

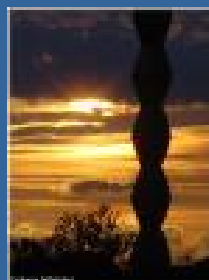
**“CONSTANTIN BRÂNCUȘI” UNIVERSITY OF TÂRGU-JIU  
FACULTY OF ECONOMICS**



**4<sup>th</sup> International Scientific Conference ECO-TREND 2007**

*Economics and Globalization*

**23-24 November, 2007, Târgu-Jiu, Romania**



**Conference Programme**

**Dear colleague,**

.....

The Faculty of Economics is pleased to invite you to our

**4<sup>th</sup> International Scientific Conference ECO-TREND 2007**  
*Economics and Globalization*

The main goal of the 2007 *Economics and Globalization Conference* is to provide an opportunity for researchers in economics, accounting, finance, data analysis, mathematics, engineering and other fields of economic activities and business, from all over the world, to come together, present their research and learn from each other.

**ORGANIZING COMMITTEE,**

## THE SCIENTIFIC COMMITTEE

Prof. Ph. D. Adrian Gorun, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. Constantin Căruntu, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. Dorel Dumitru Chirițescu, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. Medar Ion Lucian, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. Adina Neamțu, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. Constantin Popescu, Faculty of Economics, Academy of Economic Studies Bucharest, Romania;  
Prof. Ph. D. Constantin Ciurlău, Faculty of Economics and Business, University of Craiova, Romania;  
Prof. Ph. D. Piero Bini, Facoltà di Scienze Politiche, Università degli studi Roma Tre, Italy;  
Prof. Ph. D. Eleftherios Thalassinos, University of Piraeus, Department of Maritime Studies, Greece ;  
Prof. Ph. D. Matt Qvortrup, Robert Gordon University, UK;  
Prof. Ph. D. Raluca Iorgulescu Polimeni, School of Business, Siena College, USA;  
Assoc. Prof. Ph. D. Roxana Bobulescu, Burgundy School of Business, Dijon, France;  
Prof. Ph. D. Ion Caracaleanu, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. Vasile Popeangă, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. Doru Cîrnu, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. Lucia Popa Paliu, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. Gheorghe Holt, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. Ana Gabriela Babucea, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. George Niculescu, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Prof. Ph. D. Gabriela Dobrotă, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Assoc. Prof. Ph. D. Sanda Gabriel, C. Brâncuși Univ. of Tg-Jiu, Romania;  
Assoc. Prof. Ph. D. Amelia Boncea, C. Brâncuși Univ. of Tg-Jiu, Romania.

## ORGANIZING COMMITTEE

**Chairman of the conference: Constantin Căruntu**  
**Secretary: Diana Pociovălișteanu**

**Membri:** Constanța Enea, Liviu Neamțu, Marcel Romanescu, Cecilia Răbonțu, Nicolae Ecobici, Nicolae Vasile Popeangă, Dumitru Stîrcea, Alexandru Genu Căruntu, Cornelia Tomescu, Teodora Vătuiu, Amalia Todoruț, Carina Toader, Mariana Văduva, Cecilia Văduva, Gabriela Bușan, Aniela Bălăcescu, Lorena Duduială Popescu, Georgiana Tănăsoiu, Daniela Dănăcică, Loredana Ciurlău, Loredana Lăpăduși, Felicia Chirculescu, Claudia Godeanu, IrinaVoica, Mirabela Florea Ianc

# PROGRAMME

## FRIDAY

23 NOVEMBER 2007

09:00 - 10:00	Registration
10:00 - 10:30	Welcome and Opening Ceremony
10:30 - 11:30	Plenary Sessions
11:30 - 13:00	Sight-seeing tour of Târgu-Jiu - Sculptural Ensemble of Constantin Brancuși
13:00 - 13:30	<i>Lunch</i>
13,30 - 15:30	Parallel Sessions
15,30 – 16:00	<i>Coffee Break</i>
16,00-18,00	Parallel Sessions
18,30	<i>Special Event and Conference Dinner</i>

## SATURDAY

24 NOVEMBER 2007

09:00 - 11:00	Parallel Sessions
11:00 – 11:30	<i>Coffee Break</i>
11:30 – 13:30	Parallel Sessions
14:00	Excursion

## **REGISTRATION OF THE PARTICIPANTS**

**Friday, 23 November, 2007; 09:00 – 10:00**

Registration of the participants will take place inside of the Prefecture Building, in front of the Maura Hall (Victoria Street, No. 2-4, Târgu-Jiu).

## **WELCOME AND OPENING CEREMONY**

**Friday, 23 November, 2007**

**10:00 – 10:30**

Welcome and opening ceremony will take place in the Maura Hall of the Prefecture Building. The speakers will share their visions regarding *Economics and Globalization*.

## **PLENARY SESSION**

**Friday, 23 November, 2007**

**10:30 – 11:30**

Plenary Sessions will run in the Maura Hall of the Prefecture Building. The following speakers are going to share their knowledge and give insights on global issues from different perspectives:

1. **Eleftherios THALASSINOS**, University of Piraeus, Director of Graduate Studies, European Chair Jean Monnet, General Editor, European Research Studies Journal  
*TRENDS AND DEVELOPMENTS IN THE EUROPEAN FINANCIAL SECTOR*
2. **Silviu CERNA**, West University of Timisoara, Romania  
*MONETARY POLICY BETWEEN EU ACCESSION AND EURO ADOPTION*
3. **Adrian ŞIMON**, “Petru Maior” University of Târgu-Mureş, Romania  
*L'UNION EUROPÉENNE*

## PARALLEL SESSIONS

**Friday, 23 November, 2007; 13:30 - 18:00**  
**Saturday, 24 November, 2007; 09:00 - 13:30**

Parallel Sessions will be held at the Faculty of Economics, 24 Victoria Street, Târgu-Jiu, according to the following schedule:

**Session 1:** *General Economic Theory – Room B010*

**Session 2:** *Management, Marketing, Tourism-Services - Room B110*

**Session 3:** *Finance, Accounting, International Foreign Affaires – Room B111*

**Session 4:** *Statistics, Economic Analysis, Data Processing, Mathematics – Room B011*

**Session 5:** *Ecology and Environmental Engineering – Room B112*

**Session 6:** *Humanities – Room B113*

## SPECIAL EVENT AND CONFERENCE DINNER

The conference dinner will take place in Bulevard Restaurant, on Friday, 23 November 2007, from 18:30 to 24:00.

## EXCURSION

The organizers provide a free of charge half-day excursion for all participants on the second day of Conference – 24 November 2007. The participants willing to join the excursion program should put a mark on the registration form.

## CONFERENCE LANGUAGES

The languages of the conference will be *Romanian, English, French*.

**„Constantin Brâncuși” University**  
**Faculty of Economics**  
**No. 24, Victoriei Street,**  
**Târgu-Jiu, Gorj**  
**Romania**  
**Phone:+4-0253-211062; Fax: +4-0253-213012**  
**Web page: <http://www.utgjiu.ro/fse>**  
**E-mail: [fse@utgjiu.ro](mailto:fse@utgjiu.ro)**

## SESSION 1 – GENERAL ECONOMIC THEORY

*Friday, 23 November 2007*

*13:30-15:30*

*Room: B010*

**Session Chair: Eleftherios THALASSINOS, University of Piraeus, Greece**

**Secretary: Diana POCIOVĂLIȘTEANU, „Constantin Brâncuși” University, Romania**

1. *A TIME SERIES MODEL FOR THE ROMANIAN STOCK MARKET*  
Eleftherios THALASSINOS  
University of Piraeus, Greece  
Diana-Mihaela POCIOVĂLIȘTEANU  
“Constantin Brâncuși” University of Tg-Jiu, Romania
2. *ASPECTS OF OUTSOURCING STRATEGIES FOR SPACE ORGANIZATIONS*  
Robert A. GOEHLICH  
Humboldt University at Berlin, Germany
3. *CONSIDERATIONS FOR THEORY ECONOMIC GROWTH AT PRESENT AND POTENTIAL*  
Daniel TOBĂ  
University of Craiova, Romania
4. *DEVELOPING AN EFFECTIVE BUSSINESS MODEL*  
Amelia BONCEA  
“Constantin Brâncuși” University, Tg-Jiu, Romania  
Cecilia RABONȚU  
“Constantin Brâncuși” University, Tg-Jiu, Romania
5. *ECONOMIC ANALYSIS OF HOUSEHOLD FOOD SECURITY IN SOUTHWESTERN NIGERIA*  
Sola OLORUNFEMI  
Economic Department  
Adekunle Ajasin University  
Akungba-Akoko  
Ondo State  
Nigeria
6. *ENERGY SECURITY IN THE EASTERN MEDITERRANEAN “LAND VS SEA”*  
Sukru INAN  
Departament of Econometrics, Inonu University, Malatya, Turkey
7. *EUROPE AND ASIA - ECONOMICAL AND GEOPOLITICAL IMPACT – POSSIBLE CONFIGURATION OF GLOBALIZATION*  
Ion CARACALEANU  
“Constantin Brâncuși” University, Tg-Jiu, Romania  
George AVRAM, Romania
8. *FORECASTING USE IN UNDERDEVELOPED COUNTRIES'*

- Kamil DURDU  
Dept. of Econometrics, Inonu University, Malatya, Turkey
9. *GLOBALIZATION AND TURKISH TRADE RELATIONS WITH THE BALKAN TRANSITION ECONOMIES*  
Kamil DURDU  
Sukru INAN  
Dept. of Econometrics, Inonu University, Malatya, Turkey
10. *LES ENTREPRISES ET LE PROCESSUS INVESTITIONEL*  
Cecilia-Elena VĂDUVA  
Universit e “Constantin Brâncu i”, Tg-Jiu, Romania
11. *LES PRIX ET LA PRODUCTIVITE DU TRAVAIL*  
Mariana VĂDUVA  
L’Universit e “Constantin Brâncu i”, Tg-Jiu, Romania
12. *MANAGING AND GROWING AN ENTREPRENEURIAL FIRM*  
Doru CÎRNU  
“Constantin Brâncu i” University, Tg-Jiu, Romania  
Amelia BONCEA  
“Constantin Brâncu i” University, Tg-Jiu, Romania
13. *PUBLIC INVESTMENT AND ECONOMIC GROWTH IN NIGERIA: AN AUTOREGRESSIVE MODEL*  
Sola OLORUNFEMI  
Economic Department  
Adekunle Ajasin University  
Akungba-Akoko  
Ondo State  
Nigeria
14. *SOME ASPECTS REGARDING ECONOMIC GROWTH AND SUSTAINABLE DEVELOPMENT*  
Sorin CĂLEA  
“Babe -Bolyai” University of Cluj-Napoca, Romania
15. *SUSTAINABLE DEVELOPMENT*  
Florin FRANT  
“Eftimie Murgu” University, Re i a, Romania
16. *TECHNOLOGY TRANSFER AS VALUE RATIO ENLARGEMENT*  
Mojmir SABOLOVIC  
Masaryk University, Czech Republic
17. *THE COMPLEXITY OF THE WHOLE LIVING COMMON ENTITY. A NEW PARADIGM.*  
Carmen COSTEA  
Constantin POPESCU  
Liana BADEA  
Alexandru TA NADI  
Miltiade STANCIU  
Faculty of Economics, Academy of Economic Studies, Bucharest, Romania

18. *TOTAL LIVING PARADIGM, ADVANTAGE AND DISADVANTAGE IN THE INCREASE OF ROMANIAN PRODUCTS COMPETITIVENESS?*  
Miltiade STANCIU  
Academy of Economic Studies; Bucharest, Romania  
Mihaela PĂUN  
Louisiana Tech University, Ruston, Louisiana, USA

**Friday, 23 November 2007**

**16:00-18:00**

**Room: B010**

**Session Chair: Eleftherios THALASSINOS, University of Piraeus, Greece**

**Secretary: Diana POCIOVĂLIȘTEANU, „Constantin Brâncuși” University, Romania**

1. *CONTROVERSIES IN DEFINING THE CREDIT*  
Alexandru VARVARA  
Iași, Romania
2. *DES METHODES D'ENTRER SUR LE MARCHE DES ASSURANCES*  
Maria Mirabela FLOREA – IANC  
The Faculty of Economics  
“Constantin Brâncuși” University of Tg-Jiu, Romania
3. *LA PENSEE ECONOMIQUE*  
Adrian ȘIMON  
“Petru Maior” University of Tg-Mureș, Romania
4. *ROLE OF AND RECENT TRENDS IN THE MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE) INDUSTRY*  
Silvia Patricia DODU  
Romanian-American University, Bucharest, Romania
5. *ROMANIA'S REGIONAL DEVELOPMENT WITHIN THE PROCESS OF EUROPEAN INTEGRATION*  
Elena TOBĂ  
Dalia SIMION  
University of Craiova, Romania
6. *THE BLACK SEA - STRATEGICAL AREA FOR AN UNITE AND SECURE EUROPE*  
Ion CARACALEANU  
“Constantin Brâncuși” University, Tg-Jiu, Romania  
George AVRAM  
Romania
7. *THE COMPETITIVE ADVANTAGE IN THE CONTEXT OF GLOBALIZATION*  
Angela ROGOJANU  
Liana BADEA  
Monica TARTA

