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AU Achim, M

Borlea, S

AF Achim, Monica

Borlea, Sorin

TI THE BONITY ANALYSIS OF CUSTOMERS: REALITIES AND PERSPECTIVES

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB A main modality for prevent the credit risk's banks is the evaluate of bonity entities. The determines the bonity entities is made based on the analysis of the economical-financial performance of customers, depending on the score obtained at measurable (financial) criteria and at non-measurable (non-financial) criteria. The financial criteria are obtained from financial statements that add in the historically dates.

In this paper we expose a significant model of determining the bonity's client and we stress that it is very necessary to complete these dates with the other like: information about market values or information about future activities. The analysis of the company's future should be approached differently, according to the destination of the credit. In the case of credits for investments the bank has to stress the development perspectives of the company based on the feasibility study presented by the company. The capacity of reimbursing the credit will have to be appreciated through the point of view of profitability, market and products. In the case of credits for operational activities, the bank has to stress the cash flow adjusted to the inflation rate during the period of the credit.

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PY 2008

BP 9

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ER

PT C

AU Albulescu, CT

AF Albulescu, Claudiu Tiberiu

TI EUROPEAN INTEGRATION OF FINANCIAL SUPERVISION FRAMEWORKS: THE ROMANIAN CASE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB A recent trend in the institutional framework for regulation and supervision at European and international level is the creation of a Single Supervision Authority for the supervision of the banking sector, insurance sector and capital markets. A lot of arguments highlight the fact that such institutions are necessary, but there are also other valid arguments which show that the banking supervision must be made by central banks. We can not affirm that one of these possible supervision frame works is more efficient than the other. The decision of the implementation of a unique supervision organism must take into consideration the structure of the financial system and the central bank's tradition in the regulation and supervision of the banking sector. The financial supervision in the European Union member countries differs from case to case. An important number of supervision frameworks present a unified structure and there are various reasons underlying this choice.

In this paper we will show on the one hand that the institutional regulation and supervision framework in place in Romania reflects the structure of the Romanian financial system and, on the other hand, that this

specialized supervision architecture is compatible with the European supervision framework The implementation of an operational Joint Supervision Committee is the solution to respond to the problems of financial conglomerates. At present, the remodelling of the supervision architecture does not represent a good option for the Romanian financial system.

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PY 2008

BP 17

EP 25

UT ISI:000264341500002

ER

PT C

AU Andrei, LC

Andrei, DM

AF Andrei, Liviu C.

Andrei, Dalina Maria

TI THE EUROPEAN UNION BETWEEN THE MONETARY "SNAKE" AND THE COMMON CURRENCY

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The European economic integration started in the aftermath of the World War II, but its specific monetary story just since 1971. The European Community here made history by her performing, as real lessons of the monetary topic area, but despite this the whole history of money world-wide is much longer than that. The aspect emphasized and developed in this paper will be, however, the one that the "Monetary Snake"(1971), European Monetary System (EMS1979) and even the current Euro currency seem to have resulted from a deep monetary crisis world-wide. Not being "euro-skeptical", we conclude that all these could be missed in exchange of a plus of welfare.

BN 978-973-739-594-8

PY 2008

BP 26

EP 32

UT ISI:000264341500003

ER

PT C

AU Bace, G

AF Bace, Grigore

TI FUNCTIONS AND OBJECTIVES OF CENTRAL BANK OF ROMANIA

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In the paper the author shows the functions and the objectives of National Romanian Bank, taking into account the new duties of Romania EU membership.

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PY 2008

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EP 36

UT ISI:000264341500004

ER

PT C

AU Baltes, N

AF Baltes, Nicolae
TI THE ROLE OF CORPORATE GOVERNANCE IN BANK RISK MANAGEMENT
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Banks are exposed to financial, operational, business, and event risks. Corporate governance provides a disciplined structure through which a bank sets its objectives and the means of attaining them, as well as monitoring the performance of those objectives. Effective corporate governance encourages a bank to use its resources more efficiently. Financial risk management is the responsibility of several key players in the corporate governance structure. Each key player is accountable for a dimension of risk management. The key players are regulators/lawmakers, supervisors, shareholders, directors, executive managers, internal auditors, external auditors, and the general public.
BN 978-973-739-594-8
PY 2008
BP 37
EP 41
UT ISI:000264341500005
ER
PT C
AU Batrancea, I
Borlea, S
Ardelean, V
Morcviciov, A
Bejenaru, A
AF Batrancea, Ioan
Borlea, Sorin
Ardelean, Victor
Morcviciov, Andrei
Bejenaru, Aurel
TI LEVERAGE FINANCING VERSUS SELF FINANCING
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB In the paper the authors present the modalities of financing the company taking into account two different ways, the owner's capital and the borrowing capital.
BN 978-973-739-594-8
PY 2008
BP 42
EP 44
UT ISI:000264341500006
ER
PT C
AU Bace, G
AF Bace, Grigore
TI BENEFICIARIES OF FINANCIAL MEDIATION MECHANISMS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB In the paper the author shows the modalities of financing the companies and the population taking into account different sources of capital.
BN 978-973-739-594-8
PY 2008
BP 45
EP 49
UT ISI:000264341500007
ER
PT C
AU Batrancea, M
Batrancea, L
Ardelean, V
Dambean, C
Moscviciov, A
AF Batrancea, Maria
Batrancea, Larissa
Ardelean, Victor
Dambean, Catalin
Moscviciov, Andrei
TI FINANCIAL STRUCTURE RATIOS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB In the paper the authors show the modalities of analyses of the financial position of the company, using the financial structure ratios.
BN 978-973-739-594-8
PY 2008
BP 50
EP 53
UT ISI:000264341500008
ER
PT C
AU Bengescu, M
Dumitru, M
AF Bengescu, Marcela
Dumitru, Mihaela
TI TYPES OF COMMERCIAL CONTRACTS AND THEIR IMPACT ON ACCOUNTING
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Within the present paper we shall analyze the relation between the nature of the contract and the management of the economic entity, by taking as an example the case of contracts that contain payments in advance, the case of concession contracts, the case of contracts that include withholding of warranties for good execution. The nature of the contract between the buyer and the seller is influenced by: the range of contracted products, the responsibility of the contracting parties, the risk involved and the means of payment. All these elements convey a large variety of forms of contracts with influences upon the company's taxation and accounting.

BN 978-973-739-594-8
PY 2008
BP 54
EP 58
UT ISI:000264341500009
ER
PT C
AU Ioan, B
AF Ioan, Bogdan
TI "BUSINESS GLOBALIZATION AND INTERNATIONALIZATION OF ORGANIZATIONS - THEIR MAJOR IMPACT WITHIN THE MANAGEMENT OF ROMANIAN ORGANIZATIONS"
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Business globalization and the internationalization of companies are two of the essential components of change - irreversible phenomena, which continuously amplify and diversify their ways of manifestation. Their structural effects have profound implications in the management of organizations. "Those who do not change will face unpleasant surprises, the renowned scholar Peter Drucker used to say.

The consequences of failing to adapt the management to the rate of change are obvious on a day-today basis. Affected by such phenomena are particularly the companies whose attempts to adept are not systematic, cohesive, and scientifically approached.

Business globalization results from the narrowing of internal markets and the attractive effect of specific aspects of the global market insufficiently considered until the present moment. These aspects ensure competing positions for all the elements in the market, as well as new advantages on all level, such as markets of resources, of technologies, and top management of knowledge.

The internationalization of the companies and, more specifically, their emergence on the global market, is not only a purpose per se, but also has reactive and proactive motivations that must be carefully valued, the decision for their revaluation being one of the most fundamental, advantageous, as well as one of the riskiest options - depending on the level of scientific background This decision involves the adaptation of the mission of the company, new strategies, new information management systems (taking into account the distances, the impact of multiculturalism, etc.), new organizational structures, new models for the optimization of decisions, the adaptation of the methodological system of management, adaptation of all functions of management and all functions of the organization - thus, of the management in general. This is the object of this paper.

BN 978-973-739-594-8

PY 2008

BP 59

EP 67

UT ISI:000264341500010

ER

PT C

AU Bratian, V

AF Bratian, Vasile

TI MODERN INDICATORS OF THE COMPANY VALUE SPECIFIC TO COMPANIES QUOTED ON THE MARKET - SIGNALLING VALUE CREATION TO INTEREST HOLDERS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The primary aim of contemporary financial research resides in substantiating the company's financial value, in anticipating its determining elements, while this value, which is ascertained based on the investors' anticipation, shall then be compared to the observed value (company market capitalisation).

The current realities with regard to the investor's behaviour and the signals guiding investors on the capital market have determined the contemporary private finances to adapt to a reality characterised by informational asymmetry. The main issue on the present operational level is to find the necessary tools capable of measuring value and guiding the management decision in accordance to the new priorities. On international level, the major consultancy offices rival in establishing templates and indicators that determine the company's created value. This undertaking materialises each year into tops of major groups and companies published by the specific media (Fortune - in the USA, L'Expansion - in France).

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BP 68

EP 72

UT ISI:000264341500011

ER

PT C

AU Bukovac, MS

Cevizovic, I

Glasnovic, B

AF Bukovac, Marina Sohora

Cevizovic, Ivan

Glasnovic, Branka

TI ACCOUNTING TREATMENT OF FOREIGN EXCHANGE HEDGES

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Risk management has been the subject of numerous theoretical and empirical researches. With the continuing integration of the world economy, multinational and trading firms are no longer alone in their exposure to changes in foreign exchange rates. Changes in foreign exchange rates can cause uncertainty regarding the expected earnings of the firms. All these factors have contributed to the increased importance of foreign exchange risk management. The major objective of risk management is to maximize the value of the firm. This value is at risk to the extent that it fluctuates in response to foreign exchange rate fluctuations. Previous researches in different literature showed that one of the most important aims of risk management is to provide smooth earnings. That means that managers would prefer to bring the current year's earnings in line with the previous earnings. One of the method by which firms can achieve smooth earnings is hedging by using derivatives. Therefore, this paper is primary focused on the use of the derivatives to minimize the impact of changes in foreign exchange rates on reported earnings. By using simulation, it explores how use of accounting choices can influence whether the use of foreign exchange derivatives will increase or decrease firm earnings volatility.

BN 978-973-739-594-8

PY 2008

BP 73

EP 80

UT ISI:000264341500012

ER

PT C

AU Burnete, S

AF Burnete, Sorin

TI CENTRAL BANK INDEPENDENCE AND MACROECONOMIC PERFORMANCE IN CENTRAL AND EASTERN EUROPE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Financial reform in transition economies largely relied on neo-liberal principles. Firstly, at the authority level, this vision translated into a shift of emphasis from governments toward central banks. Commercial banks were released from under the rigid state control but remained under the surveillance of the central bank, which is nevertheless not supposed to intervene between banks and their customers but to act according to market principles. Secondly, the reform in the financial sector has been guided by a totally different outlook than the one that had prevailed beforehand. The basic idea is that emphasis must be placed on the proper functioning of the system (its ability to turn resources to good account) rather than mere accumulation. Thirdly, the general belief during the 1990s was that developing the financial sector would boost economic growth. Perhaps it is high time we asked ourselves to which extent this is true...i.e. to which extent economic growth in CEE countries during the 1990s was due to the financial sector. Obviously, the transition process has been facilitated by a host of other economic and political factors. It is therefore hard to determine the exact contribution of the financial sector. That's what this paper deals with.

BN 978-973-739-594-8

PY 2008

BP 81

EP 84

UT ISI:000264341500013

ER

PT C

AU Campeanu, E

Stoian, A

Gyorgy, A

Miricescu, E

AF Campeanu, Emilia

Stoian, Andreea

Gyorgy, Attila

Miricescu, Emilian

TI INVESTIGATING THE DETERMINANTS OF ROMANIAN FISCAL POLICY

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Determinants of fiscal policy are important to model the fiscal policy in order to identify the control variables in the economic, politic, and institutional fields. Therefore, this paper aims in investigating Romanian fiscal policy determinants based on fiscal reaction function. The evidence of the estimations, based on tax smoothing model, reveals that Romanian fiscal stance reacts to high public debt by an increase of primary surplus with at least 0.02%. The reaction is not instantaneous, it is delayed by 1 or 2 lags, which it is considered as being acceptable, taking into account the quarterly data used.

BN 978-973-739-594-8

PY 2008

BP 85

EP 92

UT ISI:000264341500014

ER

PT C

AU Cindea, DM

AF Cindea, Diana Marieta
TI PERSPECTIVES ON THE REPORT BETWEEN THE TAX RATE AND THE REVENUES CASHED IN FOR THE STATE BUDGET IN ROMANIA
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The present paper only aims to analyze the Romanian taxation system by using the Laffer curve and by control of the relations set in this model between the tax rate and the revenues level, but without attempting to determine the tax optimum, which would be anyway difficult to determine due to the multitude of influencing factors and to the fact that the state cannot be aware of the current tax rate position compared with the optimal tax rate.
When analyzing the taxation level in Romania one cannot bar the maximum decision moment in 2004 when the tax rate shifted to a standard taxation rate of 16% as of January the 1(st) 2005, a moment that equaled a tax relaxation.
The objectives of the tax system enforced in 2005 are: business expansion, development of direct investment, remission of underground economy weighing, a sustainable economic development, unemployment remission, enhancement of peoples savings, of the investment.
In the end the paper analyses to what extent these objectives considered for the enforcing of the standard tax rate were carried out.
BN 978-973-739-594-8
PY 2008
BP 93
EP 100
UT ISI:000264341500015
ER
PT C
AU Caraiani, P
AF Caraiani, Petre
TI AN ANALYSIS OF MONETARY POLICY IN ROMANIA USING AN ESTIMATED NEW KEYNESIAN MODEL WITH STICKY PRICES
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB In this study I estimate and analyze a New Keynesian model with sticky prices for Romanian economy. The degree of price rigidity is found to be moderate. The estimation of the Taylor rule shows that the central bank looks first of all to stabilize the inflation but also pays attention to the output dynamics. The impact of monetary policy shocks is found to be moderate in terms of persistence.
BN 978-973-739-594-8
PY 2008
BP 101
EP 104
UT ISI:000264341500016
ER
PT C
AU Cavezzali, E
Rigoni, U
AF Cavezzali, Elisa
Rigoni, Ugo
TI MARKET REACTION AND PROPERTIES OF EQUITY ANALYSTS REPORTS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The paper collects and classifies the properties of more than 4600 analysts reports on Italian listed stocks in order to assess their impact on market reactions. The paper innovates the most common approach in the literature which resort mainly on information available on commercial database, such as the final recommendation and the earning forecasts. The findings show the market overlooks most of the properties it has been possible to collect and treat statistically. A part from that, the market looks at different reports properties depending on which are their final recommendation. When the reports make positive recommendation the market is not influenced at all by their content, while it is important their time issuing. The market reaction is stronger if the reports are issued when the frequency of the reports is lower. On the other hand, the reports with neutral and negative recommendations share the same features. The market reaction is stronger when the evaluation methods used to get the fair value estimation are elicited This result indirectly confirms other previous studies. It could be explained through the disposition effect, that is the which tendency of investors to keep the stocks where they are suffering losses. The negative advice could reach investors both who are gaining and who are losing. While the former ones will be willing to sell, the latter ones, before selling the losing stocks, will require well documented reports with convincing arguments supporting the general advice.
BN 978-973-739-594-8
PY 2008
BP 105
EP 121
UT ISI:000264341500017
ER
PT C
AU Comaniciu, C
AF Comaniciu, Carmen
TI THE ESSENCE OF FISCAL MANAGEMENT
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The existence of fiscal management determine the identification of the essential coordinates of it: the main objective; the sphere of action; essential characteristics; fundamental values; the main function; principles and legities. The essence of fiscal management represent its functions and on the basis of conceiving and exercising management from fiscality field resides an aggregate of principles. In this paper we will try to define the fiscal management, to identify the fundamental and specific objectives, to specify the content of specific functions and principles.
BN 978-973-739-594-8
PY 2008
BP 122
EP 127
UT ISI:000264341500018
ER
PT C
AU Cindea, V
Belascu, L
AF Cindea, Valeriu
Belascu, Lucian
TI CREDIT MARKET IN ROMANIA: FROM COMMUNISM TO EU MEMBERSHIP

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Credit market strongly contributes to the development of an economy and especially of efficient activities. This article analyzes the way in which credit evolved in the Romanian economy, the transformations it underwent and the effects these transformations had on the evolution of the economy in general. The analysis concentrates over two distinct periods: the communist era and the post communist period (followed by the integration in EU). This article highlights that the essential feature of the credit relation in Romania during the communist era was the lack of concern for economic efficiency. At that time banks could not exert their mission of intermediation and all the advantages which derive from it (lower transaction costs, shared risks and reduction of information asymmetry). The essential function of the banks at that time was to ensure the achievement of the national plan objectives. The rebuilding process of the Romanian credit market began, as in all the ex communist European countries, with the reform of the banking system, as main financial intermediary. In 17 years of transition, the banking system became and remained the most important financial intermediary and credit supplier in the Romanian economy. After 1989, the total amount of credits granted by the banking system increased continually, contributing directly to the strong economic growth recorded by the Romanian economy recently. The improvement in the credit market is not limited to a quantitative aspect. Structural adjustments which occurred in the credit relation are even more important than the quantitative aspect. Loans are now granted following efficiency criteria. The reforms carried out for integrating the European Union were a catalyst, an acceleration of the reform process started after the fall of the communism. As a conclusion, the current credit market configuration is better adapted to the economy's needs and participates actively to the economic development.

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PY 2008

BP 128

EP 132

UT ISI:000264341500019

ER

PT C

AU Corneanu, BL

AF Corneanu, Bogdan Ionut

TI THE ELECTRONIC BANKING SYSTEM

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB For many consumers, electronic banking means 24-hour access to cash through an automated teller machine (ATM) or Direct Deposit of paychecks into checking or savings accounts. But electronic banking now involves many different types of transactions. Electronic banking, also known as electronic fund transfer (EFT), uses computer and electronic technology as a substitute for checks and other paper transactions. EFTs are initiated through devices like cards or codes that let you, or those you authorize, access your account. Many financial institutions use ATM or debit cards and Personal Identification Numbers (PINs) for this purpose. Some use other forms of debit cards such as those that require, at the most, your signature or a scan. The federal Electronic Fund Transfer Act (EFT Act) covers some electronic consumer transactions.

