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RE-INNOVATION - A SOLUTION FOR THE FUTURE



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FACULTY OF SCIENCES, DEPARTMENT OF ECONOMICS
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2	Hendi Koljaka Stela Buca Rezarta Muci Kristi Rama	BIO drink
3	Emi FARRUKU Jona CEKA Kiara BUSHI Armela ARIFAJ	BIometric payment cards
4	Lorenca KURTI Ermina ZENELI Kjara ALIKAJ Sindi DUSHA Helion BALLA	“ONLINE LOAN” application
5	Toni KAMBA Doris MURATI Ronaldo DEGA Danko YMERI Fatjon AJAZI	Real and Virtual world - CINEworld
6	Anastasia CORLĂTEANU Radu PETRAN	Child-parent relationship
7	Ileana Mihaela SEMENIUC (ARDELEAN) Dalia Claudia UNGUR (REVNIC) Tincuta Ioana HUSTI	Nutrition vs E's

8	Bianca Andreea BĂHURĂ Lidia COSTIN Nuța ONCEA Ana-Mărioara ȚÎNȚAȘ	RE –thinking the internet
9	Emanuela CIURDAȘ Mihaela HANDRO Denisa PALFI Giulia FAZAKAȘ	The silence of 21 st Century
10	Claudia Maria COSTINAR Monica Motrea SMETANCA	Returning to reading and dreams
11	Alina Ioana ARDELEAN Maria BÂRSAN	Re-START energy. Selective waste collection environmental impact
12	Alexandra Ștefania BURIAN Esteră FEIER	Product consumption of honey
13	Ioana Diana VRABIE Philip Bogdan NEGRU	Professional Re-orientation in education of young generation
14	Daniela-Ileana HOLDIȘ	Research of impact of reductions on the purchasing decision
15	Marius Ioan PALTAN	“ Wonderful new world” of technology in the lives of children
16	Anamaria BALINT(FABIAN) Andreea TIVADAR	Statistical analysis of employees satisfaction
17	Diana Ancuța DANCIU Maria Nicoleta MONE	A new Re-orientation of consumers fruits consumption

TOURISM INFORMATION CENTER OF ALBANIA

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Abstract : *The recent past showed a greater interest in recommender techniques. Now-adays there are many travel packages existing from different websites to almost all the places over the world. A tourist finds it very difficult to search for the best navigation as he/she has to browse multiple websites, contact many travel agents and etc. which is a tedious process and is time consuming. There should be a system where the user should find the best locations on the Internet with a single click. To address this issue, we adopt TICA which offers the best navigation. This project will help tourist to suggest the best navigation among all the other website on the web. On multiple demands of tourist that is, a customer will navigate for a particular place based on the recommendations provided by the administrators. As a secondary purpose, the web application was developed to be replicable by others who might choose to take and adapt the web application model for their own heritage conservation-related purposes. As such, the web application employs easy-to-use, relatively inexpensive, cloud-based tools and services, such CartoDB, MapBox, Persona, Heroku, Bitbucket, and various Google products. In order to use many of these services together, the web application was purpose-built using the well-documented and flexible Python web development framework, Pyramid, in conjunction with the templating system, Jinja2, along with the standard HTML, CSS, and JavaScript programming languages. After instructional documentation is written and further development occurs as specified in the application’s roadmap, the code, which is currently stored in a private repository on Bitbucket will be opened for download and collaboration by others wanting to use and improve the application model.*

Keywords: *tourism, management change, quality, informations*

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BIO DRINK

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Abstract: *Communication is one of the most important part of human life as well as mean of business expansion. It is neither transmission of message nor message itself: It is the mutual exchange of understanding, originating with the receiver. Now days everybody is looking to be healthy, not only for the appearance but most importantly for a better life. Plenty of surgeries and diets are being applied, but still cannot reach the results of a natural treatment. This is why we have chosen “Bio Drink” to be our product. Bio Drink is an irreplaceable part of everyone’s day routine. Its ingredients are fully natural: herbs and plants extract. There are three different products that come with this new drink. Marketing is the main focus of our company, since there is low competition in this market. Our goal is to be known in all areas our product is delivered and to expand it in the next years.*

