

Economie-Inovație-Comunicare-Universitară

6th INTERNATIONAL SYMPOSIUM

WORKSHOP



E I C U

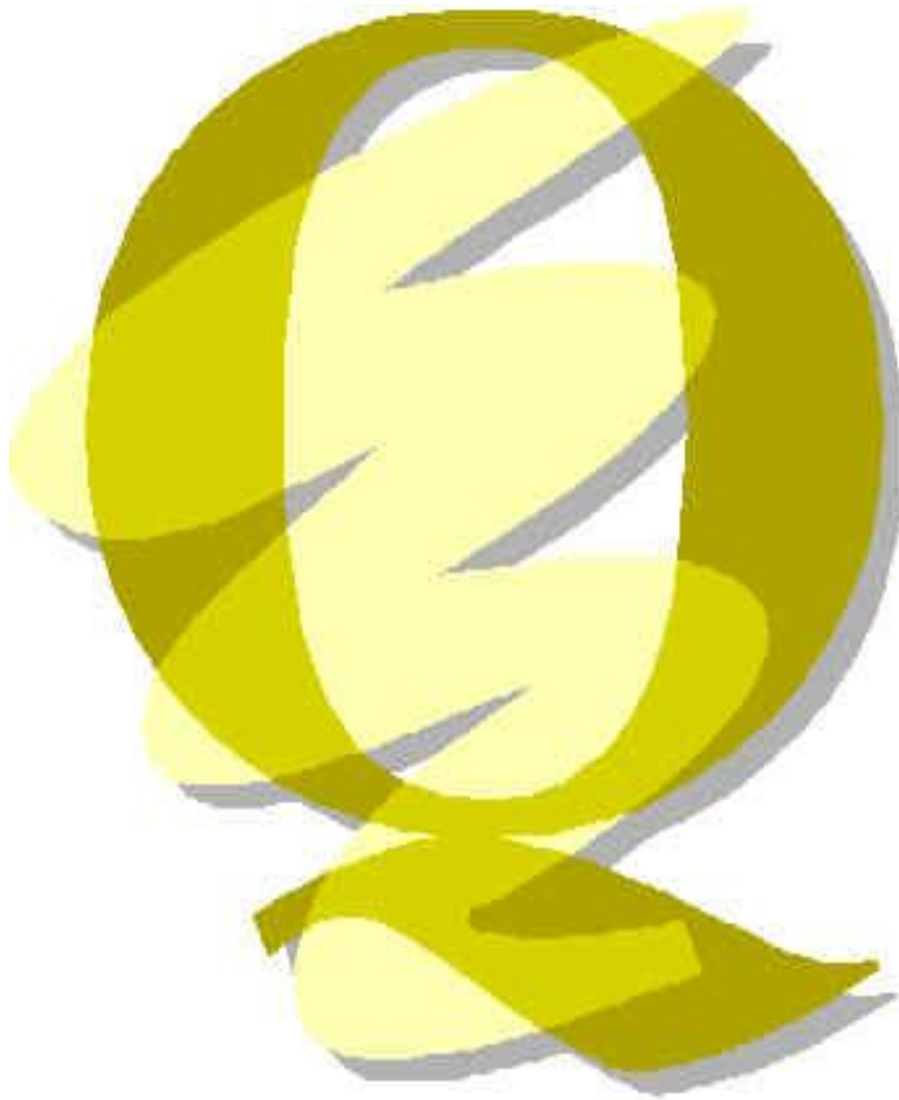
Economy-Innovation-Communication-University

YEAR 5

NUMBER 8

JUNE 2014

**THE MINISTRY OF EDUCATION, RESEARCH, YOUTH AND SPORTS
ROMANIA
TECHNICAL UNIVERSITY OF CLUJ NAPOCA
NORTH CENTER UNIVERSITY OF BAI A MARE
FACULTY OF SCIENCES
DEPARTMENT OF ECONOMICS**



QUALITY - ACCESS TO SUCCESS

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TECHNICAL UNIVERSITY OF CLUJ NAPOCA
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ROMANIA



