

Economie-Inovație-Comunicare-Universitară

15th INTERNATIONAL SYMPOSIUM WORKSHOP

A NEW GENERATION 4.0



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NORTH UNIVERSITY CENTER OF BAI A MARE
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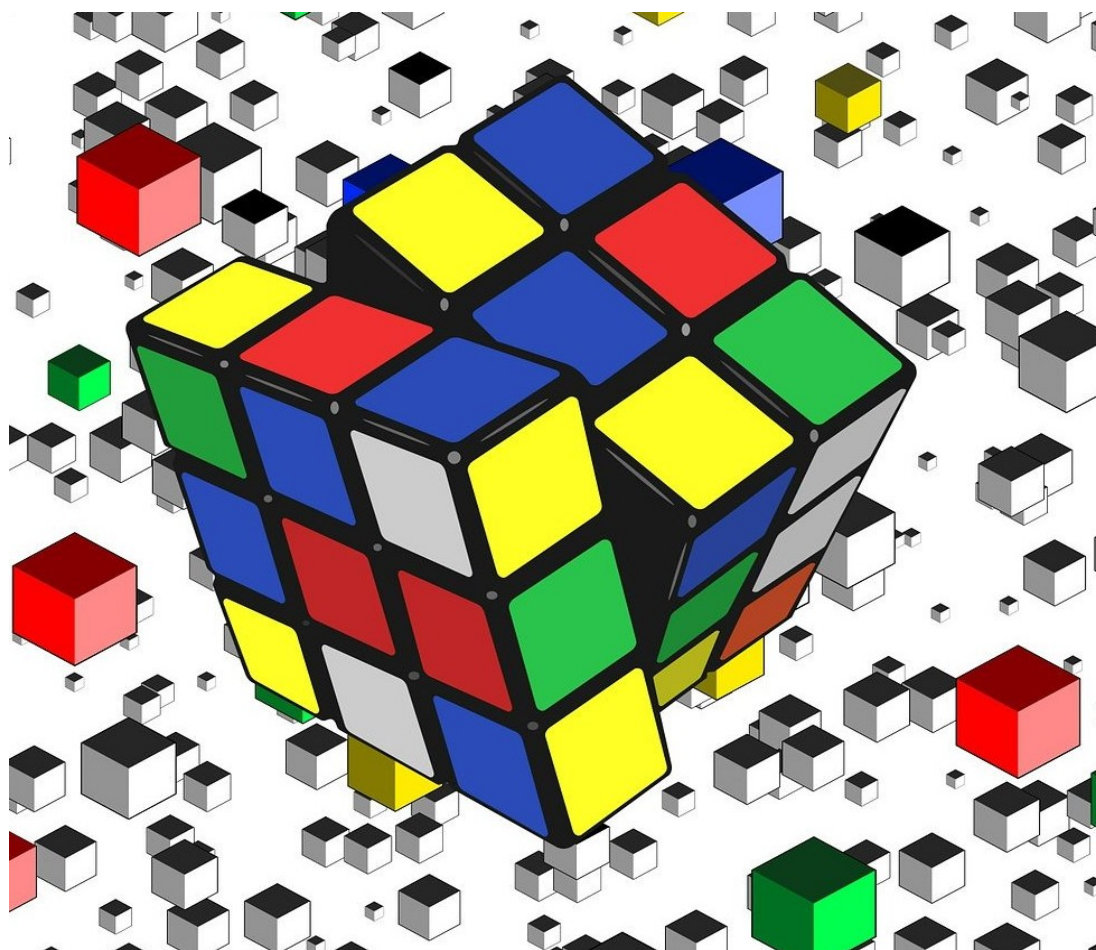
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2	FANEA Ionela	Analysis of the degree of consumer satisfaction on online shopping during the pandemic period
3	HRECENIUC Dorin	Analysis of the factors that influenced young entrepreneurs during the pandemic
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10	POPESCU Simona	Building democratic education in Romania
11	MEREUT Alexandra	The impact of innovation in services
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15	TEODORESCU (PINTESCU) Alina TULAC (CHERESTES) Georgiana COSMA Bianca CUCEU Radu ROMAN Ioan	The development of the social enterprise S.C. Traditional taste S.R.L.
16	BUDA Cristina MOIȘ Adrian ROIB Andrei	The rehabilitation, modernization, development and equipping of the infrastructure of social services through the establishment of a new multifunctional social center in the municipality of Baia Mare