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PY 2008

BP 133

EP 136

UT ISI:000264341500020
ER
PT C
AU Cristescu, MP
AF Cristescu, Marian Pompiliu
TI CASRE - STATISTICAL TOOL USED FOR MEASUREMENT AND MODELLING THE SOFTWARE
REALIBILITY
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-
Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB There are many tools available to help the Software Engineer evaluate reliability for the software
they develop. We will look at the CASRE (Computer Aided Software Reliability Estimation) tool and apply
real world project data to derive a reliability evaluation and prediction. It is acknowledged that
proficiency in using CASRE cannot occur in just a few weeks and that the project data used here is too
small a set to provide accurate results for reliability modelling.
BN 978-973-739-594-8
PY 2008
BP 137
EP 141
UT ISI:000264341500021
ER
PT C
AU Csegedi, S
Batrancea, I
Pop, T
AF Csegedi, Sandor
Batrancea, Ioan
Pop, Teodor
TI ANALYSIS OF THE INFLUENCE OF THE FACTORS ABOVE INCOME TAXATION
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-
Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB In the paper the authors present the modalities of calculating the influences of different factors on
income taxation.
BN 978-973-739-594-8
PY 2008
BP 142
EP 145
UT ISI:000264341500022
ER
PT C
AU Dima, B
Cristea, SM
AF Dima, Bogdan
Cristea, Stefana Maria
TI A WEB OF INTERCORRELATIONS: CULTURE, FINANCIAL REPORTING AND SOCIAL OUTPUT
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In the context of a growing literature on the connection between cultural variables and accounting regulations, the general objective of the paper is to provide a theoretical framework and empirical evidence on the recent trends in financial reporting and on their impact on the dynamics of the social output. Thus, the specific objectives are: 1) to provide an operational definition of culture; 2) to advance a model of the interactions between culture, design of accounting regulations and the economic growth; 3) to test some of these interactions at the European based on an empirical pool data model. The dependent variable are: a dummy aiming to capture the specificity of the IFRSs endorsement in EU; the average real GDP rates of growth; and the explanatory variables which are represented by the cultural descriptors derived from World Values Survey questions. The main results of the paper consist in the following theses: the culture is relevant for the national characteristics of IFRSs implementation in European Union; and the accounting framework matters for the outcomes of social decisions.

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PY 2008

BP 146

EP 160

UT ISI:000264341500023

ER

PT C

AU Daea, AR

AF Daea, Alexandra Renate

TI FINANCIAL INTEGRATION AND GLOBAL FINANCIAL INSTABILITY

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Integration of global financial markets and increased monetary and financial interdependence of national economies had a significant impact on domestic as well as international economics. Increased interdependence also has integrated such once-isolated policy issues as trade flows and exchange determination, thus immensely complicating the task of managing the world economy and raising important questions about the adequacy of the rules governing international economic affairs. The Bretton Woods rules-based international monetary system was replaced by a shaky political agreement among the dominant economic powers G-7; this change made the central banks of the major economic powers de facto managers of the international monetary system. Financial integration is an important part of the Lisbon Agenda and the European Union's Single Market Program. In particular, among industrial countries the free flow of capital across borders unleashes competitive pressures that reduce the cost of capital and allows for better sharing of risk for consumers and firms. It is therefore the long-standing view of the Eurosystem that financial integration is an important process for the general well-functioning of the European economy. The decline of the G-7 and of monetary cooperation bears a special responsibility in the development; the decline has substantially weakened the scope of preventive action by the multilateral financial institutions in response to governments' economic policies and to unstable investor behavior. Countries whose financial systems had not been adjusted were allowed to lift all controls on capital movements with the rest of the world, and in some cases they were actually encouraged to do so. The world's rising monetary and financial instability is due to fixed exchange rates and the support they have received from the international community, notably the International Monetary Fund

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PY 2008

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UT ISI:000264341500024
ER
PT C
AU Danimir, G
AF Danimir, Gulin
TI MANIPULATION OF THE FINANCIAL STATEMENTS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB An increase in concentration of quoted companies on a relatively small number of stock markets requires a better equalisation of financial reporting framework. Globalisation of financial markets requires harmonisation of financial standards. In 1998, an agreement between IOSCO (International Organisation of Securities Commission) and IASC (International Accounting Standards Committee) on application of International Accounting Standards on American stock exchanges was consequently reached. Since then, the concentration of quoted companies that use American standards (US GAAP) or International Accounting Standards (IAS) has increased. According to NYSE information, in 1999, approximately 10% of companies disclosed their financial statements in accordance with IAS. The beginning of 21st Century recorded changes in the field of valuation. The traditional principle of valuation the cost principle, originating from the past centuries has, notwithstanding all reasonable resistance, been changed. Contemporary form of electronic trade requires provision of true and fair information on financial position and operation of companies in short intervals, for example, each day or every hour, etc. National and international committees (especially the American FASB or international IASC) prepared accounting standards in which they introduced the principle for evaluating assets and liabilities according to their fair value.
The application of this principle primarily relates to investments in securities and their disclosure in the balance sheet. This principle mostly effects financial institutions such as banks and investment funds, the assets of which mostly comprise securities portfolios.
BN 978-973-739-594-8
PY 2008
BP 165
EP 170
UT ISI:000264341500025
ER
PT C
AU Dragoescu, E
Avram, EL
AF Dragoescu, Elena
Avram, Eleonora Laura
TI LOCAL COMMUNITY - ADMINISTRATIVE AND TERRITORIAL DECENTRALIZATION AND THEIR FINANCIAL SELF - SUFFICIENCY
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB In this paper I want to explore conceptual frameworks with reference to local administrative units and also the idea of decentralized government as entailed by these definitions. We can easily see that the appearance of local communities and their investment with local authority, both in the administrative and also the economic and financial sense, lead to what is nowadays known as "local finances". To put it plainly, together with the definitions conferred upon the concept of "local communities", we are confronted with two major possibilities of defining this, which differ only according to the perspective.

The first perspective situates the state at the top level of the administrative, legal and financial hierarchy and from this central administrative unit the local communities are seen as smaller administrative units cut off from the central body. The second perspective offer the local communities a possible role and function that does not necessarily derive from the central power since, historically speaking, these can be considered to have been formed even before the state or at the same time with the state.

We consider that a conceptual approach would contribute to a clear delimitation of the term as well as to a better understanding of the functioning of the financial body with major consequences for the understanding of their limits and the manipulation possibilities.

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PY 2008

BP 171

EP 175

UT ISI:000264341500026

ER

PT C

AU Dumitru, M

Bengescu, M

AF Dumitru, Mihaela

Bengescu, Marcela

TI THE PROCESS OF ADOPTION OF IAS/IFRS IN ROMANIA

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In practice, the trial of harmonization with two accounting systems was a success. Even if IAS/IFRS were considered to be a component of the harmonization settlements in 1999 and 2001, in many cases, the conformity was only a partial one, in practice turning up many disparities. The European Union at its turn is trying, to line up the European Accounting Standards at the International Financial Reporting Standards, in order to establish a convergence point between the European accountancy and the American one.

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PY 2008

BP 176

EP 179

UT ISI:000264341500027

ER

PT C

AU Esanu, N

AF Esanu, Nicolae

TI BUDGETARY ADMINISTRATION-A COMPONENT OF ADMINISTRATIVE CONTROL

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The major component of administrative control is represented by budget, since a foreseeing administration requires the budget of the main field activities in the company and the control over the fulfilment of the budget's clauses. Therefore, usually within the context of budget there are yearly budgets and budgetary control.

Based on short-term plans that are deducted from the middle term programs, annual budgets are elaborated and quantified, and the necessary resources are allocated. Thus, in terms of earning capacity, responsibilities are settled in order to accomplish the company's objectives.

Thus, the budget is a planning document scheduled before the operating of anticipated actions that comprises financial data, mixed or non-financial operational data, a "quantitative expression of an action plan and of a financial assistance for the coordination and the implementation of foreseeing objectives. The inclusion of data resulted from the speculations is represented by budgets."

BN 978-973-739-594-8

PY 2008

BP 180

EP 185

UT ISI:000264341500028

ER

PT C

AU Firescu, V

AF Firescu, Victoria

TI LEASING OPERATIONS, A ALTERNATIVE FOR OBTAINING EQUIPMENT OF A HIGH COMPLEXITY AND TECHNICALITY

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Leasing as financing technique is mainly developed for companies that seek to enlarge their activity and improve their performances, and more generally speaking, it ensure technical progress. Despite unfavorable economic situation, the leasing market in Romania has showed remarkable growth and it expected to show constant development in coming years. The paper tries to outline the leasing market dynamics and the structure of the leasing contracts. The purpose of case study is to show which financing method is more advantageous: leasing or bank credit. In order to do that, I have chosen BRD(Groupe Societe Generale) and I shall simulate the acquisition of a good through either method.

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PY 2008

BP 186

EP 191

UT ISI:000264341500029

ER

PT C

AU Herciu, M

AF Herciu, Mihaela

TI FINANCIAL MANAGEMENT OF INTERNATIONAL BUSINESS - FROM MULTINATIONAL CAPITAL BUDGETING TO SENSITIVITY ANALYSIS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In a international business, investment, financing, and money management decisions are complicated by different currencies, tax regimes, regulations concerning the flow of capital across borders, norms regarding the financing of business activities, levels of economic and political risk. Financial managers must consider all these factors when deciding which activities to finance, how best to finance those activities, how best to manage the firm's financial resources, and how best to protect the firm from political and economic risk.

In this context, capital budgeting quantifies the benefits, costs, and risk of an investment. Multinational capital budgeting, like traditional domestic capital budgeting, focuses on the cash inflows and outflows associated with prospective long-term investment projects.

BN 978-973-739-594-8

PY 2008
BP 192
EP 196
UT ISI:000264341500030
ER
PT C
AU Horja, IM
AF Horja, Ioana Monica
TI ASPECTS OF COMPANIES INSOLVABILITY
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Gearing a trader in the complex and continuous relations with suppliers and creditors, on a part, and with customers and the other side implies the continuous functioning of cashing and payments mechanism with these. If this mechanism is blocked because of scarcity of liquidities on this circuit's link the activity of many customers connected by successive operations is threatened. Maintaining on the continuous mechanism of payments in commercial activity is realized sometimes with the price of removing from the circuit of these who, most of increasing the losses, can't continue the payments. These customers removing who cannot pay their debts are made by a procedure named insolvability which can be reorganization or bankruptcy, both organized and led by juridical rules. This paper tries to point a few aspects of insolvency procedure which is analyzed by juridical, accounting and taxation point of view. In the paper are treated the main steps in companies insolvency.
BN 978-973-739-594-8
PY 2008
BP 197
EP 201
UT ISI:000264341500031
ER
PT C
AU Horobet, A
Joldes, C
Dumitrescu, S
AF Horobet, Alexandra
Joldes, Cosmin
Dumitrescu, Sorin
TI EXCHANGE RATE CONVERGENCE IN CENTRAL AND EASTERN EUROPE: A CLUSTER-BASED APPROACH
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The enlargement of the European Union in May 2004, with the accession of ten Central and South-Eastern European countries, out of which eight are former-communist states (The Czech Republic, Hungary, Poland, Estonia, Lithuania, Latvia, Slovakia and Slovenia), followed by a second integration wave on January 1, 2007, when Romania and Bulgaria joined the EU, mark an economic and political experiment that is radically different from all previous EU adhesions. The integration process of in the European Union will impact directly their monetary and financial markets, considering their specific objective of adopting the Euro as common currency. The Euro adoption is by far the greatest challenge these states are facing at present, and the introduction of the Euro as common currency in Slovenia at the beginning of 2007 proves that fulfilling of convergence criteria imposed by the adoption of the European

currency is feasible. Our paper analyses the degree of homogeneity degree of exchange rates evolutions in Central and Eastern European countries that joined EU in 2004, based on the hypothesis of eventual Euro adoption and by taking into account their participation in the Exchange Rate Mechanism II. The results indicate that from the exchange rate perspective, the eight countries have entered into a homogeneity and convergence process, the only exceptions being Hungary and Poland. The explanation for this homogeneous behaviour resides, in our opinion, in the macroeconomic convergence process that takes place in all these countries as a result of their accession to EU, as well as in the participation in ERMII for some of these countries' currencies and the preparation for the entrance in ERMII for the rest of them, as a pre-requisite for the eventual adoption of the common currency.

BN 978-973-739-594-8

PY 2008

BP 202

EP 210

UT ISI:000264341500032

ER

PT C

AU Ignat, A

AF Ignat, Andreea

TI THE UTILIZATION OF THE BILL OF EXCHANGE AND THE PROMISSORY NOTE AS PART AS THE SPECIAL FORMS OF FINANCE: FORFETING, FACTORING, LEASING

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Throught define the bill of exchange and the promissory note are titles of commercial credits, It is important to mention the fact that thay appeared in practice as instruments of commercial credits. Moreover, due the law number 8311994, about the bill of exchange and the promissory note, these paper of value are besides titles of commercial credits, modality to guarantee the pay of internal and external price too, the guarantee being insured by the quality of these titles of credits to be the titles rightful executories. So due to 53, 54 and 57 article of law nr. 5811934 about the bill of exchange and the promissory note reviset and completed by the law nr. 8311994 these titles have the value of rightful executory titles for capital and accessories.

Due to this features, the operations about the bill of exchange and the promissory note are characterised throught an elevate degre of quarantee offered by the cambial device, fact for wich the most banks consider these titles as being the main titles of quarantee and use them also in special financing forms which do not stipulate in their technical force norms that contain the legal conditions for the scroll operations, the use of these instruments.

BN 978-973-739-594-8

PY 2008

BP 211

EP 215

UT ISI:000264341500033

ER

PT C

AU Ilie, L

Belascu, L

AF Ilie, Livia

Belascu, Lucian

TI FUNDAMENTALS AND EMOTIONS IN CAPITAL MARKETS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Economists often talk about capital markets' efficiency. They refer to the fact that investors have access to information and that relevant information is already reflected in the stock prices. Financial securities are fairly evaluated in efficient capital markets and offer sufficient returns to compensate for the risk investors bear. No institution created by human beings is perfect and no financial market is perfect. But financial managers must assume the Efficient Market Hypothesis and then look to find the inefficiencies and imperfections in the market in order to create valuable financing strategies. This paper aims to present the rational and irrational components of capital market behavior.

BN 978-973-739-594-8

PY 2008

BP 216

EP 219

UT ISI:000264341500034

ER

PT C

AU Ilincuta, D

AF Ilincuta, Dorel

TI THE PRIMARY ACCOUNTING OF THE EVALUATION AFTER THE RECOGNIZING THE CORPORAL IMMOBILIZATION - THE REVALUATION MODEL

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB At the ulterior evaluation after the initial recognized, an enterprise can opts for a determining model of the cost or for the revaluation model.

BN 978-973-739-594-8

PY 2008

BP 220

EP 224

UT ISI:000264341500035

ER

PT C

AU Inceu, AM

Lazar, DT

Moldovan, BA

Pavel, A

Zai, P

AF Inceu, Adrian Mihai

Lazar, Dan Tudor

Moldovan, Bogdan Andrei

Pavel, Alexandru

Zai, Paul

TI COMPARATIVE ANALYSIS OF HEALTH FINANCING SYSTEMS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB This paper analyzes the main health financing systems from a general point of view, concentrating countries, particularly Central and Western EU countries.

BN 978-973-739-594-8

PY 2008
BP 225
EP 234
UT ISI:000264341500036
ER
PT C
AU Miclaus, PG
Bobirca, A
Lupu, R
Ungureanu, S
AF Miclaus, Paul Gabriel
Bobirca, Ana
Lupu, Radu
Ungureanu, Stefan
TI A GARCH DYNAMIC CONDITIONAL CORRELATION MODEL FOR THE COMPUTATION OF DYNAMIC
VAR ON THE ROMANIAN CAPITAL MARKET
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-
Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Basel II Recommendations concerning internal rating based models approach for financial
institutions and the success of RiskMetrics made Value-at-Risk (VaR) the most important risk
measurement instrument at international level. The objective of this paper is to address the problem of
adapting this method to the statistical properties of the returns for the Romanian Capital Market. We
analyze the properties of the SIFs returns and present possible calculations for a VaR that takes into
account the presented features.
BN 978-973-739-594-8
PY 2008
BP 235
EP 240
UT ISI:000264341500037
ER
PT C
AU Inceu, AM
Lazar, DT
Moldovan, BA
Pavel, A
Zai, P
AF Inceu, Adrian Mihai
Lazar, Dan Tudor
Moldovan, Bogdan Andrei
Pavel, Alexandru
Zai, Paul
TI FINANCING HIGHER EDUCATION ACROSS EUROPE
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-
Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB This paper analyzes the higher education funding mechanism from a general point of view,
concentrating on European funding of tertiary education, particularly in EU countries.
BN 978-973-739-594-8

PY 2008
BP 241
EP 249
UT ISI:000264341500038
ER
PT C
AU Inceu, AM
Lazar, DT
Moldovan, BA
Pavel, A
Zai, P
AF Inceu, Adrian Mihai
Lazar, Dan Tudor
Moldovan, Bogdan Andrei
Pavel, Alexandru
Zai, Paul
TI STUDY REGARDING THE MOST IMPORTANT PUBLIC EXPENDITURES IN EU27
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB This article is focused on the way how the most important public expenditures are decentralized in EU27 countries between 1999 and 2005.
BN 978-973-739-594-8
PY 2008
BP 250
EP 259
UT ISI:000264341500039
ER
PT C
AU Mirea, M
Comanescu, AVS
AF Mirea, Mariana
Comanescu, Anca Verona Serban
TI ALTERNATIVES FOR THE EVALUATION OF THE FINANCIAL STATEMENT STRUCTURES ACCORDING TO THE INTERNATIONAL ACCOUNTING STANDARDS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB This paper starts from the idea that there is the need for some viable alternatives regarding the evaluation of the financial statement structures that will be recognised in the balance sheet and the profit and loss account. The general frame for the drawing up and submission of the financial statements detects four alternatives for the evaluation thereof Many users rely on the financial statements as on their main information source and from this reason, such statements must be drawn up and submitted in accordance with their needs.
BN 978-973-739-594-8
PY 2008
BP 260
EP 264
UT ISI:000264341500040

ER
PT C
AU Mirea, M
Comanescu, AVS
AF Mirea, Mariana
Comanescu, Anca Verona Serban
TI FINANCING DECISION BASED ON THE WEIGHTED AVERAGE COST OF CAPITAL
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The paper refers to theoretical and practical aspects of the weighted average cost of capital, as an investment remuneration essential indicator, peculiar for each and every country, including beyond the country risk, additional risk factors specific to the relevant field and related to the implementation and establishment of standard regulations. In order to have a general view over the total cost at which financial resources can be attracted from the market, this synthetic indicator is used to calculate an average weighted cost with the structure of the capital (practically the weight of credits, bonds or shares in the total capital necessary for the development of the business) and allows the decision maker to chose the lowest average cost plan among several financing plans.
BN 978-973-739-594-8
PY 2008
BP 265
EP 269
UT ISI:000264341500041
ER
PT C
AU Moldovan, I
AF Moldovan, Iosif
TI THE MECHANISM OF PUBLIC PROCUREMENT PROCESS AND MONITORING
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The evolution of the Romanian society after the 1st of January 2007 needed a content readjustment of the majority of the economical domains. The need for the reform of the public procurement procedures became obvious due to several reasons that will be presented in the work. The notion of public procurement can be defined as the result of a process which takes place in order to obtain: products, services or works which are in accordance with the Public procurement law.
BN 978-973-739-594-8
PY 2008
BP 270
EP 279
UT ISI:000264341500042
ER
PT C
AU Motoc, V
Motoc, I
AF Motoc, Vasile
Motoc (Leca), Ioana
TI PERFECTIONING THE ACTIVITY OF PREVENTING, SUPERVISING AND RECOLLECTING OF THE BUDGETARY DEBTS-PREMISES FOR INCREASING THE PROCEEDS OF THE PUBLIC BUDGETS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The Thesis/Paper deals with some of the priorities in the activity of preventing, controlling and recuperating the budgetary debts in order to improve the performances of the financial administration materialized through the growing of the degree in which the taxpayers voluntary declare and pay their budgetary obligations and the speeding of this process in front of the phenomenon of not-paying or payment delays or for preventing the formation of budgetary arrears and for efficiently deal with those already registered that could not be prevented and thus to achieve/register a growth in the budgetary influx.