Gratiela Dana BOCA

ECONOMY –INNOVATION-COMMUNICATION-UNIVERSITIES

E.I.C.U. Baia Mare

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THE 6th INTERNATIONAL SYMPOSIUM
ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES

6th June 2014

Hour	Programme
10.00	Participant's registration
10.30	Opening Ceremony
11.00	<p style="text-align: center;"><i>Entrepreneurial Proactive behaviour in response to turbulence of the business environment</i></p> <p style="text-align: center;">Corina Radulescu</p> <p style="text-align: center;">Technical University of Cluj Napoca, North Center Baia Mare , Romania</p> <p style="text-align: center;">Keynote speaker</p>
12.00	<p style="text-align: center;"><i>A new vision Managing Quality in 21st Century</i></p> <p style="text-align: center;">Gratiela Boca</p> <p style="text-align: center;">Technical University of Cluj Napoca, North Center Baia Mare , Romania</p> <p style="text-align: center;">Keynote speaker</p>
13.00	Break
14.00	Papers presentation
18.00	Break
18.30	Social program

7th June 2014

Hour	Program
9.00	<p style="text-align: center;"><i>Managing for Quality in Higher Education</i></p> <p style="text-align: center;">Marsida Vishkurti , "Aleksander Moisiu" University, FASTIP, Albania</p> <p style="text-align: center;">Keynote speaker</p>
10.00	Round table. Conclusions
11.00	Award of prize for innovation and new ideas in research work



ECONOMY- INNOVATION- COMMUNICATION- UNIVERSITIES

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THE 6th INTERNATIONAL SYMPOSIUM

ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES

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THE 6th INTERNATIONAL SYMPOSIUM

ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES

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THE FEASIBILITY OF A NEW SIT-DOWN RESTAURANT IN BAIAMARE

Ali Can KÖR

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Abstract : *The problem with opening a new restaurant is being able to establish the business, while differentiating itself from others. A restaurant should be in a recognizable area which can be used as a landmark. In order to do so, the restaurant must find a theme and a strong following of customers. With the right marketing, good service, good management and strong financial information, a new restaurant can be a great business to start up. In order to open a restaurant, the owner should know the consumer characteristics of the area. The analysis of the amount of people that go downtown in Baia Mare will be able help other entrepreneurs that plan on opening a small business because the study will give them the knowledge of how many people go downtown on a regular basis which can give them an idea of how many potential customers they may have. This study will also help people planning to open a restaurant in an area with similar demographics as Baia Mare.*

Keywords: management, services, plan, project

Conclusion: You don't have to invent something new. You can license research done by universities and others, and you can use ideas that are now public domain. Where do you dig up the research? In very specialized search engines. When you search the academic papers, you have to plow through some difficult academic and legal language. But the ideas are out there.

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MAGIC SKY –EXTREME SPORTS AGENCY

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Abstract: *Sport activities are very important for everyone's health. In Albania there do exist some individual businesses that operate with specific extreme sport; for example rafting and parachuting are the most developed extreme sports nowadays. So, there is a huge lack of extreme sports in Albania, also a lack of agencies that operate with the whole different types of extreme sports. It's a pity that Albania with its nature that offers every possibility for people to practice and enjoy these sports, doesn't have even a single one agency to operate. For this reason we thought about creating this kind of agency. Magic Sky agency is a unique and innovative one, because it's the first of its kind in Albania.*

Keywords: Extreme, Sports, Agency, Packages, Tourism, Activities.

Conclusions:

- Based on our survey, we realize that our service is necessarily required in the market.
- Albanian tourism will be developed in a new dimension of the extreme tourism.
- Our activity with indoor tourist generates income for the economy of Albania.
- Our activity sensibilizates the young generation by giving the possibility to break the monotony and be more active in their lifes.

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1. Boca Gratiela, Marketing Lectures, 2012
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CRM-A CASE STUDY

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FASTIP Faculty

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***Abstract:** The reason that we choose P&G to do the survey is because before we started the survey we knew that people that we should have to ask know the products of P&G. We wanted to make a project for a company so important in the international market. we have thought of this presentation include such interesting questions and answers based on 100 persons asking about Procter & Gamble.*

Keywords : Procter and Gamble (P&G), 4Ws, CRM, eCRM, 8Ps, 7Ss.