Academy of Economic Studies, Bucharest, Romania

8. *THE DEVELOPMENT OF THE HUMAN CAPITAL IN ROMANIA*  
Elena TOBĂ  
University of Craiova, Romania
9. *THE FUTURE OF ROMANIAN CLOTHING INDUSTRY IN AN ENLARGED EUROPE*  
Ovidiu FOLCUT  
Radu DESPA  
Razvan MUSTEA  
Iuliu IVĂNESCU  
Romanian American University, Bucharest, Romania
10. *THE GLOBAL COMMUNICATION: THE TRAPS OF THE METHODOLOGY*  
Ilie ROTARIU  
"Lucian Blaga" University of Sibiu, Romania
11. *THE IMPACT OF THE EU INTEGRATION PROCESS UPON THE ROMANIAN EMPLOYMENT POLICIES*  
Cătălina Maria GEORGESCU  
Department of Political Science  
Faculty of History, Philosophy, Geography  
University of Craiova, Romania
12. *THE MILITARIZATION OF THE INTERNATIONAL RELATIONS DURING THE COLD WAR*  
Mihaela ROVINARU  
Flavius ROVINARU  
FSEGA, "Babes-Bolyai" University, Cluj-Napoca, Romania
13. *THE NEED TO MAINTAIN A FINANCIAL STABILITY OF THE INSURANCES COMPANY AND ITS ACCOMPLISHMENT POSSIBILITIES*  
Maria Mirabela FLOREA – IANC  
The Faculty of Economics  
"Constantin Brâncuși" University of Tg-Jiu, Romania
14. *THE POLITICAL FACTOR AND EUROPEAN POLICIES TO PROMOTE EMPLOYMENT*  
Cătălina Maria GEORGESCU  
Department of Political Science  
University of Craiova, Romania
15. *THE ROMANIAN RANGING AT THE EUROPEAN'S UNION OBJECTIVES IN THE CONTEXT OF DOHA DEVELOPMENT AGENDA*  
Paul Bogdan Zamfir  
"Constantin Brâncuși" University of Tg-Jiu, Romania

**Saturday, 24 November 2007**

**9:00-11:00**

**Room: B010**

**Session Chair: Eleftherios THALASSINOS, University of Piraeus, Greece**

**Secretary: Diana POCIOVĂLIȘTEANU, „Constantin Brâncuși” University, Romania**

1. *ADVERSE SELECTION AND ENTREPRENEURIAL TALENT*  
Ana-Maria ZAMFIR  
Academy of Economic Studies, Bucharest, Romania
2. *COESION ECONOMIQUE ET SOCIAL: EXPRESSION D'UNIFORMITE, DANS LE CONTEXTE DU PROCÉDE EUROPEEN D'INTEGRATION*  
Gabriela MARCHIS  
Danubius University of Galatz, Romania
3. *CONSERVATORY AND LIBERAL-MODERATE OPINIONS CONCERNING THE DEFICIENCIES AND PERSPECTIVES OF THE ROMANIAN ECONOMY*  
Adriana RICHITER  
“Virgil Madgearu” Commercial College, Tg-Jiu, Romania
4. *CULTURE D'ENTREPRISE*  
Marinică BOSÂNCEANU  
„Ștefan cel Mare” University, Suceava, Romania
5. *DEMOGRAPHIC CHANGES IN TRANSITION COUNTRIES: OPPORTUNITY OR OBSTACLE FOR ECONOMIC GROWTH: CASE OF MONTENEGRO*  
Maja BACOVIC  
University of Montenegro, Faculty of Economics  
Podgorica, Montenegro
6. *ECONOMIC ASPECTS OF POST WAR INTERNATIONAL CONFERENCE (1943-1946)*  
Mihaela ROVINARU  
FSEGA, Babes-Bolyai University, Cluj-Napoca, Romania
7. *ECONOMY AND SOCIETY IN VIRGIL MADGEARU'S WORK*  
Mihaela IONITA – NICULESCU  
“Virgil Madgearu” Commercial College, Tg-Jiu, Romania
8. *ESSENTIAL POINTS IN MAX WEBER'S SOCIAL AND ECONOMIC THINKING*  
Sorinel Cosma, Romania
9. *GLOBALISATION AND THE DEVELOPMENT OF INDIAN STEEL INDUSTRY*  
Debdas Karmakar  
University of Burdwan, West Bengal, India
10. *ICT AND COMPETITIVENESS OF THE MACEDONIAN ECONOMY*  
Olivera KOSTOSKA  
Faculty of Economics - Prilep, St. Clement Ohridski University – Bitola,

Republic of Macedonia  
Pece MITREVSKI  
Faculty of Technical Sciences, St. Clement Ohridski University – Bitola,  
Republic of Macedonia  
Ilija HRISTOSKI  
Faculty of Economics - Prilep, St. Clement Ohridski University – Bitola,  
Republic of Macedonia

11. *LA DECISION DE PRIX AU NIVEAU MACRO ET MICROECONOMIQUE*  
Florinel FLOREA IANC  
Tg-Jiu, Romania
12. *LA DEINDUSTRIALISATON ET L'IMPACTE REGIONAL DU DECLIN INDUSTRIEL*  
Cecilia-Elena VĂDUVA  
Université “Constantin Brâncuși”, Tg-Jiu, Romania
13. *LA DÉMONSTRATION DE L'IMPACT POSITIF DE LA POLITIQUE INDUSTRIELLE COMMUNE SUR LES ÉCONOMIES DES ÉTATS MEMBRES*  
Romeo IONESCU  
Răducan OPREA  
Université Dunărea de Jos Galați, Romania
14. *LA MONDIALISATION ET LA MIGRATION INTERNATIONALE*  
Marinică BOSÂNCEANU  
„ Ștefan cel Mare” University, Suceava, Romania
15. *LABOR MARKET SEEN FROM THE FRANCHISING POINT OF VIEW*  
Anne-Marie HORDĂU  
North University, Baia-Mare, Romania
16. *LE CONTENU ET LES ELEMENTS CARACTERISTIQUES D'UNE STRATEGIE DE PRIX*  
Florinel FLOREA IANC  
Tg-Jiu, Romania
17. *LES EFFETS DE LA GLOBALISATION SUR L'ENTREPRISE ET L'ENTREPRENANT*  
Alina HAGIU  
Université de Pitești, Romania
18. *LES PROVOCATIONS ACTUELLES DE LA POLITIQUE SOCIALE EUROPÉENNE*  
Romeo IONESCU  
Răducan OPREA  
Université Dunărea de Jos Galați, Romania
19. *LONG LASTING DEVELOPMENT AND SOCIAL COHESION REGARDING THE GROWTH O LIFE QUALITY*  
Dacian DIACONU  
University of Craiova, Romania

20. *MIGRATION AND LABOR MARKET – A PERMANENT PROBLEM*  
Anne-Marie HORDĂU  
North University, Baia-Mare, Romania
21. *MIGRATION OF WORK*  
Mirela MINICĂ  
“Eftimie Murgu” University, Reșița, Romania
22. *MODERN THINKING REGARDING THE GLOBALIZATION PHENOMENON IN THE 21<sup>ST</sup> CENTURY*  
Emilian Florin DRĂGAN  
S.C. Severnav S.A., Dr. Tr. Severin, Romania
23. *PARTICULARITIES OF THE ROMANIAN POPULATION’S CONSUMPTION AND THE WAYS OF ASSIMILATION OF THE POST-MODERN ROMANIAN POLULATION’S CONSUMPTION*  
Marian PIRVULESCU LACULEANU  
Craiova, Romania
24. *PRINCIPLES OF LIBERAL ECONOMIC POLICY IN ROMANIAN ECONOMIC THEORY*  
Flavius ROVINARU  
FSEGA, Babes-Bolyai University, Cluj-Napoca, Romania
25. *PROGRESSIVE GLOBALIZATION OF THE CAPITAL MARKET*  
Dorina Nicoleta MĂNESCU  
National Economic College “Gheorghe Chițu” Craiova, Romania
26. *THE FINAL EFFECTIVE CONSUMPTION OF THE ROMANIAN POPULATION*  
Marian PIRVULESCU LACULEANU  
Craiova, Romania

***Saturday, 24 November 2007***

***11:30-13:30***

***Room: B010***

**Session Chair: Eleftherios THALASSINOS, University of Piraeus, Greece**

**Secretary: Diana POCIOVĂLIȘTEANU, „Constantin Brâncuși” University, Romania**

1. *ASPECTS REGARDING THE EVOLUTION OF THE CAPITAL MARKET TO ECONOMICAL DEVELOPMENT*  
Irina-Elena VOICA  
“Constantin Brâncuși” University, Tg-Jiu, Romania
2. *DETERMINANTS OF REGIONAL COMPETITIVENESS IN NORTH-WEST DEVELOPMENT REGION OF ROMANIA*  
Dana BAKO  
Faculty of Economics and Business Administration, Cluj-Napoca, Romania

Stefana VARVARI  
Faculty of Economics and Business Administration, Cluj-Napoca, Romania

3. *DISTRIBUTION AND CONCENTRION OF THE LOCAL UNITS AS PART OF THE DEVELOPMENT REGIONS*  
Elena PÎRVULESCU LĂCULEANU  
University of Craiova, Romania
4. *ECOLOGICAL NATIONALISM VS. GLOBALIZATION – EXTERNALIZING THE ENVIRONMENTAL IMPACTS*  
Florian Marcel NUȚĂ  
“Alexandru Ioan Cuza” University of Iași, Romania
5. *ECONOMIC AND ENVIRONMENTAL PERFORMANCE – TWO FACTORS FOR GLOBAL PERFORMANCE ACHIEVEMENT*  
Florian Marcel NUȚĂ  
“Alexandru Ioan Cuza” University of Iași, Romania
6. *EVOLUTION OF THE ECONOMICAL AND FINANCIAL INDICATORS OF THE ENTREPRISES FROM THE SERVICES FIELD*  
Elena PÎRVULESCU LĂCULEANU  
University of Craiova, Romania
7. *PARTICULARITIES OF INSTITUTIONALISM IN THORSTEIN VEBLEN’S ECONOMIC THINKING*  
Sorinel COSMA, Romania
8. *RELIGION AND ECONOMIC GROWTH IN THE “GLOBAL VILLAGE”*  
Aurelian Petruș PLOPEANU  
“A.I. Cuza” University, Iași, Romania
9. *SOCIAL AND ECONOMIC COHESION WITHIN EUROPEAN UNION – CONCEPT AND TREND*  
Dacian DIACONU  
University of Craiova, Romania
10. *THE BANK RISKS MANAGEMENT IN THE TERMS OF BANK SYSTEM REORGANIZATION IN ROMANIA AND PREPARATION FOR THE INTEGRATION IN THE UE*  
Gheorghe LĂPĂDAT  
University of Craiova, Romania
11. *THE CULTURE OF COMPETITION*  
Liana BADEA  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania  
Nicolae NEDELICU  
Saligny College, Rosiori de Vede, Romania
12. *THE EVOLUTION OF PASSENGER TRANSPORT IN ROMANIA*  
Laura OLTEANU  
“Babeș-Bolyai” University of Cluj-Napoca, Romania
13. *THE GLOBALIZATION OF THE WORLD ECONOMY CONTEMPORANY*

- APPROACHES*  
Patricia GUȚĂ  
University of Craiova, Romania
14. *THE IMPACT OF THE RISING EFFICIENCY LAW IN THE NEW ECONOMICS*  
Ramona – Mihaela URZICEANU  
Agora University, Oradea, Romania
15. *THE IMPLICATION OF THE GLOBALIZATION ON THE MONETARY POLICY PROMOTED BY THE CENTRAL AND EASTERN EUROPEAN COUNTRIES DURING THE TRANSITION TO THE MARKET ECONOMY PERIOD*  
Patricia GUȚĂ  
University of Craiova, Romania
16. *THE INTERNATIONAL ECONOMIC IMPORTANCE OF FOREIGN DIRECT INVESTMENTS*  
Mugurel SURUPĂCEANU, Romania
17. *THE LASTING DEVELOPMENT OF THE RURAL ZONE IN ROMANIA IN JOINING AND INTEGRATION IN EUROPEAN UNION AND INTERNATIONAL GLOBALIZATION*  
Gheorghe LĂPĂDAT  
University of Craiova, Economical Sciences Faculty, Craiova, Romania
18. *THE OPORTUNITIES FOREIGN INVESTMENTS IN ROMÂNIA AFTER THE INTEGRATION IN TO EUROPEAN UNION*  
Mugurel SURUPĂCEANU, Romania
19. *THE PRIORITIES OF RURAL DEVELOPMENT BETWEEN 2007-2013*  
Mariana SORLESCU  
Romanian-American University, Bucharest, Romania
20. *THE PROGRAMS OF THE SYSTEM OF SOCIAL SECURITY IN ROMANIA*  
Oana DOBRE-BARON  
University of Petrosani, Romania
21. *THE ROLE OF INVESTMENTS IN THE ECONOMIC AND SOCIAL DEVELOPMENT IN A COUNTRY*  
Alexandru CÂMPEANU  
Ioana LUPAȘC  
“Dunărea de Jos” University of Galatz, Romania
22. *THE SYSTEM OF SOCIAL SECURITY FOR UNEMPLOYED IN ROMANIA*  
Oana DOBRE-BARON  
University of Petrosani, Romania
23. *TOWARDS A COMPETITIVE EUROPE THROUGH THE NEW FINANCIAL FRAMEWORK 2007-2013*  
Gabriela MARCHIS  
Danubius University of Galatz, Romania
24. *USING INTELECTUAL PROPERTY RIGHTS TO ENFORCE THE NETWORK*

*STRATEGY: THE TRADE-OFF BETWEEN OPEN AND PROPRIETARY  
TECHNOLOGY STANDARDS*

Radu MUȘETESCU

Cristian PĂUN

Faculty of International Business and Economics

Academy of Economic Studies, Bucharest, Romania

25. *WHAT'S AT STAKE WITH GLOBALIZATION?*

Angela ROGOJANU

Faculty of Economics Academy of Economic Studies, Bucharest, Romania

## SESSION 2 – MANAGEMENT, MARKETING, TOURISM-SERVICES

*Friday, 23 November 2007*

*13:30-15:30*

*Room: B110*

**Session Chair: Ioan RADU, Academy of Economic Studies, Bucharest, Romania**

**Secretary: Constanța ENEA, „Constantin Brâncuși” University, Romania**

1. *ASPECTS OF TOTAL QUALITY MANAGEMENT APPLIED IN MEDIUM AND SMALL ENTERPRISES*  
Doru CÎRNU  
Amalia Venera TODORUȚ  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania
2. *ASPECTS REGARDING ENTRY BARRIERS TO MARKET FOR THE OIL COMPANIES*  
Violeta SIMA  
UPG Ploiești, Romania
3. *AUDITUL INTERN, ELEMENT CHEIE AL STANDARDULUI ISO 9000*  
Daniela POPESCU  
University of Craiova, Romania
4. *BUSINESS MARKETING AND THE ETHICS OF GIFT GIVING*  
Isabela GIORGI  
“Virgil Madgearu” National College of Targu Jiu, Romania  
Felicia RUS  
Faculty of Economics  
„Constantin Brâncuși” University of Tg-Jiu, Romania
5. *LES QUALITES DU MANAGER ET LES FACTEURS INFLUENÇABLES DE SON TRAVAIL*  
Constantin CĂRUNTU  
Claudia JOE  
Faculty of Economics  
„Constantin Brâncuși” University of Tg-Jiu, Romania
6. *CERTIFICAREA UNUI SISTEM DE MANAGEMENT AL CALITĂȚII, EXPRESIE A EVALUĂRII ȘI AUDITĂRII ACESTUI SISTEM*  
Daniela POPESCU  
University of Craiova, Romania  
Cristinel POPESCU  
S.C. Voltinvest Craiova, Romania
7. *CONCEPTUAL MODEL OF INTELLIGENT PUBLIC MANAGEMENT*  
Ioan RADU  
Minodora URSACESCU  
Florin IONITA  
ASE Bucharest, Romania