BN 978-973-739-594-8

PY 2008

BP 280

EP 283

UT ISI:000264341500043

ER

PT C

AU Munteanu, I

Druica, E

Popovici, N

AF Munteanu, Irena

Druica, Elena

Popovici, Norina

TI WILL THE UK ADOPT EURO?

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Weak or strong, the national currency symbolically represented a country and even a national identity. Although the idea of a single currency took shape in time, some states accepted reluctantly the adoption of the euro as national currency, while others never accepted it. The Great Britain is part of the latter category, but it represents a special case. On the one hand, the pound sterling is the oldest national currency in Europe; on the other hand, UK played and still plays an important international role. Therefore, we have developed an interest in researching the context in which the UK decided not to adopt the euro and the possibility of doing so in the future.

Many analysts, researchers or simple citizen asked themselves the same question that begins our study: Will the UK adopt the euro? Without pretending to find the perfect answer, we shall try to draw some conclusions based on scientific arguments, conclusions that can lead to finding the answer to the question.

BN 978-973-739-594-8

PY 2008

BP 284

EP 291

UT ISI:000264341500044

ER

PT C

AU Negotiu, C

AF Negotiu, Calin

TI CEC - PAST VERSUS FUTURE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The paper presents a brief history of CEC, from the initial historic conditions of establishing over the time, to our days, when CEC is starting to be a bank of Romania among other banks in the financial market.

BN 978-973-739-594-8

PY 2008

BP 292

EP 295

UT ISI:000264341500045

ER

PT C

AU Obradovic, S

AF Obradovic, Sasha

TI EUROPEAN INTEGRATION AND BALKAN COUNTRIES

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Integration of the European economies has affected and will continue to affect almost every aspect of both domestic and international affairs of Balkan countries. Growth of intra-European trade, massive international financial flows, and the activities of multinational corporations are tying national economies more tightly to one another, thus making integration an important feature of the EU. Almost all economists and other proponents of free markets believe that the EU promises a world of increasing prosperity and international cooperation for its members. Economists argue that no obstacles should be allowed to prevent the free flow of goods, services, and capital. Critics of integration on the other hand, foresee a very different future; they fear that increased trade, foreign investment, and financial flows are producing powerful negative consequences for their countries. Some people from the Western Europe believe that further integration lowers wages, causes unemployment, and has other serious harmful effects. Some of them are even more skeptical about economic integration.

BN 978-973-739-594-8

PY 2008

BP 296

EP 298

UT ISI:000264341500046

ER

PT C

AU Oprean, C

AF Oprean, Camelia

TI MACROECONOMIC INFLUENCES ON FINANCING DECISIONS AT COMPANY LEVEL

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The highly important issue by which a company ensures its required capitals, both as volume, and as structure in due time and at low costs renders the financing decision an essential role in the administration and management process. Selecting the capital structure at company level implies both

setting the extent of financing from own, respectively loaned resources, and considering the procurement costs of these resources.

The weak financing of Romanian companies is one of the major causes of the deficient use of the owned production resources, therefore financial resources at accessible costs become essential to the respective economic agents.

Considering that the financing decision may be influenced by the manner the economic mechanisms operate on national level, in this report, we emphasize that financing resources must not be analysed individually, but in relation to the macroeconomic variables, e.g. inflation or the interest rate on the market.

In order to see how the evolution of the interest rates have influenced the trend of loans granted by the loan establishments, this report represents a structural and dynamic analysis of the evolution of the overall loans with an emphasis on the non-governmental loans.

The swift transition to a new economic mechanism at the beginning of the 90s occurred as Romanian enterprises were completely unprepared, whilst the continuance of most companies was conditioned by non-payment of debts and accumulation of arrears. Therefore, the final part of this report deals with the arrears, a sensitive issue in Romanian economics.

BN 978-973-739-594-8

PY 2008

BP 299

EP 305

UT ISI:000264341500047

ER

PT C

AU Patru, IR

AF Patru, Ioana Raluca

TI ABSORPTION OF STRUCTURAL FUNDS - THE NEW CHALLENGE AFTER ROMANIA'S FIRST YEAR IN THE EUROPEAN UNION

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In this paper I have presented the main indicators of Romania after the first year in the European Union and the forecasts for this year. One of the most discussed subjects after Romania entered the family of EU is about the absorption and allocation of the European Funds allocated using the Structural Instruments. The forecasts show that the maximum level of absorption of EEU's funds is about 3.7893% from GDP. In Romania case the European Funds will be allocated for convergence, for cohesion fund and for territorial cooperation, the largest amount being allocated for the convergence criterion. The structural funds are the main instruments of the economic and social cohesion policy that the European Union issued for filling up the differences in the economic development between the European regions. The funds are meant to increase economic competitiveness, improve transport and environmental infrastructure, develop and strengthen regional development, improve human resources development and strengthen administrative capacity, in order to speed up the economic convergence in the EU. Another problem that Romania has to face is related to the funds that it has to use for the agricultural sector. This sector had at its disposal European funds worth 760 million euros last year, of which it managed to absorb just 20 million euros, i.e. only 3%.

One of the main issues in Romania is, beside trying to reach as soon as possible the convergence criteria, to find the easiest way in order to absorb European structural funds, in order to provide growth in all the economic sectors.

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ER
PT C
AU Pilz, LO
AF Pilz, Lars O.
TI THE INSTITUTIONS OF THE EUROPEAN UNION - AN ANALYTICAL APPROACH OF PUBLIC CHOICE
THEORY AND INSTITUTIONAL ECONOMICS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-
Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The paper is developing an analysis of the delegation of decision-making competencies towards different political levels of the multi-level-governance in the European Union. The theory of public choice is used to explain decisions taken by the citizens of the union and the political actors having the decision-making competence on the national or on the supranational level. Starting from the concept of the homo economicus the theory of transaction costs, externalities and public goods is used to give an overview about the efficiency of internal and external institutions. This helps to analyse the question how an adequate delegation of decision-making towards the multilevel-governance should look like and what consequences could be drawn towards the calculation of costs and benefits for the European society.

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UT ISI:000264341500049

ER
PT C
AU Popescu, D
AF Popescu, Dan
TI RECONSTRUCTION IN EASTERN EUROPE
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-
Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB This present paper analyzes the evolution of the USSR as well as that of Eastern and Central European countries, which were under Soviet influence, after the Yalta and Tehran agreements, between 1944 and 1960 (1962). What were the transformations that occurred in those states, why and how? What were the outcomes? What were the perspectives? These are essential questions which we intended to answer.

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PY 2008

BP 322

EP 326

UT ISI:000264341500050

ER
PT C
AU Petria, N
AF Petria, Nicolae
TI SOME ASPECTS CONCERNING THE DYNAMIC OF HOUSEHOLD WEALTH AND DEBT IN EUROPEAN
UNION AND ROMANIA
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The paper discusses the global trends in the dynamic of household wealth and debt concentrate on the main developed countries, namely the US, Canada, Western Europe, Japan and Australia plus the CEE countries, which, overall, represent 88% of global household wealth. There are also presents on overview of the composition of wealth by region of the household financial wealth in European Union, Western Europe & CEE 2006 and of the household portfolio structure. We looking on the structural indicators of the household sector and on the CEE and Romanian households' financial behaviour. This paper intends to make a presentation of the portfolio composition of households' wealth in CEE countries and Romania and of the current trends in this sector. The paper discusses the actual state Of the Romanian household wealth versus household financial wealth in European Union, Western Europe & CEE countries and the futures trends.

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BP 327

EP 337

UT ISI:000264341500051

ER

PT C

AU Popescu, AD

AF Popescu, Anca Daniela

TI CONSIDERATIONS REGARDING THE STRUCTURE AND EXECUTION OF BUDGET REVENUES THROUGH ILFOV COUNTY TREASURY

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The main role of treasury is that to offer an organized frame for proceedings of public funds.

Record of all transactions is done through accounts in revenues, expenses, available and outside balance items.

Treasury book keeping is organized at each level of this one. Both operative treasuries (municipal, town and commune) and the county ones and the central treasury organize their own accounting in compliance with the legal regulations in force. The account plan is unique for all treasuries, but there are accounts running only to one level of treasury (for example, the revenue accounts of the state budget runs at operative treasury only). This work deals with the review of revenue collection and ordering system on budget types and with accounting of budget revenues. For this purpose we introduced and defined the methods of collection of revenues from companies, public institutions and natural persons, both in cash and transfer.

Collection of fiscal debts consists in exercising of actions whose aim to annul the fiscal debts. Collection of fiscal debts is done on the ground of a debt title or of an executory title, as appropriate. Fiscal debts are due on the expiration date stipulated by the Fiscal Code or other laws ruling them. As per the differences of main tax liabilities and for accessory tax liabilities, set by laws, the payment term is set depending on the date of their communication Annulment of tax liabilities may be achieved by payment, compensation or repayment

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ER

PT C

AU Predescu, I
Nedelescu, M
Stanescu, C

AF Predescu, Iuliana
Nedelescu, Mihai
Stanescu, Cristina

TI THE ADVANTAGES CONFERRED BY SHARE BUYBACKS AS A WAY OF RETURNING CASH TO SHAREHOLDERS VS. PAYMENT OF DIVIDENDS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Due to the fact that the firm have more means to return cash towards shareholders (share buybacks, payment of dividends, debt refunding, implementing invest programs), I considered adequate to present in this paper the first two alternatives forementioned. especially the advantages conferred by share buybacks vs. dividends payment.

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BP 345

EP 349

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ER

PT C

AU Radulescu, M

AF Radulescu, Magdalena

TI THE HARMONIZATION OF BANKING STRATEGIES AND MANAGEMENT OF BAKING RISKS IN THE EUROPEAN CONTEXT

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB It is well-known that at the beginning of the transition period to the market economy, the banking systems of the Eastern and Central European Countries faced fundamental changes. As a whole, reorganizing the banking and financial systems continued inside the national borders and implied a rise of the number of fusions and acquisitions, so the importance of the trans-boarders activities remained limited, especially regarding the banking services for the population. This accent that laid on the national fusions can be explained by the existence of a rising efficiency stimulant by adopting some defensive strategies as well as by the cultural proximity that played an important role.

The national fusions and aquisitions are obviously easier managed than the trans-boarders ones. This tendency determined an alarming rise of the market share for the most important national institutions. This determined some difficulties for the prudential supervision and the neccesity of the legislation armonisation in this area across the European Union region. As a result, the banking institutions entered on the insurance market in order to modernize the financial services sector for a better satisfaction of their consumers' needs as well as to reduce some increasing banking risks.

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PY 2008

BP 350

EP 358

UT ISI:000264341500054

ER

PT C

AU Rizea, M
AF Rizea, Marinel
TI IMPLICATIONS OF THE FISCAL EVASION PHENOMENON
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Phenomenon with multiple negative implications on financial, economical and social plans, the fiscal evasion needs to be eliminated. Fighting against fiscal evasion envisages its maximum reduction, as well as its negative effects, on two plans, one of prevention and the other one of repression. Fiscal evasion is almost inherent to the market economy and it will exist as long as there will be a market for it, the exchange of goods and relations goods-money typical to this kind of market. Thus, one can state that a reasonable 10% fiscal evasion is accepted within the taxation circuit. However, an effective attitude towards the phenomena would be to correctly administrate the identification, prevision, control and value this, in order to ensure the planned budgetary revenues.

The evasion phenomena should be evaluated as a whole, taking into account the fact that, aside its negative connotation, it has also a big impact on sums attracted as identification of cases of evasion. It also needs to be performed a profound analysis of the internal mechanisms of this evasion phenomena that would permit to develop tools able to keep this phenomena under control.

The financial control and fiscal inspection should identify instruments and indicators that would ensure the functioning of the economic system within legal parameters, more under the impact of the imminence of the control rather than the effectively realized control.

This phenomena has a dynamics determined by several factors that act in concert: dynamics of the real economy, of the monetary economy, of the inflation, of the legislation and institutional sectors etc. Plus, this phenomena makes "cycles" that do not go over the budgetary or calendar year.

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PY 2008

BP 359

EP 363

UT ISI:000264341500055

ER

PT C

AU Rotaru, V

AF Rotaru, Viorel

TI AUDIT RISK MODEL - ACTUAL STATUS AND POSSIBILITIES OF IMPROVEMENT

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In this work the author shall present the audit risk model recommended by SAS no. 107, "Audit Risk and Materiality in Conducting an Audit", that supersedes SAS no. 47, and being applicable beginning with audits on financial statements after December 15, 2006; this audit risk model is applied by professionals in a certain way and the author would like to present an alternative to the model by presenting the mathematical theory of evidence developed by Shafer (1976) that refers to uncertainty.

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PY 2008

BP 364

EP 370

UT ISI:000264341500056

ER

PT C

AU Saccon, C
AF Saccon, Chiara
TI PERIMETER OF CONSOLIDATION: CONVERGING REGULATIONS AND NATIONAL EFFECTS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Various regulations governing group accounts are moving towards an entity view of the group structure. Two common paths have been identified: the widening of the concept of control (from de iure to de facto control) and the progressive inclusion of subsidiaries in the consolidated accounts. Latest modifications in the Seventh directive and IAS 27 take this direction. To some extent these can be seen as anti-avoidance interventions; furthermore some were needed in order to harmonise practices internationally. As a result the perimeter of consolidation, that is subsidiaries fully consolidated in group accounts, becomes greater. The paper tries to highlight analogies and differences in the process of changing regulation and to identify their national implications in the Italian context.
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PY 2008
BP 371
EP 377
UT ISI:000264341500057
ER
PT C
AU Sava, R
AF Sava, Raluca
TI PAST, PRESENT AND PERSPECTIVES IN HUMAN RESOURCE ACCOUNTING
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
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 past, present and perspectives 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.
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PY 2008
BP 378
EP 383
UT ISI:000264341500058
ER
PT C
AU Serbu, R
Danciu, A
AF Serbu, Razvan
Danciu, Anlela
TI ANOTHER TOOL TO SUPPORT FINANCIAL SERVICES - IN A MORE IMMEDIATE AND FLEXIBLE MANNER THAN THE INTERNET CAN AFFORD-

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The adoption of new technologies and the improvement in human capital through knowledge have enhanced economic performance and increased factor productivity in many countries. At the same time, the fast pace at which new technologies are being developed, but also become obsolete, has profoundly changed the process of knowledge creation and acquisition, with sustained efforts being required for continuous upgrading of knowledge and virtually lifelong learning. In the end of the last century, the world economy witnessed an enormous increase in the generation of knowledge, resulting from the growth of research budgets and the availability of powerful research tools created by the rapid development. This process was supported by global opportunities, following the opening of borders to international trade and transportation and communication technologies. This paper offers the theoretical base and the pragmatic point of view about this category of mobile financial service. In the world of mobile financial services representatives from key banks and vendors are preparing for the next new gold rush for financial institutions after the rush into eCommerce services in the 1990s.
BN 978-973-739-594-8
PY 2008
BP 384
EP 387
UT ISI:000264341500059
ER
PT C
AU Serediuc, T
AF Serediuc, Titus
TI THE FINANCES TURBULENCES ON THE REAL-ESTATE MARKET AND ITS ECONOMIC IMPLICATIONS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Undoubtedly, the strong oscillations on the real-estate market reflected on the financial-banking level, too, respectively on the banks' ability to handle the shock, the boom, oscillations created by the subjective, but especially by objective reasons, and which are harder to be handled This situation is notable in the north-American, English and E. U real-estate market, and less notable in the Romanian economic space, so far.
BN 978-973-739-594-8
PY 2008
BP 388
EP 389
UT ISI:000264341500060
ER
PT C
AU Simen, A
AF Simen, Antoneta
TI EUROPEAN BANK FOR RECONSTRUCTION AND DEVELOPMENT OFFICIAL CO-FINANCING
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Through its activity, EBPD has the role of a catalyser in attracting investment in the country where it operates. This is achieved by the guaranty which is given on one hand by its involvement in certain areas considered quite risky and on the other hand by co - financing with other banks or investors. Through this co - financing, the EBRD has averagely succeed a leveraging effect on the amounts invested and this tends to increase if there is noticed a larger involvement of the commercial banks on the market and a decreasing of the importance of international institutions and governments.

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PY 2008

BP 390

EP 392

UT ISI:000264341500061

ER

PT C

AU Socol, C

Marinas, M

Socol, AG

AF Socol, Cristian

Marinas, Marius

Socol, Aura Gabriela

TI THE COMMON MONETARY POLICY - DECENTRALIZED FISCAL POLICIES MIX FOR THE EUROZONE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB This paper is about what can be improved in the policy system of the Eurozone. It focuses on current challenges and makes proposals for change. The process like fiscal discipline and policy coordination are the pillars for the new european model. What are the channels of policy interdependence in a monetary union? How should the policy system be designed to deal with externalities arising from this interdependence?

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BP 393

EP 397

UT ISI:000264341500062

ER

PT C

AU Solovastru, A

Solovastru, M

AF Solovastru, Alina

Solovastru, Mircea

TI THE BANKING CONSOLIDATION DIRECTIVE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB This summary of the basic scope of the Banking Consolidation Directive ("BCD") highlights the following key features of the Directive under which it is intended to create a single market for banking services in the EEA and on which this chapter focuses:

(a) the requirement for the business of credit institutions to be subject to authorization and a prohibition on carrying on the business of a credit institutions without authorization; and
(b) the concepts of mutual recognition, home country control and the single banking license (or "passport").

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PY 2008

BP 398

EP 402

UT ISI:000264341500063

ER

PT C

AU Spatariu, EC

Asalos, N

Grozea, CM

AF Spatariu, Elena Cerasela

Asalos, Nicoleta

Grozea, Cristina Mihaela

TI A SHOART ANALYSIS CONCERNING THE NATIONAL AND INTERNATIONAL ANTIFRAUD ACTIVITIES

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Our country integration in the European Union's structures implies efforts both on economic and political plan for supporting the restructuring of the Romanian economy as well as the direct involvement in the European structure by means of its active presence in the Union's Institutions. Romania's access to the unredeemable funds has inevitably led to fraud on the fund access and administration meant for economic activity development. Both at the European Union and at national level there were created antifraud fighting structures. This paper aims a short analysis over the existent relations between the existing national structures (DLAF) and the European ones (OLAF) of the DLAF activity.

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PY 2008

BP 403

EP 406

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ER

PT C

AU Spatariu, EC

Asalos, N

Grozea, CM

AF Spatariu, Elena Cerasela

Asalos, Nicoleta

Grozea, Cristina Mihaela

TI COMUNITARY PREOCCUPATIONS CONCERNING THE INFORMATION NETWORKS SECURITY

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Having into consideration that the volume of the dates and the information electronically administrated is more and more developed, their security represents a preoccupation for the private company, on a side, and for the public institutions, on the other side. The assurance of some services and

products for the protection of computational systems has become a priority at global level. At European level, in 2004 was constituted the European Agency for the Computational Networks System (ENISA), whose main mission is to help the European Committee, member states and businesses community to treat, to answer and to prevent information and networks security problems. Romania accepted the whole acquis, adapting the legislation in the domain of information technology and telecommunications, and from January 1(st) 2007 has a representant in the Administration Council of ENISA, participating directly to the decisions that will be taken in the domain of dates' security at comunitary level. Romania in collaboration to ENISA will unroll mediating actions of the aspects that have to do with the networks security and the information security and will have in sight the creation of some expertise national centers and an answer to the security incidents.

