

THE 4<sup>th</sup> INTERNATIONAL SYMPOSIUM- ECO- EICU-  
ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES



# Economie-Inovație-Comunicare-Universitară

4<sup>th</sup> INTERNATIONAL SYMPOSIUM  
WORKSHOP - ECO



E I C U

Economy-Innovation-Communication-University

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THE 4<sup>th</sup> INTERNATIONAL SYMPOSIUM- ECO- EICU-  
ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES



UNIVERSITATEA  
TEHNICA  
DIN CLUJ-NAPOCA  
**TECHNICAL UNIVERSITY CLUJ NAPOCA  
NORTH CENTER UNIVERSITY OF BAIJA MARE  
ROMANIA**

**Gratiela Dana BOCA  
ECONOMY –INNOVATION-COMMUNICATION-UNIVERSITIES  
E.I.C.U. BAIJA MARE**



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**SYMPOSIUM PROGRAM**

6<sup>th</sup> June 2012

<b>Hour</b>	<b>Program</b>
13.00	Participant's registration
13.30	Opening Ceremony
14.00	Papers presentation
16,00	Break
16.30	Papers presentation
18.00	Break
18.30	Social program

7<sup>th</sup> June 2012

<b>Hour</b>	<b>Program</b>
9.00	Round table. Conclusions
10.00	Break
10.30	Social program
12.00	Break
<b>13.00</b>	<p style="text-align: center;"><b><i>The New Model of Business The Enterprise 2.0</i></b></p> <p style="text-align: center;"><b><i>Prof.dr. Domenico Consoli University "Carlo Bo" of Urbino Italy</i></b></p> <p style="text-align: center;"><b><i>Keynote speaker</i></b></p>
14.00	Award of prize for innovation and new ideas in research work



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***ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES  
E.I.C.U.***

1	Birtoc Daniela Elena	Implementation and application of environmental management systems in organizations	Radulescu Corina Technical University Cluj Napoca North Center Baia Mare
2	Sabau Valentin Marius	Eco Schools in Europe . Ecological Management and Marketing	Boca Gratiela Technical University Cluj Napoca North Center Baia Mare
3	Amanda Tasi Elona Hysa	A SWOT Analysis on Green Banking	Mukaj Lindita Alexander Moisiu University, Albania
4	Pop Izabela	Volunteering in museums – a case study at «Baia Mare Artistic Centre» County Museum of Art	Coman Adela University of Bucharest Faculty of Business and Administration ASE Bucharest
5	Dajbog Anamaria	Multinational Business performance Analysis	Misu Barbuta Nicoleta Dunarea de Jos University, Galati
6	Neagu Alina	Rural development and limits economic development	Otilia Rica Man Dunarea de Jos University, Galati
7	Khakolli Bora Lamani Jola Lala Lorena Stefani Mirlena	Environmental management Green Bank	Kristiqi Dorian Mukaj Lindita Alexander Moisiu University, Albania
8	Cela Englatina Zeleni Armela Cani Elvira Metaliaj Kiara	Overview of ISO 9001 and ISO 14001 a necesety	Mukaj Lindita Mukaj Lindita Alexander Moisiu University, Albania
9	Floruta Roxana	Regionalization and Tourism in Italy	Hahn Florina Technical University Cluj Napoca North Center Baia Mare
10	Lacatis Emanuela	The actual regionalization and regions manifestation in Romania	Radulescu Corina Technical University Cluj Napoca North Center Baia Mare

