the optimal decisions in the uncertain environment in which both production and distribution activities take place. More precisely, we try to establish the way in which the uncertainty on a product's price influences the choice of optimal inputs taken in consideration by the enterprising in a production cycle and also to underline the fact that the moments in which the real value of a product's price is observed determine different effects on the optimal quantities for the factors of production.

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ER

PT C

AU Ghimpu, CN

Voinea, G

AF Ghimpu, Codruta-Nicoleta

Voinea, Gheorghe

GP UNIV SIBIU, LUCIAN BLAGA

TI SUSTAINABLE DEVELOPMENT OF THE ROMANIAN PENSION SYSTEM IN ACCORDANCE TO THE EUROPEAN UNION STANDARDS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The sustainable development intends to sustain on a long term the human progress, the harmonization of current interests and those of the future generations that succeed one another in time. For Romania, sustainable development is called to ensure the edification of a new technical and technological way of producing economic goods based on using neofactors, promoting a legislative and institutional frame adequate in order to meet the social needs constantly growing and diversifying, for present and future generations.

The strategy of the sustainable development of the Romanian economy is based on an assembly of general objectives that focus on creating a functional market economy compatible with the principles, mechanisms, institutions and policies of the European Union that concern all the economic-social subsystems.

The social policy represents one of the major concerns inside the European Union. The member states and the European institutions make permanent efforts for the modernization of the social protection systems. In concrete terms this means more and better jobs, a fight against all forms of exclusion and discrimination, the promotion of equality between women and men.

This paper presents the reform of pensions in Romania and the objectives accomplished by our county until the present moment, taking into account the standards promoted by the European Union in this field. Moreover the new architecture of the Romanian pension system as well as the challenges generated by the implementation of the capitalized pension system in Romania will be debated after January 1(st) 2007.

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ER
PT C
AU Ghita, S
Voineagu, V
Vatui, M
AF Ghita, Simona
Voineagu, Vergil
Vatui, Mihaela
GP UNIV SIBIU, LUCIAN BLAGA
TI NATIONAL ACCOUNTS SYSTEM - POSSIBILITIES OF SEASONAL ANALYSIS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB To achieve the objectives of the European Monetary Union, the Community institutions, the Governments, the European Central Bank, National Central Banks need a set of comparable, reliable statistics for a short-time analysis, on which to base their decisions. These statistics can be provided by the System of National Accounts and by one of its components, Quarterly National Accounts. Quarterly National Accounts system is guided by the same principles and definitions as the System on National Accounts, measuring the quarterly changes in macroeconomic aggregates and so allowing economic agents to study business cycles and eventual lags in the effects induced by economic shocks. In some countries, the compilation of quarterly accounts have started relatively recently, but there have been made significant progress in the treatment of some specific features of quarterly accounts, such as accounting rules, estimation methods, treatment of seasonality and consistency between quarterly and national accounts. Many countries are interested in establishing a system of quarterly national accounts or in improving their existing ones.

Quarterly accounts represents a fundamental basis for taking decisions process, especially for monetary and fiscal policy at national and international level, within the Economic and Monetary Union. They also provide a basis for analysing and forecasting the business cycles.

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ER

PT C

AU Gradinaru, D

Gradinaru, P

Isac, N

AF Gradinaru, Dorulet

Gradinaru, Puiu

Isac, Nicoleta

GP UNIV SIBIU, LUCIAN BLAGA

TI APPLYNG VON NEUMANN-MORGENSTERN AXIOMATICS IN ESTABLISHING THE MOST
PROPITIOUS TECHNOLOGICAL OPTION

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The article presents the process of establishing the best technological option, out of many other possible alternatives, having as a background the axioms of John von Neumann and Oskar Morgenstern. Starting from the assignment of an utility indicator for each decisional alternative, utilities for each alternative and criterion could be determined, based on a preference relation and on the calculus relations that are specific to the Axiomatics of utilities.

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ER

PT C

AU Greco, F

Olaru, M

AF Greco, Florin

Olaru, Marieta

GP UNIV SIBIU, LUCIAN BLAGA

TI IMPLICATIONS OF THE DEMOGRAPHIC DEVELOPMENT UPON HUMAN RESOURCES OF THE NATO MEMBERS' ARMED FORCES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The population downsize and aging is and will remain a global phenomenon, with direct impact on human resource quality on the labor market.

The phenomenon is especially visible in Europe and Japan. It has direct implications on human resources in different fields. The reduction of the natural growth will lead to a dramatic decrease of active population starting with 2030, having direct negative impact on all the economic fields, including the social security system.

Considering these conditions, in the authors opinion, the analysis of the demographic evolution implications becomes important at global level for the long-term strategies of the Armed Forces of NATO member countries.

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ER

PT C

AU Grigore, LN

Calugar, A

AF Grigore, Liliana Nicoleta

Calugar, Alexandra

GP UNIV SIBIU, LUCIAN BLAGA

TI NEW EMPLOYMENT MODEL IN A GLOBAL CONTEXT: PROFESSIONAL AND MANAGERIAL STAFF

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The period of rapid economic growth and social change in the European Union has produced the need to develop new employment models. The origins of this need can be found in the structural shifts

registered in the recent years, where an emphasis on employment in industrial production has been replaced with a more flexible working environment.

The paper refers to the new trends on the labour market in the European Union, based on market needs and economic changes at global level.

Moreover, it emphasizes the idea that lifelong learning is an important step in the development of the labour market.

Lifelong learning can be considered one of the major preconditions to staying competitive as country, company and individuals.

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ER

PT C

AU Grigore, LN

Calugar, A

AF Grigore, Liliana Nicoleta

Calugar, Alexandra

GP UNIV SIBIU, LUCIAN BLAGA

TI GAINING ADDED VALUE THROUGH CONNECTIVITY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Connectivity, or connecting different models of learning, is the basis of a new model of learning through work experience for the knowledge economy.

There is an increasing need for highly qualified people and for individuals to be able to use their learning in different and creative ways.

The paper explores various models of work experience, reflecting different periods of economic and technological development and changing educational ideas about the process of learning.

Quality in work experience is another important issues, as quality allows for the identification, development and transfer of learning from one European model to another, enabling the development of future workforce.

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ER

PT C

AU Dan, H

AF Dan, Hageanu

GP UNIV SIBIU, LUCIAN BLAGA

TI CONSIDERATIONS CONCERNING ROMANIA'S INTEGRATION PROCESS IN THE NATO STRUCTURE

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Romania's joining the structures of the North-Atlantic Alliance is a strong reality and at the same time one of the most important victories of the democracy after the December revolution, but not only at

the level of ensuring the national security but also of the economical benefices on a long term. It is clear that, as a NATO member, Romania benefits from an extremely important security guarantee and participates directly to the decision making of important political issues for the European security. Joining NATO has and will have long term implications for the country's prosperity and wealth, because at the level of political and business groups, Romania is perceived as a predictable, stable country from the political point of view, and therefore also from the economical point of view. Certain indirect benefits are visible now, for example the Romanian companies have had and will have the possibility to participate to auctions for contracting infrastructure building in the allied states financed by the NATO programs.

But the main advantage Romania has is gaining in credibility at the international level, which was reflected on all the objectives of foreign policy, firstly on the joining process to the European Union.

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PT C

AU Hagi, A

AF Hagi, Alina

GP UNIV SIBIU, LUCIAN BLAGA

TI ACTUAL TRENDS ON THE ROMANIAN LABOR MARKET

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Romanian labor market has a instability rate which matches the general trends of any country dealing with transition, which is by excellence a long way process. Our country is facing a high lack of balance between supply and demand, supply being low and demand high, concentrated on few fields. The adhesion at the European Union does not imply the integration of that country, that is why Romania has a yet a long way to go until it can be considered a state up to the economical, political, juridical and administrative standards according with the real developed countries, those countries that founded the European Union.