8. *CONTRIBUTION OF THREE EXPERTS ON QUALITY MANAGEMENT*  
Liliana LUCA  
Liviu CÎRȚÎNĂ  
University „Constantin Brâncuși” of Tg-Jiu, Romania
9. *CUSTOMER SATISFYING – ESSENTIAL ELEMENT FOR THE GROUNDS OF AN OFFER*  
Ioana ZAHEU  
Romanian-American University, Bucharest, Romania
10. *DEALING WITH CUSTOMERS COMPLAINTS – A KEY ISSUES IN A MORE COMPETITIVE MARKET*  
Catrinel DRIDEA  
Romanian-American University, Romania
11. *ECOTOURISM IN ROMANIA*  
Nirvana MÎNDRULEAN  
Andreea BRÎNDUȘA  
C.T.A.M.” C- tin Brancusi”, Craiova, Romania
12. *ERP ORGANIZATIONAL DESIGN AND CHANGE MANAGEMENT IN ROMANIAN HEALTH SYSTEM*  
Violeta SIMA  
Ileana GHEORGHE  
UPG Ploiești, Romania
13. *FUNCTIONS OF SOCIAL RELATIONSHIPS IN THE ORGANIZING OF AN INTERNATIONAL JOINT VENTURE LAWYER*  
Claudia POPA  
Dolj, Romania  
Silviu Florin SALOMIA  
Faculty of Economics  
„Constantin Brâncuși” University of Tg-Jiu, Romania
14. *GLOBALIZATION AND ITS IMPLICATIONS FOR ROMANIAN ECONOMY AND ENTERPRISES*  
Dina Maria LUȚ  
„Dimitrie Cantemir”, Christian University, Timișoara, Romania
15. *HOW TO BUILD A STRATEGIC SYSTEM BASED ON LEVELS OF ACTION*  
Liviu NEAMȚU  
Faculty of Economics  
„Constantin Brâncuși” University of Tg-Jiu, Romania
16. *IMPLEMENTATION OF A MANAGERIAL STRATEGY AT THE LEVEL OF AN ENTREPRISE WITH PRODUCTION AND SALE*  
Claudia MUNGIU - PUPĂZAN  
Faculty of Economics  
„Constantin Brâncuși” University of Tg-Jiu, Romania
17. *INNOVATION – ROMANIA’S ONLY OPPORTUNITY FOR RETREINING THE GAP TO THE DEVELOPING COUNTRIES*

Alexandrina Maria PĂUCEANU  
ASE Bucharest, Romania

18. *INOVATIONS AND COMPETITIVENESS ON THE GLOBAL MARKET OF TOURISM*  
Daniela FIROIU  
Cezar MIHĂLCESCU  
Romanian-American University, Romania
19. *ITERFERENCES BETWEEN ORGANIZATIONAL CULTURE AND HUMAN RESOURCES: A NEW CHALLENGE FOR ROMANIAN MANAGERS AFTER THE ROMANIA INTEGRATION TO EUROPEAN UNION*  
Ileana GHEORGHE  
“Petroleum-Gas” University of Ploiești, Romania
20. *KNOWLEDGE MANAGEMENT*  
Mirela MINICĂ  
“Eftimie Murgu” University Reșița, Romania
21. *L’OFFRE TOURISTIQUE ROUMAINE DANS LA PERSPECTIVE DE L’INTÉGRATION EUROPÉENNE*  
Mirela MAZILU  
Roxana MARINESCU  
Université de Craiova, Faculté de Sciences Economiques, Centre Universitaire de Drobeta Turnu Severin, Romania
22. *L’INFORMATIQUE DANS LE SYSTEME DE MANAGEMENT DE L’INTERPRISE*  
Ioan RADU  
Minodora URSĂCESCU  
Cleopatra ȘENDROIU  
Florin IONIȚĂ  
Mihai CIOC  
Sorin BURLACU  
Academie de Studies Economiques, Bucharest, Roumanie
23. *L’INNOVATION – LA CHANCE DE LA ROUMANIE POUR SE FAIRE RECOUPERER LE DECALAGE FACE AUX PAYS DEVELOPPES*  
Alexandrina Maria PĂUCEANU  
ASE Bucharest, Romania
24. *LA SATISFACTION DES CLIENTS – ELEMENT ESSENTIEL DANS LE FONDEMENT DE L’OFFRE*  
Ioana ZAHEU  
Romanian-American University, Romania
25. *TECHNOLOGICAL POTENTIAL OF PRODUCTION SYSTEMS*  
Puiu GRĂDINARU  
Doruleț GRĂDINARU  
Faculty of Economics, Pitești, Romania
26. *EQUILIBRATION OF FLUX PRODUCTION LINES*  
Doruleț GRĂDINARU  
Puiu GRĂDINARU

Faculty of Economics, University of Pitești, Romania

27. *STUDY CONCERNING THE SITUATION OF THE SMALL AND MEDIUM PRIVATE ENTERPRISES AFTER ROMANIA'S INTEGRATION INTO THE EUROPEAN UNION*  
Puiu GRĂDINARU  
Faculty of Economics, University of Pitești, Romania

**Friday, 23 November 2007**

**16:00-18:00**

**Room: B110**

**Session Chair: Ioan RADU, Academy of Economic Studies, Bucharest, Romania**

**Secretary: Constanța ENEA, „Constantin Brâncuși” University, Romania**

1. *STUDY CONCERNING THE STIMULATION OF THE EMPLOYEES FROM ROMANIAN SMALL AND MEDIUM ENTERPRISES*  
Puiu GRĂDINARU  
Faculty of Economics, University of Pitești, Romania
2. *LE TOURISME ET L'AMENAGEMENT DURABLE DU TERRITOIRE*  
Ioana Cristiana PETAN  
Romanian-American University, Romania
3. *MANAGEMENT AND PUBLIC ADMINISTRATION IN CZECH REPUBLIC*  
Alena KOPFOVÁ  
Masaryk University, Brno, Czech Republic
4. *MOYENS DE COMMUNICATION DANS LE MARKETING DIRECT*  
Viorica IONAȘCU  
„Dimitrie Cantemir” Christian University, Bucharest, Romania
5. *MULTI-CHANNEL STRATEGY IN BUSINESS-TO-BUSINESS MARKETS*  
Doina TATARU  
Perfect Co. Ltd, Bucuresti, Romania  
Silviu Florin SALOMIA  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania
6. *ORGANIZATION REENGINEERING AND MANAGEMENT REENGINEERING*  
Camelia BĂEȘU  
„Ștefan cel Mare” University of Suceava, Romania
7. *ROLE OF AND RECENT TRENDS IN THE MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE) INDUSTRY*  
Silvia Patricia DODU  
Romanian-American University, Romania
8. *STARTING AND SUSTAINING DECISION MANAGEMENT IMPROVEMENT EFFORTS*  
Liviu NEAMȚU

Adina Claudia NEAMȚU  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania

9. *STUDY AND PRACTICE OF KNOWLEDGE MANAGEMENT IN TOURISM*  
George NICULESCU  
University „Constantin Brâncuși” of Tg-Jiu, Romania
10. *THE MANAGEMENT OF THE AGRICULTURAL ENTERPRISE*  
Mimi PETRIȘAN  
University of Craiova, Romania
11. *THE ANALYSIS OF A SWOT STRATEGY AT THE LEVEL OF SOCIETY*  
Carina TOADER  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania
12. *THE CONCEPTUAL APPROACH OF TOURISTIQUE MARKETING*  
Cecilia RĂBONȚU  
Amelia BONCEA  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania
13. *THE EVALUATION OF THE EFFECTS OF TOURISM CRISES*  
Camelia Monica GHEORGHE  
Romanian-American University, Bucharest, Romania
14. *THE FLEXIBILITY OF ORGANIZATION AND THE FLEXIBILITY OF PRODUCT – PREMISES OF ORGANIZATIONAL SUCCESS*  
Amalia Venera TODORUȚ  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania
15. *THE INVOLVEMENT OF EUROPEAN UNION ON TOURISM INDUSTRY*  
Ioana Cristiana PETAN  
Romanian-American University, Bucharest, Romania
16. *THE MANAGEMENT OF HUMAN RESOURCES. THE COMMUNICATIONS INSIDE THE COMPANY*  
Mimi PETRIȘAN  
University of Craiova, Romania
17. *THE MANAGEMENT OF PORTOFOLIO RISK ON THE ROMANIAN CAPITAL MARKET*  
Dalia SIMION  
Daniel TOBĂ  
University of Craiova, Romania
18. *THE MANAGEMENT OF THE ORGANIZATIONS (COMPANIES) IN THE TERMS OF GLOBALIZATION*  
Emilian Florin DRĂGAN  
S.C. SEVERNAV S.A. Drobeta Turnu Severin, Romania

19. *THE NETWORK FOR THE BOARD – AN INSTRUMENT USED IN THE MANAGEMENT*  
Viorina BRAGA  
“Spiru Haret” University, Cîmpulung, Romania
20. *THE PARTICULARITY OF MARKETING IN HEALTH SERVICES*  
Cecilia RĂBONȚU  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania
21. *THE PREVISION OF THE TOURISTIC CIRCULATION IN THE BÂRSA LEND (2006-2007)*  
Rodica-Manuela GOGONEA  
Academy of Economic Studies, Romania  
Marian ZAHARIA  
Romanian-American University, Romania  
Cristian Valentin HAPENCIUC  
“Ștefan cel Mare” University, Suceava, Romania
22. *THE QUALITY AND ITS STRATEGY*  
Laurentia AVRAM  
“Spiru Haret” University, Cîmpulung, Romania
23. *THE RELATIONSHIP BETWEEN SERVICES AND COMPETITIVENESS*  
Corina GRIGOROVICI  
“Dimitrie Cantemir” Christian University, Bucharest, Romania
24. *THE TOURISM POTENTIAL OF NATIONAL PARKS IN ROMANIA*  
George NICULESCU  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania  
Cristian HRISTEA  
Perfect Ltd. Co, Romania
25. *TOURISTIC SUPPLY PREVISION IN THE BÂRSA LEND*  
Marian ZAHARIA  
Romanian-American University, Romania  
Rodica-Manuela GOGONEA  
Academy of Economic Studies, Romania  
Ioana ZAHEU  
Romanian-American University, Romania
26. *TRAITER LES PLAINTES DES CLIENTS - UNE QUESTION CLE DANS LE MARCHE  
COMPETITIF DE PLUS EN PLUS*  
Catrinel DRIDEA  
Romanian-American University, Romania
27. *WHO IS GOING TO TELL THE 2 BILLIONS CHINESE THEY MUST NOT HAVE THEIR OWN  
CAR?*  
Ilie ROTARIU  
“Lucian Blaga” University of Sibiu, Romania

*Saturday, 24 November 2007*  
*9:00-11:00*  
*Room: B110*

**Session Chair: Ioan RADU, Academy of Economic Studies, Bucharest, Romania**

**Secretary: Constanța ENEA, „Constantin Brâncuși” University, Romania**

1. *ACQUIRING AND USING INFORMATION IN RETAIL TRADE*  
Simona BĂLĂȘESCU  
Marius BĂLĂȘESCU  
University Transilvania of Brașov, Romania
2. *ANALYZE FOR COMPARISON THE ROMANIAN TOURISM AND THAT OF THE OTHER COUNTRIES EU MEMBERS*  
Constanța ENEA  
Faculty of Economics  
„Constantin Brâncuși” University of Tg-Jiu, Romania
3. *COMMUNICATION IN THE MANAGERIAL ACTIVITIES*  
Marcel Laurențiu ROMANESCU  
Faculty of Economics  
„Constantin Brâncuși” University of Tg-Jiu, Romania
4. *COMMUNITIES BASED ECOTOURISM ASSESSMENT MODELS AND PROCEDURES*  
Remus Ion HORNOIU  
ASE Bucharest, Romania
5. *CONSIDERATION REGARDING QUALITY MANAGEMENT*  
Mădălina ALBU  
„Petroleum-Gas” University of Ploiești, Romania
6. *CONSIDERATION REGARDING STRATEGIC ANALYSIS*  
Mădălina ALBU  
„Petroleum-Gas” University of Ploiești, Romania
7. *CONSIDÉRATIONS CONCERNANT LA CULTURE DE LA COMMUNICATION DANS L'ÉCONOMIE DE LA CONNAISSANCE*  
Manoela POPESCU  
”Dimitrie Cantemir” Christian University, Bucharest, Romania
8. *CONSTITUENTS MACROECONOMIC AND THEIR INFLUENCE ON FIRMS OF TRADE*  
Georgiana Lavinia TĂNĂSOIU  
Faculty of Economics  
„Constantin Brâncuși” University of Tg-Jiu, Romania
9. *CONSTITUENTS MICROECONOMIC AND THEIR INFLUENCE ON FIRMS OF TRADE*  
Georgiana Lavinia TĂNĂSOIU  
Faculty of Economics  
„Constantin Brâncuși” University of Tg-Jiu, Romania
10. *CONSUMER'S BEHAVIOR ON THE LAST MILE OF ROAD*