SETTING UP EDUCATION SYSTEM IN THE CONTENT OF THE CONTEXT OF THE COVID 19 PANDEMIC TIME

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"Permanent education is the education of all people throughout their lives."

Abstract: *The concept of permanent education is specific to contemporary pedagogy or new education and covers a theoretical and action principle that seeks to systematize and regularize a certain reality specific to the problems of the contemporary world. It can be associated with another concept and principle, at the same time, the one referring to the permanent character of education, because, as Comenius shows (taking over an Islamic principle), education becomes a necessity for every individual "from the cradle to the grave". In addition to this principle, permanent education is based on other principles, such as: learning to learn and wanting to improve yourself. In this sense, N. Iorga stated that "the best school is the one in which you learn first of all to learn". Permanent education is the fundamental principle of education according to which the human being is subject to educational influence from birth through the social environment in which it develops and forms in ontogenesis. Permanent education involves the formation of behaviors specific to education, by integrating the human individual into an education system. Ability with intellectual work skills and a positive attitude towards learning that ensures preparation for self-education.*

Keywords: *permanent education, educational forms, continuing education*

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ANALYSIS OF THE DEGREE OF CONSUMER SATISFACTION ON ONLINE SHOPPING DURING THE PANDEMIC PERIOD

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Abstract: *The topic chosen by me for this marketing research is: "Analysis of the degree of consumer satisfaction with online shopping during the pandemic". Through this marketing work we identify the impact of online shopping during the pandemic on the consumer. The aim of this research paper is to examine the impact of the Covid-19 pandemic on consumer behaviour. Will consumers permanently change their spending habits due to lockdown and social distancing, or will they return to old habits once the global crisis is over? Will there be new habits that consumers will acquire because of the new regulations? Will consumers find going to a store in person a hassle and therefore better off letting the store come home? From this survey it appears that consumers have changed their opinion for the better about online shopping and prefer this option more. The number of respondents who completed this survey is 101 respondents, each correspondent answered all the questions, their answer being mandatory. The questionnaire was applied online, so respondents from all over the city of Baia Mare and its surroundings answered. A proposal would be to diversify the products, to bring new products to maintain the interest of customers towards online shopping. The pandemic has made us frugal, and protective of ourselves. Introducing promotions to also attract customers who are skeptical about this form of purchase, not everyone believes that the products are really of high quality. Introducing a universally accepted standard for quality, security and trust; In relation to the advanced technology, to make a differentiation in the global market companies should introduce the functionality of the online application in as many countries as possible to save time.*

Keywords: *market, on-line, consumer, brand*

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ANALYSIS OF THE FACTORS THAT INFLUENCED YOUNG ENTREPRENEURS DURING THE PANDEMIC

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Abstract: *This research used a quantitative method, because the data collected gives us information about the frequency with which certain behaviors and attitudes of the respondents regarding opening a business occur. In addition, the structure of the process of collecting this information is less flexible, relying on predefined questions and answers, grouped as a questionnaire. In this research, the method by which the data were collected is represented by the electronic questionnaire, the necessary data were obtained through structured interviewing of a limited number of people (sample) chosen from a larger group. Through this method, it was possible to determine the respondents' demographic characteristics, attitudes, knowledge, what motivates them, what manifest behavior, etc. Data were collected by computer rather than face-to-face, as it was desired to include other people from different counties in the sample to have the largest coverage of the territory and to be able to see possible differences in perception, with the slogan to improve them. A probabilistic method was not used because the typology of the target population did not allow for the compilation or acquisition of an exhaustive list of specific elements of that population and therefore suitable for such sampling.*