If we are to refer to the labor market tendencies, the experience of the states that joined the European Union before Romania shows that the adhesion implies a growth of the unemployment rate, and that is why we have to be prepared.

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PT C

AU Hordau, AM

AF Hordau, Anne-Marie

GP UNIV SIBIU, LUCIAN BLAGA

TI MIGRATION AND LABOR MARKET - A PERMANENT PROBLEM

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB It is well known migration is a very common phenomenon nowadays. The Romanian integration in E.U is a big step for our country. Regarding labor market we can remark the opportunities that have appeared. But in the mean time this involves a high level of migration, especially high -skilled people. I consider that the big opportunities our country should look for is the number of foreign direct investors which will come in our country. Providing them the best condition to develop their activities we will implicitly have a large number of workplaces. In this conditions it will not be necessary to think about migration and about measures to stop this process. For our country it isn't very difficult to solve the requirements for the European labor market. Nowadays, as most of the people from 22-35 years have a university degree we can talk of a large share of prepared and qualified workers. All are prepared to work in a global economy.

One of the most used words is globalization. Everybody is expecting only good things from globalization, even if we are very aware that as a result of it we can speak no longer about national specific. Until now a trip in a place full of tradition was very useful Are we able to say the same thing today when next to a museum we bump into a multinational fast foodt or a hotel exactly like the one from the home country. We all want and we are agree with the globalization process and still...are we conscious of all the economic implication? Globalization may have a huge impact upon labor market. What I find interesting is that it is very easy to observe a repellence for East European labor force.

Romania's. last years has shown a huge rate of migration (both categories men and women). A big labor force percentage has gone in U.E countries such as Italy, Spain Greece, Portugal and so on.

What is more interesting is the number of the graduated young people who decides to go abroad; this is happening even if many of them have attended Mastered classes or Ph D school.

Another thing that should worried us is that our government doesn't do anything to stop the brain drain from our country. It is sad also the fact the most public statistics are presenting only the income that migrants have invested in Romania and nothing more about the huge number of migrants. Even so, many of the remittances we observe that were spend on clothes and food and less on lands and business investments.

Within a farther horizon, Romania may turn into an immigration country with an important contingent of natives working abroad. It will become a source for the East-to-West emigration and a receiver of the South-to-North and East emigration. The effects onthe labor market will be negative: deterioration of the labor supply and non-correlation with the national market demand, on the average, a lower level of education and vocational training of the labor force present on the labor market as against the structure of the graduates from the initial education system and, consequently, a lower creative potential, employment precarisation, increasing job insecurity, relatively lower productive performance. If we consider, on the one hand, the quantitative and qualitative requirement for human resources to comply with the exigencies for an EU member country and, on the other hand, the work potential. ensured. by the demographic evolution, when the labor market picture is gloomy, even discouraging. The structural deficit in labor force has already occurred in the domestic labor market and the quantitative one will worsen.

The worst thing is that nobody is analyzing remigration of this people. It can be a little unconscious from the Romanian authority regarding the impact on our country demography or it can be also the lack of solution from our government.

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PT C

AU Ilies, D

AF Ilies, Darie

GP UNIV SIBIU, LUCIAN BLAGA

TI ROMANIA AND THE EUROPEAN ENVIRONMENTAL POLICY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB There are a number of environmental challenges facing Europe in the future. Among them are: the global competition for resources and markets, the problems risen by climate change, the marine ecosystem impacts of fishing and pollution, air pollution, biodiversity loss, use of land and water resources, soil loss, the use of chemical substances on an ever larger scale. Public concern and action over environmental issues has increased significantly in the last decade. The concerns are not limited to local issues but it tends to become ever more globally oriented. The ozone layer and global warming are just the most visible topics because in the media. How does Romania fit in the grand European landscape? What are the challenges facing our country on the way to convergence with the European policy concerning the environment?

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PT C

AU Ildiko, I

Radulescu, CV

AF Ildiko, Ioan

Radulescu, Carmen Valentina

GP UNIV SIBIU, LUCIAN BLAGA

TI SOCIAL AND ECONOMIC IMPACT OF ENERGY CROPS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Global warming is an increasing concern for the entire population of the Earth. There are a lot of controversies regarding that cause this phenomenon, but the mainstream scientific opinion agrees that energy consumption patterns are responsible for the major changes that could trigger unforeseeable climate configuration around the world. Therefore an unprecedented corporate research effort is involved in the field of energy resources. This is not the first time our society faces energy crises. However the territorial advantage of "energy stores", such as huge oil pools has no relevance in this context. Renewable energy sources are regarded as a more viable option than ever. This new energy sources are also debate subjects since they could contribute to a sustainable use by securing the supply, but which is their impact on greenhouse gas emissions; are they a viable option to be supported by government beyond market; how the production and use of these energies will affect the national and European economy and competitiveness; people will benefit from their commercial use are issues which require rapid clearing in order to substantiate national and European support policies. Our paper aims to enlighten some of these features in order to support an appropriate balance between positive and negative impacts expected in the nearby future.

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ER

PT C

AU Ionescu, R

Chebac, N

AF Ionescu, Romeo

Chebac, Neculina

GP UNIV SIBIU, LUCIAN BLAGA

TI ROMANIAN REGIONAL STATISTIC INFORMATIONAL SYSTEM AS A PART OF THE EUROPEAN REGIONAL SYSTEM APROACH

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The paper analyses are centred on the concept of regional system. The regions are presented in connection with the regional informational and the informatic systems, in order to realise a comparative point of view about Romanian regional informational system as a part of E.U, regional informational system.

For the beginning, we realised a diagram of the regional subsystems: decisional, informational and operational.

The next step is to describe the necessities of the present regional informational system methodology. The regional informational system has to be flexible and adaptive at the main methods of analyse: deduction and induction. So we realised the diagrams of the connection between deduction and the regional system.

On the other hand, we analysed the ways to improve informational regional system and the connection between actions, principles and economic policies in the regional policy informational system.

A distinct part of the analysis is to distinguee the differences between optimum and optimal solution at regional level.

Another part of the paper deals with the new elements and characteristics of the regional informational system in the new market economies. As a result we analysed the principles and the instruments which are able to improve the Romanian statistic regional system.

The first conclusion is the existence of a major difference between the circuit of the individual information in E.U. and in Romania. We realised two diagrams in which we try to present the main semantic differences between the secondary and principal ways of information and between connections with the beneficiaries of statistical information.

The last part of the paper deals with the analyses of the Strategy of the Romanian Statistic Institute. This strategy is fixed on the classifications and nomenclatures used by regional informational system, in order to adapt it to the E.U. criteria.

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PT C

AU Iordan, M

AF Iordan, Marioara

GP UNIV SIBIU, LUCIAN BLAGA

TI ECONOMIC GROWTH AND STABILITY. EUROPEAN EXPERIENCES AND LESSONS FOR ROMANIA

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Integration of Romania into the EU is a new challenge for approaching the issue of economic growth in the context of the new economic phenomena and processes revealed on a global scale - energy prices, structural reforms, financial markets and innovation, risk management, expansion of services; the main concern of the governments being economic growth and stability.

Creation of the favorable conditions for a sustainable economic growth in a stable macroeconomic environment involves more and better jobs, especially high skilled ones, a higher social cohesion and a healthier business environment - higher growth, higher employment. Increase in the population welfare, improvement of the living standard, social equity and environment protection is the result of stimulating the economic growth - a main goal of the development strategy of any nation. The efficiency of the economic growth policies is determined by the macroeconomic policy implemented by the governments. The sustainable development involves the stability of the economic system and ensuring the best balance among the economic, social and environment goals through adequate policies that take into account the long-term consequences of the current actions.