Keywords: *Communication, Bio, Drink, Marketing, Distribution, Channels*

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BIOMETRIC PAYMENT CARDS

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Abstract: *The payments industry is embracing biometrics through the development of credit cards with an embedded fingerprint reader, which remove the need for a traditional chip and PIN transaction thanks to the reliability and ease of fingerprint verification. In order to pay for goods, customers simply place their fingerprint on the sensor on the card's surface. Then, if the fingerprint stored in the card matches the user trying to make a payment, the transaction is authorized. If, for any reason, the fingerprint does not register, the PIN code is available as a back-up option. In this project we will talk about biometric payment card . Another new and interesting value proposition for the biometric EMV card is that unlike PIN code which is an authentication method, biometry is an identification method. According to calculations made by Sir F. Galton (Darwin's cousin), the probability of finding two similar fingerprints is one in 64 billion even with identical twins. This technology has the potential to make the lives of consumers easier and provides greater choice to confirm their identity. At Visa we're committed to working with partners to develop and invest in emerging capabilities that deliver a better, more secure payment experience for consumers.*

Keywords: *biometric, card, payment, fingerprint, MasterCard/Visa.*

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“ONLINE LOAN” APPLICATION

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Abstract: *The practice of lending and borrowing is as old as the invention of money. The history of borrowers, lender shows the stringent lending rules existed as early as 2500-2000 BC during the Sumerian civilization, pre-dating ancient Greece and antediluvian Rome. So, this practice of lending has survived and continued till this modern day. The banking as a concept first time started in the 8th century B.C.E. from the Mesopotamian civilization. If you're looking for a point in time at which the concept of loans came into being, you're in for a long search. Lending in any form is pretty much second nature and the practice probably extends way back into the mists of time. Fast forward a few hundred years and breathe a sigh of relief: money lending is now subject to far greater controls. In most countries, a central bank or financial authority regulates money lenders and the chances of losing your kneecaps to a loan shark are only slight. We are seeing financial innovations over the last few years that we have not seen ever. They facilitate an online credit marketplace with a full range of loan products and investment opportunities, along with superior customer engagement. Through their proprietary loan underwriting expertise and highly advanced machine learning & data analytics techniques, these online credit marketplaces have already brought some major fundamental changes in the **Credit risk** evaluation process. Now, the interest rates on **Online Loan** can be negotiated between the lenders and borrowers, resulting in far attractive rates for both the participating parties.*

Keywords: loan, online, lending, money, banking, financial, innovation

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REAL AND VIRTUAL WORLD - CINEWORLD

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Abstract: *Many people tend to lose their social life significantly, which reduce their interaction with family members, friends and neighbours. Moreover, some youngsters are becoming obese by watching movies for long hours, which reduces their time for personal fitness routines. For instance, my friend's kid watches movies in his vacation time and currently he is suffering due to over weight. Moreover, people are forgetting to learn carrier skills, which would help their career instead wasting their leisure time by watching films. CINEWORLD will be our cinema, cinema of every person that lives in Durres. Cineworld will bring something new in Durres. A new cinema would bring a lot of changes to durres. In this big city a cinema will bring a lot of income. Many citizens of Durres will be employed in different jobs. All citizens of durres can spend a perfect day in cineworld seeing many different activities that will be organized in cinemas. cineworld will be more than one cinema, it will be your cinema.*

Key words: *Income: is the revenue a business earns from selling its goods and services*

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CHILD-PARENT RELATIONSHIP

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Abstract: *We chose the topic "Parent-child relationship" for questionnaires because we wanted to find out what the current situation is, that is to see how children relate to their parents in the era when there are numerous influences (technologies, information, etc.), the time when puts a lot of emphasis on school, career and money, but we wanted to find out from the perspective of children and adolescents. As future social workers we should be interested if children have a healthy relationship with their parents because a harmonious family atmosphere and effective communication with parents helps the child to grow, be open, be motivated to achieve as much as possible, such a relationship can avoid unpleasant events such as: entering the child in an unfavorable gang, committing crimes, dropping out of school, etc. For a child it is not enough to spend time with parents, for example they can watch a movie, in conclusion they spent 2 hours with the family, but they did not communicate with the place. The child feels the need to share any small event, and if the parent does not give him this chance because of his own problems, the consequences can be serious and irreversible.*