Keywords: *entepreneur, innovation, business, knowledge*

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THE EFFICIENCY OF ONLINE CLASSES DURING THE PANDEMIC TIME

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"Great things are achieved slowly, but nothing is achieved by standing still."
Zig Ziglar

Abstract: *We chose this topic out of a desire to see the effectiveness of online classes because online classes were an issue that was on everyone's lips. Both the teaching staff and the students and their parents were scared of how these classes would be conducted. It was something new for everyone. There were many uncertainties: the conditions in the school, the necessary equipment, the use of an educational platform, etc. The teaching staff had to control their frustrations and by showing pedagogical tact they managed to make their students responsible, to encourage them to be able to overcome that situation. In order for online classes to be effective, it was necessary to remove all existing blockages and find quick solutions to any problem that arose instantly. Moreover, the teachers had to give appropriate answers to the requests from parents and students and to have a positive attitude at all times in order not to discourage. He had to optimally manage his time allocated to teaching activities and find the best working methods and tools to make online teaching and assessment effective. Teachers also had to design worksheets and tests that were suitable for online classes. The questionnaire was applied to 100 parents of primary school students from the "Florea Mureșanu" Secondary School in Suciu de Sus. Parents were asked about online learning and its effectiveness.*

Keywords: *on-line classes, education, efficiency, parents*

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MEDIATING CONFLICT IN ORGANIZATIONS

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Abstract: *Conflict, as a general notion, is defined as an argument, confrontation, confrontation, discussion, violence, differences, clashes of interests, disagreement between individuals and groups. The word conflict has a negative connotation in Romanian. When the context of the dispute is the place of work, this word frightens us. It can lead to unfavorable working conditions, sanctions and even dismissals. The obvious contradiction is that human resource management experts consider personal conflict as necessary for the life cycle of an institution. Organizational culture consists of rules of behavior and attitude that determine how employees should act. Their violations may cause conflicts of interest or conflicts of desires. When approaching the topic of conflict, it is necessary to consider its positive aspects as well as its negative aspects. Conflicts can cause chaos or progress, depending on how they are resolved or rather managed. There is no successful organization without conflict. Middle-level conflict is considered a necessary condition for the organization to develop and prepare for change. At the institutional level, there are conflicts, otherwise without these conflicts the institution would enter a state of decline/involution/stationarity. In order to prevent the resolution of crisis situations, a good manager has the duty to observe possible sources of conflict and intervene with solutions to eliminate them. Thus said, conflict can also bring unexpected results such as strengthening relationships between groups as well as between individuals, amplifying loyalty and finally a significant evolution of the organization in dealing with conflicts when they arise. In an organization, conflicts generate costs, such as lost time, energy, productivity and increased pressure, but at the same time they are considered an investment tool rather than a cost in itself. Organizational conflict can be seen as a positive force - when it forces an entrepreneur or manager to adopt an attitude, solve organizational behavior problems or make decisions, or as a negative force - when a long-term force must create and to maintain the general conditions of the tension caused by the interference of several important issues, but its hierarchy was not accepted by all members of the group. Failure to resolve long-term conflicts damages organizational relationships - formal and/or informal, but also affects performance. On the one hand, conflict is an abnormal state of activity and has profoundly dysfunctional characteristics. On the other hand, conflict is a natural aspect of existence and evolution, with positive outcomes.*

Keywords: *organization, conflict, unions, human resources, mediation*

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A NEW PROVOCATION EDUCATION 4.0

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Abstract: *Education 4.0: The impact of today's education has a very long tale. Tablets and smartphone supportive classrooms, online assessments, robotics, and Artificial Intelligence (AI), big data are all the infiltration of technology. Thanks to those innovative minds and to the needs of the fourth industrial revolution, Education 4.0 is here— the fourth Education revolution, replacing the clumsy old procedures of conventional education. Education 4.0 is a purposeful approach to learning that lines up with the fourth industrial revolution and about transforming the future of education using advanced technology and automation. Creativity is the foundation of Education 4.0. It emphasizes the need to prepare students to take on challenges, head-on. To keep up with the change, one has to revisit the traditional educational paradigms with a futuristic approach. Students should be adept with skills set by the fast-changing technology; they should be led, but not instructed; information should be made accessible, but not fed to them. Both general and vocational education should aim at making students skill-ready to compete with the outside labor force.*