In the last years are more frequent the studies and analyses debated at European and world level regarding the sustainable development goals in view of obtaining economic growth and stability. The evolution of the world economies over the last years increasingly emphasizes the factors of the globalization processes, but especially the influences on the welfare of the nations.

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PT C

AU Labbe, R

AF Labbe, Robert

GP UNIV SIBIU, LUCIAN BLAGA

TI EUROPE OF TOMORROW

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB A democratic organization should give a chance to each country, and finally there is possible for some European countries to have stronger cooperating agreements.

There's still a long way to go on, but the re launching of the European Community is a pressing matter, otherwise this will disappear into a free trade area, open to all spontaneous sales, with no influence and finally doomed to regress.

The European Community means, first of all peace among the members, but it should contribute efficiently to world wide peace. It is also a democratic organization, which in a liberal economical system, has the privilege to intervene for market adjustments.

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ER

PT C

AU Lucian, P

AF Lucian, Paul

GP UNIV SIBIU, LUCIAN BLAGA

TI THE ROLE AND PLACE OF ROMANIA WITHIN THE EUROPEAN SECURITY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The cultural and civilization ground of the United Europe are ancient. Five hundred years ago, a United Europe concentrated on economy was a genius idea because the politic unity was no more possible. Now the Politic Union of Europe is no more a utopia. The Declaration from Berlin, dated 25th of May 2007 includes the common future connected to the European security of the Europeans. The birth certificate of the Political Europe is the Treaty from Nisei because at that moment EU settled its own External and Common Security Politics. This politics has its foundation on mutual politic fraternity between the member states, on identification of matters of common interest and on achieving an increased convergence degree of the member states' actions. Article no. 40 from the Constitutional Treaty, stipulates the European Security and Protection Politic, section of the Common Security and External Politics.

This section of the External Politics of Common Security is based on the management of the military crisis, management of the civil crisis and prevention of the conflicts. Since 2003, this politics became operational. Romania, former president of OSCE, in 2000, admits that maintaining the security in Europe involves humanitarian and rescue operations, peace operations, extending the combatant troupes in crisis management, peace-maintaining forces.

Romania has new opportunity of ascending in the European Security Politics by its integration in the European Union. As a guardian at the borders with Russia, de-catalyst of the security in Eastern Europe, barrier in front of the terrorist organizations that migrates from Occident towards Eastern Europe and the other way round, Romania will be a viable partner of the European Union in the application of the European Security Politics.

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ER

PT C

AU Marginean, S

AF Marginean, Silvia

GP UNIV SIBIU, LUCIAN BLAGA

TI EUROPEAN AND ROMANIAN EXPERIENCES IN PROMOTING ICT: STRATEGIES, FIGURES AND ACTIONS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB information and Communication Technologies (ICT) were considered in the last years a key component of development strategy in every country. Their importance stems both from the contribution which they make to the overall economic performance, and also from the benefit which they offer to society at large. The economic impact of R ICT can be analyzed at least on three levels: the ITC impact on productivity and competitiveness; the contribution of F the ICT equipment and services sector to economy; the contribution of ICT to the quality of life. The European Commission recognize the importance of ICT for the growth and development and adopted in 2005, i2010 - A European Information Society for growth and employment. Romania has recently adopted a number of strategic documents regarding ICT and information society. This paper presents the development of this sector in Romania and analyzes ICT as a factor of convergence for the Romania's economy with UE countries. The main conclusion of this study is that ICT could be an important source of growth and development for Romanian economy and can contribute to cutdown the economic gap between Romania and other European countries.

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EP 245

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ER

PT C

AU Matiu, O

AF Matiu, Ovidiu

GP UNIV SIBIU, LUCIAN BLAGA

TI EU INTEGRATION: ROMANIA, THE NEW BABEL AND THE "INTERLANGUAGE"

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB This paper deals with one of the most important principles the EU is founded on: that of "unity in diversity" and with its implications for Romania and Romanian culture and language. Even though Article 22 of the Charter of Fundamental Rights of the European Union, adopted in 2000, says that the Union shall respect linguistic diversity, and Article 21 prohibits discrimination based on a number of grounds, including language, in actual fact the English language has become the supporting factor of "unity" and the European "diversity" resembles more and more to what is usually termed as the New Babel. Romania is on the edge of this "melting pot", ready to embrace cultural "unity." The conclusion is that Romania as well as the other new EU member states should accept "unity" within the EU, but in the meantime struggle to preserve "diversity", i.e. the individuality of their own cultures.

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EP 249

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ER

PT C

AU Mihailescu, M

AF Mihailescu, Mariana

GP UNIV SIBIU, LUCIAN BLAGA

TI FOREIGN TRADE AND COMMERCIAL POLICY OF ROMANIA - REQUIREMENTS AND IMPLICATIONS RELATED TO INTEGRATION IN THE EUROPEAN UNION

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB From the commercial point of view, the issues of European integration have a broad interest at the present time. This process largely changes an entire number of assumptions and indicators that are taken into consideration when a macroeconomic forecast is substantiated both in the short term and in the long term. Thus, goods circulation in the Member States is not characterized by the feature of conventional foreign trade, goods supplied by non-EU countries are included in imports, the same rule being valid for exports.

The model of European Union shows that this group is a historic success and also an attraction to where some countries' expectations converge to. These countries are willing to strengthen their democracy and build up an effective economy. Among these countries Romania can be mentioned as it became member of the European Union on the 1st of January 2007.

This paper shows the main commercial requirements and implications of Romania's integration into EU following to emphasize the following four aspects: a) a brief description of our foreign trade development after 2002 both as value and as physical structure, with focus on the analysis of the year 2006 from this point of view, b) the issue of increasing Romania's commercial deficit and actions that

are necessary to be taken for its abatement; c) main changes in commercial policy and their effects; d) prospects of our foreign trade and Romanian commercial policy.

In Romania, trade is the branch of the national economy that developed and continue to develop. Increase of trade has exceeded performances recorded by G.N.P and industrial production, thus showing the openness of Romanian economy and its increasingly integration in the European and world economy. As a matter of fact, it is noticed that development of our trade had a positive trend in 2002-2006. Thus, in 2005, the total value of Romania's trade (FOB export, CIF import) was Eur 54.8 billion representing a growth of 21.3% compared to 2004, and in the first 9 months of 2006, trade represented Eur 47.8 billion. The growth of trade value was 22.82% in 2004 compared to 2003, while the accumulated value of Romania's trade raised by 9.71% in 2003 compared to 2002.

Member States of the European Union are the main trade partners of our country and their share is increasing. It is noticed that Romania's participation in international trade with goods depends on the requirements and implications related to its accession to EU. Thus, following the creation of a free trade area concerning industrial products between our country and EU beginning with the 1st of January 2002 (according with association agreement provisions), the customs and quantity restrictions in the mutual trade were removed; Romania's export of industrial products to EU's Member States recorded significant gains every year.

Concerning the structure of our foreign trade, it is enough to look at the types of imported products in order to understand the high share of mineral resources (first of all energetic resources), raw materials and low rate processing materials. As approximately 40% of imports represents goods subject to processing illustrate that our foreign trade highly depends on foreign resources. In fact, this is the main problem of our foreign trade. Without diminishing the share of energy-consuming branches it is not likely to significantly increase the share concerning delivery of high added value products - objective comprised within the current National Strategy concerning exports.