Oana MATEUȚ - PETRIȘOR  
Gabriela BOLOGA  
Agora University – Oradea, Romania

11. *CONTROLLER - THE MANAGERS PARTNER ON THE WAY TO SUCCESS*  
Valentina OARGĂ  
West University of Timisoara, Romania
12. *CONTROLLING - OBJECTS AND FUNCTIONS*  
Valentina OARGĂ  
West University of Timisoara, Romania
13. *CORPORATE SOCIAL RESPONSIBILITY – ANALYSING SOCIAL AND FINANCIAL PERFORMANCE. THE CASE OF ROMANIA*  
Irina – Eugenia IAMANDI  
Andreea Raluca CĂRĂGIN  
Alina Ramona CHICIUNDEAN  
Mihaela Cristina DRĂGOI  
ASE, REI, Bucharest, Romania
14. *CULTURAL INFLUENCES ON THE ADMINISTRATION OF BUSINESS NEGOCIATION PROCESSES*  
Florin Lucian ISAC  
„Aurel Vlaicu” University of Arad, Romania
15. *CULTURAL TRANSFERABILITY OF LEADERSHIP STYLES*  
Cătălin Ioan CLIPA  
„Al. I. Cuza” University, Iasi, Romania
16. *DECIZIONAL METHODS – LEADERSHIP STYLES*  
Robert Gabriel DRAGOMIR  
“Spiru Haret” University, Bucharest, Romania
17. *DEVELOPING PRICE STRATEGY WITHIN RETAIL TRADE*  
Marius BĂLĂȘESCU  
Simona BĂLĂȘESCU  
University Transilvania of Brașov, Romania
18. *E-MARKETING – NOUVELLES TENDANCES*  
Cezar MIHĂLCESCU  
Romanian-American University, Romania
19. *HUMAN WORKING FORCE’S CHARACTERISTICS INSIDE MULTINATIONAL CORPORATIONS*  
Viorina – Maria BERDE  
Agora University, Oradea, Romania
20. *IDENTITY AND REPRESENTATION - ENTERPRISE'S DEVELOPMENT MAIN FACTORS*  
Marcel Laurențiu ROMANESCU  
Faculty of Economics  
„Constantin Brâncuși” University of Tg-Jiu, Romania
21. *INVESTING IN ROMANIAN HUMAN CAPITAL- EDUCATION AND TRAINING AND INTERNATIONAL COMPETITIVENESS*

Cătălin Ioan CLIPA  
Anca Maria CLIPA  
„Al. I. Cuza” University, Iasi, Romania

22. *KNOWLEDGE –BASED MANAGEMENT*  
Camelia BĂEȘU  
„Ștefan cel Mare” University of Suceava, Romania
23. *L’INNOVATION DES PRODUITS ET DES PROCESSUS DANS LE TOURISME EUROPEEN*  
Daniela FIROIU  
Cezar MIHĂLCESCU  
Romanian-American University, Romania
24. *LA COMMUNICATION DU MONOLOGUE AU DIALOGUE*  
Ionela Daniela AVRAM, Pestisani, Gorj  
Delia DUMITRESCU, Targu Jiu, Gorj
25. *LA GESTION ELECTRONIQUE DES DONNEES PERSONNELLES ET LES LIBERTES INDIVIDUELLES*  
Valerica MAREȘ  
Académie d’Etudes Economiques, Bucarest, Roumanie  
Marius Daniel MAREȘ  
Université Spiru Haret, Bucarest, Roumanie
26. *LA NECESSITE DE LA GOUVERNANCE CORPORATIVE*  
Daniel Serafim BROTEA  
L’Université Libre Internationale de Moldavie  
Isabela GIORGI  
“Virgil Madgearu” National College of Targu Jiu, Gorj
27. *LE MARKETING LATÉRAL AU NIVEAU DU MARCHÉAGE*  
Viorica IONAȘCU  
”Dimitrie Cantemir” Christian University, Bucharest, Romania
28. *LE CONTRAT DE FRANCHISE, UNE METHODE DE RELANCER LE MILIEU DES AFFAIRES EN ROUMANIE*  
Claudia POPA - l'avocat du barreau Dolj, Roumanie
29. *LES NOUVELLES RESPONSABILITES DES CORPORATIONS ET LA GLOBALISATION*  
Daniel Serafim BROTEA  
ULIM Moldova
30. *LES QUALITES DU MANAGER ET LES FACTEURS INFLUENÇABLES DE SON TRAVAIL*  
Constantin CĂRUNTU  
Claudia JOE  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania
31. *MANAGEMENT IN TOURISM OF RECREATION*  
Andreea BRINDUSA  
Nirvana MINDRULEANU  
C.T.A.M.” C- tin Brancusi”, Craiova

*Saturday, 24 November 2007*

*11:30-13:30*

*Room: B110*

**Session Chair: Ioan RADU, Academy of Economic Studies, Bucharest, Romania**

**Secretary: Constanța ENEA, „Constantin Brâncuși” University, Romania**

1. *MANAGEMENTUL ORGANIZAȚIILOR ÎN CONDIȚIILE GLOBALIZĂRII*  
Emilian Florin DRĂGAN  
SC SEVERNAV SA, Drobeta-Turnu Severin, Romania
2. *MANAGERIAL STRATEGIES OF STAFF DEVELOPMENT*  
Claudia MUNGIU-PUPAZAN  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania
3. *MARKETING COMMUNICATION*  
Ana-Maria MARGULESCU  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania
4. *NEW PRODUCT DEVELOPMENT AT THE BEGINING OF THE MILENIUM: A GENERAL APPROACH*  
Claudiu CICEA  
ASE Bucharest, Romania
5. *NEW STRATEGIES IN CUSTOMER RELATIONSHIP MANAGEMENT: GAINING CUSTOMER PERMISSION*  
Claudia BOBÂLCĂ  
”Al. I. Cuza” University, Iași, Romania
6. *PARTICULARITES DU MANAGEMENT DE LA QUALITE DANS LES SERVICES*  
Florin Lucian ISAC  
„Aurel Vlaicu” University of Arad, Romania
7. *PECULIARITIES OF THE EUROPEAN MANAGEMENT*  
Loredana LĂPĂDUȘI  
Claudia JOE  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania
8. *PRINCIPLES OF COMMUNICATION IN ADVERTISING*  
Claudia Elena PAICU  
ASE, Bucharest, Romania
9. *QUELQUES ASPECTS CONCERNANT LA LOCALISATION/L'EMPLACEMENT DES FIRMES DANS LE CONTEXTE DE LA CRÉATION DE CLUSTERS*  
Manoela POPESCU  
”Dimitrie Cantemir” Christian University, București, Romania
10. *RISK EVALUATION IN PROJECT MANAGEMENT*  
Claudiu George BOCEAN

University of Craiova, Romania

11. *ROMANIAN EFFECTIVE MANAGEMENT CONSULTANCY FIRMS.*  
Marcel Lucian FLOREA  
"Al. I. Cuza" University, Iași, Romania
12. *ROMANIAN EFFECTIVE MANAGEMENT. CONSULTANCY FIRMS*  
Marcel Lucian FLOREA  
"Al. I. Cuza" University, Iași, Romania
13. *SECURITY AND PROTECTION FOR TOURISTS- FUNDAMENTAL CHANGES IN THE EVOLUTION OF TOURISM ON THE INTERNATIONAL MARKET. TERRORISM, NATURAL DISASTERS AND DISEASES*  
Gina-Ionela BUTNARU  
Faculty of Economics and Business Administration  
"Al. I. Cuza" University, Iași, Romania
14. *SOCIAL PERFORMANCE VERSUS ECONOMIC PERFORMANCE – COSTS AND REVENUES INCURRED BY CORPORATE SOCIAL RESPONSIBILITY IN A GLOBAL ENVIRONMENT*  
Irina – Eugenia IAMANDI  
Andreea Raluca CĂRĂGIN  
Alina Ramona CHICIUDEAN  
Mihaela Cristina DĂGOI  
ASE Bucarest, Romania
15. *STRATEGII DE DEZVOLTARE A UNOR ZONE TURISTICE ROMÂNEȘTI ÎN ETAPA ACTUALĂ*  
Roxana Mihaela NIOAȚĂ  
Alin NIOAȚĂ  
Faculty of Economics  
University „Constantin Brâncuși” of Tg-Jiu, Romania
16. *STRATEGII DE PROMOVARE A TURISMULUI DIN ROMÂNIA PRIN INTERNET*  
Alin NIOAȚĂ  
Roxana Mihaela NIOAȚĂ  
University „Constantin Brâncuși” of Tg-Jiu, Romania
17. *STRATEGY OF ROMANIAN ENTERPRISES IN THE EUROPEAN CONTEXT OF COMMUNICATION*  
Marcel Laurențiu ROMANESCU  
Faculty of Economics  
„Constantin Brâncuși” University of Tg-Jiu, Romania
18. *SUCCESSFUL MARKETING STRATEGIES IN TOURISM DEVELOPMENT OF NOVI SAD*  
Claudiu CICEA  
ASE Bucharest, Romania  
Drago CVIJANOVIC  
Institute of Agricultural Economies, Belgrade, Serbia  
Jonel SUBIC  
Institute of Agricultural Economies, Belgrade, Serbia
19. *THE CREATIVE CLASS: ENGINE OF ECONOMIC GROWTH. ASPECTS REGARDING THE INTERNATIONAL MIGRATION OF HUMAN CAPITAL INVOLVED IN SERVICES CONNECTED TO KNOWLEDGE BASED ECONOMY*

Maria-Cristina DINESCU  
ASE Bucharest

20. *THE EVOLUTION OF THE ROMANIAN ECONOMY ACCORDING TO THE EUROPEAN UNION'S EXPECTATIONS*  
Iulian Denis PURDESCU  
USM Chişinău, Moldova
21. *THE GLOBALIZATION AND THE MANAGEMENT OF DOCUMENTS*  
Marius Daniel MAREŞ  
Spiru Haret University, Bucharest, Romania  
Valerica MAREŞ  
ASE Bucharest, Romania
22. *THE IMPACT OF ORGANIZATIONAL LEARNING ON RELATIONSHIP*  
Delia DUMITRESCU  
“Pompiliu Marcea” Targu Jiu, Gorj  
Ionela Daniela AVRAM  
Pestisani College of Pestisani, Gorj
23. *THE IMPLEMENTATION OF A MANAGEMENT SYSTEM OF QUALITY INSIDE AN ORGANIZATION*  
Adriana SANDU  
SMC, Romania
24. *THE INFLUENCE OF THE PUBLIC ALIMENTATION OVER THE TOURISTIC PRODUCT*  
Cipriana SAVA  
L'Universite Chrestienne “Dimitrie Cantemir“, Timișoara, Romania
25. *THE ROLE OF QUALITY IN COSTUMIZATION OF THE DEVELOPMENT OF STRATEGY*  
Nicoleta DASCALU  
Sorina SERBAN - BARBU  
University of Pitesti, Romania
26. *THE ROLE OF SEGMENTATION IN THE STUDY ON ROMANIAN SOCIAL TOURIST SERVICES CONSUMER BEHAVIOUR*  
Nicoleta –Rossela DUMITRU  
Romanian-American University, Bucharest, Romania
27. *THE TOURISM ACTIVITY- A POSSIBLE ENGINE OF ECONOMICAL GROWTH*  
Irina-Ştefana CIBOTARIU  
„Ştefan cel Mare” University, Suceava, Romania
28. *THE TOURISM ACTIVITY VIEWED THROUGH THE COMPETITIVE ADVANTAGE ANGLE*  
Irina-Ştefana CIBOTARIU  
Universitatea „Ştefan cel Mare”, Suceava, Romania
29. *UNIVERSITY MANAGEMENT FROM A GLOBALISED EUROPEAN PERSPECTIVE*  
Ramona TODERICIU  
Emanoil MUSCALU  
The „Lucian Blaga” University of Sibiu, Faculty of Economics, Romania

30. *VIRTUALL SHOPS A NEW REALITY*  
Cezar MIHĂLCESCU  
Daniela FIROIU  
Romanian-American University, Romania
31. *WAYS TO EXPAND SALES FOR COMPANIES ACTING IN RETAIL USING NON CONVENTIONAL INSTRUMENTS*  
Ruxandra BADEA  
Vlad Mihai VOICU  
ASE Bucharest, Romania
32. *THE STUDY OF CONSUMER BEHAVIOR IN THE CONTEXT OF PRODUCTION AND CONSUM GLOBALISATION*  
Zenovia RUSTA-CAȚAN  
„Constantin Brâncuși” University, Tg-Jiu  
Romania
33. *THE COMMUNICATION – UN INFLUENCE PROCESS*  
Zenovia RUSTA-CAȚAN  
„Constantin Brâncuși” University, Tg-Jiu  
Romania

## SESSION 3 – FINANCE, ACCOUNTING, INTERNATIONAL FOREIGN AFFAIRES

*Friday, 23 November 2007*

*13:30-15:30*

*Room: B111*

**Session Chair: Şimon Adrian, „Petru Maior” University, Romania**

**Secretary: Gabriela Buşan, “Constantin Brâncuşi” University, Romania**

1. *A CHALLENGE FOR ACCOUNTANTS: HUMAN RESOURCE MEASUREMENT*  
Anca VARZARU  
University of Craiova, Romania
2. *A COMPARATIVE STUDY OF SHARE LISTINGS ON THE PRAGUE, WARSAW AND BUCHAREST STOCK EXCHANGE*  
Romana NÝVLTOVÁ  
Škoda Auto a.s. College, Tř. Václava Klementa 869, 293 60 Mladá Boleslav,  
The Czech Republic
3. *A NEW WAY OF AUDITING – AUDIT IN KNOWLEADGE BASED SOCIETY*  
Nicoleta RADNEANTU  
Anca CRUCERU  
Romanian-American University, Bucharest, Romania
4. *ACCOUNTING AND FISCAL ASPECTS REGARDING THE FINANCIAL NONCURRENT ASSETS*  
Marcela BENGESCU  
Gherghina DRILA  
Universitaty of Piteşti, Romania
5. *ACCOUNTING HARMONIZATION – IN THE GLOBALIZATION PROCESS OF NATIONAL ECONOMY*  
Dorel MATEŞ  
Faculty of Economic Science, West University of Timișoara, Romania  
Veronica GROSU  
Marian SOCOLIUC  
Faculty of Economic Science and Public Administration, „Ştefan cel Mare”  
University of Suceava, Romania
6. *ACTUAL PRIORITIES IN THE BANK MANAGEMENT*  
Costin Daniel AVRAM  
University of Craiova, Romania
7. *APPYING THE NET PRESENT VALUE CTITERION IN THE CASE OF MIXED FINANCING*  
Nicolae SICHIGEA  
Dorel BERCEANU  
Dan Florentin SICHIGEA  
Faculty of Economy and Business Administration, University of Craiova, Romania
8. *CHALLENGES OF THE BANKING SYSTEMS FROM THE CENTRAL AND EAST*