Keywords: *education, education 4.0, students, methods, intelligent tools*

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SUSTAINABLE EDUCATION

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Abstract: *The social models, the human activities and the global evolution generate the need for sustainable development in education. Studying the international initiatives that have emphasised that education is an imperative for societies to become more sustainable. Sustainable educational development respects, protects, preserves and renews all the values in the past and learns from it in order to build a better future. The evaluation of the cross-educational model seems to indicate its highly effective resource for environmental education focused on sustainability, and favours the development of knowledge, attitudes and future intentions of inspiring educational environment. The study takes also in consideration the factors that can influence the students decision regarding his/ her future. From the data analysis only a low number of respondents confirm that the parents obliged there in education decision, the majority of respondents from both countries take their own decision in the education field that they followed. Also family has an important role in student's life from the first stage of high school until academic environment, the mother and father are the first person which can influence the individual culture.*

Keywords: *sustainable education, students attitude, students behavior, models*

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ANALYSIS OF THE DEGREE OF CONSUMER SATISFACTION DURING THE PANDEMIC

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Abstract: *Consumer satisfaction is critical to business success as it has been shown to be closely related to repurchase, loyalty and profitability. Consumers who are satisfied with a particular purchase decision are more likely to buy that product again. Dissatisfied consumers express their dissatisfaction with the product they have purchased or the corresponding product brand, file a complaint, request a refund of the money paid for the product, or even negatively affect other buyers. Therefore, determining the level of consumer satisfaction with various products and/or services is necessary to ensure the success of a company and its profitability. Potential problems can be identified in time with the help of information obtained from marketing research and customer dissatisfaction with a company's products, and decisions can be made regarding the establishment of future courses of action within the marketing activity of the respective company. In a word, analyzing and measuring consumer satisfaction through various methods is a necessary condition for enterprises to understand consumers, guide them and succeed in the market. Companies that want to gain and maintain market leadership must analyze customer expectations, how their performance is viewed, and customer satisfaction. In the context of increasingly fierce market competition, businesses need to understand and respond as much as possible to the needs, wants and demands of consumers in order to face this competition. Today's consumers are highly educated and their expectations are getting higher and harder to meet. To be successful, companies must place customers at the center of their business, giving them the attention and value they deserve. For customer-focused firms, customer satisfaction is both a goal and a marketing tool, leading to ensuring the profitability of both the client and the company. As such, the study of consumer behavior has become an ongoing concern for marketers to understand how buyers choose goods and services to satisfy a variety of needs, what motivates them, and what influences their choice and decision to purchase a particular product or service. factor. The topic of deepening consumer satisfaction with products and/or purchases is particularly useful and important for developing the knowledge and skills necessary to carry out effective activities in the field of marketing and sales. Knowledge of consumer behavior provides the basis for marketing strategies in product positioning, market segmentation, new product launches, marketing mix decisions, etc., ensuring greater efficiency.*