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PY 2008

BP 407

EP 410

UT ISI:000264341500065

ER

PT C

AU Tanase, R

AF Tanase, Renate

TI EVALUATION AND CREDIT RISK QUANTIFYING BY ROMANIAN CREDIT INSTITUTIONS IN ACCORDANCE WITH THE BASEL II REGULATIONS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The banking activities internationalization, an ever tougher competition between credit lending institutions as well as the diversification of products offered are factors that expose these institutions to various specific risks. Risk protection has become a main preoccupation of credit lending institutions worldwide by means of strategies and management methods of effective risks. The present paper sets out to introduce the concept of credit risk as well as its current evaluation, quantifying and monitoring techniques set by the Basel Committee through Basel Agreement I (1998) and in particular through Basel Agreement II (2004). The credit lending institutions in Romania were compelled to adopt the Basel II provisions, with a view to determining the minimum capital requirements for covering risks, (credit, market and operational risks) ever since January 2008. As regards quantifying credit risk most of the credit lending institutions in Romania will use the standard procedure and only one of them will use the internal rating model approach. The query is if the Romanian banks are actually prepared or not to meet the Basel II requirements.

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PY 2008

BP 411

EP 419

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ER

PT C

AU Morosan, AT

AF Morosan, Adrian Taran

TI THE ACCOUNTANCY OF COMMERCIAL REDUCTION IN RETAIL TRADE - PARTICULARITIES AND FISCAL IMPLICATIONS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The problem of reflecting in accountancy the price reductions has been treated in many specialized studies with a great success. One of these, remarkable not only from the documentation and precise information point of view but also from the systematization and communication point of view, has appeared some years ago in a accountancy magazine(1). The author of the article proves, besides the capacity of analyse, synthesize and reflect the main opinions formulated along time by the international organisations from this field, also the ability of weighting and understanding the presented concepts, of making recommendations towards the application of recording ways and the avoidance of others. Because this study- as others publicized in a magazine - is small in size, it has no capacity of presenting in detail the studied problem, but it represents an essential and important start for the future researches. Through our article we will try to bring into discussion some adding to the author's ideas, without thinking that this is all that can be said about this subject.

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PY 2008

BP 420

EP 423

UT ISI:000264341500067

ER

PT C

AU Toma, A

AF Toma, Andrei

TI TAX AVOIDANCE AND TAX EVASION WITHIN ROMANIAN INTEGRATION INTO THE EUROPEAN UNION

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Globalization and European Union extension represent for any economic entity the premises of financial performance maximization. Under the commercial boundaries abolishment, the diversity and complexity of the performed transactions lead to increased tax avoidance and tax evasion.

By means of this research we try to explain the concepts of tax avoidance and tax evasion, identify the indictable elements, analyse the ways of fighting nationally and internationally against them, identify the shortcomings of the present national fiscal practices and we propose alternatives to answer the real eradication of these phenomena. The steps of this study take into account a synthesis of the materials published by national and international standards, by professional bodies, papers on this theme proposed for debates, as well materials of the economic entities.

This study structures the issues of preventing and fighting tax avoidance and tax evasion in Romania within the framework of ascension of intracommunitar and the international transactions.

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ER

PT C

AU Toma, E

AF Toma, Elena

TI CORPORATE TAX - A NEW APPROACH

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The Common Consolidated Corporate Tax Base, abridged "CCCTB", represents a new concept in the fiscal theory, which in the nearby future, will become a reality of fiscal practice of each EU's member state. The year 2007 represented a significant step in shaping the principles which will govern the CCCTB, as a result of the great meetings at the level of European Committee on the matter. The author wants to analyze the impact of such a legislative initiative and at once to describe, technically speaking, its content.

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PY 2008

BP 428

EP 432

UT ISI:000264341500069

ER

PT C

AU Toma, R

AF Toma, Ramona

TI EUROPEAN MONETARY UNION AND ROMANIA

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Romania face the question of whether and in what time frame the economy will be capable of fulfilling the conditions for entering into the euro area. In general, those conditions can be understood as attaining such parameters in various fields of economic life that will ensure successful operation of the economy in the environment of the single monetary policy of the European Central Bank. This article analyzes the main issues of the euro adoption in Romania. In the medium term, an important challenge for Romania is to achieve real and nominal convergence. Within this framework, the Eurosystem emphasizes the need to perform real convergence in parallel with and not on the behalf of nominal convergence. The question of optimal timing of euro adoption has to be addressed.

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PY 2008

BP 433

EP 437

UT ISI:000264341500070

ER

PT C

AU Truica, LD

AF Truica, Luiza Denisa

TI ASSESSMENT OF BUSINESS PERFORMANCE FROM LENDERS' POINT OF VIEW

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB We wish to assess the performance of a business more from lenders' point of view, therefore we will look for ways to measure the financial and economic consequences of past management decisions that shaped investments, operations, and financing over time. The important questions to be answered are whether all resources were used effectively, whether the profitability of the business met or even exceeded expectations, and whether financing choices were made prudently. As we'll present, there is a wide range of choices among many individual ratios and measures, some purely financial and some economic which can indicate problems of repayment capacity. No one ratio or measure can be considered predominant. We will base present analysis of business performance on published financial statements.

Our focus will be on key relationships and indicators that allow the analyst to assess past performance and also to project assumed future results. We'll point out their meaning as well as the limitations inherent in them. Past performance and future expectations have to be viewed at some point in terms of cash flow generation, investment returns, and operational effectiveness. Many performance measures are related to each other in various ways, and credit analysis requires a thorough understanding of these linkages. Performance analysis is best performed as a dynamic process, using financial models where possible, to assess combinations of data and measures over time.

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PY 2008

BP 438

EP 445

UT ISI:000264341500071

ER

PT C

AU Ungureanu, MA

AF Ungureanu, Mihai Aristotel

TI CONSIDERATIONS ON THE ACTUAL AND FUTURE FISCAL POLICY

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Funding the fiscal policy should come in support of economic growth, as Romania is entering the functional market economy stage and should take into account certain criteria related to the Romania's integration within the EU, such as revenue collect ad equation, effectiveness and neutrality, that suppose the non existence of differences between economical activities, simpleness of the tax system, stability and predictability of the Fiscal Code and the Fiscal Procedure Code. The fiscal system is a product created during the times by the man, by the history of humane civilization, in order to respond to financial, economical and social needs. It allowed public authority to intervene into the national economy and finance all public utilities : administration, defense, political representation etc.

Guy Gest and Gilbert Tixier consider that the fiscal system is normally the expression of political will of an organized community, established on a well determined territory and having enough autonomy to be able to establish throughout the organs that represent it, a series of legals and especially fiscal regulations. However, we consider that an efficient and effective fiscal code should fulfill three conditions : adequate legislation to the European context, modern organization, with direct reference to the Ministry of Public Finance, professional formation of employees in the area of operative control of Financial Guard, fiscal inspection and fiscal administration.

BN 978-973-739-594-8

PY 2008

BP 446

EP 448

UT ISI:000264341500072

ER

PT C

AU Vancea, S

AF Vancea, Smaranda

TI THE OPTIONS TRADING VOLUMES IN ROMANIAN CAPITAL MARKET ANALYZE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The realization of some viable appreciations about the development perspectives of the Options Market in Romania can't be fulfilled without an analytic overview of the past performances. It is being build up as an argument of the trading volumes indicators analyze within the options on futures contracts market from BMFMS.

I made the data's analyze on a chronological serie of dates included in the 1998-2006 interval, for options contracts, meaning, precisely from the moment when the first instruments of this type were transactionated in the Sibiu market.

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PY 2008

BP 449

EP 455

UT ISI:000264341500073

ER

PT C

AU Vasicek, V

Lutilsky, D

Percevic, H

AF Vasicek, Vesna

Lutilsky, Drazic

Percevic, Hrvoje

TI PRICE DETERMINATION IN CROATIAN PUBLIC SECTOR - CASE OF CROATIAN FACULTIES

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Success of many public sector reforms depends on successful public management. Key components of public management are introduction of accrual basis accounting and management on the basis of results which is possible to achieve with improvements of accounting systems, mainly cost accounting and financial reporting in public sector.

Results are long term and broad, ensuring development based on knowledge and responsibility.

Costs are important element in a decision making process by determination or calculation prices and remunerations for provided services or purchased goods from budgetary users. Information about costs are relevant even then when the price of provided services or purchased goods is lower then with them related occurred costs, or when it is purely political-social question, or when the price of provided services or purchased goods is determined with certain criteria and market fluctuations. It is important for faculties to use costs when they are determining prices for their services. It is necessary because costs of provided services are partially charged to students. Determination of cost for provided services is also necessary for intern settlement of costs and intern reporting, that is useful primary to intern users or faculty management in decision making process for financial and non financial decisions. In Republic Croatia practice for price determinations of provided services is usually political and social question rather then economical one.

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PY 2008

BP 456

EP 461

UT ISI:000264341500074

ER

PT C

AU Vasloban, GM

AF Vasloban, Gavril Mircea

TI FUNDAMENTAL ANALYSIS IS THE PRACTICE OF EVALUATING A COMPANY'S STOCK PRICE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Fundamental analysis is the practice of evaluating a company's stock price by comparing base elements in the company's balance sheets as well as general market factors. It does not include chart analysis, which is the domain of technical analysis.

The main principle of fundamental analysis is to find profitable companies to invest in by comparing revenues, sales, management, etc. There are two types of drivers to look at in fundamental analysis: internal drivers and external drivers. Internal drivers are company specific (e.g. revenue, net income, assets, debts, etc.). External drivers are things that can affect the company's profitability but is not company specific (e.g. the economy, industry averages, etc.).

The analysis of internal drivers can be broken down into two components: balance sheet numbers/valuations (you can calculate); and, news/management/analyst ratings/economic outlook (you cannot calculate). The items you cannot apply numbers to like news, management style, etc., are subjective so discussion of these factors with others will help.

With balance sheet numbers and valuation techniques you can get a general appraisal of whether the company is overvalued or undervalued. This can be done in many different ways. The most common is in the form of a P/E ratio.

The analysis of external drivers is more subjective, as it requires a broad knowledge and, discussion of future industry growth, politics, economy, etc. These influences are important but cannot be easily calculated.

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PY 2008

BP 462

EP 471

UT ISI:000264341500075

ER

PT C

AU Vintila, G

Nedelescu, M

Predescu, I

Stanescu, C

AF Vintila, Georgeta

Nedelescu, Mihai

Predescu, Iuliana

Stanescu, Cristina

TI LEASING INDUSTRY IN THE ISLAMIC WORLD - OPPORTUNITY'S IN THE DIVERSITY OF LONG TERM FINANCING SOURCES FOR THE COMPANIES LEVEL

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 3

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The leasing it's a form of financing through rent by the specialized financial companies in this operations, of some machines, equipments and some companies goods of the motivation to resort at this form of trade it's in the specific of some operations that they achieve or in the fact that they don't have sufficient funds of they own and borrowed to buy them.

BN 978-973-739-594-8

PY 2008

BP 472

EP 477

UT ISI:000264341500076

ER

PT C
AU Voicu, EDM
AF Voicu, Ec Dan Mihai
TI FISCAL REGISTRATION AND FISCAL OBLIGATIONS OF THE TAX PAYERS - CONCEPTS AND
APROACHES IN PRESENT CCONTEXT
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-
Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Lately, there has been much talking about the fact that Romania is among the first countries in the
world when taking into account the big number of taxes and fees which the tax payers - physical persons
and legal persons - have to pay to the state budget or the social state insurances budget, as well as to the
local budgets.
Besides the number of taxes and fees, one the one hand, an important role should have the efficient
participation of the tax payers' contribution to the public expenses, this one being materialized through
the reduction of their remaining obligations to the consolidated general budget, and, one the other hand,
the efficiency of the public expenses, preformed by the state institutions, materilized through the capital
investment and the infrastructure of a national importance.
The adhesion of Romania to the family of the European countries was a sign that the country economy is
on the good way, as far as its growth and development is concerned, but there are a few more steps to
take in order to reach at a certain level of efficiency and profitableness, a level specific to those countries
with a tradition in the market economy.
The present work deals not only with the basic notions as far as the fiscal registration is concerned, a very
important aspect for each tax payer, but also with financial liabilities which belong to the tax payers -
legal persons and physical persons who has to know the importance of the contribution brought to the
formation of the funds.
BN 978-973-739-594-8
PY 2008
BP 478
EP 484
UT ISI:000264341500077
ER
PT C
AU Voicu, V
Zirra, D
Voicu, AR
AF Voicu, Vasilica
Zirra, Daniela
Voicu, Andreea Raluca
TI EXPORT-LOANS INSURANCE MARKET - THE CASE OF ROMANIA
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 3
CT International Economic Conference on Integrative Relations between the European-Union-
Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Romanian insurance market came up as the banking industry did. The sector of export loans has
been facing with new financing needs and commercial or banking products. Till now, the export loans has
won the battle for a dominant position, but can they remain a main financing resources? Thus, insurances
products related to them will come on the same path. Due to last boom period, the increasing liquidity
needs for cross-border transactions was an opportunity for Romanian insurance market. But there are
also several week points: an undeveloped stock market leading to low capacity of risk management for
insurance industry. What proves the previous affirmation? It is the high degree of correlation among the

conditional banking term deposits both in foreign and domestic currency, and export loans as substitute for insurance premium trend

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PY 2008

BP 485

EP 487

UT ISI:000264341500078

ER

PT C

AU Airinei, D

Homocianu, D

AF Airinei, Dinu

Homocianu, Daniel

TI DSS VS. BUSINESS INTELLIGENCE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB During last forty years, the terminology used for different kinds of information systems has changed, like from Management Information Systems to Decision Support Systems and Executive Information Systems or like from the last ones to Business Intelligence Systems. But much more has happened than just this change of terms, partly because the technology has significantly evolved from internally developed graphical user interfaces to packaged applications that provide users with easy access to data for analysis.

The main purpose of the paper is to provide theoretical explanations concerning some of these terms in order to get rid of most of the potential confusions related to the corresponding research field.

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PY 2008

BP 7

EP 11

UT ISI:000264341300001

ER

PT C

AU Apostu, C

AF Apostu, Camelia

TI ONLINE ENVIRONMENT - NEW TRENDS IN THE COMPETITION OF THE FIRMS TO GET THEIR TARGET

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The internet has developed faster than any other TV or Radio station and it will probably continue to develop in this rapid way in the following decades as well. In fact, the Internet has become a very important and handy means of communication which easy use at the same time; more and more people discover the variety and multitude of methods of access to this global network. This is why the future of publicity is represented by advertising on line, a new form of promotion which is increasingly developing both on international and local market. Nevertheless, in Romania there are only a few hundreds of advertising campaigns on line in comparison with Western Europe where there are a few thousands or more of such campaigns.

This positive evolution of advertising has been mostly determined by the increasing number of Internet users but also by the need of users to give up to the classic means of communication. At present, the

marketers have more experience with the Internet and we can say that they have more "education" regarding the Internet: most of them who have used such instruments of promotion have had very good results and they have become aware of the fact that they can reach their customer target through Internet as well.

BN 978-973-739-594-8

PY 2008

BP 12

EP 17

UT ISI:000264341300002

ER

PT C

AU Basanu, G

Militaru, C

Cernat, M

AF Basanu, Gheorghe

Militaru, Constantin

Cernat, Marieana

TI ASPECTS ON CUTTING DOWN THE QUALITY COSTS IN PRODUCTS DESIGN PROCESS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The paper presents some aspects related to products design, which can help with reducing the product cost. The costs cutting down can not be separated from product quality. Quality costs are the costs associated with preventing, finding and correcting defective work and they are huge. Many of these costs can be significantly reduced or completely avoided by product design. A good initial design can eliminate expensive change orders, wasting valuable engineering resources and possibly inducing further quality problems in the process.

BN 978-973-739-594-8

PY 2008

BP 18

EP 21

UT ISI:000264341300003

ER

PT C

AU Brezai, L

Gorski, H

AF Brezai, Liana

Gorski, Hortensia

TI COMMUNICATION STRATEGY - KEY ELEMENTS FOR CHANGE MANAGEMENT

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Significant organizational changes often begin slowly, are incrementally implemented and are subject to change as information is gathered concerning the effectiveness of the process. Indeed that is the approach normally espoused by those who have extensive experience in planned organizational change. Such change processes may be non-inclusive at the start in that only a small fraction of the workforce is involved. Many organizational participants are only vaguely aware that changes are taking place and the ambiguity surrounding these changes provides a fertile ground for rumours, anxiety and

ultimately resistance. This is true even though management has communicated its intent through specifically designed messages or even a carefully crafted communication strategy.

Nonetheless by the time the change is dispersed throughout the organization, many organizational participants have developed attitudes different from those which management intended. When the attitudes are negative the success of the change may be affected adversely.

BN 978-973-739-594-8

PY 2008

BP 22

EP 27

UT ISI:000264341300004

ER

PT C

AU Brutu, M

AF Brutu, Madalina

TI IMPROVING THE HUMAN RESOURCES MANAGEMENT IN THE SALE ACTIVITY

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB This work presents a range of solutions for improving the human resources management in the sale activity, the emphasis being laid on the learning within the organization as well as on developing the best individuals and on team work. Involving and keeping competent and competitive personnel constitutes a constant goal for every sales manager since it is the personnel that play a major part in this activity. In order to involve and keep the top talents, organizations must have an efficient reward system, based on performance. The most complicated problem shall probably be satisfying the psychic needs of its employees as well as the self-determination desire, opportunities to lead and to be promoted, the satisfaction of the performed work.

BN 978-973-739-594-8

PY 2008

BP 28

EP 31

UT ISI:000264341300005

ER

PT C

AU Ciuhureanu, AT

Popa, D

AF Ciuhureanu, Alina Teodora

Popa, Daniela

TI ASPECTS REGARDING THE MANAGEMENT, PROFIT AND PERFORMANCE CENTRES' IMPLEMENTATION INSIDE THE COMPANIES

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In order to maintain a normal functioning pattern of the company and, especially to increase performance, one should adapt it to the changes imposed by the business environment. We consider that the company functioning on efficiency criteria requires its division into management, profit and performance centres characterized by its own objectives and means, or put in other words, by a decisional autonomy regarding the using of a part of the allocated resources, according to the established policies.

Mandatory is not only the allocation of those means necessary for the objectives' fulfilling, but also the delegation of responsibilities. This type of organization requires the power decentralization will, the performances being measured mainly at a central level. Thus, each area or managerial responsibility level owns a certain type of centre, adapted to the company's activity. Each centre is based on characteristic financial-accounting situation controlled by the respective manager.

BN 978-973-739-594-8

PY 2008

BP 32

EP 37

UT ISI:000264341300006

ER

PT C

AU Cosmescu, I

Dudau, D

AF Cosmescu, Ioan

Dudau, Denisa

TI THE IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT IN TOURISM

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB This paper examines the potential of total quality management (TQM) to improve the competitiveness of tourism industry. The various approaches to the TQM process are presented, and the experiences in manufacturing reviewed briefly to identify the lessons for the service industries. The key differences between manufacturing and services are presented in order to determine the influence of these on the successful adoption of TQM. This is used as the basis for developing three sets of guidelines for the successful implementation of TQM in the tourism sector.