Conclusion

Procter and Gamble is using the image of the women because they are the support for mothers, as mother is helping us all the life they are helping them. From the other side the reason that they have chosen this kind of CRM is because women/mothers are the persons who take care for household and this brings benefits in two target markets that they have, household and beauty care. From the survey we understood that people here in Albania sometimes has difficulties to identify which brands are included in Procter and Gamble. Anyway they mostly says that it would be a good thing for them to co-create with the company for the products that they want and the changes that they would like to do in some of them. eCRM is the newest thing that is happening in the marketing from the traditional CRM.

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MON CHERI COFFEE SHOP

Hans XHELAJ

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***Abstract:** Mon Cheri is a new Albanian company which was founded by the willingness to bring something new in the everyday life of the Albanian citizens. What they are bringing in the market is very different from what we have been used to see in the last years in Albania. They are having a great impact in the everyday lifestyle of drinking coffee and the fact that they are opening new bars demonstrates the fact. The company “Mon Cheri” which is divided into shops and bars mainly offers different products like coffee, desserts, sandwiches, and etcetera. It was founded 6 years ago and the 1st bar was founded near the American Embassy. Yet, it was not until 2012 that Mon Cheri became well-known and brought a new trend in the market, especially by offering to-go products.*

Keywords: project management, SWOT, change management

The Mobile Commerce (M-Commerce) transactions continue to grow nowadays due to the fact of the easy internet connection from the mobile phones. However, Mon-Cheri has not yet implanted the function of M-Commerce and according to our information M-commerce is not in their plans at the moment. The reason that m-commerce is not their priority in the future plans, is the fact that people in Albania are not used to technological advancements. Specifically it is believed that they lack the necessary information and they do not really try to be aware for new services. In addition, it will cost to the company without have any success on it. Moreover, the company sells in small amounts of money so it would be really costly for it to implement M-Commerce.

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STUDY OF FACTORS INFLUENCING PEOPLE WHO SMOKE

Beniamin LAURAN

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***Abstract:** In order to compile this paper we analyzed conceptually how smokers behave in the causes that lead to smoke, how they react to stress conditions. As we know, no system in Romania can not be separated from the realities of society. Smokers reflects somewhat the situation of ordinary citizens in a society, it is obvious that the economic situation of a country determines living conditions. , seek to minimize any differences between life smoker smokers would decrease responsibility or liability human dignity. "This should be seen by the fact that people who smoke are sufficiently affected by lack of money. They should lose only those rights that are required to be lost due to lack of helplessness and loss must retain the other rights and have a healthy life as the man with the possibilities; nonsmoker.*

***Keywords:** addiction, health factors, prevention*

Statistical studies have revealed that in terms of socioeconomic CELIM prone to

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UNHEALTHY DIETS

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Abstract: *In this paper we present, after a more detailed analysis, insofar as unhealthy diet affects the quality and length of human life. We also studied the causes that lead people to have an unhealthy diet, harmful and while incorrect. This is due, therefore, to the greatest extent, daily stress, lack of time, but also because people are not well enough informed as might have a healthy lifestyle and eating habits. Besides affecting life, an unbalanced diet can lead to different eating disorders, and in the worst case can lead to serious illness. Among the diseases triggered by eating disorders can remember: malnutrition, dehydration, kidney infection, osteoporosis, amenorrhea, skin bruising, dental problems, liver failure, cardiovascular disease, gastro-oesophageal reflux-, muscle atrophy, infertility, depression, fatigue, digestive disorders, hypertension, asthma, chronic gastritis, acute pancreatitis, pulmonary infections, allergic diseases, etc.. But all this can be prevented by giving up eating harmful, which nowadays is increasingly common.*

Keywords: food, health, illness, harmful

"A healthy body is the guest chamber of the soul, a sick prison "

FRANCIS BACON

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QUALITY OF SERVICE IN HOSPITAL