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11	Mereut Andreea	Sustaineble development in Farcasa	Hahn Florina Technical University Cluj Napoca North Center Baia Mare
12	Uzun Mutlu Metlioglu Mustafa	Quality Modelation and simulation of lean Management to improve quality process	Gokkaya Hasan Karabuk University Turkey Boca Gratiela Technical University Cluj Napoca North Center Baia Mare
13	Susman Bianca	Sustaineble development strategy of the village Sacalaseeni	Sabau Simona Technical University Cluj Napoca North Center Baia Mare
15	Tasi Amanda	Prepaid credit card bank	Mukaj Lindita Alexander Moisiu University, Albania
16	Boca Adrian	A ECO-Quality Matrix for regional development Study case Maramures County	Boca Gratiela Technical University Cluj Napoca North Center Baia Mare
17	Metlioglu Mustafa Uzun Mutlu	Fundamental Equation for Productive Management	Gokkaya Hasan Karabuk University Turkey Boca Gratiela Technical University Cluj Napoca North Center Baia Mare
18	Stefanescu Anca	Socio economic development strategy of Dumbravita Maramures County	Sabau Simona Technical University Cluj Napoca North Center Baia Mare
19	Cernestean Ancuta	Development regions in principal states of UE	Sabau Simona Technical University Cluj Napoca North Center Baia Mare



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### *ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES E.I.C.U.*

1	Birtoc Daniela Elena	Implementation and application of environmental management systems in organizations	Technical University Cluj Napoca North Center Baia Mare
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		Sacalaseeni	North Center Baia Mare
15	Tasi Amanda	Prepaid credit card bank	Alexander Moisiu University, Albania
16	Boca Adrian	A ECO-Quality Matrix for regional development Study case Maramures County	Technical University Cluj Napoca North Center Baia Mare
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18	Stefanescu Anca	Socio economic development strategy of Dumbravita Maramures County	Technical University Cluj Napoca North Center Baia Mare
19	Cernestean Ancuta	Development regions in principal states of UE	Technical University Cluj Napoca North Center Baia Mare

**IMPLEMENTATION AND APPLICATION OF ENVIRONMENTAL  
MANAGEMENT SYSTEMS IN ORGANIZATIONS**

**Birtoc Daniela Elena**  
**Technical University Cluj-Napoca,,**  
**Center North of Baia Mare,**  
**Faculty of Sciences**  
**Department of Economics and Physics**

***ABSTRACT:** The increasing concern there of mankind towards ever more complex issues of environmental protection. Concern are justified by worsening pollution phenomena due to the tendency of globalization often (visible transformations of climatic regime, the deterioration of the ozone layer, with unprecedented magnitude despaduriri, desertificare and aridizare phenomena, serious soil erosions and imbalances of land, natural resources, reduce pollution and increase antropizarii of important ecosystems), economic and social implications, political resonances in the doctrine of the parties reflected, etc. In this context, there often to Exchange certain terms such as ecology, environmental protection, sustainable development, quality management, environmental management, in the context of the award of understandables obviously erroneous. It is often confused with the ecology environmental protection or meanings attributed to the term \"sustainable development\" prove a repressive approach. The term sustainable development itself is being challenged at sustainable development preferred or viable development. It is useful to specify what it means at the beginning of each of the above terms. In the following we will try this.*

***Keywords:** environmental management systems, environmental standards, environmental policy.*

## ECO SCHOOL IN EUROPE ECOLOGICAL MANAGEMENT AND MARKETING

**Valentin Marius SABĂU**  
**Technical University Cluj-Napoca,,**  
**Center North of Baia Mare,**  
**Faculty of Sciences**  
**Department of Economics and Physics**

**Abstract:** *Once upon a time there was a town where all the living beings seemed to live in harmony with the outside world. The town was situated in the middle of some big farms with croplands and hills with orchards where in spring white puffy clouds of flowers were worn by the wind over the green fields. But then a strange misfortune happened in the area and everything started to change. The shadow of death was hovering everywhere. No magic spell, no hostile action hadn't reduced this grieving world to silence– but people had. This town doesn't exist, actually, but it can easily be found in many parts of the world. This creepy spectrum has slipped among us almost unnoticed and this imaginary tragedy may become reality. The text bellow represents an statistical analisys of the activities within "Eco-School Project", including the activities of the Eco-Schools from Europe.*

**Keywords:** *statistical analysis, eco-schools, Europe*

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xxx [www.eco-ecole.org](http://www.eco-ecole.org)  
xxx [www.eco-shcools.com](http://www.eco-shcools.com)

## **A SWOT Analysis on Green Banking**

**Amanda Tasi**

**Elona Hysa**

**Alexander Moisiu University**

**Fastip Faculty , Durres**

**Albania**

### **Abstract:**

This paper speaks about the importance of the environment, the problems the environment is facing and what we can do in order to prevent its degradation and help protect it. Many people abuse with the environment and don't understand that each consequence will affect our future life and health. In our case, we have tried to think in two different points of views.