Keywords: *relationship, parent, child, family, atmosphere*

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NUTRITION vs E's

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Abstract: *In recent years we have witnessed a sharp increase in cases of obesity and other diseases caused by unhealthy eating or the adoption of an unhealthy lifestyle. Of course, the daily stress that we are willingly or unintentionally, holds a leading place in the case of diseases or nutritional disorders and here we could mention gastritis, ulcer, etc., but adopting a healthy lifestyle, a diet well thought out without the so-called "E's" can help us to achieve both the health we want and the perfect silhouette we all dream of. The diet of an organism is what you eat, which is largely determined by the availability, processing and palatability of the food. A healthy diet includes food preparation and storage methods that protect against nutrient oxidation, heat or percolation, and reduce the risk of food poisoning. Registered dietitian nutritionists are health professionals who are qualified to provide evidence-based, safe dietary advice, which includes analyzing what is eaten, detailed nutritional health analysis, and a personalized nutrition treatment plan. Dietitians also provide prevention and treatment programs at workplaces, schools and similar institutions. Registered dietitians are trained health professionals who also provide dietary advice on the role of nutrition in chronic diseases, including possible prevention or remediation by addressing nutritional deficiencies before using medicines.*

Keywords: *sample, body, nutrition, obesity, questionnaire*

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RE-THINKING THE INTERNET

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Abstract: *We chose the theme "Internet" for our questionnaires because we wanted to find out to what extent people use the internet in their daily lives, the purpose for which they use the internet, the time they spend using the internet, how satisfied they are these are the opportunities of the Internet, but also the applications that they use most often. Indeed, the Internet is useful in human life because it has a very diverse range of possibilities in which man can get information, can socialize, can do shopping, but many more. Through this questionnaire we tried to convince ourselves of all the negative effects that the internet has in our daily lives, but also that instead of bringing about an improvement to humanity we tend to become robots in the true sense of the word, to make ourselves we let ourselves be manipulated by all that technology means. Although we should have certain rules regarding the use of the internet for each of us to take into account, unfortunately no one can structure their ideas and can not motivate their own person to fulfill them because the internet works like a drug. on us, a drug that we cannot escape. So let's make a change in our lives, in order not to become real robbers in the future.*

Keywords: *leisure, addiction, search, links, information*

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THE SILENCE OF 21ST CENTURY

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Abstract: *The depression is a silent disease that occurs in a second. Due to financial problems and beyond, many people suffer from this disease. Sentimental failure, vices or health problems also contribute to the imbalance of one's being. Many people blame them for a particular problem, although this idea does not apply in all cases. We can say that depression is the disease of the century, a disease full of frustrations, disappointments and insecurities. The depressive has neither the power to think, nor to do anything contrive, if not sustained. The effects of depression are simple to see: sadness, insecurity, loss of interest or suicide. Depression can be mild or severe, may be short-term or chronic. According to psychologists, often in the case of depressed persons, suicide attempts occur only after their condition improves, because only then do they get enough energy to act in this direction. Depression, the disease that condemns you to silence, has different treatment methods, such as: visiting a psychologist or taking a medication. The two modes of intervention are not only not mutually exclusive but complement each other. In treating depression, the family plays an important role!*

Keywords: *sample, questionnaire, depression, family*

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RETURNING TO READING AND DREAMS