Commercial deficit increases every year and this is another "sensitive" problem of the Romanian foreign trade. As an example, the commercial deficit was Eur 12,832.6 million in I January- 30 November 2006, higher by Eur 3807.3 million than the same period in 2005. Even the most optimistic forecasts foresee a higher growth of import rate compared to that of exports in the first years of European integration, mainly in relation with other Member States, a similar fact being recorded by countries that entered this group in May, 2004.

As far as Romania's commercial policy is concerned, it should be mentioned it is regulated by the European rules after the 1st of January 2007. Thus, Romania should set back all bilateral or multilateral agreements where it is part of and should shift to the implementation of community judicial frame of foreign trade relations specific to EU. The most important issue is the level of common customs. On the whole, the customs will be lower than third parties compared to the previous level. At the same time, Romania will provide commercial preferences to countries in Latin America, Africa, Mexico. It will set back the Global System of Commercial Preferences and will donate commercial preferences Within the General System of Non-Mutual and Non-Discriminatory Commercial Preferences in favour of developing countries. Thus, the U.S.A. will withdraw their commercial benefits provided to our country, this country is among the first 10 trade partners of Romania. In exchange, Romania will continue to have the right to the most favoured nation clause as it was provided by the American authorities and the European Union, based on mutuality.

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EP 255

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ER

PT C

AU Mihalcescu, C

AF Mihalcescu, Cezar

GP UNIV SIBIU, LUCIAN BLAGA

TI E-BUSINESS INTEGRAL PART OF THE ECONOMY

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Besides the new dimension given to the information, the Internet is currently a sector of economy in full expansion. The electronic commerce had a progressive success in western countries, this sector becoming rapidly profitable. The consumers discovered that, beyond the risks of on-line purchase, which you don't find in stores, there are a lot of other advantages: stores opened 24 hours a day, prices sufficiently competitive, discounts for this type of acquisitions etc. As a matter of fact, in western countries there is no corporation left, which hasn't developed its own site. If on-line sellers understand and anticipate the purchasers' needs, these cases might be avoided. The possibility of a trader to offer efficient services when the customer asks a question is another important element in order to accomplish an efficient management of customers' relations if they cannot obtain immediate assistance, they will certainly turn to alternative services.
In conclusion, the anticipation of the customers' needs, an intuitive and easy to use site, with an advanced search, also having an adequate navigation speed are the essential elements for the success of an electronic commerce site.

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PY 2007
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EP 261
UT ISI:000263414700049
ER
PT C
AU Minea, A
AF Minea, Alexandru
GP UNIV SIBIU, LUCIAN BLAGA
TI PRINTING MONEY TO FINANCE PUBLIC SPENDING ? THEORETICAL IMPLICATIONS OF A SIMPLE GROWTH MODEL
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB We propose a simple growth model with a cash-in-advance constraint on consumption and exogenous savings rate, in which government uses seigniorage resources to finance public spending. Depending on the specification of public spending, the relation between money and growth is either. negative or subjected to non-linearities, in accordance to some stylized facts. Further analysis emphasizes the importance of specifying an exogenous savings rate for our economic policy findings.

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ER
PT C
AU Minica, M
Frant, F
AF Minica, Mirela
Frant, Florin
GP UNIV SIBIU, LUCIAN BLAGA
TI AGRICULTURAL DISPARITIES AND REGIONAL ECONOMICAL DEVELOPMENT IN ROMANIA
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The paper "Agricultural Disparities and Regional Economical Development in Romania" assesses through the multi-criteria analyses both the regional disparities, and the disparities of economical development in agriculture, their decrement being one of the biggest challenges connected to the near Romania integration in the European Union.
The paper "Agricultural Disparities and Regional Economical Development in Romania" has the objective to evaluate from a statistical and economical point of view the regional development and agricultural disparities, in order to identify those specialized instruments for the allocation of the funds originating in different sources for socioeconomical development of the "European" type, and for the most possible rapid decrement of disparities against the Community regional structures.
Moreover, it's presented the Rural Development Policy at the European Union level, which besides its much highlighted instrumental character, also contributes at supporting the sector policy (complementarities), such as: agricultural policy, social policy, environment protection agency, through practical modalities to implement the actions and measures covered by the solidarity funds (Cohesion Fund, Solidarity Fund).

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EP 277
UT ISI:000263414700051
ER
PT C
AU Miritoiu, A
AF Miritoiu, Aurel
GP UNIV SIBIU, LUCIAN BLAGA
TI MEASURING THE UNDERGROUND ECONOMY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB This study provides a review of the methodologies used in economic literature to estimate the size of the underground economy and reports on the estimates of such "shadow" activities in developing, transition, and OECD countries. The methods used for measuring the underground economy are: direct approach based on annual data provided by National Institute for Statistics (used by Isachsen Krovland and Storm - 1982, for the estimation of the shadow economy in Norway and Denmark); indirect approach based on econometric model for currency demand (used in the estimation of the informal economy in OECD countries by Schneider, Johnson, Kaufman - 1998); global approach based on labour force supply; indirect approach through energy consumption costs (used by Kaufman and Kaliberda - 1996 for estimating the underground economy in Poland). The currency demand approach is one of the most commonly used approaches.

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ER
PT C
AU Mocuta, D
Dragoi, C
AF Mocuta, Dorina

Dragoi, Cristina

GP UNIV SIBIU, LUCIAN BLAGA

TI DIMENSIONS AND LIMITS OF THE HUMAN HEALTH ECONOMICS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The manifestation of some contradictory and very complex trends on human beings status, created by the process of passing from the modern civilization to the post-modern civilization places the human health in first place on the social values scale which define the standards of living and the quality of life. The human health became a very precious asset not only for the wellbeing of individuals but also of human communities and the health protection and promotion exceeded the individual interest and turned into a first rank issue for any human community.

According to the World Health Organization, the health status of people is equivalent with the general wellbeing of the individual from a physical, psychic and social point of view, "a state of physical, mental and social complete welfare consisting not only in the absence of any disease or infirmity".

From a social point of view, health represents that body state in which the individual capacities necessary to fulfill social tasks and roles are at optimum levels. During his life, the human being plays various roles. The good function of society depends exclusively on the way people fulfill their parts therefore individual health must be accounted within the frames of the work, life, cohabitation, economic, social and spiritual environments in which the individual lives.

Related to health, the disease manifests itself as a particular form of existence of an individual, characterized by a process affecting the equilibrium of the body organs and the body in relation with the environment and which leads both to the limitation and disappearance of freedom and the work abilities and to an eventual death. In sociology and the modern medicine, the concept of disease was extended to "any organic, psychic, real or imaginary disorder which disturbs the welfare status of a person threatening its existence"(1).

One of the basic elements to be considered when defining the health status is the disease risk or the risk factor. The risk factors resulting from the contemporary civilization are numerous; they are of a different nature and refer particularly to the environmental conditions, pollution, professional noxious substances, stress caused by social-economical issues, low cultural and sanitary level of the families as a consequence of a precarious education etc

The health status of the population or the human communities is the expression of the level of health and the characteristics of the members of a human collectivity in its whole. This is a new, biological and social quality phenomenon and the synthesis expression of the various individual states of physical, mental (emotional, intellectual and moral) and social equilibrium and disequilibrium between the members of the collectivities and their life and work environments.

We may conclude that the health status of individuals and collectivities is predominantly influenced by the level of social-economical development of the human collectivities and is the representative element of the standard of life because it offers us synthetically the extent to which the whole of the components of the human collectivities' existence act in the direction of promoting the positive characteristics (biological, mental and social) of individuals in full accord with the natural environment in which they evolve and live.

A certain level of the health status of individuals and the human collectivities they are part of constitutes a premise for the positive evolution to a new stage of economical and social life.