What can we as human beings and citizens do in order to protect the environment? How can a bank employee help in supporting the environment?

**Key Terms:** Environment, SWOT Analysis, PEST, Green Banking, Recycling

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## Volunteering in museums – a case study at «Baia Mare Artistic Centre» County Museum of Art

IZABELA Pop

Technical University of Cluj Napoca,  
North University Center of Baia Mare

### Abstract

This article aims to analyze the activity of volunteering as a potential solution to the problems caused by the economic crisis both, in museum entities and in society. Because this concept is still regarded skeptically in Romania, the article includes a brief review of existing practices in Anglo-Saxon countries, and an objective analysis of both the advantages and disadvantages arising from this activity for all parties involved in process. To facilitate the understanding, the factual situation existing within a museum in Baia Mare was presented, as an example for theoretical concepts. The conclusions drawn in the end seek to achieve a first step in changing managers' attitudes regarding volunteering in museums.

**Key words:** volunteers, museums, society, economy

**JEL Code:** M54

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## MULTINATIONAL BUSINESS PERFORMANCE ANALYSIS

ANAMARIA DAJBOG

"Dunarea De Jos" University of Galati  
Faculty of Economics and Business Administration

**Abstract** *In recent decades, the world of multinational companies continued to attract the interest of many specialists, representing the theme of symposiums, studies, conferences and many publications. That's why we proposed to approach the issue of multinational companies' performance, first of all giving short theories of them. In this paper we analyzed statistical data related to companies acting in Romania during 2008 and 2009, highlighting the share of multinational enterprises in all companies. Next, we developed four of the largest multinational companies in our country: OMV Petrom, Autoturisme Dacia, Petrol Rafinarie and Nokia Romania. We focused on data about source of firms, trade activity, and analysis of indicators as return on equity, general liquidity, earnings per share, etc. In conclusions, we specified advantages and disadvantages of multinational companies, threats related to speculation about Nokia's departure from Romania, and the opportunities that relate to new investments of multinational companies in Romanian market.*

**Keywords:** multinational company, degree of transnationality, competitiveness, trade activity, profitability, productivity

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## RURAL DEVELOPMENT AND THE LIMITS ECONOMIC DEVELOPMENT

Alina NEAGU

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Facultatea de Economie și Administrarea Afacerilor

**Abstract:** *The transition from super centralized to a market economy has resulted, in agriculture and rural development in Romania many economic and social problems. It is therefore natural that concerns the identification of solutions and methods to solve them to mobilize increasingly many specialists. Currently, agriculture and rural development in Romania continues to be in a crisis, and the economy is far from being stable to support by itself all rural development projects. Therefore is important that the rural development policy to choose a viable model for rural development. The maximum exploitation of existing resource through industrialization it is beneficial for rural areas of Romania? The very concept of development has the potential to bring higher living standards and to preserve the rural environment and local specificity in the same time? Is the economic growth a solution for Romanian village problems or, on the contrary, this concept reached its limit on rural doors around the world? This paper- work suggests some possible answers to the questions above.*

**Keywords:** limits of economic development, rural development, economic progress

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## REGIONALIZATION AND TOURISM IN ITALY

**FLORUTA Roxana**  
**Technica University Cluj-Napoca**  
**North Center University of Baia Mare**  
**Faculty of Sciences**

**Abstract:** *Italy is a country in Southern Europe, consisting mainly of a boot-shaped peninsula and two large islands in the Mediterranean Sea: Sicily and Sardinia. In North meets the Alps, where is the border with France, Switzerland, Austria and Slovenia.*

*Italy is well known for its art, culture, and lots monuments, including the Tower of Pisa and the Roman Coliseum, but also for its food (pizza, pasta, etc.), Wine, lifestyle, elegance, design, cinema, theatre, literature, poetry, visual arts, music (notably Opera), holidays, and generally to taste.*