BN 978-973-739-594-8

PY 2008

BP 38

EP 43

UT ISI:000264341300007

ER

PT C

AU Dima, IC

Mihaescu, D

AF Dima, Ioan Constantin

Mihaescu, Diana

TI APPROACHES OF MANAGEMENT IN THE TRANSFORMATION PERIOD DURING INTEGRATION PROCESS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In its wide meaning integration process represents the passing from one stage to another, including the intermediary stage, of this logical and necessary process. Narrowing the meaning of the term, approached by political economy and political theory, it represents the assembly of major changes which take place in the economic activities developed at different levels of the society, in certain periods and areas leading even to the passing from a certain political and economic system to another one. From this conceptual point of view, the transition towards market economy of Romania is very complex because it affects the entire political and economic system of the country and it implies important

changes both in the thinking and in the scale of values specific to the mentalities of large social categories. The difficulties at social, political and economic level correspond to similar obstacles at the level of the economic organisations in all fields of activity.

BN 978-973-739-594-8

PY 2008

BP 44

EP 47

UT ISI:000264341300008

ER

PT C

AU Dumitrescu, L

AF Dumitrescu, Luigi

TI THE CAUSE AND EFFECT OF BUSINESS VALUE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Almost every sales opportunity required us to get involved with our customer's finance department to develop a business case or cost justification.

Business acumen (an understanding of how business works) is more than just knowing words and their definitions; it's understanding that poor inventory control has a negative impact on order fill-rates. When order fill-rates fall, customer loyalty suffers, as do accounts receivable. When accounts receivable get out hand, cash flow is impacted. Then a company might have to dip into lines of credit to cover short-term obligations, and the interest that has to be paid on that borrowed money erodes profitability, I call this the "cause and effect of business".

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PY 2008

BP 48

EP 51

UT ISI:000264341300009

ER

PT C

AU Dumitriu, NA

AF Dumitriu, Nicoleta Adelina

TI THE MANAGEMENT - LEADERSHIP AND INNOVATION

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The management is one of the most important factors of making the organizations efficient. The economical and social performances are depending to the methodological, decisional, informational and organizatorical performances. The managers are involved directly in exerting the management processes, adopting and applying of managerial decisions. To the question "HOW DO WE LEAD?" the answer is proper knowledge, the adequate systems, methods and techniques of management.

Being in charge of an engineering group, a department, or a company takes a lot of planning ahead of time and then continuous improvement as time goes by. For the individual striving to be a leader, or the person wanting to be a better leader, the person must look around at those in responsible charge and write down what they see as good and bad about the other person's management skills. So, a leadership must know the management function, the management processes and relations, the management system, how to innovate, research and discovery.

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PY 2008
BP 52
EP 55
UT ISI:000264341300010
ER
PT C
AU Grigore, G
AF Grigore, Georgeta
TI SOCIAL RESPONSIBILITY - THE FUTURE MAJOR STEP IN THE EVOLUTION OF THE ROMANIAN
SMES
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 2
CT International Economic Conference on Integrative Relations between the European-Union-
Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Social responsibility approaches mainly actions of improving the quality of life at the level of
community and presupposes integrity, strong values and a balance between the long and short term
management. Corporate Social Responsibility (CSR) in Romania is represented by more and more
initiatives in the last years. New corporative foundations have been set up, new corporative programmes
have been developed, specific marketing campaigns, donor programmes and even social campaigns
supported by companies. This paper approaches CSR from the perspective of small and medium
enterprises (SMEs) providing the advantages and limitations of adopting the voluntary CSR practices in
the business strategy.
BN 978-973-739-594-8
PY 2008
BP 56
EP 60
UT ISI:000264341300011
ER
PT C
AU Grigore, G
Grigore, G
AF Grigore, Georgeta
Grigore, Gheorghe
TI A TIMELINE APPROACH OF CORPORATE SOCIAL RESPONSIBILITY IN THE EUROPEAN UNION
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER
STATES, VOL 2
CT International Economic Conference on Integrative Relations between the European-Union-
Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB In recent years, businesses, policy makers and the media have begun to employ the term CSR to
describe a broad range of corporate activities which do not directly relate to the pursuit of profit. The aim
of this paper is to provide a timeline approach on corporate social responsibility at the European Union
level. It will provide a short description of the most important steps made regarding the governance of
corporate social responsibility at a European level and also the main networks created in time.
BN 978-973-739-594-8
PY 2008
BP 61
EP 65
UT ISI:000264341300012
ER
PT C
AU Grigorovici, C

AF Grigorovici, Corina
TI ALTERNATIVE MARKETING STRATEGIES FOR INCREASING THE COMPETITIVENESS OF THE ROMANIAN TOURIST DESTINATIONS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB In this study, I've proposed a series of marketing strategic alternatives for the tourism industry in Romania and for the small and medium tourism companies that will outline the action directions that the tourist destination should follow in applying for the increase of the competitiveness and diminishment of its vulnerability. The marketing strategy defines the directing lines of the adjustment process of the Romanian tourism offer to the present and possible demands of the consumer in order to satisfy them and accomplish economic efficiency under the real conditions of the market, as well as diminishing the risks and obtaining the maximum of advantages. The marketing strategy designed for the development of the vernacular tourism is influenced as well by the degree of development of this sector, as well as by the image achieved by our country on the intern and international market.
BN 978-973-739-594-8
PY 2008
BP 66
EP 70
UT ISI:000264341300013
ER
PT C
AU Jucan, CI
AF Jucan, Carmen Ioana
TI AN APPROACH OF MEDICAL MANAGEMENT AS A SUBSYSTEM OF GENERAL MANAGEMENT - A DIFFICULT, YET IMPORTANT APPROACH FOR GENERAL PRACTITIONERS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB There are three essential dimensions in management, with a major impact on the state of health of the population, which must be fully realized by all the decision factors from all the areas that have generated and continue to sustain the existing state of affairs.
Change represents the fundamental characteristic of this century, modifying the whole philosophy and existence of the human being as well as of the management.
Change generates a new approach: knowledge-based management.
Generally, general practitioners have not indentified themselves sufficiently with these requirements of human development, even though in the USA, for instance, for one-dollar sales, the amount of the capital of knowledge in relation to the total amount of utilized capitals has increased with more than twenty percent.
BN 978-973-739-594-8
PY 2008
BP 71
EP 76
UT ISI:000264341300014
ER
PT C
AU Jucan, CN
AF Jucan, Cornel-Nicolae

TI REFERENCE POINTS CONCERNING THE STRUCTURE OF THE CONSTRUCTION STRATEGY FOR THE KNOWLEDGE-BASED ECONOMY
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Since man appeared on Earth, as a conscious and rational being, the majority of his actions - including those of economic nature - have been based on knowledge, reflecting, at the same time, the stage of his evolution and of the acquired knowledge. What distinguishes the new type of economy from the previous types is the outline and manifestation of knowledge as product, resource, vector and capital, in quasi-decisive proportions, in the functionality and overall performance of the economic and civil society. We hope that the presented elements will bring new and convincing arguments that aim to contribute to the speed-up of the construction of the knowledge-based economy in our country.
BN 978-973-739-594-8
PY 2008
BP 77
EP 79
UT ISI:000264341300015
ER
PT C
AU Lazarica, M
AF Lazarica, Marinela
TI E-BUSINESS MANAGEMENT - THE PARTICULAR FORM OF MANAGEMENT
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Lots of business experts have great ideas about the ways in which Web technologies can be used to enhance customer/partner relationships, increase market share, enhance competitive advantage, etc. However, many of these e-business ideas never take shape simply because it was so difficult to "sell" the idea to the key business decision-makers.
What is the key to selling an e-business idea to decision-makers?
What are the strategic factors who make this idea to become real?
I think that the key is to try to understand the decision from their perspective.
BN 978-973-739-594-8
PY 2008
BP 80
EP 83
UT ISI:000264341300016
ER
PT C
AU Man, M
Mihaescu, L
AF Man, Mariana
Mihaescu, Liviu
TI CHALLENGES OF THE ECONOMIC INTEGRATIONS ACCORDING WITH THE MOTIVATION OF THE HUMAN RESOURCE IN IT FIRMS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The analysis of the factors that determine certain behavior of the employees is essential in understanding motivation. That is why the researches in this domain focus on some related aspects about human necessities as well as on reasons and goals. These researches also deal with how all these influence the direction and the maintenance of a certain deliberate behavior of people.

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ER

PT C

AU Raluca, MC

AF Raluca, Marangoci Carmen

TI STAFF MOTIVATION IN THE MANAGING PROCESS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Knowing the particularities of human resources, of the aspects dealing with power, conflict and organizational stress allows a good understanding of the harmonization of the social climate in different institutions and companies. Motivation explains why people act in a certain way, and not in another, why they continue acting like that, sometimes for a long period of time, even in unfavorable conditions. Motivation rounds off the knowledge of human novelties and the possibilities to improve social climate.

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ER

PT C

AU Mares, MD

Mares, V

AF Mares, Marius Daniel

Mares, Valerica

TI ON-LINE COHABITATION AND ELECTRONIC DATA MANAGEMENT

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In the new economies based on knowledge can be seen a tendency for developing the human society for exploiting at a level never seen before of the creative potential of people. In other words the new economy reconfirms the role of the human factor in developing the society by placing him in a dominant position compared to other forms of capital. Its position is confirmed by numerous studies regarding exceptional economic performances obtained in countries, companies, organizations, where the information, seen as intellectual capital, have been managed with a high efficiency. The economic environment is unstable and characterised by processes and events that need the approach and event-modelling under circumstances of risk and uncertainty. The economical and monetary integration, the integration of the mechanisms of rate of exchange, the development of the capital market, the opening of the european area for investment opportunities, the speculating occurrence of the

inovations related to the financial instruments in an area with fluid borders, but with different levels of evaluation of the efficiency bring problems and fears to the societies as a whole.

The informational technologies favor the extension of the international market of the companies, and the massive diffusion of these brings new opportunities to companies that can lead to economic, financial and social changes, in the same time increasing the cognitive capacities. The informatics systems and the Internet make possible the connection with potential competitors, providers, clients on various continents, the market being seen at global level.

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PY 2008

BP 94

EP 98

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ER

PT C

AU Valerica, M

Daniel, MM

AF Valerica, Mares

Daniel, Mares Marius

TI SECURING DATA AT THE ORGANIZATIONAL LEVEL. ELECTRONIC SIGNATURE. ELECTRONIC COMMERCE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The new informational technologies form important elements in changing the economical infrastructure. In the last 25 years we observe a real "explosion of new ideas", "new applications" and appearance of new people in the economical domain. More firms sell their products and services on Internet and the traditional distribution channels are going to be dissolved In the same time we observe a decreasing the unemployment and developing the education.

The electronic signature represents the electronic information which are attached or logical associate of some electronic documents. The electronic signature is a method for identifying the subscriber and it is put on the security magnetic support.

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BP 99

EP 103

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ER

PT C

AU Marza, SGB

AF Marza, Stefan Gheorghe Bogdan

TI ORGANIZATION PERFORMANCE THROUGH THE CREATION OF VALUE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB There is always an equality sign between performance on one side and the profit obtained on the other side when assessing the performance of an organization. Reality proves that there is a series of elements of quality nature that cannot be assessed and registered in accountancy but must be taken into consideration when calculating the performances of a company. Managers are being increasingly faced with the problem of value creation, either under the pressure of the internal management goals for

increasing value, or under that of the financial markets demanding a higher yield of invested capitals. This determines us to point out that the introduction of the value indexes in a system of performance indexes must be made by taking into account a certain leveling or a degree of importance given to each of the financial indexes based on profit or value.

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PY 2008

BP 104

EP 107

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ER

PT C

AU Muntean, AC

AF Muntean, Andreea Cipriana

TI THE IMPACT OF THE CONSUMERS' SATISFACTION ON THE ECONOMIC EFFICIENCY OF THE BANK

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In the present conditions, of temperate development of business at a global scale, the organizations want to have clear indications that their investment in the satisfaction of the consumer was worthy and with results. The theoretical base of the operationalization of the relation between satisfaction and the profitability of the organization is quite restricted, still existing challenges for understanding this connection. Of course that both the intensity and the nature of this relation differs from one field to another.

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PY 2008

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ER

PT C

AU Muscalu, E

AF Muscalu, Emanoil

TI THE MANAGEMENT CULTURE AND THE ORGANIZATIONAL PERFORMANCE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In the last few years often it is discussed about the organizational culture and the managerial culture, in different contexts, in a positive or a negative way, using either definitions and classifications or the practical examples. Are subjects as interesting as the one about the leadership, the management of change or the society based on knowledge.

The organizational culture and the management culture are subjects of great interest for the specialists not only as a system in itself but especially because of the impact upon which this economy, management and social constructions were proved to have over the organization's performances. Between the managerial culture and the performances of an organization is a mutual influence: strong managerial and positive cultures establish to attain some remarkable performances but it is available and reciprocal when having important performances help building the managers credibility, promoting the values manifested by them.

One of the challenges of this period is to create and maintain in the organizations a creative environment, an environment which can offer to the personnel adequate conditions of express itself and can put forward the personal development.

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ER

PT C

AU Nicula, V

AF Nicula, Virgil

TI TOURISM AND GLOBALIZATION - A SIGNIFICANT PERSPECTIVE IN IMPLEMENTING THE EUROPEAN TOURISM POLICY

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

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CL Sibiu, ROMANIA

AB Tourism businesses operate globally and many have opted for a competitive advantage of internationalization. Technology, information and reduction of boundaries have created new forms of service companies, not only the large multinational corporations, but also small niche specialists. The growing importance of strategic alliances in creating networks of business relationships has become a trend also in tourism. Tourist destinations must establish identities that differentiate them from other destinations. Globalization is primarily about negative effects on the environment, culture, social values, with the imitation of the western culture in the first place, and standardization, which leads to a uniform product in tourism and disappearance of local standards. Globalization has increased the interdependence between countries, economies and people. It does not involve only giant corporations, but also small and medium sized businesses together with family-run firms. This process has led to the creation and operation of global tourism market where destinations, which are expected to compete on equal basis regardless of the country of origin, function interactively. Globalization has opened a whole new world of development opportunities.

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ER

PT C

AU Ogrean, C

AF Ogrean, Claudia

TI SOME INSIGHTS ON THE "CORRUPTION VERSUS ETHICS" DILEMMA OF FIRM MANAGEMENT

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In the last few years corruption has become a hyper used word into the public discourse - related with politics, business or public administration. The main idea of this paper is to review and analyze the existing literature (which is mainly foreign) in the field of business related corruption - private-to-public corruption and private-to-private corruption - in order to identify why and how is possible and necessary for firms to make a shift from business corruption to business ethics. As a result, the competitive strategy

of the firm can emphasize ethics among the core values of it, source of long lasting competitive advantage, a key resource of surviving into the global economic world and competition.

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PY 2008

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EP 127

UT ISI:000264341300025

ER

PT C

AU Pandelica, A

Pandelica, I

AF Pandelica, Amalia

Pandelica, Ionut

TI MULTINATIONAL COMPANIES - A STRATEGIC OPTIONS FRAMEWORK MODEL

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The analysis of the marketing strategies applied by the multinational companies on the national markets all over the world get a sense only if these strategies are considered within the context of economic globalization. The place and the role assumed by these corporations within the process of economic globalization are extremely important, as a result of the main responsibilities they have: transfer of technology, managerial and marketing know-how, transfer of corporative culture, creating working places and raising the training degree of local labour force. This article wants to be an international strategic options map, options which amount the international marketing strategy and to emphasize the most important strategic areas in the marketing strategies applied by the multinational companies.

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UT ISI:000264341300026

ER

PT C

AU Mirela, A

Marilena, P

AF Mirela, Aceleanu

Marilena, Papuc

TI INNOVATION AND INVESTING IN HUMAN RESOURCES IN THE NEW SOCIETY OF KNOWLEDGE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The "new economy" and the knowledge-based society marks a shift in the human civilization history, based on information and knowledge. There are new rules in the new knowledge-based economy. Knowledge has fundamentally different characteristics from ordinary commodities and these differences have crucial implications for the way a knowledge economy has to be organized.

Present societies have imposed the vision according to which the economic and social growth is conditioned by the quality of human resources and by the productive and efficient usage.

Youth education and investment in knowledge and skills are, as it was highlighted at the Lisbon Summit and in the special programmes eEurope and eEurope+, one of the most important objective for

knowledge-based society. The new economy changes the trend, education becoming more and more valued and valuable.

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ER

PT C

AU Pandelica, I

Pandelica, A

AF Pandelica, Ionut

Pandelica, Amalia

TI OBLIGATIONS AND RESPONSIBILITIES OF MULTINATIONAL COMPANIES AS CORPORATIVE CITIZENS IN DIFFERENT RECEIVING ECONOMIES. CASE STUDY: TOBACCO INDUSTRY...AN INHERENT CONTRADICTION

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The analysis of the multinational companies' universe focuses on three important aspects: economic, social and political ones. The social aspect of the analysis has in view the undertaking by these companies of the role of corporative global citizen, responsible within the local communities. This role is assumed through the honesty and the ethics which govern the business run within the different implementation economies. Imposing some internal standard codes regarding the activities carried on, the products achieved and extended on different national markets, confirm the assuming of this role. Also the involvement in the life of the local communities through the developing of some projects of sustainable development of the respective areas (infrastructure projects), is another aspect of the social responsibilities of these companies.

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ER

PT C

AU Pavel, C

Catoiu, I

AF Pavel, Camelia

Catoiu, Iacob

TI UNCONVENTIONAL ADVERTISING FOR UNCONVENTIONAL MEDIA

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB As consumers become immune to the bombardment of advertising images in traditional media (TV, radio, cinema and print), advertisers are on the lookout for new, more innovative avenues to get the message across. This is the reason why unconventional advertising is becoming more and more visible and trendy in the entire world. Advertising inside malls, bathrooms or parking lots is no longer a novelty. The world of alternative communication is built around the principle that any surface can be a channel for communication,

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ER
PT C
AU Popovici, N

Munteanu, I

Muhcina, S

AF Popovici, Norina

Munteanu, Irena

Muhcina, Silvia

TI THE DEVELOPMENT OF TOURISM IN THE CONTEXT OF ROMANIA'S INTEGRATION INTO THE EUROPEAN UNION

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Romania's integration into the EU provides our country with many opportunities for development in all the fields of activity, tourism included. Turning these opportunities to good account depends on the variety and quality of the services offered, these influencing the tourists' attraction to a certain area. Excellent, effective and civilized services can only be provided by capable personnel who are highly motivated and responsible. The more intensive the professional training of the workers in the tourist industry will be, in accordance with the complexity of their activities, the lower the frequency of poor quality cases will be reported, and the higher the level of meeting the tourists' needs will be. Tourist destinations should offer complete tourist services according as the tourists become more educated. The durability of tourism in the chosen destinations depends more on the ability to anticipate the needs of the future tourists and less on the capacity to imitate successful previous experiences. Supply matches the market demand better if the motivations for traveling are very well understood. The quality of human resources needs to be associated with the existence of an appropriate manufacturing base and infrastructure. Although the tourist sector is generally considered to belong mainly to the private initiative, the development of tourism is more and more accompanied by the increasing co-ordination between the policy of public power and the investments in the professional sector. Public aid in financing tourist investments is of utmost importance in order to allow the tourist sector to play an active role in the economy.