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Abstract: *We chose to apply Reading questionnaires, because we think it is important for young people and adults today to read at least a few hours a day in order to improve their vocabulary and general knowledge. Sometimes reading can help you overcome the stress caused by problems and so you get rid of these problems easier. Thinking about whether reading is important to most people, we chose to go with this variant with reading to see how important reading is to people today. And because of these questionnaires I saw how much you read and more precisely what you read, but the more I noticed that reading is more a way of spending your free time and not necessarily a passion for it. Reading is a complex cognitive process of decoding symbols for the purpose of constructing or understanding. Reading develops language, is used for communication, in exchange of information and ideas. The interaction between the text and the reader is shaped by the knowledge, experiences, attitudes and language of the community where the reader comes from, its positioning from a cultural and social point of view. The reading process requires continuous concern that develops and refines over time. In addition, reading requires creativity and critical analysis. Reading is a complex process and therefore cannot be limited to having only one or two interpretations. Reading has no concrete rules. It allows readers to create their own interpretations. This process of interpretation allows a deep exploration of the texts.*

Keywords: reading, young people, vocabulary, knowledge, passion, questionnaire, sample

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RE-START ENERGY SELECTIVE WASTE COLLECTION - ENVIRONMENTAL IMPACT

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Abstract: *Waste has always existed. They are even a way by which historians can find data on the way of life of a missing population. Nowadays, waste has become a problem. We throw a lot more than in the past. To produce consumer goods, which sooner or later become waste, we use increasing quantities of raw materials and natural resources, energy and water. However, we continue to consume and discard. The causes of this phenomenon are multiple: evolution of lifestyle and eating habits, population growth, excessive industrialization. In order to stop the inflation of the garbage was introduced the system of selective collection of the waste that supposes the temporary storage of the waste by categories, in specially arranged places, after which they will recycle them.*

Keywords: *waste, recycling, environment, behavior*

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PRODUCT CONSUMPTION OF HONEY

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Abstract: *Because lately more and more people are turning to a healthy lifestyle, honey bees are a very important element considering that it is a 100% natural Romanian apiculture product. The questionnaire applied tries to evaluate the situation among consumers with reference to the knowledge and benefits of honey for the body and beauty. Encouraging the consumption of honey but also of the propolis derivative products, one plus one. can bring an increase to both consumers and producers. Honey is one of the healthiest foods and is known for its many benefits to the body. Honey is a food used in almost everyone for thousands of years. It is a viscous, sweet liquid, produced by bees for nourishment. It was used for the first time in religious rituals, but later it was used in nutrition, in cosmetics and in natural medicine. in 2016), the largest producers being China, Turkey and the United States. Our country is among the first producers of honey in the European Union, with an average annual production of between 22,000 and 24,000 tonnes.*

Keywords: *bee honey, questionnaire, healthy, consumer*

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PROFESSIONAL RE-ORIENTATION IN EDUCATION OF YOUNG GENERATION

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Abstract: *Choosing a profession is an important factor for anyone depending on their skills and abilities. Their orientation in the selection of the sections and profiles to follow is a priority for young graduates. That is why we applied a questionnaire on a sample of 100 respondents in October 2019 to identify the factors that contributed to the CUNBM election. We notice that they choose one of the university centers Baia Mare, Bucharest or Cluj-Napoca depending on the social level, the environment of origin, the distance from their home, reputation and profile. With the social evolution, people have become aware of the importance of education and further education in a higher stage of Romanian education. Due to the questionnaire I found that the respondent's "investment" in the learning process has future benefits. In addition to vocational training, college years also represent an important period of personal development. During this period the last train passes out of anonymity: you have time to read, to enrich your general culture, to experiment, to learn to deal with yourself, to familiarize yourself with the specialized articles in the chosen field of study. In addition to these you can also learn a foreign language or you can perfect in the one you already know. Why is career guidance important? It is very difficult in your life to be successful and make the right choices, as long as you do not have a clear direction to which you are heading. Career guidance gives young people the opportunity to make an informed and rational decision about their professional future. At present, most of the young people in Romania decide their way according to the wishes of their parents, the popularity of universities or fashionable companies / professions, the tendencies of friends, etc. and the youth unemployment rate reaches ever higher levels.*

Keywords: Questionnaire, sample, education system, communication, innovation, technology, faculty, future.