*EUROPEAN COUNTRIES, IN THE CONTEXT OF EUROPEAN UNION INTEGRATION  
AND THE ENTRANCE IN THE INTERNATIONAL FINANCE CIRCUIT*

Marilena TANASCOVICI  
University of Pitești, Romania

9. *CONCISE ASPECTS REGARDING THE ACCOUNTING TREATMENT FOR  
INTANGIBLE ASSETS IN ACCORDING WITH IAS 38*  
Nicolae ECOBICI  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
10. *CONCISE ASPECTS REGARDING THE ACCOUNTING TREATMENT FOR PROPERTY,  
PLANT AND EQUIPMENT IN ACCORDING WITH IAS 16*  
Nicolae ECOBICI  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
11. *CONSIDERATIONS REGARDING TAKEOVER BIDS IN EUROPEAN UNION  
COMPANIES*  
Alin MONEA  
University of Petrosani, Romania
12. *CORRELATION BETWEEN FINANCIAL MARKET AND ECONOMIC GROWTH*  
Elena POPESCU  
Academy of Economic Studies, Bucharest, Romania
13. *CRITERIA OF RECOGNITION OF FINANCIAL REPORTS’ STRUCTURES*  
  
Ligia ANTONESCU  
University of Craiova, Romania  
Mihai ANTONESCU  
Spiru Haret University, Craiova, Romania
14. *FINANCIAL DEVELOPMENT IN NEW MEMBER STATES AND CANDIDATE  
COUNTRIES*  
Roxana NANU  
Radu BUZIERNESCU  
Ramona GRUESCU  
University of Craiova, Romania
15. *FINANCIAL MANAGEMENT IMPROVEMENT BY CHANGING AND BUILDING  
RESOURCES*  
Genu Alexandru CĂRUNTU  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
16. *FINANCIAL MARKETS IN TRANSITION: CHALLENGES IN A GLOBAL ECONOMY*  
Marilen PIRTEA  
Laura Raisa IOVU  
Marius MILOȘ  
Faculty of Economic Science, West University of Timișoara, Romania
17. *FINANCIAL PERFORMANCES OF THE ROMANIAN CORPORATIONS*  
Laura GIURCA VASILESCU  
Faculty of Economy and Business Administration, University of Craiova, Romania

18. *FUSIONS, ACQUISITIONS, CONCENTRATION – TENDENCIES IN THE MODERN BANKING SYSTEMS*  
Cristi Marcel SPULBĂR  
Faculty of Economy and Business Administration, University of Craiova, Romania
19. *IMPLEMENTATION OF THE STRATEGY OF DOMINATION BY COSTS*  
Cerasela PIRVU  
Faculty of Economy and Business Administration, University of Craiova, Romania
20. *IMPLICATIONS OF TAXATION ON THE MANAGEMENT OF INTRA-COMMUNITY COMMERCIAL TRANSACTIONS*  
Lucia PALIU-POPA  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
21. *INFORMATION QUALITY AND ACCOUNTING REPORT*  
Ligia ANTONESCU  
University of Craiova, Romania
22. *LE SYSTEME D’ INFORMATION FINANCIERE – COMPTABLE MULTIDIMENSIONNELLE*  
Daniela Nicoleta PANĂ  
Université “Valahia” Targoviste, Romania
23. *LES POLITIQUES ECONOMIQUES EUROPEENNES*  
Adrian ȘIMON  
“Petru Maior” University of Tg-Mureș, Romania
24. *MEANS OF EFFICIENT ADMINISTRATION OF NON-REFUNDABLE FUNDS*  
Liliana Marinela VADUVA  
Faculty of Economics and Business Administration, University of Craiova, Romania
25. *METHODS FOR MAKING INTERNATIONAL COMMERCIAL TRANSACTIONS*  
Lucia PALIU-POPA  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
26. *MODELE INSUFFISANT DE COMPTABILITE TRADITIONNEL - COUTS DANS LES EXPLOITATIONS AGRICOLES*  
Sorin-Constantin DEACONU  
Université „1 Decembrie 1918” Alba Iulia, Roumanie
27. *NEW APPROACHES OF THE OPTIMUM CURRENCY AREAS THEORY*  
Andreea-Maria CIOBANU  
Faculty of Economics and Business Administration, University of Craiova, Romania
28. *PERSPECTIVES OF TRANSNATIONAL COMPANIES*  
George CIOBANU  
Faculty of Economics and Business Administration, University of Craiova, Romania
29. *POSSIBILITIES OF IMPROVING OF THE CIVIL RESPONSIBILITY INSURANCES*  
Alin CIOTEI  
Spiru Haret University, Câmpulung, Romania

30. *THE MOVEMENTS IN THE FISCAL POLICY OF ROMANIA AFTER THE ADHERING AT EUROPEAN UNION*  
*Marcel DRACEA*  
*Eugen Ionut DRACEA*  
 Faculty of Economics and Business Administration, University of Craiova, Romania
31. *THE ROLE OF INTERNAL AUDIT FOR THE MANAGEMENT OF QUALITY IN DIDACTIC AND SCIENTIFIC RESEARCH ACTIVITIES*  
*Lucian-Ion MEDAR*  
 Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania

**Friday, 23 November 2007**

**16:00-18:00**

**Room: B111**

**Session Chair: Șimon Adrian, „Petru Maior” University, Romania**

**Secretary: Gabriela Bușan, “Constantin Brâncuși” University, Romania**

1. *ADOPTING THE EURO: COST OR PROFIT?*  
*Roxana Ispas*  
 University of Craiova, Craiova  
 Romania
2. *ECONOMIC GROWTH AND REAL CONVERGENCE IN THE NEW MEMBER STATES OF THE EUROPEAN UNION*  
*Mihaela KARDOS*  
 “Petru Maior” University of Târgu Mures, Romania
3. *RETAIL COMMERCE, A HEAVEN FOR RETAILERS AND ROMANIAN CUSTOMERS ALIKE?*  
*Daniela POPA*  
 Universitatea Româno- Germană Sibiu, Romania
4. *ROMANIAN INSURANCE MARKET*  
*Alin CIOTEI*  
 Spiru Haret University, Câmpulung, Romania
5. *SMES' FINANCING AND THE COST OF BANKING CREDIT*  
*Cerasela PIRVU*  
 University of Craiova, Romania
6. *SOME ASPECTS REGARDING LONG TERM FINANCING*  
*Daniela POPA*  
 Universitatea Româno- Germană Sibiu, Romania
7. *TESTING FOR PRICE CONVERGENCE AMONG MERCOSUR COUNTRIES*  
*Juan CARLOS CUESTAS*  
*Javier ORDONEZ*  
 Nottingham Trent University Jaume I University, UK

8. *THE ACCOUNTING AND FISCALITY OF PROFIT REPARTITION*  
 Marcela BENGESCU  
 Gherghina DRILA  
 University of Pitești, Romania
9. *THE ACCOUNTING IMPLEMENTATION OF SOCIAL PRE-ESTABLISHED ALIMONIES*  
 Iuliana CENAR  
 University „1 Decembrie 1918” of Alba Iulia, Romania
10. *THE ACCOUNTING TREATMENT FOR CHANGES IN ACCOUNTING POLICIES*  
 Victoria FIRESCU  
 University of Pitesti, Romania
11. *THE FINANCIAL GLOBALIZATION IN THE CONTEXT OF REGIONAL MONETARY INTEGRATION*  
 Alexandra Renate DAEA  
 Faculty of Economics and Business Administration, University of Craiova,  
 Romania
12. *THE FINANCIAL STRUCTURE OF BUSINESS GROUP OF THE EUROPEAN INTEGRATION*  
 Izabella KRÁJNIK  
 “Babeș-Bolyai” University, Cluj-Napoca, Romania
13. *THE FORMS AND THE OBJECT OF THE FINANCIAL CONTROL*  
 Constantin CUCOȘEL  
 Universitatea de Nord Baia Mare, Romania
14. *THE FUTURE OF THE COMMON AGRICULTURAL POLICY*  
 Diana Claudia POPA  
 Faculty of Economics, University of Oradea, Romania
15. *THE GAME THEORY MODELS OF COMPETITION*  
 Claudia DOBRE  
 “Ovidius” University, Constanța, Romania
16. *THE IMPORTANCE OF RISK MANAGEMENT FOR MAKING LONG -TERM FINANCIAL DECISIONS*  
 Miroslav GVEROSKI  
 Aneta RISTESKA  
 Faculty of Economics-Prilep, Macedonia
17. *THE INFLUENCE OF GLOBALIZATION OVER THE COMMERCIAL BANKS' STRATEGIES*  
 Tatiana SPULBAR  
 Faculty of Economy and Business Administration, University of Craiova, Romania
18. *THE INFLUENCE OF HUMAN FACTOR UPON BUDGETARY ACTIVITY*  
 Monica PĂTRUȚESCU  
 Faculty of Economy and Business Administration, University of Craiova, Romania

19. *THE INSUFFICIENCY OF TRADITIONAL ACCOUNTING MODEL – THE HISTORICAL COST IN AGRICULTURE HOLDINGS*  
Sorin-Constantin DEACONU  
„1 Decembrie 1918” University, Alba Iulia, Romania
20. *THE IS-LM MODEL FOR THE ROMANIAN ECONOMY FRAMEWORK*  
Alina Cristina NUȚĂ,  
„Alexandru Ioan Cuza” University of Iasi  
Faculty of Economics and Business Administration, Romania
21. *THE LEVEL OF INDIRECT TAXES AND THE TAX EVASION IN ROMANIA*  
Daniela PENU  
“Dimitrie Cantemir” Christian University
22. *THE MANAGEMENT OF PORTFOLIO RISK ON THE ROMANIAN CAPITAL MARKET*  
Dalia SIMION  
Daniel TOBĂ  
University of Craiova, Romania
23. *THE NECESSITY OF A FRAMEWORK FOR ELABORATING AND PRESENTING THE FINANCIAL STATEMENTS*  
Odi Mihaela ZARNESCU  
Spiru Haret University, Campulung Muscel, Romania
24. *THE QUALITY CHARACTERISTICS OF THE INFORMATION PRESENTED IN THE FINANCIAL SITUATIONS*  
Odi Mihaela ZARNESCU  
Spiru Haret University, Campulung Muscel, Romania
25. *THE RESULT ACCOUNT – DATABASE USED IN FINANCIAL ASSESSMENT*  
Crina Maria, PELECACI  
Universitatea de Nord Baia Mare
26. *THE ROLE OF IAS 17 IN HARMONIZATION OF FINANCIAL LEASE IN INTERNATIONAL LEVEL*  
Mihaela TULVINSCHI  
Marian SOCOLIUC  
Veronica GROSU  
“Stefan cel Mare” University of Suceava, Romania
27. *THE ROMANIAN RANGING AT THE EUROPEAN'S UNION OBJECTIVES IN THE CONTEXT OF DOHA DEVELOPMENT AGENDA*  
Paul Bogdan ZAMFIR  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
28. *THE TARGETS OF THE CONTROL PERFORMED BY THE FISCAL CONTROL DEPARTMENT*  
Crina Maria PELECACI  
Universitatea de Nord Baia Mare, Romania
29. *UNDERGROUND BANKING SYSTEMS-HAWALA*  
Irina CAUNIC

„Alexandru Ioan Cuza” University of Iasi  
Faculty of Economics and Business Administration, Romania

30. *WAYS OF ACHIEVEMENT OF A FINANCIAL STABILITY AND PAYMENTS FOR AN ENTERPRISE*

Genu Alexandru CĂRUNTU  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania

31. *WIE DEFINIEREN WIR DIE KREATIVE BUCHHALTUNG?*

Lucian CERNUȘCA  
Bogdan Cosmin GOMOI  
„Aurel Vlaicu” University, Arad, Romania

**Saturday, November 24th 2007**

**9:00-11:00**

**Room: B111**

**Session Chair: Șimon Adrian, „Petru Maior” University, Romania**

**Secretary: Gabriela Bușan, “Constantin Brâncuși” University, Romania**

1. *A COMPARATIVE ANALYSIS TO FINANCIAL REPORTING IN INTERNATIONAL COMPANIES*

Anca Verona SERBAN COMANESCU  
Faculty of Economics, Ovidius University, Constanta, Romania

2. *A EUROPEAN PERSPECTIVE ON CLIMATE CHANGE POLICY: THE EU ETS*

Ana BOBIRCA  
Cristiana CRISTUREANU  
Paul-Gabriel MICLĂUȘ  
Ștefan UNGUREANU  
Faculty of International Business and Economics  
Academy of Economic Studies, Bucharest

3. *A NEW VISION OF EXPENDITURES WITH PROFESSIONAL DEVELOPMENT AT THE LEVEL OF ENTERPRISE: LONG TERM INVESTMENT OR AN EXPENDITURE?*

Cristina Liliana POPA  
Organism Intermediar Regional Program Operational Sectorial Dezvoltarea Resurselor Umane Sud-Vest Oltenia, Romania

4. *ACCOUNTING INFORMATION.DEMAND AND OFFER.*

Irina CHIRIȚĂ  
„Ștefan cel Mare” University, Suceava, Romania

5. *ACCOUNTING OPTIONS AND COMPARATIVE ANALYSIS OF SALE AND LEASEBACK TRANSACTIONS*

Nicoleta ASALOS  
Mariana MIREA  
Facultatea de Științe Economice, Univ. « Ovidius » Constanța