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ER

PT C

AU Moroianu, N

AF Moroianu, Nicolae
GP UNIV SIBIU, LUCIAN BLAGA
TI DOUBTS ABOUT THE INFLATION-UNEMPLOYMENT TRADE-OFF.
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Policymakers do have to worry about lags in effectiveness, but the principal doubts about the efficacy of discretionary government stabilization policies come from different directions. The first batch of doubts stems from the U.E economy behaving in ways not expected by the conventional notion that inflation is the consequence of too much aggregate demand. The second set of doubts is based on the suspicion that the greater integration of international product and financial markets has changed national economic circumstances in ways that substantially dilute the effectiveness of demand management policies in influencing domestic levels of economic activity.
BN 978-973-739-428-6
PY 2007
BP 288
EP 289
UT ISI:000263414700054
ER
PT C
AU Munteanu, AC
AF Munteanu, Andreea-Clara
GP UNIV SIBIU, LUCIAN BLAGA
TI DEMOGRAPHIC AGEING AND ITS NEW TASKS FOR R&D ACTIVITIES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Research and Development activities are confronting with new problems and demands caused by demographic problems of the 21(st) Century. In this respect, we are assuming that the relations between R&D and demographic ageing must be studied from at least three perspectives: the first one, the influence of demographic ageing on human resources in R&D, the second one, the influence of demographic ageing on the emergence and extension of specific fields of R&D, and, the third one, directly related with economic burdens generated by the raising of public assisted people.
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PY 2007
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UT ISI:000263414700055
ER
PT C
AU Nicolae, M
AF Nicolae, Mariana
GP UNIV SIBIU, LUCIAN BLAGA
TI THE ANALYSIS AND FORECAST OF DEMOGRAPHICAL EVOLUTION USING PROBABILISTIC MODELS
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Demographical phenomenon from the last decade has influenced its spatial distribution.

The life expectancy prolongation and the diminishing of birth rate are ready to engage important structural changes in all human societies - as the historical event of inversion of ration between young and elders. Population aging, with profound and durable consequences, represents for all countries a phenomenon with major importance and, also, an un-experimented challenge. The pensioners have and would have in future a stronger influence on economy, politic life and refitting of residence territories. The motives for this higher importance are: incomes relative important, geographical mobility and presence on political life.

The specialty literature enumerates an impressive number of diverse types of models that tried, among other, an evaluation of world population, an analysis of diverse factors; impact on some indicators, characteristic for demographical phenomenon, the forecast of age pyramids on short or even long term. The demographical evolution of each country is uncertain. The specialized studies indicate that, in a first phase, the forecast of demographical evolution should be done until 2020. In this context, it should include two elements: i) a domain, a confidence interval of possible results and ii) attached probability to this domain. Together, these two elements represent a forecast interval for the considered variables and also, this interval, expressed the expectations of population's forecast.

The probabilistic models could be used more efficient for necessary evaluations.

The paper has like objective the presentation of some probabilistic models for the study of some factor's impact (fertility rate, birth rate, death rate, technological progress, migration) on demographical evolution and, implicit, on ageing phenomenon of world population. Also, the paper presents the results of some scenarios of probabilistic forecast on age pyramid or on population dimension, made in some European countries.

Some of these probabilistic approaches used in forecast of age pyramid have been used for the forecast of determinants factors of demographical evolution in Romania.

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EP 302

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ER

PT C

AU Nicolescu, C

AF Nicolescu, Catalin

GP UNIV SIBIU, LUCIAN BLAGA

TI ECONOMIC CONSEQUENCES OF SOFTWARE CRIME

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB In 1996 worldwide illegal copying of domestic and international software cost \$15.2 billion to the software industry, with a loss of \$5.1 billion in the North America alone. Some sources put the total up-to-date losses, due to software crime, as high as \$4.7 trillion. On the next page is a regional breakdown of software piracy losses for 1994. Estimates show that over 40 percent of North American software company revenues are generated overseas, yet nearly 85 percent of the software industry's piracy losses occurred outside of North America. The Software Publishers Association (SPA) indicated that approximately 35 percent of the business software in the North America was obtained illegally. In fact, 30 percent of the piracy occurs in corporate settings. In a corporate setting or business, every computer must have its own set of original software and the appropriate number of manuals. It is illegal for a corporation or business to purchase a single set of original software and then load that software onto more than one computer, or lend, copy or distribute software for any reason without the prior written consent of the software manufacturer. Many software managers are concerned with the legal

compliance, along with asset management and costs to their organizations. Many firms involve their legal departments and human resources in regards to software distribution and licensing.

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EP 307

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ER

PT C

AU Nutu, L

Tarta, M

AF Nutu, Liana

Tarta, Monica

GP UNIV SIBIU, LUCIAN BLAGA

TI THE SOCIETAS EUROPAEA: AN OPPORTUNITY FOR ROMANIA?

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The paper proposes to offer an analysis of some elements that influence competition in emerging economy, like the Romanian one in the new context, that of being a new member of the European Union. One of the elements that influence the Romanian competition is the existence of The European Company (Societas Europaea). The European Company ('SE') is a new legal entity offering a European perspective for businesses, which became a reality on 8 October 2004 after long discussions between the members. Its purpose is to allow businesses that wish to extend their activities beyond their home Member State "to operate throughout the European Union on the basis of a single set of rules and a unified (one-tier or two-tier) management system". Several business leaders have expressed interest in setting up an SE and practice indicates that companies throughout Europe are interested in doing so. This article provides an overview of the legal rules applicable to the SE and proposes to see what are going to be the effects of implementing such legal rules in our country regarding the competition among firms.

We believe that the European Company represents an important step in the development of a single internal market. It will enable Romanian business to operate on the same basis as their EU competitors and for EU businesses to structure themselves more effectively to compete on a global stage, but like everything new, it supposes advantages and some disadvantages. It is important to see how many the advantages versus disadvantages are.

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BP 308

EP 316

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PT C

AU Panoiu, M

AF Panoiu, Mihai

GP UNIV SIBIU, LUCIAN BLAGA

TI DIMENSIONS OF THE INTEGRATION OF A DEMOCRATIC STATE FROM THE SECURITY POINT OF VIEW

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The beginning of the XXIth century was a very abrupt and violent one, because of a major global political earthquake, namely the terrorist attack of September, 11, 2001, which aimed at the major symbols of the democratic world and which instantaneously killed thousands of innocent civilians. These events, which were immediately followed by other similar criminal actions, taking place in different places of the world, have launched a deep process of transformation of the security environment, generating consequences that will affect in the long run the international community.

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BP 317

EP 319

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ER

PT C

AU Papuc, M

Mihaescu, L

AF Papuc, Marilena

Mihaescu, Liviu

GP UNIV SIBIU, LUCIAN BLAGA

TI MIGRATION AND REMITTANCES AND THEIR INFLUENCES IN EMERGING ECONOMIES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Migration is one of the defining issues of the twenty-first century. It is now an essential, inevitable and potentially beneficial component of the economic and social life of every country and region. Currently nearly 200 million people live outside the country of their birth and the number of international migrants is set to increase in the years to come. The need to manage the growing flows of international migrants for the benefits of sending, receiving, and transit countries as well as for the benefit of the migrants themselves is one of the most important challenges of the 21st century.

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PY 2007

BP 320

EP 324

UT ISI:000263414700060

ER

PT C

AU Pauna, CB

AF Pauna, Carmen Beatrice

GP UNIV SIBIU, LUCIAN BLAGA

TI SOCIAL POLICIES FOR BUILDING A ROMANIAN SOCIAL SYSTEM OF THE EUROPEAN TYPE - REGIONAL ASPECTS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Romania has faced deep transformations throughout the last 16 year time, and the country's social development profile was so transformed. Given an increased social vulnerability and a continuous low social services financing (Annex 1) the Romanian State has undertaken a series of major reforms in social insurance, public healthcare, education and social assistance. However, these undertakings are yet unachieved and social difficulties and tensions have got high level.