Keywords: *digital tools, market, satisfaction customers, quality*

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ANALYSIS OF PURCHASING CHANNELS AT COMMERCIAL COMPANIES

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Abstract: *The purpose of this questionnaire was to identify the needs of companies and how to supply them, the image of the company on the market at this moment. Considering that the share of sales from modern networks has already exceeded 55% of trade, Metro always tries to focus on the needs and business wishes of customers, they are constantly meeting their requests, they are flexible and open in adapting the assortment, the arrangement/layout of the stores according to the segment and their local requests, the adaptation of the product offers to meet the business wishes of the professional customers, as all the actions related to the assortment, high quality of the products and services, freshness, prices, offers varied and attractive, all of these are achieved thanks to good collaboration. The distribution channel must be seen as a system whose components: producer, consumer and intermediary condition each other. Also, the distribution channel aims not only at the circuit of travel, but also at the sequence of transfers of the property title between the component links of the chain extended distribution to the final consumer. The rapid development of production and consumption highlights not only the need for intermediaries, but also the amplification of their role in the economic circuit. The role of the distributor is being talked about more and more frequently, which is less and less of an intermediary, more or less neutral, but more much of an active sales agent, capable of probing, stimulating and directing demand, putting pressure on the offer and changing the conditions. In economic terminology, the activities and operations that cover the space between product and consumption, the notions of movement of goods (circulation of goods, commercialization of goods) are currently used. In a broader sense, the term distribution designates the set of means and operations that contribute to making available to users and consumers, the goods and services that a manufacturing company realizes. The distribution policy seeks to create all the conditions to facilitate users finding the necessary products, in accessible places, at the right time, in sufficient quantities and of the appropriate quality.*

Keywords: *distribution channels, quality management, management change*

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BUILDING DEMOCRATIC EDUCATION IN ROMANIA

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Abstract: *In every stage from Democracy 1.0 until Democracy 4.0 case, the new system reinvented the three Aristotelian elements, blending community, citizenship, and politeia to preserve security, welfare, and a people's right to govern themselves. Today, reconsideration of the three Aristotelian elements provides a useful map of the scale challenges that any future release of democracy must address. For example, let's revisit some of the internal and external forces now pressuring the American political system (visible in many other democratic countries too) Democratic literacy and the formation of civic and social skills have been since 2011 - the moment of their introduction in the new law of education - victims of the inconsistency of the authorities responsible for curriculum reform. A lack of bold decisions on how to approach the framework education plans and successive postponements and extensions of the entry into force of the National Assessment format as stipulated by the law have left a heavy imprint on the way democratic competence is taught and brought about in schools. After long debates, 2016 was the year in which the Ministry of Education took on a new one framework plan for secondary education. Although he was not fully courageous, Order no. 3290/2016 introduced a new discipline in lower secondary education - Social education, with one hour on week in the common core, starting with the generation that entered the 5th grade on September 1 2017. Social education comes to offer students the skills of skills limited to skills social and civic, as well as entrepreneurial ones, within the discipline being studied: Critical Thinking and the Rights of the Child - 5th grade; Intercultural education - 6th grade; Education for democratic citizenship - 7th grade and Economic and financial education - 8th grade.*

Keywords: *democracy 4.0, management change, culture management*

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THE IMPACT OF INNOVATION IN SERVICES

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Abstract: *The Oslo Handbook identifies four types of innovation: product innovation (material goods and services), process innovation, marketing innovation, and organizational innovation. In terms of product innovation, the definition of innovation includes the concepts of novelty, commercialization and / or implementation, in other words, if an idea has not been developed and transformed into a product, process or service, or not has been marketed it cannot be considered an innovation. Innovation is found as the ability to turn ideas into bills (L. Duncan). But at the same time, creativity consists in thinking of new things. Innovation is about doing new things (Ted Levitt). In a knowledge-based economy, such as the current economy, innovation is the main factor responsible for sustainable development. Innovation and continuous improvement are the key things that organizations need to do to survive in the competitive market. The paper aims to identify on the Maramures market the innovative products or services that are currently on the market.*

Keywords: *innovation, marketing, management change, quality*

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DEGREE OF INFORMATION AND INTEREST IN SOCIAL SERVICES AMONG HIGH SCHOOL STUDENTS

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Abstract: *Social Service or Social Work is the work done by individuals for the benefit of the society. It should be aimed to promote social change or a development in the society. It includes the principles based on social justice, human rights, and the responsibility of each citizen with respect to the diverse social culture of the country. There are many theories which help the people to do successful social work. Social services represent the activity or set of activities carried out to respond to social needs, as well as special, individual, family or group needs, in order to overcome difficult situations, prevent and combat the risk of social exclusion, promote social inclusion and increase the quality of life. Social services are services of general interest and are organized in various forms/structures, depending on the specifics of the activity/activities carried out and the particular needs of each category of beneficiaries. Social services have a proactive character and assume an integrated approach to the person's needs, in relation to their socio-economic situation, health status, level of education and social environment. Starting from the needs of each person, social services can have a wider addressability, at group or community level. In order to achieve coherent, unified and effective social actions for the benefit of the person, social services can be organized and granted in an integrated system with employment, health, education services, as well as with other social services of general interest, as appropriate.*