6. *ADDED VALUE IN THE INTERNAL AUDIT ACTIVITY*  
Zaharica FLOREA IANC  
D.G.F.P. Gorj, Romania
7. *AIRLINES' FARE-SETTING AND GAME THEORY*  
Claudia DOBRE  
Faculty of Economics, Ovidius University, Constanta, Romania
8. *ANALIZA EFECTELOR INTEGRARII IN UNIUNEA EUROPEANA  
ASUPRA SISTEMULUI BANCAR ROMANESC*  
Clara MAZILU (DOMAN)  
OTPBANK Suc. Tg.Jiu, Romania
9. *ATTRACTING FOREIGN INVESTMENTS IN ROMANIA*  
Emilia CLIPICI  
Magdalena RADULESCU  
University of Pitești, Romania
10. *AUDIT APPRAISAL AND FINAL OPINION WORDING*  
Cristina GROZEA  
Norina POPOVICI  
"Ovidius" University of Constanța  
Ionel BOSTAN  
Alunica MORARIU  
"Stefan cel Mare" University of Suceava, Romania
11. *CHALLENGES FOR CENTRAL BANKS IN ECONOMIC DEVELOPMENT ISSUES*  
Ovidiu STOICA  
Bogdan CĂPRARU  
„Alexandru Ioan Cuza” University of Iasi  
Faculty of Economics and Business Administration, Romania
12. *CONFLICT IN THE ATRIBUTION OF INCOME: RESIDENCE COUNTRY TAXATION,  
TAXABLE PERSON AND DOUBLE TAXATION RELIEF*  
Constantin ENEA  
Faculty of Law, University „Constantin Brancuși” of Tg-Jiu, Romania
13. *DECISION AND PROGNOSIS BASED ON FINANCIAL SITUATIONS*  
Riana Iren RADU  
"Dunarea de Jos" University, Galatz, Romania
14. *DIE KAPITALISIERUNGSMETHODE VERSUS DER ERGEBNISMETHODE*  
Lucian CERNUȘCA  
Bogdan Cosmin GOMOI  
„Aurel Vlaicu” University of Arad, Romania
15. *ENTERPRISE’S INVESTMENT DECISION MAKING PROCESS IN THE CONTEXT  
OF EU FISCAL POLICY*  
Adina MARTIN  
„Alexandru Ioan Cuza” University of Iasi  
Faculty of Economics and Business Administration, Romania

16. *FINANCIAL IMPLICATIONS CONCERNING THE BENEFITS OF THE EMPLOYEES*  
Mihaela Iuliana DUMITRU  
University of Pitești, Romania
  
17. *FINANCIAL INNOVATION AND DERIVATIVES MARKETS*  
Cosmina Mădălina POP  
University of Oradea, Romania
  
18. *FLAT TAX AND ITS APPLIANCE IN SOME EUROPEAN COUNTRIES*  
Bogdan FIRTESCU  
„Alexandru Ioan Cuza” University of Iasi  
*Faculty of Economics and Business Administration, Romania*
  
19. *FOREIGN DIRECT INVESTMENTS IN THE COUNTRIES OF SOUTHEAST EUROPE*  
Sorina COROIU  
Diana POPA  
*University of Oradea, Faculty of Economics, Romania*
  
20. *GENERAL AND SPECIFIC CHALLENGES OF GLOBALIZATION FOR ROMANIAN FISCAL POLICY*  
Alina Cristina NUȚĂ,  
„Alexandru Ioan Cuza” University of Iasi  
*Faculty of Economics and Business Administration, Romania*
  
21. *HARMONIZATION, CONVERGENCE, CONFORMITY AND DEVELOPMENT – COMMUNE LANGUAGE IN THE FUTURE ACCOUNTING*  
Gabriela BUȘAN  
Alina Georgiana HOLT  
*Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania*
  
22. *IMPORTANCE OF INTANGIBLE PROPERTY IN THE BUSINESS WORLD. TRANSFER PRICING TAXATION SYSTEM*  
Constantin ENEA  
*Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania*
  
23. *INFLATION’S PRESENCE IN ADMINISTRATION CONTROL*  
Simona BOJINCĂ  
Gabriela DOBROTĂ, Coordinating  
*Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania*
  
24. *INFORMATIILE PRIVIND CONTABILITATEA STOCURILOR DE PRODUCTIE IN RELATIONARE DIRECTA CU INDICATORII ECONOMICI*  
Monica PĂTRUȚESCU  
*Faculty of Economy and Business Administration, University of Craiova, Romania*
  
25. *INTEGRATION’S ACCENTUATION OF THE INTERNATIONAL MARKETS- COORDINATE OF THE ECONOMIC GLOBALIZATION*  
Irina TOBOȘARU  
*Universitatea Creștină „Dimitrie Cantemir”, București, Romania*
  
26. *INTERNATIONAL COMMERCIAL NEGOTIATION*  
Mihaela Loredana LAPADUȘI  
*Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania*

27. *INVESTMENT IN PROPERTY, PLANT AND EQUIPMENT - AN ACCOUNTING POINT OF VIEW*  
 Bogdan Cosmin GOMOI  
 Lucian CERNUȘCA  
 „Aurel Vlaicu” University, Arad, Romania
28. *L'ÉVASION FISCALE VIS-À-VIS DE L'ÉVASION FISCALE LÉGALE*  
 Maria Nicoleta DASCĂLU  
 University of Pitesti, Romania
29. *L'IMPACT DES FACTEURS INTERCULTURELS SUR LES INVESTISSEMENTS ETRANGERS DANS LES ECONOMIES EN COURS DE TRANSITION*  
 Flavia BARNA  
 Bogdan DIMA  
 Miruna NĂCHESCU  
 Université de l'Ouest, Timișoara, Roumanie
30. *LA BANQUE DANS L'AGE DE LA GLOBALISATION*  
 Alina HAGIU  
 Université de Pitești, Romania
31. *LA CONCURRENCE FISCALE ET L'ATTRACTION DES INVESTISSEMENTS ETRANGERS DIRECTS*  
 Daniela PÎRVU  
 Emilia CLIPICI  
 University of Pitești, Romania
32. *LE MESURAGE DE LA RENTABILITÉ DE L'ENTREPRISE PAR UN SYSTÈME DE TAUX D'EFFICIENCE*  
 Camelia MIHALCIUC  
 Anișoara APETRII  
 Université “Ștefan cel Mare”, Suceava, Romania
33. *L'E-BANKING SERVICES ET SA REGLEMENTATION EN ROUMANIE*  
 Magdalena RĂDULESCU  
 Daniela PÎRVU  
 University of Pitesti, Romania
34. *YEARLY BALANCE SHEET AND THE ACCOUNT FOR PROFIT AND LOSS MADE BY THE BANKING SOCIETIES*  
 Victor TROACA  
 Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania

*Saturday, November 24th 2007*

*11:30-13:30*

*Room: B111*

**Session Chair: Șimon Adrian, „Petru Maior” University, Romania**

**Secretary: Gabriela Bușan, “Constantin Brâncuși” University, Romania**

1. *PRINCIPES COMPTABLES GENERAUX*  
Marin CIUMAG  
D.G.F.P. GORJ, Romania
2. *LES CARASCTERISTIQUES GENERALES ET LES LIMITES DU CONTROLE FINANCIER*  
Gabriel POPEANGĂ  
D.G.F.P. GORJ, Romania
3. *LES IMPLICATIONS DES PRODUITS FINANCIERS DERIVES DANS LE CONTEXTE DE LA GLOBALISATION FINANCIERE*  
Angela BOARIU  
Irina BILAN  
„Alexandru Ioan Cuza” University of Iasi  
Faculty of Economics and Business Administration, Romania
4. *LES MODALITÉS ESSENTIELLES D’UTILISATION DE L’ANALYSE À TRAVERS DES INDICATEURS*  
Elena HLACIUC  
Camelia MIHALCIUC  
Université “Ștefan cel Mare” Suceava, Roumanie
5. *MANAGEMENT ACCOUNTING VERSUS FINANCIAL ACCOUNTING*  
Bogdan Cosmin GOMOI  
Lucian CERNUȘCA  
„Aurel Vlaicu” University, Arad, Romania
6. *MANAGEMENT IMPROVEMENT BASED ON THE PROFIT AND RISK DIAGNOSIS*  
Genu Alexandru CĂRUNTU  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
7. *MANAGEMENT OF INTERNATIONAL AFFAIRS*  
Mihaela Loredana LĂPĂDUȘI  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
8. *MULTINATIONAL WORKING-CAPITAL MANAGEMENT AND CAPITAL STRUCTURE DECISIONS*  
Marioara MIREA  
Nicoleta ASALOS  
Faculty of Economics, “Ovidius” University of Constanța, Romania
9. *NOTIFICATION AS THE CORE ELEMENT TOWARDS INVESTORS’ INTERESTS PROTECTION*  
Dragica ODZAKLIESKA  
Gordana VITANOVA

Faculty of Economics, Prilep, Macedonia

10. *OPINIONS ABOUT THE OPTIMUM FISCAL POLICY*  
Emilia CLIPICI  
Universitatea din Pitești, Romania
11. *PRIORITATI ALE REFORMEI SISTEMULUI BANCAR*  
Clara MAZILU (DOMAN)  
OTPBANK Suc. Tg.Jiu
12. *PRIVATIZATION REFORMS IN CHINA*  
Sorina COROIU  
University of Oradea, Faculty of Economics, Romania
13. *PROPER FUNDS OF BANKING COMPANIES*  
Victor TROACA  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
14. *PURCHASING POWER PARITY IN CENTRAL AND EASTERN EUROPEAN COUNTRIES: AN ANALYSIS OF UNIT ROOTS AND NONLINEARITIES*  
Juan Carlos CUESTASY  
Nottingham Trent University, UK
15. *REGULATION OF THE CONTROL EXERCISED BY CUSTOMS NATIONAL AUTHORITY*  
Cristina GROZEA  
“Ovidius” University of Constanța  
Ionel BOSTAN  
Alunica MORARIU  
„Ștefan cel Mare” University, Suceava, Romania
16. *RESPONDING TO GLOBAL CHALLENGES: THE GDP-LINKED BONDS CASE*  
Angela BOARIU  
Irina BILAN  
„Alexandru Ioan Cuza” University of Iasi  
Faculty of Economics and Business Administration, Romania
17. *RISK ANALYSIS*  
Zaharica FLOREA IANC  
D.G.F.P. Gorj, Romania
18. *ROMANIA IN THE PROCESS OF HARMONIZATION WITH INTERNATIONAL ACCOUNTING STANDARDS*  
Gheorghe HOLT  
Gabriela BUȘAN  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
19. *ROMANIAN FINANCIAL MARKET AND THE INFORMATIONAL EFFICIENCY*  
Bogdan DIMA  
Flavia BARNA  
Marilen PIRTEA  
West University of Timisoara, Romania

20. *STRATÉGIE DE MARCHÉ ET MARCHÉ GLOBALE DES ASSURANCES*  
Mariana VADUVA  
Faculté de Science Economiques, Université “Constantin Brâncuși”, Tg-Jiu,  
Romania
  
21. *STRATEGY FOR ACCOUNTANT INFORMATION’S COMMUNICATION*  
Riana Iren RADU  
“ Dunarea de Jos” University of Galatz, Romania
  
22. *THE ALIGNMENT OF THE ROMANIAN SOCIAL INSURANCE LEGISLATION TO  
RELATED COMMUNITARY REGULATIONS*  
Valentin STEGAROIU  
Titu Maiorescu University Bucharest, Tg-Jiu, Romania
  
23. *THE APPLICATION OF OPTIMUM CURRENCY AREA CRITERIA TO CROATIA*  
Tanja BROZ  
The Institute of Economics Zagreb, Croatia
  
24. *THE COMMUNICATION PROCESS IN THE ACCOUNTING FIELD*  
Irina CHIRIȚĂ  
„Ștefan cel Mare” University, Suceava, Romania
  
25. *THE COST OF CURRENCY RISK MANAGEMENT FOR THE ROMANIAN COMPANIES*  
Sorin Gabriel ANTON  
„Alexandru Ioan Cuza” University of Iasi  
Faculty of Economics and Business Administration, Romania
  
26. *THE DETERMINATION OF THE OPTIMAL FINANCIAL STRUCTURE FOR  
FINANCING AT THE MICROECONOMICAL LEVEL*  
Gabriela DOBROTĂ  
Maria Felicia CHIRCULESCU  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
  
27. *THE ECONOMIC AND FINANCIAL ELEMENTS USED IN ASSESSING THE COMPANY  
ACTIVITY*  
Constantin CUCOȘEL  
Universitatea de Nord, Baia Mare, Romania
  
28. *THE EVOLVING CONCEPT OF TERRITORIAL COMPETITIVENESS AND ITS  
APPLICATION TO TOURISM*  
Cristiana CRISTUREANU  
Ana BOBIRCA  
Faculty of International Business and Economics  
Academy of Economic Studies, Bucharest, Romania
  
29. *THE EXCISES IN ROMANIA, 2007 YEAR*  
Gabriela BUSAN  
Alina Georgiana HOLT  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
  
30. *THE FISCAL AND CUSTOMS CONTROL IN EUROPEAN CONTEXT*  
Loredana CIURLĂU

Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania

31. *THE IMPACT OF THE BASEL II AGREEMENT IMPLEMENTATION ON THE BANKING SYSTEM IN ROMANIA*  
Loredana CIURLĂU  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
32. *THE REORIENTATION OF THE COAL INDUSTRY TOWARDS THE GROWTH OF ECONOMICAL EFFICIENCY*  
Ionela Claudia DINA  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania
33. *THEORETICAL ASPECTS REGARDING THE METHODS OF COSTS CALCULATION USED IN THE COAL MINING INDUSTRY*  
Ionela Claudia DINA  
Faculty of Economics, “Constantin Brâncuși” University of Tg-Jiu, Romania