*Italy is divided into 20 regions, five of which enjoys a special autonomous status: Abruzzo, Basilicata, Calabria, Campania, Emilia-Romagna, Friuli – Venezia Giulia, Lazio, Liguria, Lombardy, Marche, Molise Piedmont, Puglia, Sardinia \* Sicily \* Toscana, Trentino-South Tyrol \*, Umbria, Valle d 'Acosta \*, Veneto.*

*A region can be subdivided into provinces and provinces themselves in common. Communal centres are usually places with the same name.*

**Keywords:** *Italy, region, province*

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## THE ACTUAL REGIONALISM AND TENDENCIES OF MANIFESTATION REGIONS IN ROMANIA

LACATIȘ EMANUELA MIHAELA

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North University Center of Baia Mare  
Faculty of Sciences

**Abstract:** *The legislative background for the developmental regions' constitution was established by law number 151/1998 about Romania's regional development.*

*The idea of a regional organization of the country with juridical personality and administrative power, written by a group of intellectuals from Cluj in 2001, was vehemently contested by the prime minister at that particular time.*

*Therefore, these regions are not territorial – administrative units, they administrative zones which offer a location for implementation and evaluation of regional development policy and, at the some time, a location for collecting the specific data.*

*In the present day (today), Romania is divided into eight developmental regions, named after their geographical position: north – east, south – east, south, south-east, west, north – west, centre and Bucharest – Ilfov. The developmental regions of Romania correspond with NUTS II's divisions.*

**Keywords:** *regions, development, Romania*

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7. Regulamentului Consiliului (CE) nr. 1605/2002 privind Regulamentul Financiar aplicabil bugetului general al Comunităților Europene, cu modificările și completările ulterioare, și ale Regulamentului Comisiei Europene nr. 2342/2002 de stabilire a normelor detaliate privind punerea în aplicare a Regulamentului Consiliului nr. 1065/2002, cu modificările și completările ulterioare;

## SUSTAINABLE DEVELOPMENT IN FĂRCAȘA

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**Abstract:** *Farcașa is a village at 23 km distance from Baia Mare. With a 4841 hectare and a population about 5000, the village is composed by: Fărcașa, Sîrbi, Tămaia and Buzești.*

*In the past, the basic activity was the agriculture and existed also a glass factory. But, started with 2000, Fărcașa known an amazing development.*

*We have lots of enterprise, an industry with about 2000 employees; all the houses have all the utilities: gas, electricity, water and drain. Also, the village has ANL houses, SMURD paramedics, an ISU station and a Permanent Centre. The kindergartens and the schools are fully equipped and also the kids are involved in extracurricular projects that target the sport too. Fărcașa is a flourishing village, which worth the status of „The most beautiful village” obtained in 2008.*

**Keywords:** *development, enterprise, industry, flourishing village*

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9. Regulamentul nr. 1081/2006 privind Fondul Social European;
10. Regulamentul nr. 1082/2006 privind cooperarea teritorială europeană;
11. Regulamentul nr. 1083/2006 stabilind prevederile generale privind Fondul European pentru Dezvoltare Regională, Fondul Social European și Fondul de Coeziune;
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## SOCIO-ECONOMIC DEVELOPMENT STRATEGY OF DUMBRĂVIȚA, MARAMUREȘ COUNTY

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**Abstract:** Dumbrăvița is located in the central-western county of Maramureș, the northwest of Romania. Gateway, which connects the rest of the country village is the national road DN 18 B, cross town Cărbunari, and direct connection with the county town, Baia Mare. Residence village is the place Dumbrăvița, the common components entering five more villages: Cărbunari, Chechiș, Rus, Unguraș and Șindrești. Economic activity in Dumbrăvița is represented by industrial activities, services, trade, construction and agriculture. Agriculture is one of the basic economic branches of the village, are grown especially cereals such as wheat, corn, oats, industrial plants and vegetables. Animals grow more in individual households.

Along with sights, the local hospitality and charm of landscape, Dumbrăvița has an important advantage: traditions and customs preserved. The major holidays, the streets of the village can glimpse the beautiful costumes of prey, when the whole village turns into a real open air museum.