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PY 2007
BP 325
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UT ISI:000263414700061
ER
PT C
AU Pelinescu, E
Dospinescu, AS
AF Pelinescu, Elena
Dospinescu, Andrei Silviu
GP UNIV SIBIU, LUCIAN BLAGA
TI PERCEIVED INFLATION IN ROMANIA - MEASUREMENT AND COMMENTS REGARDING
INFLATION INERTIA AND THE PERCEPTION OF THE COMPONENTS OF THE CPI
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Recent debates showed that there are significant differences between actual inflation calculated by the official institutions and perceived inflation. There are many causes that can explain these differences in a transition country like Romania, causes that can be traced at the micro and macroeconomic level. The paper intends to investigate the relation between official and perceived inflation, under specific behavior of a transition economy where shocks generated by privatization, restructuring and fiscal pressures affected the income of households and had an impact on the consumer basket. If we consider the perceived inflation as a proxy for the cost of living and the difference between perceived inflation and the official calculated inflation a positive one, then we have a situation in accordance with the theoretical framework, that show a phenomenon of overvaluation of official inflation. We intend to analyze the inertia of inflation perception and the perception of the CPI's components using OLS method and other statistical techniques. The analysis reveals that in both the sub-period 2002-2005 cpi_nonfood and services have been the driving forces behind inflation and services were perceived as having the largest impact on inflation.

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PY 2007
BP 331
EP 336
UT ISI:000263414700062
ER
PT C
AU Piciu, GC
AF Piciu, Gabriela-Cornelia
GP UNIV SIBIU, LUCIAN BLAGA
TI THE COMPARATIVE SUSTAINABILITY OF RESOURCES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB This paper attempts the classification of resources in terms of their sustainability. In order to make this classification, an analysis of traditional resource classification is undertaken and, in order to incorporate different types of renewable resource, a general classification of all natural resources available to mankind is adopted. Resources are then described as: continuous natural resources, critical zone resources and depletable resources. The concept of sustainability is then examined critically and described in its constituent parts in order that each resource can be analysed in terms of its contribution

to each element of sustainability. Breaking down the concept of sustainability into its constituent parts and analysing resources in terms of how they impact upon each element of sustainability ought to result in a more precise understanding of the nature of resource sustainability.

BN 978-973-739-428-6

PY 2007

BP 337

EP 341

UT ISI:000263414700063

ER

PT C

AU Pilz, L

AF Pilz, Lars

GP UNIV SIBIU, LUCIAN BLAGA

TI THE ENLARGED EUROPEAN UNION - AT THE CROSSROADS BETWEEN HARMONIZATION AND DIVERSIFICATION?

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Reflecting the welfare and economic systems in the European Union before the youngest enlargements in 2004 and 2007 one can divide four different general systems of regulation between the member states. After a short introduction to the Anglo-Saxon Model, the Continental Model, the Social-Democratic Model and the Southern European Model the article wants to analyse the several national systems of regulation in the new member states of the EU and Turkey. It tries to answer the question, if these countries are in a process of transformation towards one of the four models. The text analyses four central fields of economic and welfare regulation like the welfare system, the system of education and science, the regulative performance of the national labour markets and the general economic performance. Comparing the observed data with the average values of the countries representing one of the four models is the basis for an interpretation of national tendencies towards one of the four models. These tendencies can be observed, even if the text has to state that there are still big differences between the old and the new members of the EU and that a general analysis has to face a big heterogeneity in the group of new EU member states.

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PY 2007

BP 342

EP 353

UT ISI:000263414700064

ER

PT C

AU Iordache-Platis, M

AF Iordache-Platis, Magdalena

GP UNIV SIBIU, LUCIAN BLAGA

TI CHALLENGES AND THREATS FOR ECONOMIC SUBJECTS IN ROMANIA

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB At present, the economic activity faces a period of new phenomena, processes and rules. The Romania Integration in the European Union, although an expected moment generated for the economic agents a beginning of serious changes. For many of them, the chaos is the first effect of the new status of the integrated economy, while for others, the order is considered an objective of the new measure. No

matter of the general perception of the subjects in the economic life a period of disorder and order, of threats and challenges may be observed.

Thus, taking into account the tendencies of the macro environment and the relations among the microenvironment components that affect any organization, it becomes an information receiver more or less able to understand and use it in its own interest. Either it develops activity in the private sector, or it is a public administration, the economic subject is not ready to answer to the signals of environment so that the change does not disturb the activity. Thus, economic agents that has production as a main function risks to continue their activity if the European standards in their field impose too many restrictions for the present level of economic development. Households, as supplier agent of production factors and principal consumer get to become better-off from the increasing and simplifying the labor mobility and to change their consume behavior, as well. Administration is facing new lacks and challenges, like financial institutions and assurance companies. These changes are made in all areas of activity, either production or services.

The present chaos and the expected discipline are features of all the economic activities. In other words, the change is not possible without efforts. To generate efficiency in the changing process in the context of integration is a main search. It is important that new rules look for a correlative relation between efficiency and equity criteria in the society.

Above all, we assist at a fever for quality at the level of the management systems in a sense in which it gets physical, real value. Or, the quality of the processes must be an effect of the activity already correct and efficient and not an objective of itself.

In this context, the understanding of the micro and macroeconomic environment in which economic subjects act represents an important progress for the development perspective. The change is a problem of choice.

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PY 2007

BP 354

EP 360

UT ISI:000263414700065

ER

PT C

AU Ploae, C

Timoasca, A

AF Ploae, Catalin

Timoasca, Alina

GP UNIV SIBIU, LUCIAN BLAGA

TI RETHINKING EUROPEAN FRONTIERS: ROMANIA'S CONTRIBUTION TO THE EU'S NEW SHAPE

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB On 1st of January 2007 the EU welcomed two new Member States and 30 million people, when Bulgaria and Romania joined the European Union. This completed the EU's historic fifth round of enlargement peacefully reuniting Western and Eastern Europe after decades of division. The challenge was not to close gates but to meet new frontiers. We need a positive but practical vision for a better Europe. What are, then, the new frontiers of Europe?

European borders are characterized by alternating hard and soft forms on one axis and open and closed forms on another. Europe's internal national borders are not merely modified by the growing significance of a European external frontier, but both internal and external borders are influenced by the wider global context. Enlargement policy has allowed the EU to expand its frontiers both economically and politically. The first and foremost frontier, and the most urgent challenge for Europe, is to rebuild confidence in the European economy. The internal market has liberalised European economies and created the biggest economic area in the world, reaching 500 million consumers once Bulgaria and Romania have joined the European family.

There is no official geographical limit to Europe Union and there will be none for quite some time. This raises obvious issues for EU economic governance, namely because the EU is composed of various areas, or 'spaces', each with its own operating rules. Second, because the necessary EU institutional reforms are mired in the tradeoff between 'deepening' versus 'enlargement' of the Union. Finally, and perhaps most important, it is hard to for 'Europe' to project itself forward, as a united and unifying whole. In other words, 'Europe' must currently recognize itself not as a body, but rather a core, with various peripheries; it must also recognize that working from a core area with a 'project' for Europe can provide renewed boost for the EU to move forward.