A widely open system towards the environment, the tourist enterprise is defined as a powerful social personality. It should and may, more or less, live up to the customers' expectations, an extremely large public segment. Nowadays, more and more people are constantly stating their right to know and understand. Under the circumstances, the tourist enterprise needs to promote itself. Briefly, it needs to communicate. The higher the capacity of an individual to communicate will be, the more powerful his image and the image of his company will become.

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PY 2008
BP 146
EP 151
UT ISI:000264341300030

ER
PT C
AU Preda, O

Tion, MD

AF Preda, Oana

Tion, Monica Daniela

TI HOW ADVERTISING AGENCIES OPERATE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The paper analysys the workflow in an agency, how an agency is structured and the main types of agencies, underlining the needed qualities for an agency and the main features of the top area companies. The activity of an agency is not as linear as one may initially expect. Projects typically do not start in one department, then get handed off to the next, and so forth. The process is much more collaborative with multiple agency departments involved at key points along the way. This may seem a bit chaotic at times, but the process encourages input from diverse points of view, stimulates healthy debate and allows strong ideas to emerge regardless of the source. Ultimately, the process leads to the best possible creative.

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PY 2008

BP 152

EP 157

UT ISI:000264341300031

ER

PT C

AU Purcarea, T

Ratiu, MP

AF Purcarea, Theodor

Ratiu, Monica Paula

TI SERVICE ERA AND ITS IMPACT ON MARKETING STRATEGIES

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The services represent the sector with the most rapid growth in the global economy and provide the public and private environment to increase durable development, while the trade with services represent a promising opportunity. The services environment continues to evolve, many times in a dramatic manner including the great technological progress, new forms of competition, the appearance of transnational and even global markets, the emergence of completely new services industries and significant roles for the consumers.

To survive the service revolution, service firms of all types must start defending themselves which is about proactive, far-reaching, often draconian changes, focusing on customer preferences, quality and technological interfaces. Specifically, companies have to rewire their strategies to find new value from existing sources; deintegrate and radically assemble their operational processes; and restructure the organization to accommodate new kinds of work and needed skills.

Our paper is focusing on some specific ways that companies can prepare themselves for the dramatic changes. In attempting to link with customers directly, firms must overhaul their offerings, cost structures, and competitive platforms to align with the shortened information chain and with the changing demands and behavior of their customers. As the service revolution proceeds, companies have to understand their information work processes and examine each stage of the process. Companies' leaders must constantly redesign their organizations to adapt to new conditions, while ensuring that the customer does not get lost in the process.

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BP 158

EP 163

UT ISI:000264341300032

ER

PT C

AU Ratiu, MP

Negricea, CI

AF Ratiu, Monica Paula

Negricea, Costa Iliuta

TI QUALITY AND VALUE - THE KEYS TO ACHIEVE CUSTOMER RETENTION AND LOYALTY IN THE SERVICE SECTOR

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In today's economy, being successful requires developing strategies that attract and retain customers over the long term. With the continued growth of new competitors and the increasingly knowledgeable and demanding consumer, achieving customer retention represents an absolute imperative for companies.

The "right" marketing strategy considers customers' needs, wants and expectations to ensure customer satisfaction and achieve customer loyalty. Our paper focuses on the critical conditions that must be fulfilled in order to achieve customer satisfaction and long-term customer relationships. Quality is not an automatic guarantee of success; it's a necessary but insufficient condition of customer retention and loyalty. Value is critical to maintaining long-term relationships because it includes the concept of quality but is broader in scope.

It is obvious that marketers have to face interesting challenges to develop long-term customer relationships. We are trying to find a solution for managing customer satisfaction and achieving customer retention and loyalty.

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PY 2008

BP 164

EP 168

UT ISI:000264341300033

ER

PT C

AU Rotariu, I

AF Rotariu, Ilie

TI VIRTUAL TOURISM AS A NEW MASS MEDIA

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB During the sixties, tourism has turned into a mass movement. By comparison with the mass media, we can identify all basic characteristics of the latter: a location where the message is elaborated to be then spread through specific channels of distribution bearing in mind the same goals. Moreover, tourism as mass media allows the "target" to check the information on location during the trip, a kind of feed back that makes the information the more trustworthy. Virtual tourism has brought new challenges

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BP 169

EP 172

UT ISI:000264341300034

ER

PT C
AU Secara, M
AF Secara, Mirela
TI PARTICULARITIES OF HYDRO TOURISM ON ROMANIAN SEASIDE. A STATISTIC ANALYSIS OF THE SEASONAL CHARACTERISTIC OF SEASIDE HYDRO TOURISM AND WAYS TO DIMINISH THIS FEATURE
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Raising the bid of Romanian hydro tourism should be a major objective for everyone involved in file organization and development of this form of tourism.
Situations of the strain to diminish the implications of the seasonal concentration of touristic activity during certain periods of the year and season extension are as old and common as tourism itself. The fact of touristic activity concentration and the necessity to attenuate the seasonal characteristic of tourism are much more striking nowadays. These are the result of both the increase of tourists number that travel during full season and of service providers efforts to extent season activity.
The major objective of this research is to raise the bid of hydro tourism on the Romanian seaside, and at the same time, the elaboration of a complex statistic study regarding seaside hydro tourism particularities and mostly, the obvious seasonal characteristic of this activity, the effects of seasonal hydro tourism on the seaside, on general seaside tourism, as well as the means to reduce the seasonalfeature.
In order to statistically analyze the seasonal feature of hydro tourism on the seaside we have used statistic methods such as the chronological series, as well as the analysis of seasonalfeature by means of analytic functions that adjust the chronological series. A choice of the best adjustment function for the analyzed phenomenon has been the graphic representation of data series.
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PY 2008
BP 173
EP 178
UT ISI:000264341300035
ER
PT C
AU Serbanescu, L
AF Serbanescu, Luminita
TI BUSINESS INTELLIGENCE INSTRUMENTS TO ANALYZE PROFITABILITY ON CUSTOMER, PRODUCT AND LOCATION
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The main purpose of any business is the profit and therefore all general coordinates of its management should be known and understood. To optimize the economic performances of a business it is necessary to implement a financial management system, represented by a series of internal reports, adapted to the managerial team's requirements. The premises of such a successful system are managerial (specifying the report types), technical (information systems) and relational (interdepartmental communication). Using the economic analysis reports, the processes may be investigated from the economic, results and consumed resources (in a predetermined previous period) points of view. The strengths and weakness of a company may be identified using such permanent analysis. These reports may be completed in a very short time using the business intelligence instruments (BI).
This papers deals with the application QlikView as a BI solution that provides all relevant information to make proper decisions. QlikView is a dynamic and flexible solution, compared to the usually static

business intelligence solutions. It allows access all information any time and provides complex analysis. This paper shows a few exemplification reports of profit analysis within a distribution company.

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BP 179

EP 183

UT ISI:000264341300036

ER

PT C

AU Spanu, S

AF Spanu, Simona

TI ADAPTING THE CLIMATIC METHODS OF RAINFALL ANALYSIS TO THE DEMANDS OF TOURISM IN SIBIU AND PALTINIS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

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CL Sibiu, ROMANIA

AB It is generally accepted that climate is an important part of a regions tourism resource base, but its role in determining the suitability of a region for tourism is often assumed to be self evident and therefore to require no elaboration Relatively little is known about the effects of climate on tourism. And even less is known about the economic impact or significance of climate on commercial prospects for tourism. The whole area involving climate related-criteria which people use to make decisions about tourism is largely unresearched, but highly relevant to a variety of applications Thus far, much of the research on climate has been superficial in that relationships between climate and tourism are assumed rather than observed and seldom objectively tested Moreover, the research is largely devoid of any clearly structured conceptual frameworks that embrace important theory, paradigms processes and interactions These frameworks are important because they provide a basis for data generation hypothesis testing and further theory generation Without this, it is difficult to develop coherent research methods, and to develop models that constitute a bridge between the observational and theoretical levels that can assist in building a coherent knowledge base for understanding explanation and prediction

In this period of major climate changes, the economical and managerial problems concerning tourism are deeply connected to environmental conditions Climate is a resource for tourism and as such it can be measured and evaluated The precipitations are one of the most important factors, with great impact in the tourism domain. The physico-geographical reality presented in the analysis of rainfall excess and deficit in Sibiu showed that the system operated according to certain mechanisms and processes, and in between certain coordinates, under the influence of different causal factors that vary in time and space. The analysis of the periods with pluviometrical surplus can be done using the Hellmann's method. This approach allows the identification of a possible ciclicity of the episodes with flooding and of those with drought, for a good prognosis in the tourism activities..

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BP 184

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UT ISI:000264341300037

ER

PT C

AU Stanciu, OA

AF Stanciu, Oana Alexandrina

TI AN OUTLINE OF THE ECOLOGICAL CONSUMER

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Over the last few years, a small but increasing number of people have been looking for a more simple life, aiming at lowering stress levels, improving spiritual life, protecting the environment, achieving financial safety by avoiding to buy unnecessary products, purchasing long-lasting products, using multiple-function products, reducing consumption. Consumers are more and more interested in the world behind the products they buy. Besides price and quality, they want to know how, where and who made the product.

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BP 192

EP 197

UT ISI:000264341300038

ER

PT C

AU Strambu-Dima, A

Catoiu, I

AF Strambu-Dima, Andreea

Catoiu, Iacob

TI RELIGIOUS ORGANIZATIONS MARKETING - EPISTEMOLOGICAL ASPECTS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Society secularization makes more and more difficult the achievement of religious organization objectives. To solve this problem, in other countries marketing is often used in the religious field, and now the Romanian cults are expressing their interest in knowing this instrument. In order to understand religious organizations marketing it is necessary an analysis of its nature, purpose, and sources of knowledge and beliefs. This way, we can shape religious organizations marketing epistemology. This paper is an introduction into religious organizations marketing, outlining the background of its appearance and giving an overview of its main epistemological aspects.

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BP 198

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ER

PT C

AU Tichindelean, M

AF Tichindelean, Mihai

TI PRODUCT POSITIONING

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB More than one vendor usually struggles to meet the consumer needs. This means that there are competitive forces which do not stay passive regarding the market development, but are active by trying to have such an impact on the market development that they achieve long-term advantages.

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PY 2008

BP 206

EP 211
UT ISI:000264341300040
ER
PT C
AU Todericiu, R
AF Todericiu, Ramona
TI KNOWLEDGE-BASED MANAGEMENT
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB At the beginning of the 21(st) century, information and knowledge are regarded as the major resources of every organization, resources that must be administered and used in an efficient way/manner so that the information management, and even more the knowledge-based management are considered to be major functions of leadership.
At the end of the 20(th) century, taking into consideration the circumstances in which the changes of paradigm in organization theory have been established, has become obvious that the old organizational structures, pyramidal and rigid already existing within the majority of the organizations cannot be compatible with the knowledge-based organization, a fact that has determined the emergence of numerous other forms of non-hierarchic organizational structures.
BN 978-973-739-594-8
PY 2008
BP 212
EP 216
UT ISI:000264341300041
ER
PT C
AU Trandafir, R
Mina, S
AF Trandafir, Raluca
Mina, Simona
TI THE IMPACT AND THE RELEVANCE OF THE PROFESSIONAL MANAGEMENT UPON THE ORGANIZATIONS FROM THE PUBLIC SYSTEM. NEW PUBLIC MANAGEMENT APPLICABLE TO THE INSTITUTIONS FROM THE ACADEMIC ENVIRONMENT
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB This work has as main theme the impact that professional management produces upon the organisations from the public system, but also from the private system. This work emphasizes the scientific management that starts with a presentation of types/styles of leadership in organizations and the necessity of studying them, going on with the presentation and the analysis of four types of leaders, a study realised by Traian Herseni, on the basis of the ground research, that it has as a starting point (correlation) or lack of it, between the orientation and the style of leadership. Inside the literature of speciality, because of many authors that have researched the style of leadership, there are an impressive number of this kind of typologies, but the most illustrative unidimensional typology - the first - and the historical point of view is the one suggested by Kurt Lewin and his contributors R. Lippilt and R. K. White that, these called them: authoritative, democrat, free (laissez-faire). Carrying on, it points out the concept of leadership, and especially the influence that some individuals have upon the achievement of other's goals, in an organizational context, thus we have created an instrument of research for testing the leadership style, that we have applied succesfully, inside our organization, respective the Faculty of Law

and Administrative, from 'Ovidius' University, an instrument that can be applied with success also in other universities from the country.

BN 978-973-739-594-8

PY 2008

BP 217

EP 223

UT ISI:000264341300042

ER

PT C

AU Tutulea, A

AF Tutulea, Anca

TI DECISION, BETWEEN COMMON AND UNUSUAL

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Nowadays the essential of good management is making decisions that provide the right direction and a winning position in today's business world. Business executives must make high quality, nearly instantaneous decisions all the time. The ability to make the right decisions concerning vision, growth, resources, strengths and weaknesses leads to a successful business. It is management's responsibility to manage for today and tomorrow the optimum efficiency of activities on the market.

BN 978-973-739-594-8

PY 2008

BP 224

EP 228

UT ISI:000264341300043

ER

PT C

AU Vintean, A

AF Vintean, Adriana

TI CROSS-CULTURAL, INTERNATIONAL COMMUNICATION

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Business is not run in an identical fashion from culture to culture. Consequently, business relationships are enhanced when managerial, sales, and technical personnel are trained to be aware of areas that are likely to create communication difficulties and conflict across cultures. In the same way, international communication is being strengthened when business people are able to anticipate areas of commonality. As such, business in general is enhanced when people from different cultures find new approaches to older problems, coming with solutions by combining cultural outlooks and learning to grasp issues from the viewpoint of others.

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PY 2008

BP 229

EP 231

UT ISI:000264341300044

ER

PT C

AU Voicu, V

AF Voicu, Vasilica

TI WORKING PROCESSES MANAGEMENT

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The more complex a business is, the more pressure exists in order to implement an IT process management application. The main international players in the market cover also the main market share, but there are market niches for all participants.

The target of a working process management is to offer the flexibility and adaptability toward companies that should be able to respond in short time to any challenge coming from the market.

BN 978-973-739-594-8

PY 2008

BP 232

EP 234

UT ISI:000264341300045

ER

PT C

AU Zeca, ED

AF Zeca, Ecaterina Daniela

TI GLOBALIZATION, RETAIL, WHOLESALE TRADE AND E-COMMERCE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 2

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Globalization will mean for Europe a ferocious competition both from the low-cost economies (China, India) and from from innovation-driven economies like the US.. Reforms shall be issued to tackle the structural weakness that affects UE competitiveness.

The UE globalization and the creation and consolidation of an internal market for XXI, in which funds and resources from the member countries are due to become multiplyingly rich, modernization and equilibrium need clear rules, stable in such way the consumers and producers become solvable.

BN 978-973-739-594-8

PY 2008

BP 235

EP 240

UT ISI:000264341300046

ER

PT C

AU Albu, LL

Nicolae-Balan, M

Chilian, MN

AF Albu, Lucian-Liviu

Nicolae-Balan, Mariana

Chilian, Mihaela-Nona

GP Lucian Blaga, Univ SIBIU Romania

TI IMPACT OF PUBLIC HEALTH SYSTEM UPON ECONOMIC GROWTH

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The attempts to study the health-economic growth relationship became an active preoccupation among the specialists under the circumstances that both at world and, especially, at European Union level, ensuring health is considered as an essential objective of the development of humankind. In such a context, the World Health Organization has set clearly the responsibility of the national governments towards the health systems that they coordinate and called for the concept of management, which involves a much more active role in health promotion.

The paper envisages an analysis of the impact of reforms in the health systems upon the economic growth.

In a first stage, the main institutional changes in the public health systems of the Central and East-European countries are briefly presented, as well as some of the challenges that the reforms of the health systems in this part of Europe are facing.

There are also analyzed some of the problems of the public health systems at European and at Romanian level. It is emphasized the fact that at European level a constant preoccupation as regards population's health was present, and such a thing took the shape of adopting models, programs and strategies that were adopted by the European Parliament and enforced for the entire Europe.

The obstacles that hinder the implementation of the reform in the public health system in Romania have been and still are generated by political and managerial difficulties. The specific circumstances of the Romanian society have determined important amendments to the Law of social health insurances. The reform of the Romanian health system must also be understood as a part of the transition towards the market economy and political pluralism.

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PY 2008

BP 7

EP 16

UT ISI:000264285500001

ER

PT C

AU Angelescu, C

Dobre, M

Tatu, D

Ailanel, D

AF Angelescu, Coralia

Dobre, Mihaela

Tatu, Delia

Ailanel, Dorel

GP Lucian Blaga, Univ SIBIU Romania

TI THE INSERTION OF YOUNG PEOPLE INTO THE LABOR MARKET IN ROMANIA

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The insertion of young people into the labor market represents an important Issue amongst all the countries within the European Union and this process Is studied differently from one country to another. At present the European Union counts about 75 million young people with the age between 15 and 24 years old.