**Keywords:** development, Dumbrăvița, strategy

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## SUSTAINABLE DEVELOPMENT STRATEGY OF THE VILLAGE SĂCĂLĂȘENI

ȘUȘMAN BIANCA

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**Abstract:** *The village is situated in Maramures west, 10 km from Baia Mare. Sacalasseni consists of three villages and has a total area of 2880 ha. Localities are parts of that village are: Sacalasseni is the centre of the village, then Coruia and Culcea. The village is crossed by the river Lapus. Sacalasseni village population is of 2286 people in total. Sacalasseni is bordered to the north Grosi and Dumbravita, south of the Coas, Remetea Chioarului, east of the Copalnic Manastur and west of Coltau. Sustainable development strategy objectives:*

- *To develop a common organizational process to determine community priorities, strategy and its actions;*
- *To support local authorities in presenting financial and investment strategies;*
- *To determine effective management*
- *To improve the lives of the village population (housing and jobs to European standards);*
- *To increase the quality of common design, construction, services and image in general;*
- *Provide opportunities for private sector intervention in joint operations, either as direct investments in isolated projects, either through partnerships or consultation between the partners;*
- *Allow some flexibility to adapt to inevitable changes taking place in the village.*

**Keywords:** *development, Săcălășeni, strategy*

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## ENVIRONMENTAL MANAGEMENT - GREEN BANK

**BORA XHAKOLLI**  
**JOLA LAMANI**  
**LORENA LALA**  
**MIRLENA STEFANI**

**Alexander Moisiu University, Durees**  
**FASTIP Faculty**  
**Albania**

**Abstract :** These paper represent a handful of innovative, “green” financial products. In an age where environmental risks and opportunities abound, we have the options for reconciling environmental matters with lending and financing arrangements. Only recently have “green” financial products and services become more prevalent; and not only among smaller alternative and cooperative banks, but also among diversified financial service providers, asset management firms and insurance companies.

1. Product development in order to promote large scale environmental protection (i.e. construction, operator models, contracting, emissions trading, etc).
2. Product optimization in order to promote green investments (i.e. creation of “green” portfolios of customers, green car loans, energy saver loan, investigation of adding environmental risks to the usual credit risk analysis procedure, etc).
3. Environmental and sustainability ratings are concepts similar to financial rating developed to review companies on their ecological performance. These ratings enable investors to properly consider environmental factors in their decisions.
4. Marketing techniques will be examined in order to promote environmental achievements and most important encourage others to follow their example. (i.e. consulting in the sphere of environmental protection, energy saving information, how to apply an environmental management system, consulting of Small and Medium Size Enterprises).
5. Society and/or environment oriented cooperations with third bodies, namely public authorities, civil society etc. in order to jointly implement policy or field projects related to nature conservation or energy efficiency.

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## OVERVIEW OF ISO 9001 AND ISO 14001 A NECESSITY

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**Abstract:** The general aim of adopting Environmental Procedures is to focus upon Environmental issues associated with lending and investments and thus increases the opportunities for environmentally acceptable or sustainable economic development and minimizes exposure to environmental/financial risk.

The specific objectives for environmental procedures are as follows:

- To identify and assess the environmental impacts and issues (such as environmental liability and risk) associated with loans and investments.
- To identify and evaluate the financial implications related to environmental issues.
- To maximize opportunities for environmental benefits to arise and minimize the potential for adverse environmental impacts (such as pollution) to occur.
- To require borrowers to comply, at a minimum, with applicable local/national environmental, health, and safety regulation and standards, permitting procedures and public consultations requirements, including, where appropriate, EU environmental standards or World Bank environmental guidelines.

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xxx. ISO 14000

## PREPAID CARD CREDIT BANK

**Tasi Amanda**  
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### **Abstract:**

Market-oriented strategic planning is the managerial process of developing and maintaining a feasible fit between the organization's objectives, skills and resources and its changing market opportunities.