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RESEARCH ON THE IMPACT OF REDUCTIONS ON THE PURCHASING DECISION

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Abstract: *We chose to approach this theme first and foremost because the discounts we encounter daily are present in both shop windows and in the media or the internet. They are quite diversified, being of several types: reduction of the total amount (or under the name of immediate reduction, the level being percentage or in absolute value, 1 + 1 free, cheap price, "extra product" offer, special offer in law product reductions that are part of certain campaigns such as the famous Black Friday, seasonal campaigns, hourly discounts. Being of several types they can be granted both to products and to services (holiday offers, offers of some airlines). The price is the main attraction when buying a product, this for some consumers is quite important in offering -the possibility to purchase the desired products at a much more convenient price. A second reason why I chose this theme is that organizations with a marketing vision will always try to find solutions to conquer "the hearts and minds of consumers". The problem that arises is that of finding means, instruments capable of attracting consumers, of conquering them and of keeping them loyal. Nowadays, the ability of organizations to apply the principles of marketing, especially in the field of marketing strategies and communications, is a proof of their maturity. This is the time when organizations are aware that the general public, consumers and not only, have higher expectations. Discounts are of great importance to those who sell, their application being a marketing strategy for entrepreneurs who have a risk-inclined attitude, they do not keep the merchandise in stock but they put it on sale, thus ensuring their increase.*

Keyword: *customer, management change, needs, utility, market*

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“WONDERFUL NEW WORLD” OF TECHNOLOGY IN THE LIVES OF CHILDREN

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Abstract: *When it comes to screens, children's access to technology, we often wonder how to offer the child enough technology to adapt to the current context, but at the same time, that it won't hurt. " And thus, the excessive and unhealthy consumption of online and offline devices becomes one of the biggest problems and challenges we have as parents. The Romanian children, according to a study conducted by DDRResearch, spend on average 4 hours a day in front of the screens, compared to about 15 minutes until the age of 8 years and 60 minutes after this age, as recommended. Our role as individuals, as well as society and community is to raise awareness of both the positive and negative impact of technology, as well as what is in our responsibility. And then to act and support a balanced consumption and to give the children a life where the technology exists, it is necessary, but not in the foreground in their development. Balanced technology consumption is fine, the problem arises when we use it as a substitute for other needs in the development of children, when we use social media, access to the television, tablet, phone to reward the child or to replace the time spent physically, face to face. face. Thus, excessive consumption becomes an aggression on children.*

Keyword: *technology, children, life, questionnaire*

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STATISTICAL ANALYSIS OF EMPLOYEES SATISFACTION

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Abstract: *In the context of the last 10 years, with the development of the society based on consumerism, the dynamics of the jobs has increased considerably, leaving behind the stratified work on the trades and moving to the jobs that suppose a multilateral development of the employee. Thus the big companies from Satu Mare County (and from Romania) face the inability to retain employees for periods longer than 12 months. Through the questionnaire applied we come to the needs of these organizations to identify what determines the employees to remain loyal to the current workplace. We follow through this 5 essential points: the field of activity in which the respondents work, the level of satisfaction they feel at the current workplace, how they perceive the attitude of the employer regarding their training and motivation, to what extent the work program is favorable to them and in conclusion which is the main factor that motivates them to stay in the current workplace. With this approach we intend to make a contribution to improving the ability of decision makers in the urban economic environment to respond to the needs of employees and to invest in the organizational culture of companies. As an effect of others, we expect a 10% -20% increase in employee retention at work, which will lead to an economy of human and financial resources that can be redirected in the community.*

Keywords: *questionnaire, sample, employee satisfaction,, employee motivation*

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A NEW RE-ORIENTATION OF CONSUMERS