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***Abstract:** In order to compile this paper we analyzed conceptually how health services are provided in the county hospital "Dr.Constantin Opreș" Baia Mare, which is the degree of satisfaction of patients in relation to quality of care, if they were satisfied with the provision services and the relationship between patient and medical staff and if the population would recommend medical service of the hospital. All these issues reflect the current health system in general and in Maramures County in Romania. Counts related to health system influences the tendency today is to broaden the meaning of quality, it is not just customer satisfaction, but also to satisfy the general interest. As products and services present a great diversity, and therefore different features are specific to various types of service. Although the service is a homogeneous action and shows a unit, it can be analyzed by its discrete elements, qualitative.*

Keywords: health, quality, service, advice

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STUDENTS DAILY EXPENSES

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***Abstract:** We chose this questionnaire to analyze cheltuieile students about student life which means, besides the fun and freedom considerable expense. Whether you are staying in or staying in rented homes or as receiving money from home or work in order to maintain, students have to shell out each month amounts, in most cases, exceed the average wage. Studești encounter a living expensive and always have empty pockets, the main source of income being parents, and some cases a part-time job. We chose this questionnaire because we as students meet these expenses and I wanted to see what other students are doing and what are the differences.*

***Keywords:** student, spending money*

Considering the results of this case study, we can draw some general conclusions on students costs. To determine the final conclusions we conducted a SWOT analysis ie strengths, weaknesses, opportunities and threats.

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CONSUMPTION OF DAIRY PRODUCTS

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***Abstract:** In order to compile this paper we analyzed the consumption of dairy products, to what extent are eaten for breakfast, provenance and influence of advertising on dairy choice. Milk and milk products due to their chemical composition and high degree of assimilation, nutrition plays an important role in rational human being and one of the most affordable sources of protein of food. Milk is one food component in the daily diet of people of all ages. Drinking a liter of milk covers the daily requirement of a mature man in lipids, calcium and phosphorus, 53% of the protein, 35% of the vitamins A, C, B and 26% of energy needs. [1]*

***Keywords:** dairy products, provenance, advertising, sample questionnaire.*

Conclusion: Considering the results of this case study, we can draw some general conclusions about the consumption of dairy products in Maramures, their origin and influence the public in choosing products. To determine the final conclusions we conducted a SWOT analysis ie strengths, weaknesses, opportunities and threats.

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CHOCOLATE CONSUMPTION

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***ABSTRACT:** A novel consume up to ten times less than a Western European chocolate and the trend is to decrease consumption in parallel with refining tastes. Only youth holidays and saves the producers who are fighting each percentage share piata.Romanii increasingly eat less chocolate, despite efforts to diversify industry companies offered products and aggressive advertising campaigns. Although undeniably acclaimed chocolate remains a difficult product vandut.Tocmai therefore, manufacturing companies are trying to bring to market different types of chocolate, from tablets to bars, pralines or cookies packed.*

***Keywords:** questionnaire, consumption, sample market share.*

Chocolate is a pleasure enjoyed many, way to happiness when we are depressed, and a major energy source for each it has its significance, hence appear different tastes of chocolate, such as chocolate coffee drink here assume person much prefer dark chocolate to other music, and we can assume that they prefer chocolate with different flavors, something unusual for other happiness might prefer it with milk chocolate sweetness.

Following the completion of this research were highlighted certain aspects of chocolate

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3. <http://ro.wikipedia.org>

INFORMED OR RELAXED ON TV

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***Abstract:** In this project we set out the current you have come to expect or really want people who watch TV nowadays. Nowadays classic television broadcast, cable or satellite transmission loss percentages numerous detrimental via "virtual world" (World Wide Web / "spider web"), as they appeared and their web pages, the people can always access favorite show or any other desired information from your computer, laptop, tablet or mobile phone (smartphone). Both relaxation and information are factors that cause different people to view your favorite tV stations: specific entertainment programs, movies, music - videos etc. Prin relaxing body unwinds its people and the information they develop intellect. Also within this work is also apparent link between level of education and type of transmissions preferred by respondents.*

Keywords: television, ratings, education, leisure, culture

Conclusion: Regarding the results of this case study, we can draw some general conclusions about the purpose of broadcast TV viewing, relative to age, level of education, frequency tracking and TV broadcasts to their preferred type. To determine the final conclusions we conducted a SWOT analysis ie strengths, weaknesses, opportunities and threats.