## SESSION 4 – STATISTICS, ECONOMIC ANALYSIS, DATA PROCESSING, MATHEMATICS

*Friday, 23 November 2007*

*13:30-15:30*

*Room: B011*

**Session Chair: Mojmir SABOLOVIC, Masaryk University, Czech Republic**

**Secretary: Cornelia TOMESCU DUMITRESCU, „Constantin Brâncuși” University, Romania**

1. *THE CURRENT MODELS OF MARKET ORIENTATION*  
Eva TOMASKOVA  
Masaryk University, Czech Republic  
Mojmir SABOLOVIC  
Masaryk University, Czech Republic
2. *COX REGRESSION IN THE ANALYSIS OF UNEMPLOYMENT DURATION*  
Daniela-Emanuela DĂNĂCICĂ  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania  
Ana Gabriela BABUCEA  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania
3. *FINANCIAL DEVELOPMENT, FINANCIAL GLOBALIZATION AND INSTITUTIONAL DEVELOPMENT IN THE SOUTH MEDITERRANEAN SEA COUNTRIES*  
Samaouel BEJI  
University of Paris13, France
4. *ECONOMIC DEVELOPMENT IN THE CZECH REPUBLIC*  
Mojmir SABOLOVIC  
Masaryk University, Czech Republic  
Eva TOMASKOVA  
Masaryk University, Czech Republic
5. *THE ANALYSIS OF THE MAIN MACROECONOMIC CORRELATIONS IN ROMANIA IN THE CONTEXT OF THE ADHERENCE TO THE EUROPEAN UNION*  
Dorel SAVULEA  
Faculty of Mathematics and Computer Science, University of Craiova, Romania
6. *ECONOMETRIC MODEL OF INFLATION AND CURRENCY RATE OF EXCHANGE*  
Cornelia TOMESCU DUMITRESCU  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania
7. *MIRRORING OF EFFICIENCY OF FIXED ASSETS INT THE PROFIT OF ENTERPRISE*  
Constantin CĂRUNTU  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania  
Mihaela Loredana LĂPĂDUȘI  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania
8. *THE ANALYSIS OF LIVING STANDARD IN ROMANIA IN 1990-2006 PERIOD*

Aniela BĂLĂCESCU  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania

9. *THE ANALYSIS OF SWOT STRATEGY AT THE LEVEL OF SOCIETY*  
Carina TOADER  
University “Constantin Brâncuși”, Tg-Jiu, Romania
10. *COMBINATION OF FACTORS OF PRODUCTION IN THE ENTERPRISE SYSTEM*  
Constantin CĂRUNTU  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania  
Mihaela Loredana LĂPĂDUȘI  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania
11. *CONSUMER CREDIT IN ROMANIA – a statistical approach*  
Ana-Gabriela BABUCEA  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania  
Daniela – Emanuela DĂNĂCICĂ  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania
12. *MICROECONOMETRIC MODELS – METHODOLOGICAL ASPECTS*  
Cornelia TOMESCU DUMITRESCU  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania
13. *REFLECTION OF THE EFFICIENCY OF THE FIXED CAPITAL (FIXED MEANS) INTO THE FACTORIES' PROFIT*  
Constantin CĂRUNTU  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania  
Mihaela Loredana LĂPĂDUȘI  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania
14. *THE DEVELOPMENT OF BUSINESS INFORMATION SYSTEMS BY USING GPS TECHNOLOGY*  
Teodora VĂTUIU  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania
15. *METHODOLOGICAL ASPECTS IN USING PEARSON COEFFICIENT IN ANALYING SOCIAL AND ECONOMICAL PHENOMENA*  
Daniela-Emanuela DĂNĂCICĂ  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania  
Ana-Gabriela BABUCEA  
Faculty of Economics, University “Constantin Brâncuși”, Tg-Jiu, Romania

*Friday, 23 November 2007*

*16:00-18:00*

*Room: B011*

**Session Chair: Mojmir SABOLOVIC, Masaryk University, Czech Republic**

**Secretary: Cornelia TOMESCU DUMITRESCU, „Constantin Brâncuși” University, Romania**

1. *HUMAN RESOURCES ANALYSIS IN THE CONTEXTE OF MINING ACTIVITY RESTRUCTURING – CASE STUDY CNH PETROSANI*  
Mirela MONEA  
Faculty of Economics, University of Petroșani, Romania
2. *APPLICATION OF COMPOSITE MODELS ON A STUDY CASE*  
Ana TUDORACHE  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania  
Arina Ureche  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania  
George Ureche  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania
3. *APPRECIATING THE INSOLVENCY RISK ON BASE THE RELIABILITY INDICATORS WITHIN THE AGRICULTURAL HOLDINGS*  
Camelia BURJA  
Faculty of Economics Universitatea “1 Decembrie 1918” Alba Iulia, Romania
4. *CREDIBILITY FOR LOADED PREMIUMS*  
Virginia ATANASIU  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania
5. *KNOWLEDGE BASED ORGANIZATION. AN IDENTIFICATION MODEL*  
Cristina Denisa NEAGU  
Faculty of Economics and Business Administration, Business Information Systems Department, University “A.I.Cuza” Iași, Romania
6. *L'IMPACT DES TECHNOLOGIES DE L'INFORMATION ET DE LA COMMUNICATION DANS LE DOMAINE SOCIO-ÉCONOMIQUE*  
Luminița ȘERBĂNESCU  
Faculty of Economics, University of Pitești, Romania
7. *“ACTIVE X CONTROLS” AND “CONTENT CONTROLS” IN WORD (VBA) 2007*  
Emil COSMA  
Faculty of Economic Science  
“Ovidius” University, Constanța, Romania
8. *A CYBERNETIC MODEL FOR EVALUATING THE GOVERNMENTAL EFFICIENCY*  
Paul PAȘCU  
Faculty of Economics, University “Ștefan cel Mare” Suceava, Romania
9. *ANALYSIS OF THE AGRICULTURAL HOLDINGS ECONOMIC PERFORMANCE USING THE PROFITABILITY RATES*  
Vasile BURJA

“1 Decembrie 1918” University, Alba Iulia, Romania

10. *“ACTIVE X CONTROLS” AND “FORM CONTROLS” IN EXCEL (VBA) 2007*  
Emil COSMA  
Faculty of Economic Science  
“Ovidius” University, Constanța, Romania
11. *DETERMINATION ALGORITHM FOR INCREASING THE RETAIL SALE COMPANY PROFIT*  
Anamaria MACOVEI  
Faculty of Economics, University “Ștefan cel Mare” Suceava, Romania  
Sorin SIRETEAN  
Faculty of Economics, University “Ștefan cel Mare” Suceava, Romania
12. *WAYS TO EXPAND SALES FOR COMPANIES ACTING IN RETAIL RETAIL USING GIS TECHNIQUES*  
Ruxandra BADEA  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania  
Vlad Mihai VOICU  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania  
Cristian MOISE  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania
13. *THE MATHEMATICAL MODEL USED FOR MAXIMIZING THE PROFIT FOR THE RETAIL SALE COMPANY*  
Anamaria MACOVEI  
Faculty of Economics, University “Ștefan cel Mare” Suceava, Romania  
Sorin SIRETEAN  
Faculty of Economics, University “Ștefan cel Mare” Suceava, Romania
14. *THE REALIZATION ON THE INFORMATIC SYSTEMS – MODERN INSTRUMENTS*  
Cezarina Adina TOFAN  
“Spiru Haret” University, Câmpulung Muscel, Romania
15. *THE USE OF STATISTICAL PATTERN.MAKING IN OPTIMIZING EMPIRICAL DATA IN SPORT RESEARCH*  
Gheorghe CARALICEA MĂRCULESCU  
“Constantin Brâncuși” University of Tg-Jiu, Romania

**Saturday, 24 November 2007**

**9:00-11:00**

**Room: B011**

**Session Chair: Mojmir SABOLOVIC, Masaryk University, Czech Republic**

**Secretary: Cornelia TOMESCU DUMITRESCU, „Constantin Brâncuși” University, Romania**

1. *CONDITIONAL DISTRIBUTION OF FINANCIAL TIME SERIES VOLATILITY MODELS ERRORS*  
Jan POPELKA  
Department of Informatics and Geoinformatics, University of J.E.Purkyne  
Czech Republic

2. *FOREIGN ENTRY MODES REVISITED FROM AN ETHICS PERSPECTIVE: CASE OF CROATIA*  
MARINA DABIC  
Faculty of Economics and Business, University of Zagreb, Croatia  
Timothy S. KIESSLING  
Bond University, Australia  
Marijan CINGULA  
Faculty of Organization and informatics Varaždin, University of Zagreb, Croatia
3. *LA RÉALISATION D'UNE APPLICATION POUR GÉNÉRER DES DOCUMENTES SPÉCIFIQUES À L'ENSEIGNEMENT À LA DISTANCE*  
Luminița ȘERBĂNESCU  
Faculty of Economics, University of Pitești, Romania
4. *LE RÔLE DES SYSTÈMES INFORMATIQUES DANS LE MANAGEMENT ÉDUCATIONNEL ACTUEL*  
Paul PAȘCU  
Faculty of Economics, University "Ștefan cel Mare" Suceava, Romania
5. *MODELLING THE IMPACT OF MACROECONOMIC AND TRADE POLICIES ON THE IRANIAN AGRICULTURAL SECTOR*  
Alireza KARBASI  
Mahmod SABOHI  
Tavana H.  
Zabol University, Iran
6. *MODELLING TIME OF UNEMPLOYMENT VIA COX PROPORTIONAL MODEL*  
Jan POPELKA  
Department of Informatics and Geoinformatics, University of J.E.Purkyne, Czech Republic
7. *NEW DIMENSION OF VIRTUAL EDUCATION*  
Cezar MIHĂLCESCU  
Faculty of Tourism Economy, University Româno-Americană București, Romania
8. *ON SOME COMPOSITE MODELS*  
Ana TUDORACHE  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania  
Arina Ureche  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania  
George Ureche  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania
9. *POSSIBILITIES FOR THE CREATION OF A LANGUAGE XML FOR THE FORMALIZATION OF THE ACCOUNTING RECORDS*  
Aurora POPESCU  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania
10. *SOME ASPECTS CONCERNING THE STATISTICAL-MATHEMATICAL CONTROL OF THE QUALITY'S PRODUCTS*  
Radu DESPA

Faculty of Economics, University Româno-Americană, Romania  
Ovidiu Folcuț  
Faculty of Economics, University Româno-Americană, Romania  
Cristina Coculescu  
Faculty of Economics, University Româno-Americană, Romania  
Ovidiu Solomon  
Faculty of Economics, University Româno-Americană, Romania

11. *THE ANALYSIS OF THE AGRICULTURAL HOLDINGS ECONOMIC PERFORMANCE BY USING THE PROFITABILITY RATES*  
Vasile BURJA  
Faculty of Economics Universitatea “1 Decembrie 1918” Alba Iulia, Romania
12. *THE IMPACT OF INDUSTRY AND FOREIGN TRADE ON ECONOMIC GROWTH*  
Alireza KARBASI  
University of Zabol, Iran  
Hamid TAVANA  
University of Zabol, Iran
13. *UNIQUE OPTIMAL FUNCTION*  
Constanța-Nicoleta BODEA  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania
14. *THE EXACT ESSCHER CREDIBILITY PREMIUM*  
Virginia ATANASIU  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania
15. *THE HACHEMEISTER’S ALGORITHM FOR HETEROGENOUS PORTOFOLIOS*  
Octavia Elena DOBRE  
H.S.B.C. Paris  
Mihaela GRUIESCU  
Faculty of Economics Academy of Economic Studies, Bucharest, Romania
16. *THE ASSISTANCE OF THE DECIZION*  
Cezarina Adina TOFAN  
“Spiru Haret” University, Câmpulung Muscel, Romania
17. *GROUPOIDS AND ACTIONS*  
Mădălina BUNECI  
University “Constantin Brâncuși”, Tg-Jiu, Romania
18. *INCREASING THE ACCURACY OF ASSESSMENT USING GRID TESTS*  
Șerban CRIȘCOTĂ  
University of Pitești, Romania  
Corina PISPISIS  
O.R.C. Argeș, Romania
19. *ON LINE GRID TEST*  
Șerban CRIȘCOTĂ  
University of Pitești, Romania  
Corina PISPISIS  
O.R.C. Argeș, Romania

20. *THE APPLICATION OF DATA MINING TECHNIQUES IN THE FIELD OF HUMAN DEVELOPMENT*

Madalina CARBUREANU

University Petrol-Gaze Ploiești, Romania

Irina TUDOR

University Petrol-Gaze Ploiești, Romania

## SESSION 5 – ECOLOGY AND ENVIRONMENTAL ENGINEERING

*Friday, 23 November 2007*

*13:30-15:30*

*Room: B112*

**Session Chair: Tudor Glodan, University of Petroșani, Romania**

**Secretary: Genu Alexandru Cărunțu, “Constantin Brâncuși” University, Romania**

1. *ASPECTS CONCERNING THE FACTORS WHICH INFLUENCE THE SURFACE'S DEFORMATION PROCESS AS A RESULT OF UNDERGROUND EXPLOITATION*  
Ana-Maria FRANK  
Dumitru BADULESCU  
University of Petrosani, Romania
2. *BIOETHANOL INFLUENCE OVER SOME PROPERTIES OF THE ECOLOGICAL GASOLINE*  
Mihaela PETRE  
“Petroleum-Gas” University of Ploiești, Romania
3. *CAPTURE OF THE DUST EMITTED BY BELT CONVEYORS*  
Emil – Cătălin ȘCHIOPU  
Irina PECINGINĂ  
Faculty of Engineering  
„Constantin Brâncuși” University of Tg-Jiu, Romania
4. *CHOOSING THE BEST FERTILIZATION TYPE FROM THE ECONOMICAL AND TECHNICAL POINT OF VIEW, HAVING THE PURPOSE OF ECOLOGICAL REHABILITATION OF THE SOILS AFFECTED BY COAL EXTRACTING INDUSTRY*  
Roxana-Gabriela POPA  
Faculty of Engineering  
„Constantin Brâncuși” University of Tg-Jiu, Romania
5. *IMPACTS OF CLIMATE CHANGE AND GLOBAL WARMING ON HUMAN HEALTH*  
Tudor GOLDAN  
Eugen COZMA  
Ilie ONICA  
University of Petroșani, Romania
6. *MANAGING THE REDUCTION OF GREEN HOUSE GASES EMISSIONS*  
Tudor GOLDAN  
University of Petrosani, Romania
7. *QUALITY EVALUATION OF THE ENVIRONMENT FACTOR – WATER AT THE GORJ COUNTY LEVEL*  
Irina Ramona PECINGINĂ  
Faculty of Engineering  
„Constantin Brâncuși” University of Tg-Jiu, Romania

8. *REMOVAL OF HAIL FORMATION BY USING SONIC CANNONS*  
Emil-Catalin ȘCHIOPU  
Irina PECINGINĂ  
Faculty of Engineering  
„Constantin Brâncuși” University of Tg-Jiu, Romania
  