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PY 2007

BP 361

EP 369

UT ISI:000263414700066

ER

PT C

AU Popa, C

Bran, F

AF Popa, Cristina

Bran, Florina

GP UNIV SIBIU, LUCIAN BLAGA

TI OPPORTUNITIES FOR ENVIRONMENTAL PROJECTS BROUGHT BY STRUCTURAL FUNDS BEYOND 2007

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Over the period 2007-2013 the structural funds represent one third of the European Union budget, a total of EUR 336.1 billion. Allocation for Romania is 19.668 billion Euro, and one of the largest allocation is for environmental projects with a budget of 5.589 billion Euro. Environmental projects are financed by: European Regional Development Fund (26.4%) and Cohesion funds (72.6%). The Funds will be targeted on: wastewater services, waste management and reduction in the number of old ecological burdens, old municipal thermal plants, biodiversity and natural heritage, natural disasters. The paper analyses the opportunities created by these funds to improve the environmental conditions in Romania, in order to achieve the objectives of the European Commission Treaty and reducing the gaps in environmental infrastructure between European Union and Romania. Besides the opportunities Romania has to make an substantial financial effort to sustain co-financing system, over 1 billion Euro for this projects will come from the national budget

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PY 2007

BP 370

EP 374

UT ISI:000263414700067

ER

PT C

AU Popescu, A

AF Popescu, Anisia

GP UNIV SIBIU, LUCIAN BLAGA

TI DESIGN AND IMPLEMENTATION OF THE STABILITY AND GROWTH PACT. WHAT LESSONS FOR THE NEW MEMBER STATES?

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB One of the most controversial and debated rules adopted by the European Union members, the Stability and Growth Pact was adopted in 1996 and underwent a first reform in 2005. Far from being an ideal fiscal rule, the Pact had its strengths and weaknesses. What has the Council from Spring 2005 brought new in the SGP? The papers assesses the effect of the reform two years after its adoption and, in comparison with the convergence rules of the Maastricht criteria, we draw some conclusions with respect to the new Member States, including Romania.

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PY 2007
BP 375
EP 382
UT ISI:000263414700068
ER
PT C
AU Popescu, HCD
AF Popescu, H. C. Dan
GP UNIV SIBIU, LUCIAN BLAGA
TI THE ECONOMIC PATTERN OF OUR PLANET
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Among other things globalization is meant to be an adequate answer to the global problems of humanity. Within this framework a sustainable development is essential. What high demands are there outlined regarding the global management of resources? An adequate answer in this respect would be represented by "the Economic Pattern of the planet". What is its motivation, what grounds does it rely on, how can it be put into practice? We have some answers to the study that is to be presented.

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PY 2007
BP 383
EP 385
UT ISI:000263414700069
ER
PT C
AU Popescu, DA
AF Popescu, Dan Alexandru
GP UNIV SIBIU, LUCIAN BLAGA
TI JOBBING AROUND A CLICHEE: THE MONDIALIZATION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB Mondialization is a concept with involvement in our lives, but first it is an economic strategy, a phenomena of an economic nature. It entails social patterns, economic strategies, plans which have political actions.
It must rely on universal principles of morality, not excluded from an analysis of an economic profit. It is meant to bring relationships between states and to organize the entire economic area such as one.

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PY 2007
BP 386

EP 387
UT ISI:000263414700070
ER
PT C
AU Popescu, DL
AF Popescu, Doris Louise
GP UNIV SIBIU, LUCIAN BLAGA
TI THE PRESENT ROMANIAN VILLAGE BETWEEN THE INHERITANCES OF THE INTERWAR
DEVELOPMENT AND THE STANDARDS OF THE EUROPEAN UNION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The rural problem of the village and of Romanian agriculture is far from finding a finite solving
within the ideological confronting and the practical measures taken during the interwar period. It has
been lasting along the centuries that came after, and even now it is an open wound of society and of the
national economy.
BN 978-973-739-428-6
PY 2007
BP 388
EP 391
UT ISI:000263414700071
ER
PT C
AU Purica, I
Albu, LL
Melinte, I
Balanescu, M
AF Purica, Ionut
Albu, Lucian Liviu
Melinte, Ion
Balanescu, Mihaela
GP UNIV SIBIU, LUCIAN BLAGA
TI ROMANIAN CO2 EMISSIONS FORECAST AND EU-ETS PROSPECTIVES
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA
HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB In the period 1989-2004 Romania passed through a process of transition to a market economy
and by restructuring of these. The emissions have started to increase after 1999, because of the
economy revitalization. The paper reflects the CO2 emissions forecast in accordance with the main
trends in the economic development of the country, based on an in-house model at the national level.
BN 978-973-739-428-6
PY 2007
BP 392
EP 397
UT ISI:000263414700072
ER
PT C
AU Radulescu, CV
Ildiko, I

AF Radulescu, Carmen Valentina

Ildiko, Ioan

GP UNIV SIBIU, LUCIAN BLAGA

TI BIODIESEL IN ROMANIA - AN OPPORTUNITY FOR THE RURAL ECONOMY?

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB Since society acknowledged the environmental impact of fossil fuel use and their limits it is facing now the challenge of using renewable energy sources. Romania also acknowledged the strategic importance of renewable energy sources since they contribute to increase the national resource base's added value through using internal resources instead of external ones. Biodiesel production represents a great opportunity for rural economy since in Romania there are approximately one million hectares of non productive agricultural land which could be used for energy crops (rapeseed, soybean, sun flower), Attracting investment for biodiesel production is a great chance for agriculture, but also for the big consumers such as transportation companies. They could use cheaper fuels which also cut down pollutant emissions, especially greenhouse gases. Our paper searches answers to questions such as: which is the social, economic and environmental impact of biodiesel production in Romania; which criteria should we use to assess effectiveness; which is Romania's potential for biodiesel production and where are we now; the governmental and European support for biodiesel production is a compromise which will be accepted by Romanian farmers regardless to the long term environmental impact of these crops. Even there are a tremendous debate regarding biofuels, the scientific community certifies their contribution to a healthier environment. Therefore we consider important to submit our proposal regarding the potential of biodiesel to contribute to a better quality of life for rural population.

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PY 2007

BP 398

EP 400

UT ISI:000263414700073

ER

PT C

AU Seitan, SM

AF Seitan, Silviu-Marius

GP UNIV SIBIU, LUCIAN BLAGA

TI COMPANIES COMPETITION AND DEVELOPMENT STRATEGIES ON THE EUROPEAN UNION SINGLE MARKET

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

CT International Economic Conference

CY MAY, 2007

CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB The main object, of creating and development, in Europe, of an economic and monetary union, is to obtain all the necessary conditions for reaching and maintaining the general progress, especially in the economic field, as the only base for the future evolution. The stimulating, in a moderate form, of the main economic development factors, as they are: demand for goods and services, production and investments, is put into practice by the management of the macroeconomic policies, understood as a system of policies, meant to influence, by specific instruments, the microeconomic level, giving the development trends meant to establishing the conditions of maintaining the macroeconomic equilibrium. Having in mind such way of the management of the macroeconomic evolution, the main two levels necessary to be in a permanent double sense relation, are: the microeconomic filed and the system of the macroeconomic policies.

BN 978-973-739-428-6

PY 2007
BP 401
EP 409
UT ISI:000263414700074
ER
PT C
AU Simion, DM
AF Simion, Doina Maria
GP UNIV SIBIU, LUCIAN BLAGA
TI PROFESSIONAL ASSESMENT BETWEEN SCIENTIFIC STUDY AND DEMOCRATIC ACT
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The paper emphasizes the growing distance between the selective research theory and the practical use of soundings, that is amplified by the today's economical, social and political environmental changes in our country. The paper also proposes a model for evaluation of the didactical and educational activities of higher education and also of the high school professors based on surveys. Specific to such an approach is what I would call "changing the mirror".

Lying contemplative by the river, our image is reflected every minute in another part of the water's surface. Bent upon our didactical activities, our image is reflected every year in another generation of students.