References

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A ZOO IN BAIJA MARE

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***Abstract:** To make this work we have analyzed what they think and what they want the citizens of Baia Mare on zoo located in the Park "Queen Mary", stating, of course, that it would be much better conditions than previous years the animals living in appalling conditions.*

Conclusions from the questionnaire, it is observed that people would reopen the zoo because it would be a great place to spend free time. But remember the fact that the new zoo will be more modern and will provide better conditions for animals and for visitors. To achieve this major investments are needed, but not impossible.

In conclusion, the zoo should be reopened to the public as it is, especially for children, a place of learning and at the same time, relaxare. It is very important to have a place where children learn with pleasure about animals and about nature. To determine the final conclusions we conducted a SWOT analysis ie strengths, weaknesses, opportunities and threats.

***Keywords:** children, park, entertainment, recreation, leisure, investment.*

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A "SKETCH" OF CONSUMERS FOR ORGANIC PRODUCTS

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Abstract: *In this paper we analyzed the developing conceptual way of thinking of people about their health, how much it concerns them and also what they are willing to do to have a contemporary lifestyle is in sănătos.Omul a critical point about food and unhealthy lifestyle, bad eating it and more, plus became sedentar.Asa is a second person suffering from overweight and most of the population suffering from chronic diseases are due this lifestyle as haotic.Dupa know, lately people have started to turn their attention more towards consumption of organic products, traditional and adopt a healthier lifestyle as well. "A healthy body is the guest house of the soul, a sick prison" (Francis Bacon).*

Keywords: *health, organic, life, body, produced*

"Health is a word mare. She includes not only the body but the mind and spirit, but also the perspective of a man"

(James H. West)

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ENVIRONMENTAL PROTECTION

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Abstract: *We conducted a survey on your opinion about the environment because people need to understand the need for responsible behavior towards nature (environment). Environment is affected by human action in two main ways: by pollution and namely activities destructive to the ecological balance, and eliminating certain species and despăduririle. Cele most common forms of pollution are: water pollution, soil and air pollution. These basic elements of human life seem to be the most affected by the irresponsible actions of human beings.*

Keywords: *questionnaire sample, respondents, environment, ecology.*

Conclusion: Considering the results of this case study, we can draw some general conclusions about the environment. Respondents who completed the questionnaire are young people aged 15-25 years living in urban areas. They believe that human activities may lead to environmental destruction and degradation state of the environment leads to damage the people health. The main method for the environment is reforestation.

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3R - A VISION FOR THE FUTURE

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Abstract: *The natural environment is guided by the motto "Nothing is lost, everything is transformed". The ecosystem is composed of five components: Solar, inorganic, organic matter producers, consumers of organic matter decomposers. This natural transformation circuit continues for millions of years in the perfect balance, independent of the rise and fall of civilizations. In the wild it is processed without loss. If one of the five major imbalances occurring component disappears. Natural resource depletion, acid rain, global warming, ozone depletion, water contamination are generated from outside the ecosystem. Thus it is seen that problems arise when human activities creates an artificial movement of substances out of the ecosystem. Open circuit transformation is possible when the environment is able to accept waste for recycling.*

Keywords: *reduce, reuse, recycle and protect.*

"Nothing is lost, everything is transformed"

Few people are aware or concerned about the danger of pollution and what might happen to us if vital resources would be exhausted because of their excessive use, so it is vital to inform people and to be as friendly to nature recycling everything possible. People should be educated small to be responsible for their actions and realize the consequences of their actions default to the environment and their health. SWOT Analysis of the Baia Mare.