Keywords: *social services, information, prevention, combat*

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SCHOOL DROPOUT

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Abstract: *The present study addresses a particularly important issue, namely the quality of parents' involvement in children's education, as well as their financial situation. Certainly, the main ones responsible for the quality of the educational act of children are the teachers, but many parents do not take seriously the very important role they have, especially in the education of their own child. In disadvantaged families, children are exploited through work from an early age and are not encouraged and supported to finish their studies. When students start to be absent from school systematically and generalized, we can consider that this behavior indicates the existence of problems, which often turn out to be serious, and traditional interventions. The main result associated with absenteeism is school dropout. This phenomenon is statistically correlated with a series of variables: discipline problems, parents' attitude towards school, group pressure, substance use, inadequate teaching methods and strategies, evaluation dysfunctions, fear of exams, teaching style-learning, etc.*

Keywords: *financial situation, behavior, absenteeism, poverty.*

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BIO PRODUCTS

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Abstract: *Health and environmental concerns are the main reasons for consumers that can influence the consumption of organic food. With the education of the population on the lifestyle and the awareness of the importance of a correct diet for the health of the body, organic products began to replace the usual products in the diet of people. We chose this topic because many people are addicted to fast food and eat unhealthy food, so we decided to study consumer behavior towards organic food. In recent years, the world has begun to feel the side effects of producing crops and food on an industrial scale. In this consumer society, processed foods end up containing so many additives, preservatives and chemicals that a change was felt. Worried about the harmful effects on health, people turned their gaze back to healthy products, in the processing of which no chemicals intervene, are not genetically modified and are produced in accordance with the harmony of nature. BIO products, also known as organic products or ecological products are products that have grown without the use of chemicals and without possible genetic interventions. There are numerous studies that show that certified BIO products are much more beneficial for our health, retain a higher content of vitamins and minerals and, above all, organic agriculture represents a method to preserve the natural soil, a minimal human influence on the environment.*

Keywords: sample, questionnaire, bio, consumer

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THE DEVELOPMENT OF THE SOCIAL ENTERPRISE S.C. TRADITIONAL TASTE S.R.L.

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Abstract. *The market of the products of vegetables and fruits will always be in continuous evolution, in the conditions of an exponential growth of the market Romanians in everything that means a healthy diet and the increasingly demanding regulations in field. The entire activity of the social enterprise is subordinated the mission of producing and capitalizing on vegetables and fruits of a quality imposed by European standards in the field. The principles by which the commercial company wants to be guided by respect and trust, both towards our employees and towards our customers. It is desired the purchase of high-performance equipment used primarily in the products sector vegetables and fruits that comply with the standards of the European Union and that are responsive the company's long-term objectives. Improving the quality of human resources, access and participation of vulnerable groups to education and on the labor market, from the perspective of the Europe 2020 Strategy, is an extreme desire of importance. These objectives will be achieved by providing concrete employment measures (vocational training), ensuring sustainability in employment for vulnerable people, the project being thus relevant to the objectives of the POCU program. Implementation of this project, will generate results that will influence the quality of life of vulnerable people.*

Keywords: *social enterprise, traditional products, labor market*

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THE REHABILITATION, MODERNIZATION, DEVELOPMENT AND EQUIPPING OF THE INFRASTRUCTURE OF SOCIAL SERVICES THROUGH THE ESTABLISHMENT OF A NEW MULTIFUNCTIONAL SOCIAL CENTER IN THE MUNICIPALITY OF BAIJA MARE