This paper main objective Is to study insertion rate of young people into the labor market In Romania and to have a comparison with E. U,

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PY 2008

BP 17

EP 22

UT ISI:000264285500002

ER

PT C
AU Tanasescu, C
AF Tanasescu, Cristina
GP Lucian Blaga, Univ SIBIU Romania
TI WICKSELLIAN REVOLUTION: REVERBERATIONS IN TIME AND SPACE
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Wicksell was a free thinker, a lifelong socialist, a mentor to several justifiably famous Swedish economists who followed him, and one of the most influential economists of his time. His ongoing exchanges over the role of money in generating changes in prices-a dispute in which he and American economist Irving Fisher were the central players predated the mid-20th century clash between Keynesian and monetarist views of business cycles and correct price stabilization policy.
BN 978-973-739-594-8
PY 2008
BP 23
EP 27
UT ISI:000264285500003
ER
PT C
AU Angelescu, C
Tatu, D
Dobre, MH
AF Angelescu, Coralia
Tatu, Delia
Dobre, Mihaela Hrisanta
GP Lucian Blaga, Univ SIBIU Romania
TI STRUCTURAL CHANGE ANALYSIS FOR EASTERN AND CENTRAL EUROPEAN COUNTRIES
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB One of the major problem for the economies is their reduce capacity to generate new jobs, which is a very important aspect especially when it's seen through the social and human problems that are generated in this process. An essential insight of classical development economics was that economic growth is intrinsically linked to changes in the structure of production. According to this view, industrialization is the driver of technical change, and overall productivity increases are mainly the result of the reallocation of labour from low- to high-productivity activities. Economic growth in developing countries is about changing the structure of production. This study analyze the process of structural changes for Eastern and Central European Countries, from 2000 to 2006.
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PY 2008
BP 28
EP 32
UT ISI:000264285500004
ER
PT C
AU Begu, LS
AF Begu, Liviu-Stellan
GP Lucian Blaga, Univ SIBIU Romania

TI ECONOMIC BACKGROUND OF ROMANIA, BULGARIA AND SLOVAKIA
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The paper is about the evolution of macroeconomic indicators for Romania, Bulgaria and Slovakia. This research paper attempts to make a comparison between Romania and Bulgaria and Slovakia concerning macroeconomic aggregates and population occupancy. These countries are together because they are very similar in history, people, traditions, problems and particularities. Romania, Bulgaria and Slovakia had the same target: accessing the European Union.
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PY 2008
BP 33
EP 36
UT ISI:000264285500005
ER
PT C
AU Bobirca, A
Miclaus, PG
Lupu, R
Ungureanu, S
AF Bobirca, Ana
Miclaus, Paul Gabriel
Lupu, Radu
Ungureanu, Stefan
GP Lucian Blaga, Univ SIBIU Romania
TI SERVICES SECTOR POLICY REFORM: AN ANALYSIS OF COMMITMENT DEVICES. THE CASE OF ROMANIAN BANKING SERVICES
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The paper indicates that, on one hand the EU was used by Romania more as a commitment device for services sector policy reform than the WTO agreement (GATS) and, on the other hand, that even if Romania has attained a high degree of services trade liberalization, as well as a significant degree of integration with the European market - illustrated on the case of banking services, it still has to undertake some efforts towards dismantling impediments to the supply of services and towards good governance of services markets.
BN 978-973-739-594-8
PY 2008
BP 37
EP 44
UT ISI:000264285500006
ER
PT C
AU Caraganclu, A
AF Caraganclu, Anatol
GP Lucian Blaga, Univ SIBIU Romania
TI MOLDOVAN INDUSTRY WITHIN MODERN WORLD: PECULIARITIES AND PERSPECTIVES
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Industrial policy is an economic program financed by the state, which public and private sector are coordinating efforts for the creation of new technologies and industries. Government may offer aids through fiscal credits, subsidies, preferential taxes, or banks for development. This view of industrial development was adopted by many countries. This paper analyzes the problems of Moldovan industry in the frame of industrial policy.
BN 978-973-739-594-8
PY 2008
BP 45
EP 51
UT ISI:000264285500007
ER
PT C
AU Baltador, LA
Belascu, L
AF Baltador, Lia-Alexandra
Belascu, Lucian
GP Lucian Blaga, Univ SIBIU Romania
TI THE STRATEGY FOR SUSTAINABLE DEVELOPMENT: A NATIONAL AND COMMUNITARIAN REQUIEREMENT
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Since the publication of the Brundtland Report (1987) and the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro in 1992, sustainable development has become a relevant societal model around the world. Due to the fact that sustainability is a global concept, but with local effect, the European Union launched the task that every member state should act according to this new paradigm. As part of the EU, Romania must take into account the European developments as set out in the renewed Sustainable Development Strategy, whose overall aim is to develop and identify actions to enable the EU to achieve continuous improvement of the quality of life both for current and for future generations, through the creation of sustainable communities, able to manage and use resources efficiently and to lap the ecological and social innovating potential of the economy, ensuring prosperity, environmental protection and social cohesion. The major challenge for the National Sustainable Development Strategy (NSDS) is to translate national and European sustainable development commitments into solid policies and actions that help individual nations to embark on paths towards sustainable development and to stay on course.
BN 978-973-739-594-8
PY 2008
BP 52
EP 56
UT ISI:000264285500008
ER
PT C
AU Bran, F
Ioan, I
AF Bran, Florina
Ioan, Ildiko
GP Lucian Blaga, Univ SIBIU Romania
TI SUSTAINABLE URBAN DEVELOPMENT IN THE LOW DANUBE AREA

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Urban development raises numerous sustainability related issues both in social and ecological plan. There a range of international organization involved in urban development. The main challenges faced by urban development planning are coming from providing a healthy and steady environment in the framework of a more and more dynamic and open economy, with profound changes spread by geo-economics concentration centers. Romanian Danube side cities face a paradox. They are aware that their position represents an important advantage, but on the other hand, the social and economic realities do not express in any form these advantages. Bearing in mind the most recent advances on aggregating sustainability indicators, cities were compared and established hierarchies envisaging to enlighten the spatial relation and other complex interactions established along the Danube. Considering such criteria and indicators, cities were grouped in different classes for a better appropriation of priority set up. The main outcome regarding sustainability was that diversifying local economies, which undergone a heavy involution in the last decades, is crucial.

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PY 2008

BP 57

EP 60

UT ISI:000264285500009

ER

PT C

AU Brezeanu, P

Triandafil, CM

Ristea, L

AF Brezeanu, Petre

Triandafil, Cristina Maria

Ristea, Luminita

GP Lucian Blaga, Univ SIBIU Romania

TI WHAT ARE THE CHALLENGES OF THE EAST EUROPEAN EMERGING COUNTRIES

MACROECONOMIC OVERVIEW?

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The European East Emerging countries represent an interest research topic both in terms of macroeconomic environment and corporate finance decision. Their evolution within the process of nominal and real convergence process requires a challenging analysis of the way the main macroeconomic environment affects corporate segment. This analysis will focus on the macroeconomic environment, highlighting out the way it evolved during the transition process from the centralized and planed economy to the market oriented one.

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PY 2008

BP 61

EP 65

UT ISI:000264285500010

ER

PT C

AU Caraiani, G

AF Caraiani, Gheorghe

GP Lucian Blaga, Univ SIBIU Romania
TI THE PATENT IN THE EUROPEAN UNION
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB In this study we introduce to you the multiple aspects of the patents in the European Union. In the first part, a short presentation of the patents will be done and then we examine the first international conventio. Another distinctive feature analyzed is the one of the necessary and sufficient conditions which the patens should observe according to the anti-monopoly legislation of the EU.

The European patents and the European institutions make another subject of the present essay. We finally examine the patent of the European Union, the institutions of the EU patents as well as the merger of the EU system with the European one.

At the end of this paper, we analyze all the features of the patents as a component of industrial property in Romanian economy regarded as a member of the European Union.

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PY 2008

BP 66

EP 69

UT ISI:000264285500011

ER

PT C

AU Cornescu, V

Druica, E

Bratu, A

AF Cornescu, Viorel

Druica, Elena

Bratu, Anca

GP Lucian Blaga, Univ SIBIU Romania

TI THE COST OF THE PRICE RISK AND ITS IMPLICATIONS. THE UNIVERSITY EDUCATION MARKET CASE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The cost of the risk, as the main motivation of risk management implementation, is a widely - discussed concept, having connections with many areas of economics and social issues, and generating the most various problems in practice. As the related literature says, the cost of the risk should be an internal cost for all the living structures in a society, and leading to a fair distribution of the risk at the individual level. This paper intends to discuss some arguments which make the university educational market an important place where nowadays the costs of the risk are mainly transferred towards society. We intend to prove that the old mentalities and the new rules lead to a dangerous contradiction in people's minds and also to discuss upon the connections between the internal environment and the international influences on the university educational market, as following from the new rules imposed by the European Union.

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PY 2008

BP 70

EP 74

UT ISI:000264285500012

ER

PT C
AU Crisan, S
AF Crisan, Silviu
GP Lucian Blaga, Univ SIBIU Romania
TI ROMANIA'S ADHESION TO THE EUROPEAN UNION - BETWEEN DESIDERATE AND REALITY
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB It has passed more than one year since Romania adheared to the E. U. We cannot render an appreciation regarding what has beeb achieved in our country taking into account the political, social, economic aspect without a clear analysis of the circumstances the adhering has been prepared and made. This means that it is much more as the events that took place in 2007 were witnesses of both the genuine accomplishments, more or less compeled, as well as the failures that marked the period started on July the 222nd 1995 when Romania officially launched the request for the E. U adhering. This meant both for Romania and for the countries in democratic Europe not only hope in a future it has to fully belong to, but a detachment from the burdening past with a difficult to appreciate dimension. The period to the end of 2004 when the negotiations came to an end, continued with that since January the Irst outlined a Romania able to answer the high demands of adhering, a Romania so often confused regarding the actions that had to be taken, if we had in view either the content or the responsibility assumed. We can appreciate them from a certain perspective as being full of hope. A thing that convinces, if we think of the economic growth that has been achieved, Romania's ability to attract investments or the participation to important joint projects of the E.U. Viewed from another perspective, that of nonqualitative accomplishments or failures, Romania revealed its incapacity to become responsible for its own actions and to make responsible its own citizens regarding their new status of genuine Europeans with full rights and obligations very clearly outlined. A virtual balance goes on between what is good and what is bad or doing the right thing or on the contrary, or doing in time or not at all, or being determined or not, realistic or unrealistic. How long, how much, what is the price it takes, here are questions that are waiting for an answer from Romania.
BN 978-973-739-594-8
PY 2008
BP 75
EP 79
UT ISI:000264285500013
ER
PT C
AU Dinescu, MC
Grigorovici, C
AF Dinescu, Maria-Cristina
Grigorovici, Corina
GP Lucian Blaga, Univ SIBIU Romania
TI THE INTERNATIONAL MIGRATION OF THE HIGHLY QUALIFIED HUMAN CAPITAL. THE CREATIVE CLASS-CORE OF GLOBAL ECONOMIC GROWTH
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Creativity drives the economic growth of the present times because new technologies, industries and all economic goods flow from it. if until a century ago the competitiveness on economic level was

based on agricultural systems and afterwards on the transition to industrial systems, in the present times the switch has been made on the capacity to bring novelty. Competitiveness on the economic level has therefore turned on the ability to attract, retain and develop creative people. These people who add economic value through their creativity make up the Creative Class. The purpose of this paper is to argue in favor of including the research - development (R & D) and innovation group both in the Creative Class as well as in the tertiary sector. The Creative Class, as defined by Richard Florida in "The Rise of the Creative Class" [Florida, 2002] includes, among other people, scientists and engineers, university Professors, researchers - that is - the R & D and innovation group. The R & D and innovation group brings the novelty that comes with and is necessary for the increase in the standard of living, and is as a result part of the tertiary sector. The dynamics of this group is therefore essential in the definition of a country's Creative Class, and, as such, for its economic development.

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PY 2008

BP 80

EP 82

UT ISI:000264285500014

ER

PT C

AU Balaceanu, C

AF Balaceanu, Cristina

GP Lucian Blaga, Univ SIBIU Romania

TI THE STRUCTURAL FUNDS ABSORPTION PROBLEMS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Regional development issues and Structural Funds are the focus of special attention in the EU accession negotiation process, particularly with regard to Central and East European (CEE) applicant countries. The continuance of the current Ell system would provide clear, quantifiable and definitely beneficial results for the applicant countries whose development levels are well below that of the current EU member states. The specific tool chosen by the Ell to foster economic and social cohesion and carry out community-wide regional policy was the significant transfer of funds to national and subnational levels, namely the Structural and Cohesion Funds. These transfers are designed to increase economic and social cohesion among Ell member states, mostly by helping the less developed countries catch up in terms of per capita Income. As for the next enlargement and the Structural Funds, the lines of conflict among the current Ell member countries appear to be between the net contributors to EU-wide regional programs (who, not surprisingly, do not want enlargement to raise their perceived "burden") and current net beneficiaries (who, on the other hand, are not so willing to share their "cake" with potential new entrants). However, even some EU experts have joined cautious critiques that question whether substantial fiscal transfers can be effectively and productively absorbed by formerly centralized economies in transition, with all their structural, institutional and administrative problems. This issue is also of great importance for CEE countries will regard to EU enlargement, as, based on current Structural Fund allocation rules, transfers to new members can reach up to four percent of their GDP after accession. Apart from putting a considerable budgetary burden on the Union, such transfers could be a major "shock" to these economies.

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PY 2008

BP 83

EP 87

UT ISI:000264285500015

ER

PT C

AU Dinu, L

AF Dinu, Laurentiu
GP Lucian Blaga, Univ SIBIU Romania
TI ECONOMIC POLICIES TO FOSTER GLOBALISATION. FUTURE CHALLENGES
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Following global developments in terms of economic policy and global governance, one can structure a clear pattern of preferences in policy making of advanced economies that has been driving forward the globalisation agenda. For some commentators this agenda is known as Progressive governance. This movement started in the 90's, from a critical evaluation of the lessons learnt in policy making, in the previous two decades. Starting from this common background a whole range of policy developments as well as implementing strategies and instruments was developed by the policy makers in both developed and developing countries. A fundamental dimension of these reconsiderations determined new attitudes towards globalisation and market opening.

Now, we are almost one decade down the globalisation path. These discussions proved to be valuable not only in terms of conclusions but also surprises for policy makers; one of the main objectives of this article is to analyse some of the fundamental conclusions that led to reconsidering the positions towards globalisation and more over the way these conclusions have been reflected in the governance process. The first part of this article is going to focus on the initial governance agenda. The second part presents the main trends that characterised the period under discussion. Building on these conclusions some ideas for a future development of the reform agenda are going to be crystallised(1). Building on these preliminary conclusions, the third section will focus on the implications for the future developments of the policy agenda. The fourth section is going to take the discussion into recent past with a special focus onto the challenges to short term.

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PY 2008

BP 88

EP 93

UT ISI:000264285500016

ER

PT C

AU Gorski, H

Brezai, L

AF Gorski, Hortensia

Brezai, Liana

GP Lucian Blaga, Univ SIBIU Romania

TI CHANGES WITHIN THE ORGANIZATION OF MODERN BUSINESS IN THE CONTEXT OF NEW INFORMATION TECHNOLOGY

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Taking into consideration the rapid rhythm of change, the organizations face the necessity of permanent transformation, of prompt response and very fast adjustment to the turbulent business environment. In the 21(st) century the speed of reaction and the flexibility constitute essential factors for success. The new information technology (17) A speeds up the disappearance of the old organizations and structures as well as the the emerging of a new type of organizations - based on knowledge and information - organizations that are proactive, flexible and both customer and market-oriented: horizontal organization; customer-oriented organization, network organization; virtual organization; organization based on self-managing teams.

In the century of speed, the rigid organizational structures are replaced by flexible, adaptive and temporary organizational structures that support the organization to survive and progress within the troubled transition. Within this context, the organizations will include besides the permanent organizational components more and more temporary components with a short or long lifetime according to the occurring changes. The organizational structures will become modular, and the new informational systems - based on IT - should support this modularity.

In the context of a sharp competition each lost minute implies huge costs: products / services that come too late on the market, lost customers, unexploited opportunities. In the century of speed, time is a rare resource and one shall make the most out of it. To be more efficient, information should flow faster, and the informational circuits should be as direct and short as possible. All these aspects require the elimination of some hierarchical levels and the transformation of high vertical hierarchies in more plain ones and the empowerment of employees regarding the decisions for their tasks. The bureaucratic hierarchies that separate the managers from the executives are about to be modified, avoided or dissolved.

Both the reengineering as well as the Business Process Redesign (BPR) are concepts close related to organizations' transformation in order to face difficulties that may appear in the current global business environment. The information technology plays an important role in organizational change; it can effectively reshape the way businesses are made.

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ER

PT C

AU Greavu, A

AF Greavu, Arina

GP Lucian Blaga, Univ SIBIU Romania

TI METAPHOR AND ECONOMICS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

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AB The paper conducts a contractive analysis of the main metaphors used to shape the discourse of economics in English and Romanian. Starting from the assumption that these metaphors broadly coincide, it sets out to test the validity of this hypothesis in two corpora of texts taken from leading economic publications in the two languages, i.e. The Economist and Capital. The various examples thus found are discussed contrastively, with a view to highlighting the similarities but also the particular differences between them.

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PY 2008

BP 100

EP 107

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ER

PT C

AU Huru, D

AF Huru, Dragos

GP Lucian Blaga, Univ SIBIU Romania

TI THE TRANSFORMATION OF INVESTMENT ENVIRONMENT IN GLOBALIZATION

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The research will critically analyze the theoretical fundamentals of the policies regarding investments and the effect on the investment environment with the end goal of creating a consolidated business environment. The motivation behind the chosen subject stems from the conviction that completing the integration into the European Union provides only the course to follow for the economical policies to be implemented and not their nature and through implementation. The investment issue takes into consideration a strategic approach of coordinating policy with regard to the specific internal institutional organization.
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PY 2008
BP 108
EP 109
UT ISI:000264285500019
ER
PT C
AU Ioan, I
Radulescu, CV
AF Ioan, Ildiko
Radulescu, Carmen Valentina
GP Lucian Blaga, Univ SIBIU Romania
TI POSSIBILITIES TO ENHANCE THE ECONOMIC VALUE OF THE DANUBE DELTA'S NATURAL ECOSYSTEMS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The Danube Delta is a unique assembly of a wide range of ecosystems hosting a tremendous biodiversity and providing important ecological functions. The new paradigm in nature conservation promoted since the Nairobi Conference of the Parties of the Convention on the Conservation of the Biological Diversity focus on the need to reach appropriate combinations of use and preservation measures by involving local people, linked with strong economic, spiritual relations to their environment. Combining data available for natural ecosystems with information regarding other similar sites we established a set of objectives both on long and short run and measures needed to reach them and the responsibilities of different stakeholders.
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PY 2008
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EP 113
UT ISI:000264285500020
ER
PT C
AU Ionescu, R
Oprea, R
AF Ionescu, Romeo
Oprea, Raducan
GP Lucian Blaga, Univ SIBIU Romania
TI EUROPEAN UNION FACES TO GLOBAL ECONOMIC COMPETITION
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The paper deals with the idea of bench marketing at macroeconomic level in order to study disparities and their causes. The nation-state as a bedrock economic-political institution is steadily losing control over international flows of people, goods, funds and technology. The introduction of the euro as the common currency of much Member States, while paving the way for an integrated economic powerhouse, poses economic risks because of varying levels of income and cultural and political differences among the participating nations. So we tried to realise a dynamic comparison between E. U., the most developed countries and the world average development level. For the beginning, we analysed GDP and GDP per capita at world level, in the Triad China, India and the new Asian industrialized countries. If the E. U (sic)s GDP grew up after the latest two enlargements, the GDP per capita slowed down. Other part of the paper deals with comparative analysis of the resources, surface and population. We took in consideration the same Triad, China and India. A pertinent analysis could be achieved using private consumption. So, we consider that was better to compare U.S.A., E. U and some other representative European countries. We continued the analysis in order to conclude that unemployment represents a chronic problem for the E. U The paper accords importance to R&D expenditures and to foreign trade too. The final conclusions are concentrated on the idea of change in the E. U As a result, E. U is more interested in economic growth and efficiency in the last 5 years.

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ER

PT C

AU Iordan, M

Radu, BM

Uzlau, C

AF Iordan, Marioara

Radu, Brindusa Mihaela

Uzlau, Carmen

GP Lucian Blaga, Univ SIBIU Romania

TI POSSIBILITIES TO ESTIMATE THE PUBLIC HEALTH EXPENDITURES LEVEL IN ORDER TO ACHIEVE A SUSTAINABLE ECONOMIC GROWTH

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

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CL Sibiu, ROMANIA

AB Currently, many national and international organizations are preoccupied by the improvement of the health systems and, consequently, of the quality of population's living, in general, and of the population's health condition, in particular. According to the World Health Organization, the statistical indicators regarding the population's health condition and the medical care system are grouped by several categories considering the current state of the health systems, namely mortality and morbidity indicators, but also indicators that characterize the coverage through medical services of the population's needs and risk factors indicators. At the same time, a health system may be characterized through four broad groups of indicators: human resources for the health system, aggregated indicators regarding the health system or the national health accounts, basic indicators for deaths' registration and indicators of hospital capacity, expressed by the number of beds.

The current paper attempts a schematic approach of the possibilities to estimate the public health expenditures level with the view to achieve a sustainable economic growth.

Ways to estimate the public health expenditures level, as well as elements in connection with the determinants Of expenditures for health care, and models to determine the projections of the health care expenditures in the long run in the OECD countries are also briefly presented in the paper.