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MARAMURES PEOPLE PREFERENCES LEISURE OR INTERNET

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Abstract Considering the results of this case study, we can draw some general conclusions about the leisure of people from Maramures. The final conclusions were rendered through the SWOT analysis ie strengths, weaknesses, opportunities and threats. To make this work we analyzed how people today manage their free time. Many of them do not have enough free time, this words became a "luxury". Everybody wants to dedicate his time, to carrying out certain activities which would defuse to remove them from the stress of every day, be possible, to fit as many hours, minutes and seconds to be able to meet the little pleasures of life. Many choose to lose nights in noisy places instead choose to refine or to enjoy the beauties of nature. [3]

Keywords: leisure, internet, walking

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OPȚIUNILE PĂRINȚILOR FAȚĂ DE ȘCOALA PARTICULARĂ INTERNĂȚIONALĂ

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***Argument.** O alternativă la învățământul de stat, liceele private sunt și afaceri în toată regula, a căror prosperitate crește pe măsură ce scade credibilitatea școlilor din sistemul de stat. În ceea ce-i privește pe elevi, șansa de a învăța într-un liceu privat este condiționată de două elemente cruciale: posibilitatea de a plăti taxele de școlarizare și adaptarea la reguli și standarde stricte, așa cum se întâmplă și în marile unități particulare de învățământ din afară.¹*

În acest studiu am încercat să determin opțiunile părinților pentru o astfel de școală, folosind Metoda Chestionarelor, pe un eșantion de 260 de respondenți.

Keywords : Școală, Educație, Carieră

Pentru a determina concluziile finale am realizat o analiza SWOT adică puncte tari, puncte slabe, oportunități și amenințări.

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ASCENSIUNE PE PIRAMIDĂ

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Abstract: Studiul vizează modul cum populația școlară din județul Maramureș percepe terminarea copilăriei și transformarea în adulți conștienți de rolul lor în societate. Rolul studiului este de a cuantifica influența modelelor prezentate în mass-media ca și modele de succes și influența asupra generației viitoare în modul de alegere a unei profesii. Întrebarea ce se pune pregnant este dacă asemenea personajelor din TV de genul “Gigi Becali” sau “Bianca Drăgușan” determină abandonul studiilor preuniversitare sub motivația “EI AU REUȘIT FĂRĂ ȘCOALĂ” și pot reuși deoarece “CU BANI SE POATE ORICE”.

Keywords- elevi, învățare, succes, succes.

Rezultatul studiului relevă anumite tendințe în cazul populației școlare.

1. Influența personajelor TV nu este atât de mare pe cum se credea și elevi sunt conștienți de faptul că este necesară o mobilizare pentru a învăța.
2. Pregătirea pentru viitoarea profesie reprezintă o prioritate pentru copii și acestia sunt conștienți de viitor.
3. Nu exista factori suficienți motivaționali atât la nivelul școlii cât și la nivelul familiei pentru ca acești copii să învețe mai mult.
4. Factori demotivaționali 49% sunt declarativi și induc ideea falsă ca elevi nu se lasă influențați de factori care să distragă de la studiu.
5. Exista o diferență foarte mare între rezultatele efective obținute la examene și declarațiile elevilor ceea ce duce la concluzia că exista bunăvoință din partea acestora dar punerea în practică a dorinței de a învăța este redusă fie din cauza metodelor de învățare fie din lipsa factorilor ce să motiveze elevul.

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PERCEPȚIA SISTEMULUI DE SĂNĂTATE IN REGIUNEA TRANSILVANIA

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Abstract: *Pentru această lucrare am dorit să analizăm percepția populației din nord vestul țării asupra sistemului de sănătate din țara noastră, cu precădere asupra educației pentru sănătate existente. Prin aceasta, am dorit să facem referire atât la sistemul public de sănătate, cât și la cel privat, incluzând analize uzuale de sănătate, igienă orală, utilizarea medicamentelor cu și fără prescripție medicală. Eșantionul studiat este alcătuit din persoane cu vârsta cuprinsă în intervalul 20 – 80 ani, atât din mediul rural cât și din mediul urban. Am considerat acest studiu de o importanță majoră, deoarece considerăm că sănătatea populației reflectă într-o oarecare măsură și lipsurile existente în acest moment asupra acestei ramuri a medicinei, și anume prevenția, rezultatele putând oferi o nouă perspectivă asupra modului de abordare a acesteia.*

Keywords: sănătate, prevenție, medicamente, sistem

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SITUAȚIA CONSUMULUI DE FRUCTE ȘI LEGUME

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Abstract: *Pentru a realiza această lucrare am analizat situația consumului de fructe și legume pe diverse categorii de vârstă, în județul Maramureș. Ceea ce ne-a determinat să alegem această temă a fost importanța acestor produse și beneficiile oferite atunci când sunt consumate. De asemenea, am dorit să aflăm dacă oamenii, indiferent de vârstă, consumă fructe și legume, cât de des le consumă și de unde le achiziționează pentru a vedea cât de mult conștientizează importanța includerii acestor alimente în meniul zilnic al fiecărei persoane.*

Keywords: consum, legume, fructe, statistică, chestionar.