FRUIT CONSUMPTION

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Abstract: *A number of methods and procedures were enumerated and analyzed which had as object of study the strategies of the fruit producer, the consumers' attitude regarding the purchase and consumption of fruits and fruit products. The classical methods of information were used for the collection and analysis of information. statistical analysis such as the questionnaire. Apiculture is an old skill of the people, which marks a special moment in the process of stability of human communities, in the deepening of the social division of labor and an important step in the evolution of the civilization of human society. a special moment in the process of stability of human communities, in the deepening of the social division of labor and an important step in the evolution of the civilization of human society. Due to the sharp decrease of the fruit areas, in the last years, and considering the deficient varietal structure, we can expect that, in the future, the average consumption of fruit / inhabitant will decrease. The solutions to exit from this impasse are not many, but one of them would be the one of the substantial increase of the average productions / unit of surface, to all the apple species that are cultivated in Romania, at least up to the level of the productions realized at present in the commercial orchards. from the European Community. The fruits are processed as such, associated with other materials, especially to gain new sensory values, and used as an addition to the manufacture of a large number of other products: juices; canned fruit; syrups and others. For this reason, the structure of the offer of fruit production must take into account the characteristics of exploitation of each species.*

Keywords: *questionnaire, fruit, fruit growing, consumption.*

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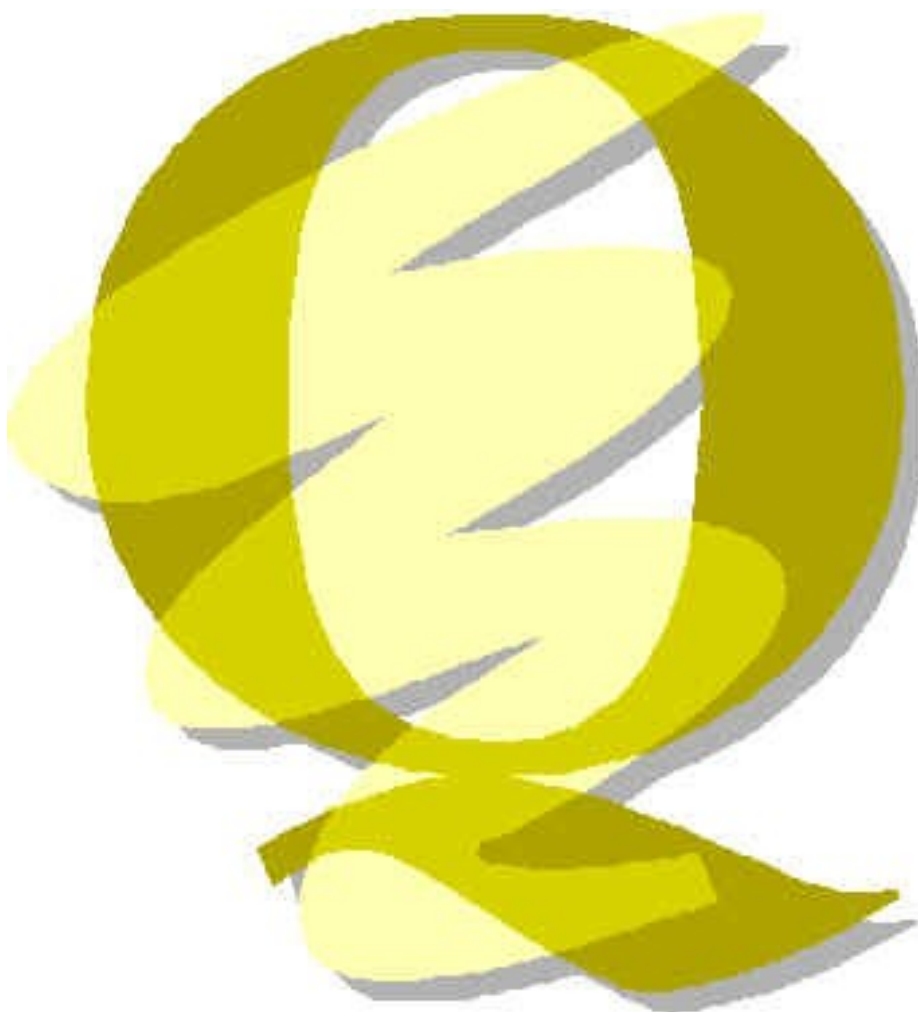
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