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ER

PT C

AU Lucian, P

AF Lucian, Paul

GP Lucian Blaga, Univ SIBIU Romania

TI THE ROLE OF THE REGIONS COMMITTEE IN THE ELABORATION OF THE COMMON ECONOMICAL POLITICS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

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CL Sibiu, ROMANIA

AB Through the Treaty from Maastricht, the Consultative Council of the Regional and Local Collectivity was replaced in 1993, by the Regions Committee. The number of the places allocated to each member state in the Regions Committee is going to be revised because it doesn't reflect adequately the population dimension of the representative regions.

The Regions Committee can not be considered an instrument of the regionalizing Europe; on the contrary it is a new created institution for respecting the local and regional identity, but even for the development of the common economical politics.

The Regions Committee has only an advisory notification, but the EU Council and the European Committee have to ask the Regions Committee in the domain which affects the local and regional interests.

The Treaty from Maastricht is a powerful mechanism to respect strictly the subsidiary principle.

The subsidiary principle is in contradiction with the excessive centralization of the process of taking decisions which are considered to be too far from the citizens.

The subsidiary principle shows that the decisions have to be taken by the public authorities which are file closest to the European citizens. The subsidiary also, takes care that lite activity of the European institutions doesn't start only in the cases when is more efficient than the activity of regional, national or local institutions.

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EP 127

UT ISI:000264285500023

ER

PT C

AU Ionescu, R

Oprea, R

AF Ionescu, Romeo

Oprea, Raducan

GP Lucian Blaga, Univ SIBIU Romania

TI ROMANIAN'S POST-ADERING WAY FOR INTEGRATION IN THE EUROPEAN UNION

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

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CL Sibiu, ROMANIA

AB Romanian economy, like every national economy, is a complex, dynamic, cybernetic system. This system has to integrate into the European Union in order to apply principles of complementarities and compatibility. For the beginning, the paper deals with the advantages of Romania's integration to the European Union from macroeconomic and citizens points of view. We tried to define the new major objectives and the new principles of policy for Romania after its adhering to the E. U. As a result, we analysed the main actors of the Romanian markets and administration and their role in achieving integration. Other part of the paper realised an analysis of the main economic sectors of the Romanian economy in order to demonstrate if they are able to support Romania's integration. The first step was to analyse Romanian industry according with Lisbon Strategy. As a result, we spoke about Romanian Industrial Policy, the document of the Romania government which describe the evolution of our industry during 2005-2008. So, we defined the main objectives of the actual industrial policy like the growth of competitively, the growth of R&D importance, a better management for resources and environment and a high level of training for labour. The next step was the analysis of Romanian agriculture under the impact of CAP and European Funds. So, we analysed the evolution of the agriculture during 2007-2009 and the forecasts until 2013. Another part of the paper deals with the evolution of the Romanian tourism and its forecast. The final conclusion is that Romania is not ready to establish a horizon for its integration, but it is able to achieve this strategically objective only with considerable efforts using coherent politics and strategies.

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PY 2008

BP 128

EP 133

UT ISI:000264285500024

ER

PT C

AU Luhan, ID

AF Luhan, Ionut Dragos

GP Lucian Blaga, Univ SIBIU Romania

TI A NEW ECONOMY OR JUST A NEW PHASE THE DEVELOPMENT OF ECONOMY?

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

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CL Sibiu, ROMANIA

AB Polemics regarding the appearance of a New Economy or the,existence of a new phase in the economic development" can be often noticed in the specialty newspapers. In the following we will try to approach some of the most important aspects of the two topics we have talked about so far, aspects that can help the readers make an opinion and even reflect upon the concept of the New Economy.

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PY 2008

BP 134

EP 136

UT ISI:000264285500025

ER

PT C

AU Marginean, S

AF Marginean, Silvia

GP Lucian Blaga, Univ SIBIU Romania

TI THE INFORMATION SOCIETY IN ROMANIA: A CONCEPTUAL MODEL OF THE SYSTEM OF INDEXES FOR EVALUATION OF THE INFORMATION SOCIETY

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
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CL Sibiu, ROMANIA
AB The evaluation of information society is a dynamic system. In defining the set of critical indexes for development in Romania we'll have to take into consideration the following distinctions: economy-society, information knowledge. In order to personalize the group of indexes appropriate for Romania we have to consider the capacity of a given group of indicators to correspond to tire interests of a defined group of stakeholders. Actual tendencies show that in order to follow the progress in development in the information society the best solution is that of defining an index that can cover all tire critical aspects for the analyzed phenomena and process. We suggest three areas of interest: individual, company, government and tire educational system. We can select the right indexes corresponding to these ones for the present state of development in order to define a composite index E-RO which will include all indexes present in our model. In the following stage E-RO values should be determined in order to establish lite development objectives of the information society and of the society based on knowledge and to separate stages in the Romanian economy process of transformation. We determine E-RO for the fallowing components: e-business, e-individuals/cilizens, e-government, e-learning.
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PY 2008
BP 137
EP 141
UT ISI:000264285500026
ER
PT C
AU Matiu, O
AF Matiu, Ovidiu
GP Lucian Blaga, Univ SIBIU Romania
TI MULTILINGUALISM AND EUROPEAN INTEGRATION
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB This paper deals with the concept of multilingualism and its impact upon the process of European integration. The main aim of this paper is to prove that multilingualism is not only necessary but it is a natural solution for a possible Babel-like crisis in Europe. The key to keeping people together within the borders of a united Europe is multilingual communication. Communication embraces several forms and its main toot is language: a common language (a lingua franca) or several languages spoken by most members of a community (multilingualism).
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PY 2008
BP 142
EP 146
UT ISI:000264285500027
ER
PT C
AU Militaru, M
Militaru, C
AF Militaru, Madalina
Militaru, Cezar
GP Lucian Blaga, Univ SIBIU Romania
TI THE PROCESSES OF CONVERGENCE AND POLARISATION IN EUROPE
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB This paper depicts the temporal aspects of disparities and cohesion, i.e. the economic processes of convergence and polarisation taking place across the European territory, on both a medium-and a long-term basis. In economic theory two types of convergence are identified, namely absolute convergence and relative or conditional convergence. In simplistic terms the former, based firmly in neoclassical growth theory, denotes a process where poorer economies (be they national, regional or local) are growing faster than the richer ones due to decreasing returns on capital, assisted by increasing factors (labour, investments) mobility and trade. The poorer economies would therefore eventually "catch up" with their richer counterparts with the economic gap eroded over time. The latter viewpoint argues that growth is dependent on a much wider range of factors than merely the technology used and the productivity of the worker. Factors such as, for example, the political system in which the region operates are in addition seen as important here.

Spatial disparities are extremely sensitive to the scale of analysis: the smaller the units of analysis, the stronger the tendency for large differences between them to occur. As a rule and unless otherwise stated, the analysis in this paper operates primarily on the NUTS 3 level which implies that there are at least two spatial entities in each Member Slate save for Luxembourg and Cyprus.

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EP 152

UT ISI:000264285500028

ER

PT C

AU Minica, M

Frant, F

AF Minica, Mirela

Frant, Florin

GP Lucian Blaga, Univ SIBIU Romania

TI THEORETICAL ASPECTS RELATED TO SUSTAINABLE DEVELOPMENT

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

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CL Sibiu, ROMANIA

AB Over the last few years, environmental and economic literature has focused on a) how and at which rate natural renewable and non-renewable resources should be exploited, b) depletion in environmental quality caused by pressures generated by anthropic activities (pollution, waste and undesired residuals), c) sustainable development as a long run concept, which implies combining lasting development with conditions in social and environmental dimensions in line with intergenerational equity. SD is a complex and multi-domain issue, which has to combine efficiency, equity and intergenerational equity on economic, social and environmental ground. SD definitions can be borrowed from current literature and/or political documents. Available concepts and related theories regarding SD can help understand the main elements in SD definitions, thereby ensuring that the main questions regarding these definitions and other theories can be outlined in order to select the indicators and frameworks required in SD strategy.

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PY 2008

BP 153

EP 158

UT ISI:000264285500029

ER

PT C
AU Mocanu, M
AF Mocanu, Mihal
GP Lucian Blaga, Univ SIBIU Romania
TI THE COSTS EVALUATION USING THE METHOD OF COSTS CALCULATION ON ACTIVITIES
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB During the sixties, a new method of administration and the new types of organization and management impose the permanent reconsideration of the existing systems of information. Among the experiments made to settle a costs' method adequate to the new need of information and the new management of the production we approach the Activity Based Costing (ABC) from theoretical point of view and illustrated by an application.
BN 978-973-739-594-8
PY 2008
BP 159
EP 163
UT ISI:000264285500030
ER
PT C
AU Moga, I
AF Moga, Ilie
GP Lucian Blaga, Univ SIBIU Romania
TI THE ABUSE OF MONOPOLY POSITION ON EU MARKET PRINCIPLES AND RULES
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB Article no. 82 of TCE sentences the abuse of monopoly position on domestic market of E.U or on a significant part of this. These behaviours lead to the increase of costs to the entrance on the market and therefore it offers the possibility to the monopoly company to practice a higher level of power of market. The applying of this article aims at the increase of economic efficiency even if the main goal of anti-trust legislation is to provide the process of economic integration not that of the improvement of economic efficiency.
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PY 2008
BP 164
EP 167
UT ISI:000264285500031
ER
PT C
AU Nanu, R
Gruescu, R
Buziernescu, R
AF Nanu, Roxana
Gruescu, Ramona
Buziernescu, Radu
GP Lucian Blaga, Univ SIBIU Romania
TI COMPARISONS REGARDING THE EVALUATION OF ABSORPTION ABILITY OF STRUCTURAL FUNDS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The absorption of structural funds increased rather slowly in time, due to the fact that it took them quite some time to create the necessary executive ability in order to check the projects, efficient implementing, ensuring the common financing and settling up the funds from EU after delivering the adequate documentation. The experiences of the new member states show that the absorption of the structural funds requires a solid preparation of central administration in order to establish national frameworks of solid policies, the coordination between ministries, national programmes well made and the implementing ability. The paper presents comparisons regarding the evaluation of the managing absorption capacity in Romania and in some countries that adhered and conclusions regarding the lessons that Romania has to learn.
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PY 2008
BP 168
EP 174
UT ISI:000264285500032
ER
PT C
AU Opreana, A
AF Opreana, Alin
GP Lucian Blaga, Univ SIBIU Romania
TI THE LISBON STRATEGY AND SUSTAINABLE GROWTH OF EUROPE
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB During the meeting of the European Council in Lisbon (March 2000), the Heads of State or Government launched a "Lisbon Strategy" aimed at making the European Union (EU) the most competitive economy in the world and achieving full employment by 2010. This strategy, developed at subsequent meetings of the European Council, rests on three pillars: An economic pillar preparing the ground for the transition to a competitive, dynamic, knowledge-based economy. A social pillar designed to modernise the European social model by Investing in human resources and combating social exclusion. An environmental pillar, which was added at the Goteborg European Council meeting in June 2001, draws attention to the fact that economic growth must be decoupled from the use of natural resources. An EU research group found in 2005 that current progress had been judged "unconvincing", so a reform process was introduced wherein all goals would be reviewed every three years, with assistance provided on failing items. The Renewed Lisbon Strategy does not attempt to rewrite the Lisbon strategy, but it does Identify new actions at European and national level which will help to see Lisbon vision is achieved.
BN 978-973-739-594-8
PY 2008
BP 175
EP 179
UT ISI:000264285500033
ER
PT C
AU Platis, M
AF Platis, Magdalena
GP Lucian Blaga, Univ SIBIU Romania

TI CHANGE AND QUALITY IN UNIVERSITY EDUCATION - EUROPEAN REQUIREMENTS AND SUBJECTIVE PERCEPTIONS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB Education in Romania has suffered several quantitative, qualitative and structural changes. In the higher education institutions, the reform is more visible, both at a legislative level and administrative - practical one. The change in the sense of the educational processes quality is not new. The quality requirements can be understood both from an official - ruled perspective and an economic subjective one. Thus, the quality in education gets a new different perception from a subject to another, which means that beyond the standards, criteria and indicator, "another quality" of educational processes can be defined.

This paper purpose a new guide of quality understanding in the university education, as another interpretation of the recognized methodology at the national and European level. The main objectives of the paper are:

Defining quality in the sense of economic value;

Identifying concrete changes of subject behaviors implied in education process;

Correlating the quality actions from the ruled and economic " quality perception.

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UT ISI:000264285500034

ER

PT C

AU Popescu, DA

AF Popescu, Dan-Alexandru

GP Lucian Blaga, Univ SIBIU Romania

TI THE EUROPEAN ENVIRONMENT POLICY, GENERATING REFLEXES IN THE SOCIOECONOMIC SPACE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States

CY MAY 15-16, 2008

CL Sibiu, ROMANIA

AB The protection and the improvement of the environment, meant to support a durable development, no longer represent a desideratum, but a must of the modern world. Institutional policies, governmental strategies and international agreements are initiated in the area of globalised economy and society. However, as many local projects, citizen Initiatives and individual standpoints are required in the subtle micro-sphere of collective behaviour and civic consciousness, human obligations and mutual interests. The main concerns of environment-related approaches focus on the necessity to fight against the destruction of the surroundings, fully aware of the irreversibility of the cycle of development towards obvious and continuous economic progress.

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PY 2008

BP 185

EP 189

UT ISI:000264285500035

ER

PT C

AU Popescu, DL

AF Popescu, Doris-Louise
GP Lucian Blaga, Univ SIBIU Romania
TI THE IMPACT OF RURAL DEVELOPMENT ON THE ENVIRONMENT. CONDITIONINGS AND EFFECTS
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
CY MAY 15-16, 2008
CL Sibiu, ROMANIA
AB The paper below aims at dealing with the relationship between rural development and the environment, answering some main questions related to the perception of the European citizens concerning the responsibilities of the Common Agricultural Policy, the strategies of the European Union in the field of rural development in agreement with respecting the environment and, last but not the least, the dangers of noninvolvement, namely the effects of a nondurable rural development. This paper, actually, ranges among the current tendencies, the problems of the environment being an absolute priority of the 21(st) century society, expected to adjust, as equitable as possible, the balance between the imperative of economic growth and the necessity to preserve the environment. The economy-environment equilibrium appears the more important as the stake is enormous: the very survival of humanity.
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PY 2008
BP 190
EP 193
UT ISI:000264285500036
ER
PT C
AU Predescu, A
AF Predescu, Antoniu
GP Lucian Blaga, Univ SIBIU Romania
TI IS THERE AN ECONOMIC GROWTH TAX?
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
CT International Economic Conference on Integrative Relations between the European-Union-Institutions-and-the-Member-States
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CL Sibiu, ROMANIA
AB The fiscal lever is of such complexity and range, that is, even in theory, linked to the phenomenon of economic growth - at least, to the phenomenon of the production of goods and services; the link has the - conceptual - starting point taxes are levied on the very components which generate the production itself: capital (stock), labor and knowledge. Through this, the object of this paper is, consequently, built: the economic growth, through production, could, at minimum, be taxed; or, maybe, if the main political and social forces conclude in such a manner, in the economy, the economic growth must be, by using the mechanism described above, taxed
BN 978-973-739-594-8
PY 2008
BP 194
EP 196
UT ISI:000264285500037
ER
PT C
AU Puni, SP
Avram, EL
AF Puni, Silviu Petru
Avram, Eleonora Laura
GP Lucian Blaga, Univ SIBIU Romania

TI AGRICULTURE AND ECONOMIC DEVELOPMENT - CONCEPTUAL DELIMITATIONS AND THE NEW FRONTIERS

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

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CL Sibiu, ROMANIA

AB Since we have seen that agriculture, generally, in its usual definition, regards the activity of cultivating plants and animal husbandry, the term "agro-business" is defined as the economic activity associated with supplying the farmers with inputs, processing and distributing agricultural products. We also notice the fact that the term "agrobusiness" has a much wider span than it is implied by the generally acknowledged definition of "agriculture", this means that it includes both agricultural activities, and here we refer also to production activities related to the seed material, seminal material, processing activities performed directly by agricultural producers, sale and distribution performed directly by agricultural producers, as well as service activities, including services specific to agriculture, and even activities belonging to other economic fields related to the agricultural field. On the other hand we notice the fact that the term "agro-industry" refers to the processing and industrializing activities of agricultural products, included, together with agricultural activities, as shown above, in the agro-business area, therefore "market requirements impose the horizontal and vertical diversification and integration of the agricultural production, with its upstream and downstream elements".

In the context of the already mentioned remarks, agriculture scope must be extended by a definition that would comprise all activities that the term agro-business refers to, that do not include upstream and downstream branches, and which, due to the technologies and the specificities of certain agricultural sectors, enter implicitly in agriculture's scope.

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TI ROMANIA'S COMPETITION POLITICS - BETWEEN INTEGRATION AND POST-ADHERENCE

SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1

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AB A series of questions remains to be answered: How will restrictive European competition be integrated into world economy? How is perceived the liberalization tendency initiated and promoted by the European Committee for increasing European integration and internal market completion by national competition authorities of the member states, especially in sensitive sectors such as network-type industries and general economic interest services? How will the potential conflicts between the international merger and acquisition wave and the national industry policy interests be solved? Since the answers to these questions can only be provided on the basis of sound economic reasoning, we must keep in mind the fact that politics issues will always play an important part in obtaining the final result, which does not necessarily coincides with the optimal view designed by economic theory.

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TI PROPOSALS FOR IMPROVING THE STRATEGY AT THE LEVEL OF THE PERMANENT REPRESENTATION OF ROMANIA TO THE EU
SO INTEGRATIVE RELATIONS BETWEEN THE EUROPEAN UNION INSTITUTIONS AND THE MEMBER STATES, VOL 1
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AB The idea of this paper started from the reality of the organization presented: a structure made of performing people, prestigious ones, but where, from time to time, are lost opportunities giving us, therefore, the right to play the role one desires, because of the lack of a well defined strategy. This paper intends to apply concepts of strategy and strategic management within a public institution with a special statute, i.e. the Permanent Representation of Romania to the EU. Although the application of concepts created for the business environment is evidently limited the analysis of the Representation through the prism of the management theory is quite useful. The starting point would be the analysis of both internal and external environment of the organization; then, are analyzed the strategic options for relating with external actors (cooperation, competition, first more advantages, theories of power); next, an analysis is performed on resources and capacities that can and must be developed for the organization to be able to play the intended role within that environment. Those elements are then introduced in a kind of strategy that is the most suitable for this organization/environment. Indirectly, results from these points a set of improvements that can be brought to the strategy/actual objectives.
The first part of this essay is dedicated to the description of the organization, it's activities and current objectives. Comes then a section dedicated to theoretical strategy concepts adapted to the specific situation of the Representation; from this results a strategy that could bring improvements of the institutions' functioning that could consolidate it's role within the inter-institutional framework. The most important proposals are presented in the end of this paper, on the point dedicated to "conclusions and recommendations."

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TI SUSTAINABLE DEVELOPMENT STRATEGIES IN MURES COUNTY
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AB An important role in the new National Sustainable Development Strategy is the policy of economical cohesion and regional development The general strategic objectives for local sustainable development established both by the Development Program for Mures County in the 2007-2013 period, in the Local Agenda 21 or the Sustainable Development Program of the Torgu-Mures Municipality as well as in the Suburban-Zonal Territory Equipping Plan of the Targu-Mures Municipality is a more accelerated

economical growth of the county so that the report between the most developed and the most undeveloped zone will shrink until the end of the period (2013). These programs establish a series of projects found in different stages, adapted to each area according to its specific development level, completable through developing partnerships both on the base of local and national financing as well as european funds.

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