9. *STEPS OF DESIGNING, DEVELOPMENT AND IMPLEMENTING AN IS (INFORMATIONAL SYSTEM)*  
Cătălin IANCU  
Faculty of Engineering  
„Constantin Brâncuși” University of Tg-Jiu, Romania
  
10. *STUDY CONCERNING THE SOLUTIONS OF UNSILTING THE ACCUMULATION FROM VĂDENI AND THE POSSIBILITY TO USE THE ALLUVIAS SUBSIDED IN THE LAKE*  
Daniela CÎRȚÎNĂ  
Faculty of Engineering  
„Constantin Brâncuși” University of Tg-Jiu, Romania

**Friday, 23 November 2007**

**16:00-18:00**

**Room: B112**

**Session Chair: Tudor Glodan, University of Petroșani, Romania**

**Secretary: Genu Alexandru Căruntu, “Constantin Brâncuși” University, Romania**

1. *APLICABILITATEA INSTRUMENTELOR ECONOMICO-FINANCIARE DE PROTEJARE A MEDIULUI ÎNCONJURĂTOR ÎN ROMÂNIA*  
Mioara BORZA  
„Al. I. Cuza” University, Iasi, Romania
  
2. *CALCULATIONS OF FRONTIER ORBITAL ENERGIES FOR SOME SULFUR CONTAINING POLLUTANTS*  
Roxana DONE  
Ioana STANCULESCU  
Valentina CHIOSA  
Cristina MANDRAVEL  
University of Bucharest, Romania
  
3. *ECONOMIC-ECOLOGIC VALUES OF IRAN'S FORESTS*  
Alireza KARBASI  
M. MALEKDAR  
Iran
  
4. *ENVIRONMENTAL AND HEALTH IMPACTS OF ATRAZINE*  
Delia-Laura POPESCU  
Faculty of Chemistry, University of Bucharest, Romania  
Gheorghe GAMANECI  
Faculty of Engineering  
„Constantin Brâncuși” University of Tg-Jiu, Romania

5. *EXPERIMENTAL RESEARCHES CONCERNING THE DESULPHURIZATION OF THE GASES RESULTED AT THE MINERAL COAL'S COMBUSTION ON A PILOT COMBUSTION IN LIQUEFIED LAYER INSTALLATION*  
 Daniela Ionela CIOLEA  
 University of Petrosani, Romania  
 Ioana IONEL  
 University of Politehnica Timisoara, Romania  
 Mircea GEORGESCU  
 University of Petrosani, Romania
6. *GREEN CHEMISTRY: A TOOL FOR ENVIRONMENTAL PROTECTION*  
 Delia-Laura POPESCU  
 Faculty of Chemistry, University of Bucharest, Romania
7. *PARCURILE ECO-INDUSTRIALE ȘI DEZVOLTAREA DURABILĂ*  
 Ramona Florina POPESCU  
 University of Pitesti, Romania
8. *THE APPLICABILITY OF ECONOMIC-FINANCIAL INSTRUMENTS FOR ENVIRONMENT PROTECTION IN ROMANIA*  
 Mioara BORZA  
 University „Alexandru Ioan Cuza” Iași, Romania
9. *THE CONSEQUENCES BECAUSE OF THE CHLORINE PROCEDURE OF THE DRINKABLE WATER OVER THE POPULATION*  
 Raluca PESCARU  
 Tehnic College “Henri Coandă”, Targu-Jiu, Romania
10. *THE EFFECTS DUE TO CHLORINE PROCEDURE OVER THE MICROORGANISMS FROM THE DRINKABLE WATER*  
 Raluca PESCARU  
 Tehnic College “Henri Coandă”, Targu-Jiu, Romania
11. *THE MODELING AND THE SIMULATION OF THE NEUTRALIZATION PROCESS IN SEWAGE PLANT*  
 Cristian PĂTRĂȘCIOIU  
 ”Petroleum Gas” University of Ploiesti  
 Andreia VLADIMIRESCU  
 S.C. Petrom S.A., Romania

## SESSION 6 – HUMANITIES

*Friday, 23 November 2007*

*13:30-15:30*

*Room: B113*

**Session Chair: Dumitru Draica, University of Oradea, Romania**

**Secretary: Felicia Chirculescu, „Constantin Brâncuși” University, Romania**

1. *ANALYSIS OF THE MENTIONS THAT A BILL OF EXCHANGE HAS TO CONTAIN*  
Aida Diana DUMITRESCU  
Faculty Law and Administrative Science, Craiova, Romania
2. *APLICATIONS OF THE SUBSIDIARITY PRINCIPLE AT THE EUROPEAN ECONOMY*  
Dan Aurel BANCIU  
Universitatea „Aurel Vlaicu” Arad, Romania
3. *CONSIDERATIONS CONCERNANT L'ENDOMMAGEMENT CORPOREL PAR FAUTE PERPETRE PAR UNE PERSONNE EN ETAT D'EBRIETE*  
Eugenia Mirela TUCĂ (PLĂVIȚU)  
Tg-Jiu, Romania
4. *CONSIDERATIONS EN CE QUI CONCERNE L'INCIDENCE (DE LA CIRCONSTANCE) AGRAVANTE GENERALE REGLEMENTEE PAR L'ARTICLE 75, ALINEAT 1, LIT. B, LA DEUXIEME THESE SUR L'INFRACTION DE CRIME QUALIFIEE, PREVUE DANS L'ARTICLE 174, ART. 175. LIT. C , DU CODE PENAL*  
Constantin MITROI  
Tg-Jiu, Romania
5. *CONSIDÉRATIONS EN CE QUI CONCERNE L'INFRACTION PRÉVUE DANS L'ARTICLE 184 DU CODE PÉNAL ET CELLE PRÉVUE DANS L'ARTICLE 79 DE L'ORDONNANCE D'URGENCE DU GOUVERNEMENT NUMÉRO 195/2002 ; VUE COMPARATIVE*  
Eugenia Mirela TUCĂ (PLĂVIȚU)  
Tg-Jiu, Romania
6. *DES CONSIDERATION A L EGARD DU MOMENT DE LA CONSUMMATION DE L INFRACTION DU CRIME*  
*DES CONSIDERATION THEORETIQUE A L EGARD DU DROIT DE VIE ET DE L INTEGRITE PHYSIQUE ET PSYHIQUE*  
Constantin MITROI  
Tg-Jiu, Romania
7. *DIVERSIFICATION DE LA JURISDICTION COMMUNAUTAIRE*  
Ana Daniela BOBARU  
Faculty of Juridic Science, Târgu Jiu , Romania
8. *EDUCATIONAL POLICY, GROWTH AND LABOR MARKET IN SOUTH AFRICA: A*

*DYNAMIC COMPUTABLE GENERAL EQUILIBRIUM ANALYSIS*

Hélène MAISONNAVE  
Bernard DECALUWÉ  
France

9. *E-LEARNING - ONE OF THE MOST IMPORTANT EDUCATIONAL CHALLENGES OF THE 21<sup>ST</sup> CENTURY PH.D.*  
Ruxandra-Gabriela ALBU  
Transilvania University, Braşov, Romania
10. *ELEMENTE DE FONETICĂ – FONOLOGIE (PREDARE - ÎNVĂȚARE) – ÎN CICLUL PRIMAR*  
Dumitru DRAICA  
University of Oradea, Romania

**Friday, 23 November 2007**

**16:00-18:00**

**Room: B113**

**Session Chair: Dumitru Draica, University of Oradea, Romania**

**Secretary: Felicia Chirculescu, „Constantin Brâncuși” University, Romania**

1. *FAMILIAL AND SCHOLAR EDUCATION OF TEENAGERS REGARDING THE PROBLEM OF DRUGS, TABACO, AND ALCOHOL*  
Roxana PLEȘA  
Universitatea din Petroșani, Romania
2. *FENOMENUL GLOBALIZARII- CONSTRUCT MENTAL INTERMEDIAT GENETIC DE CURRICULUM-UL SCOLAR*  
Cristian PETRE  
Facultatea de Psihologie si Stiintele Educatiei, Constanța, Romania
3. *GLOBALIZATION AND THE UTOPIAN PARADIGM*  
Gabriel ROMAN-BARBUȚI,  
"Constantin Brâncuși" University, Tg-Jiu, Romania
4. *HIGH SCHOOL STUDENT'S OPINION ABOUT DRUG ABUSE AND ALCOHOL IN THE TEENAGER'S LIFE*  
Roxana PLEȘA  
University of Petroșani, Romania
5. *HUMAN RIGHTS AND DOMESTIC VIOLENCE*  
Adrian BOGDAN  
University of Craiova, Faculty of Law, Romania
6. *INFRAȚIUNILE ÎMPOTRIVA INTERESELOR FINANCIARE*  
Dorina JIANU  
S.C. VECTRA S.A., Tg-Jiu, Romania

7. *JUDECĂTORUL-SINDIC, SUBIECT AL INFRACTIUNII DE REMUNERAȚIE INJUSTĂ*  
Dorina JIANU  
S.C. VECTRA S.A., Tg-Jiu, Romania
8. *JURIDICAL ASPECTS OF THE MILITARY INTERVENTION IN THE INTERNATIONAL PUBLIC LAW*  
Adrian BOGDAN  
University of Craiova, Faculty of Law, Romania
9. *JURISPRUDENCE ASPECTS OF THE EUROPEAN PROTECTION OF HUMAN RIGHTS MATTER – REALITIES AND PERSPECTIVES*  
Delia MAGHERESCU  
Faculty of Juridic Science, Tg-Jiu , Romania
10. *LA PHASE ORALE DE LA PROCÉDURE ORDINAIRE DEVANT LA COUR DE JUSTICE DES COMMUNAUTÉS EUROPENNÉES*  
Ana Daniela BOBARU  
Faculty of Juridic Science, Tg-Jiu , Romania

**Saturday, 24 November 2007**

**9:00-11:00**

**Room: B113**

**Session Chair: Dumitru Draica, University of Oradea, Romania**

**Secretary: Felicia Chirculescu, „Constantin Brâncuși” University, Romania**

1. *MAINTAINING THE BIODIVERSITY*  
Mirela MAZILU  
Centrul Univ.Dr.Tr.Severin, Universitatea din Craiova, Romania
2. *MODERN STYLE OF RELIGIOUS POEMS*  
Valerica DRAICA  
University of Oradea, Romania
3. *NEW VALUES OF ROMANIAN WORDS ON INTERNET*  
Dumitru DRAICA  
University of Oradea, Romania
4. *ONOMASTICĂ LITERARĂ.OBIECTUL ONOMASTICII LITERARE*  
Adelina ILIESCU,  
Craiova, Centrul Universitar Drobeta Turnu Severin, Romania
5. *PROBLEMS OF PENAL POLITICS OF PREVENTING AND ABOLISHING THE REPEATING OF AN OFFENCE: CONCEPT AND FUNCTIONS*  
Elena-Giorgiana SIMIONESCU  
Faculty of Juridic Science, Târgu Jiu , Romania
6. *RAPORTURILE DINTRE PARINTI ȘI COPII IN CAZUL SCINDARII OCROTIRII PARINTESTI CA URMARE A DIVORȚULUI*  
Alin – Gheorghe GAVRILESCU

Faculty of Juridic Science, Târgu Jiu , Romania

7. *ROMANIAN POLITICAL SYSTEM*  
Anca PISTOL  
S.C. CLASIC S.R.L., Târgu Jiu, Romania
8. *RURAL COMUNITY FROM THE AREA OF HATEG, BETWEN TRADITION AND MODERNITY*  
Ion PÂRVULESCU  
Roxana PLEȘA  
Raluca RIDZI  
Irinel STEGAR  
University of Petroșani, Romania
9. *SOCIAL PHILOSOPY AND SOME COMMON-IDENTITY MIGRATION MENTALITY*  
Dan Aurel BANCIU  
„Aurel Vlaicu” University, Arad, Romania
10. *SOCIAL VARIETIES OF THE ENGLISH LANGUAGE*  
Daniela POPESCU  
"Constantin Brâncuși" University, Tg-Jiu, Romania

**Saturday, 24 November 2007**

**11:30-13:30**

**Room: B113**

**Session Chair: Dumitru Draica, University of Oradea, Romania**

**Secretary: Felicia Chirculescu, „Constantin Brâncuși” University, Romania**

11. *TENDANCES EN LANGUE ROUMAINE CONTEMPORAINE*  
Mirela PAULESCU  
Gr.Sc.Ind. Baia de Arama, Romania  
Lucretia SPAHIU  
Sc. Bala, Romania  
Cornel BOTEANU  
Gr.Sc.Ind. Baia de Arama, Romania
12. *THE ADMINISTRATIVE GRACEFUL APPEAL AND THE ADMINISTRATIVE HIERARCHICAL APPEAL*  
Octavia Maria CILIBIU  
Faculty of Juridic Science, Tg-Jiu, Romania
13. *THE ADMINISTRATIVE-JURISDICTIONAL APPEAL*  
Octavia Maria CILIBIU  
Faculty of Juridic Science, Tg-Jiu, Romania
14. *THE ILLEGAL DRUG TRADE—A TRAGIC PHENOMENON OF THE*

*CONTEMPORARY SOCIETY*

Laura Roxana POPOVICIU  
Universitatea AGORA, Oradea, Romania

15. *THE INVESTIGATION OF DOCUMENTS FORGERY*  
Elena-Ana MIHUȚ  
Universitatea AGORA, Oradea, Romania
16. *U. E. INTEGRATION*  
Anca PISTOL  
S.C. CLASIC S.R.L., Târgu Jiu, Romania
17. *UN POINT DE VUE SUR LE LANGAGE JEUNE*  
Maria STOICOVICI  
Academia Tehnica Militara, Romania
18. *UNELE CONSIDERAȚII PRIVIND NORMELE CONFLICTUALE ÎN MATERIA CASATORIEI*  
Laura Magdalena TROCAN  
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19. *EFECTELE HOTARARILOR JUDECĂTORESTI STRAINE*  
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20. *UNITY AND DIVERSITY AT ACOMPLISHING THE ACTIVITY OF PREVENTION AND PENALISATOIN OF RELAPSE*  
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