Key Ideas Defining Strategic Planning are:

- Manage companies businesses as an investment portfolio
  - Assess future profit potential
  - Develop the strategy itself
- During the development of the products, along his life cycle the main goals for environmental management were:

- promote green investments
- offer a variety of solutions
- offer easy processes
- offer the lowest interest rate
- offer the most competitive product

The paper present a new product for customers from Albanian market.

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## A ECO –QUALITY MATRIX FOR REGIONAL DEVELOPMENT Study case Maramures County

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Technical University Cluj Napoca  
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### **Abstract**

We do believe that each generation has its own challenges. The generation of today has the responsibility to create a sustainable society. We must ensure that the next generations to come will enjoy a healthy life and environment. In order to be able to achieve this historical task, we have put into effect the document: .The Strategy for Sustainable Development of Baia Mare City and also to develop a new strategy for our region Maramures County and through the production of it, the community of Baia Mare and citizens from Maramures. The global movement of our region is undoubtedly a very dynamic place continuously expanding and changing. One of the distinguishing features of Maramures community is its manifest ability in taking on new initiatives and its readiness to respond to changing situations. Welfare and development have a price that we all must pay. Sometimes the price is more expensive than we can afford to pay. It is time to look around us and say that we care about our neighborhood, communities and about the natural beauty that surrounds our city.

**Keywords:** regional development, ecology, quality, strategyc axes, matrix, resourses

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## QUALITY MODELATION AND SIMULATION OF LEAN MANUFACTURING TO IMPROVE PROCESS QUALITY

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**Abstract:** Many firms adopt Total Quality Management in order to achieve competitive advantage. In Romania TQM is still the Cinderella of industrial organizations. This study clarifies the requirements or factors to which TQM is begin successfully implemented. It also examines the presence of TQM success factors in order to identify wither the firm has the capability to absorb TQM. Results indicated that the firm current quality management practices showed that the awareness and understanding of TQM was at a very low level and TQM success factors were not well known and practiced. This firm use only some technical tools of TQM, the weaknesses of the firm's TQM implementation provide opportunities for the firm to improve its quality management practices. A popular misconception is that lean is suited only for manufacturing. Not true. Lean applies in every business and every process. It is not a tactic or a cost reduction program, but a way of thinking and acting for an entire organization. Businesses in all industries and services, including healthcare and governments, are using lean principles as the way they think and do.

**Keywords:** lean manufacture, total quality management, total maintenance production, muda.

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## FUNDAMENTAL EQUATION OF PRODUCTIVE MANAGEMENT

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**Abstract:** Companies are often surprised to learn that only a fraction of their activities actually add value for their customers. A primary cause of waste is information deficits – employees simply lack the knowledge they need to do their jobs efficiently and effectively. This leads employees to waste valuable time and motion searching, waiting, retrieving, reworking or just plain future action. Companies are able to respond to changing customer desires with high variety, high quality, low cost, and with very fast throughput times. Eliminating waste along entire value streams, instead of at isolated points, creates processes that need less human effort, less space, less capital, and less time to make products and services at far less costs and with much fewer defects, compared with traditional business systems. Companies are able to respond to changing customer desires with high variety, high quality, low cost, and with very fast throughput times.

**Keywords:** wastes, quality costs, cover costs, production management, TQM.

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## DEVELOPMENTS REGION IN PRINCIPAL STATES OF UE

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**Abstract:** *One of the U.E objectives is to sustain the economic and social progress, equable and sustainable, by strengthening cohesion economic and social of the member countries. A study made by the parliament about the administrative division of U.E identifies 4 models of regionalization: Napoleonic tradition, German, Anglo-Saxon and Scandinavian.*

*Most of the countries members of U.E are organise in territory on two levels(Austria, Great Britain, Netherlands, Sweden) and some of them are organise on the levels (Germany, Spain, Italy and Poland). In this report I expose the regionalization in the most important country member of U.E. namely: France, Great Britain, Italy, Germany, Spain and Poland.*

*Unconcerned that is about the unitary and federal country member, the region from U.E. country have an important part in the building a united Europe.*

*Europe's Future wants not only a unit of homogeneous states, but a mosaic of regions harmoniously developed, balanced and prosperous.*

**Keywords:** *development, region, UE*

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