BN 978-973-739-428-6
PY 2007
BP 410
EP 417
UT ISI:000263414700075
ER
PT C
AU Simon, M
AF Simon, Maria
GP UNIV SIBIU, LUCIAN BLAGA
TI EMIGRATION PROSPECTS AND ITS INFLUENCE ON THE LABOUR MARKET OF ROMANIA'S
INTEGRATED ECONOMY
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION
CT International Economic Conference
CY MAY, 2007
CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci
AB The balance of Romania's external migration was negative both before and after 1990. The most affected part of population is the labour force, especially that with tertiary and secondary education. The employees began to experience the lack of labour force for some activities. If the phenomenon is to be continued, the labour force crisis will deep. The generations born after 1990 are neither in quantity nor in quality at the same level as the previous one. The recent small recovery in the number of the new live-birth can't count to restore the situation in the labour market.

Romania is now integrated in the EU and the people enjoy the free movement inside the EU. The environment in which a person is to be fulfilled is now much large than before. From the individual worker's point of view, the decision to face a new and often unknown labour market depends on the inequality of wages and on the rate at which new, higher wage jobs are offered.

The Romanian socio-economic environment, characterised by the economic and demographic indicators, lacks far from the average of the EU-25. The people will be always attracted by higher income which is the most important part of the living standard. According to the economic theory, the more a

country has a less competitive economy the less will be the increase of wages and over time the bigger will be the gap between the rich and the poor. The formers' attraction will be higher and higher. The proportionality between wage and productivity is considered to be the 'rigid' approach of the labour market. The new approach much more adapted to the very new Romania's situation would be 'equal pay causes employment'. A strong aggregate demand is the solution to overcome the vicious circle of low competitiveness, low marginal productivity and the slow technologic progress.

As long as it takes to the EU and Romania to implement the principle of equal payment, the workers' emigration will last causing 'hot economic region' in West and tourism destination in Romania.

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TI EUROPEAN DIMENSION OF THE OPPORTUNITY COSTS

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

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CL Sibiu, ROMANIA

HO Univ Sibiu, Lucian Blaga, Fac Econ Sci

AB If the identification and evaluation of opportunity costs has been less or stronger accentuated thus far then it is required that an attention to increasing necessity is evaluated. The costs appear conditioned when the smallest chance is not validated by the one which had at a certain moment given by the chance itself The integrated economical space offers its actors multiple opportunity choices which each imply a certain opportunity cost. It is interesting to note that an alternative or another alternative may bring benefit or loss to different areas. This article aims to present some of the opportunity costs which may occur or exist already in the European economical integrated space. It also tries to support the idea of a European dimension of opportunity costs. Some of opportunity costs under certain conditions may become carriers of other opportunity costs which could be considered as inducted opportunity costs or enlarged opportunity costs. In the integrated economical space, decreasing or removing (in time) of these opportunity costs, structural European funds may be accordingly and specifically achieved. (We. bring in discussion here, the European Member States which are not fully economically developed.)

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AF Tatu, Delia

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TI INVESTMENTS IN HUMAN CAPITAL. EU INTEGRATION OPPORTUNITIES

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

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AB Building a knowledge based economy has become a rational goal for any country due to the fact that this represents the way towards economic competitiveness, growth and prosperity. Human capital is considered to be a set of skills belonging to the individuals that remain unchanged in any social environment and that can be traded in the labour market for any kind of resource.

In a competitive labour market where wages reflect the marginal product of workers, to be able to command higher earnings, the better-educated or more-trained workers must be sufficiently more productive in employment than their less-skilled counterparts.

An important aspect of the human capital investment decision analysis is the link between the level of schooling and income or level of training at work and the income. The labour market is changing after the EU integration of developing countries due to the free circulation of workers, giving more opportunities for human capital investments and underlining the importance of workforce schooling and training.

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TI ECONOMIC GROWTH ADJUSTMENT BASED ON COSTS - BENEFITS ANALYSIS. THE IMPACT OF EU INTEGRATION

SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I - SECTION 1: DEVELOPMENT - GLOBALISATION

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AB The main reason why economic growth is considered as being so important in the economic literature is that it helps accomplishing certain major goals for any economy, like diminishing poverty in developing countries and the raise of the standard of living in developed countries.

Thus, the economic growth is perceived through the benefits it generates: raise in welfare, raise in the life expectancy, positive effects in investments, raise of employment rate etc.

But this process has its costs especially on the social side generated by the need of adjustments but also on the environment side. The social costs are usually paid by those who can not adapt in real time to the new economic requirements. The environmental costs come from pollution and the intense use of non-regenerating resources. Thus, a process of result adjustment due to the costs and benefits generated by economic growth is necessary in order to determine its real effects.

The EU integration amplifies some of the benefits of economic growth by real convergence process but also some of the costs like structural unemployment and income inequality in some regions.

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TI INFLATION OUTLOOK IN ROMANIAN ECONOMY - SOME CONSIDERATIONS
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AB The baseline scenario of the current projection places the 12-month inflation rate on a trajectory very similar, throughout the projection horizon, to that incorporated in the previous projection. The forecasted levels are 4.6 percent and 4.1 percent for end-2007 and end-2008 respectively.

Maintenance of the inflation rate on a trajectory similar to that projected in November 2006 is the result of mutual offsetting of the effects exerted by some factors whose forecasted developments differ from those in the previous forecasting round. Higher rises in volatile food prices and a more persistent excess demand than in the previous forecast are expected to have adverse effects on projected inflation. Such effects will be countered by comparatively more favourable influences of the developments in the exchange rate of the RON, fuel prices and other import prices, as well as administered prices. The baseline scenario envisages less significant changes of the previous projection in the case of inflation expectations.

The prospect of faster economic growth than previously forecasted during the entire projection horizon implies the comparatively higher persistence of excess demand in the current projection. In order to avoid a reversal of the disinflation trend during the projection horizon, the influence of the aforementioned factors has to be counteracted by gradually eliminating excess demand and inducing a demand deficit starting with the beginning of 2008. For this purpose, a tight monetary policy stance is further required during the entire period. The suitability of broad monetary conditions with the objective of ongoing disinflation will result from the restrictiveness of real interest rates in relation to excess demand and higher restrictiveness than in the previous forecast of the projected dynamics of real exchange rate of the RON.

The main risks which, if they materialise, could cause inflation to deviate from the projected path are triggered by uncertainties regarding the rate of wage increases compared to productivity gains, the future stance of fiscal policy, the weather conditions that might adversely affect agricultural output and implicitly the developments in food prices, the developments in the current account deficit and its sustainable financing, the calendar as well as the first and second-round effects of adjustments in administered prices, the fluctuations of international prices of oil and natural gas and the way they are incorporated into the domestic prices of fuels and energy, as well as the potentially substantial deviations of the movements in the exchange rate of the RON from the parameters considered in the baseline scenario.

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TI HUMAN RESOURCES DEVELOPMENT - AS A PRECONDITION FOR EMPHASIZING THE
CAPABILITY OF STRUCTURAL FUNDS ABSORPTION
SO ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES, VOL I -
SECTION 1: DEVELOPMENT - GLOBALISATION

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AB Effective use of structural funds depends essentially of many factors. The most important of them are the quality of human resources involved in the process and the capacity of Romanian economic environment to insure the co-financing of the projects, In this respect, it is necessary to create a competent human resources infrastructure, with a high level of specific knowledge and with abilities regarding accessing the funds and project cycle management. But, increasing the quality of human resources skills is a difficult and long run process which involved high costs and a huge effort for the authorities and for all kind of the organizations. This is the reason because human resources development represents a precondition for emphasizing the capability of Romanian economy to absorb the European Funds, with positive effects for national economy and for the other state members too.

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