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DEZVOLTAREA SI PROMOVAREA TURISMULUI IN ZONA MARAMURES

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Abstract: Ideile cele mai frecvente nu sunt neaparat cele mai profitabile sau cele mai recomandate. Cel mai important lucru este investitia intr-un domeniu despre care avem informații si know-how sau pentru care avem pregatirea profesionala necesară. Ideea proiectului este fundamentata pe baza potentialului turistic crescut al Maramureșului , implicit al municipiului Baia Mare, potential ce poate fi exploatat profitabil prin amenajarea unei structuri bine elaborate , prin parteneriate cu hotelurile din oraș și cu sprijinul Primăriei.

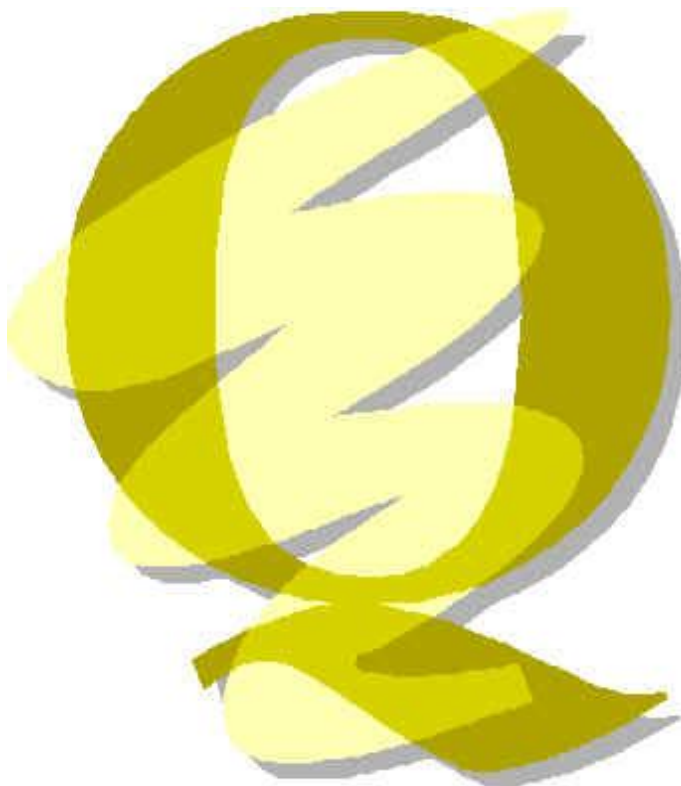
Keywords: turism, management change, traditii, dezvoltare durabila

Am putea afirma că în prezent , turismul în zona Maramureșului este foarte slab din cauza lipsei de promovare și din cauză lipsei anumitor programe prestabilite pentru turiști. Aceste programe ar trebui sa aibă rolul ca atunci când turiștii ajung în zonă să fie atrași de a cunoaște istoria orașului și a județului , și să nu își continue drumul fără a ști că în acest județ se află singurul cimitir vesel din lume „Cimitirul vesel” de la Săpânța , fără a vizita Muzeul Satului din Baia Mare , sau fără a călători cu Mocănița , ultima cale ferata forestiera cu abur nu doar din Romania, ci din intreaga lume. Bineînțeles , acestea sunt doar câteva dintre numeroasele obiective turistice din Maramureș .

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PUBLICATIE PERIODICA EDITATA DE UNIVERSITATEA TECHNICA DIN CLUJ NAPOCA
CENTRUL UNIVERSITAR DE NORD DIN BAI A MARE
FACULTATEA DE STIINTE, DEPARTAMENTUL DE DISCIPLINE ECONOMICE –EICU

**Editor North Center University of Baia Mare
cod CNCSIS 22
ISSN 2067-5216**