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Abstract. *At the national level, more and more people find themselves, for various reasons, in the position of requiring quality social assistance services as close to home as possible. In 2019, at the level of Romania, there were statistically (according to the inclusion report of the Ministry of Labour), approximately 6.07 million people at risk of poverty and social exclusion, the equivalent of 31.2% of the total population of the country. These figures, given the current socio-economic context, can only be increasing, given the fact that daily living has become more and more pressing for many families. Consequently, at the level of local and central authorities, steps are required to make the infrastructure of social services accessible and expand, services whose necessity is indispensable. Out of the desire to provide the best possible social inclusion, as well as to reduce the number of people exposed to the risk of poverty, the Romanian authorities, local and central, aim to cover as wide an area as possible of social-cultural problems by expanding the infrastructure of assistance services social in the areas of interest. This project aims, through its realization and implementation, to participate in the achievement of the national strategy regarding social inclusion and poverty reduction for the period 2022-2027, as well as the national strategy for the development of social services.*

Keywords: *social services, social assistance, social inclusion*

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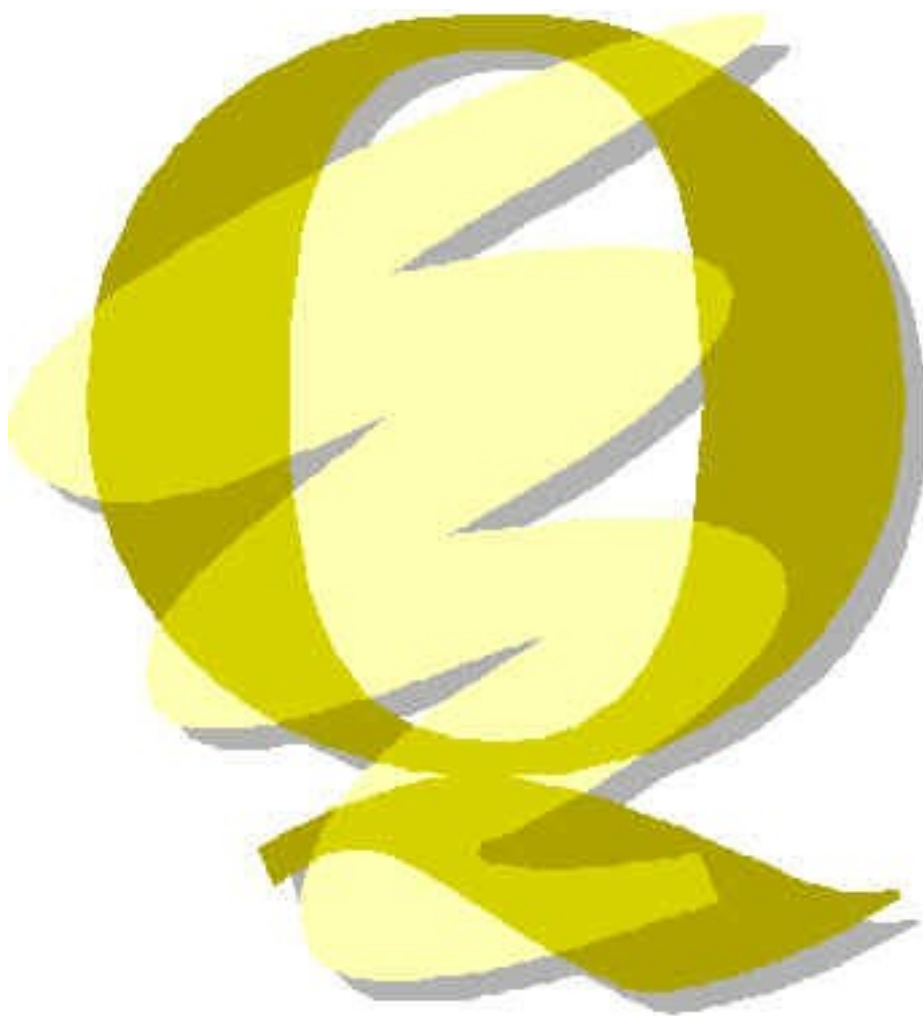
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