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**North**  
**International**  
**Conference**  
**on**  
**Economics**



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Department of Economics and Physics, Technical University of Cluj-Napoca, Romania

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## **Book of abstracts**

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**Edited by:**

**Assoc.prof.dr.Boca Gratiela Dana**

**Prof.dr.Cezar TOADER**

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Izabela POP, PhD candidate

Bianca AVRAM, PhD candidate



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## **PRACTICAL APPLICATION OF LOGISTICS STRATEGIES IN THE AGRICULTURAL COMPANY**

*Natally STOYANOVA*

University Of Agribusiness And Rural Development, Plovdiv, Bulgaria, natally\_1971@abv.bg

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### **ABSTRACT**

*The purpose of this study is to reveal the role supply in strategic planning for agribusinesses to contribute to realizing the objectives and its strategy as a whole, ie there is a pro-active role - to influence the market for supply through better management stock chrz their optimization. The supply is present in everyday society whatever their field of activity. The role and significance associated so mainly to: increase the capacity of agrarian undertaking to respond adequately to the dynamically changing conditions and environment; Disclosure accompanying development opportunities and risks; ensuring the successful operation and the efficiency of it. It largely determines the development of the agrarian enterprise in operational, medium and long term. It can be defined as scientifically determine and maintain the required proportionality between the basic factors of production - land, equipment, labor, material and financial resources and develop a system of measures to ensure implementation of the planned tasks.*

**KEYWORDS:** *agribusiness, logistics strategy, optimization of stocks*

**JEL CLASSIFICATION:** *G<sub>14</sub>, L<sub>1</sub>*

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## FISCAL AUTONOMY OF LOCAL GOVERNMENT GOVERNANCE FLEXIBILITY AND RESPONSIVENESS

*Mentor ISUFAJ*

“Aleksander Moisiu” University, Durres, Albania, [torisufaj@edu.al](mailto:torisufaj@edu.al)

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### ABSTRACT

*In the context of processes of change that is included the Albanian state, the local governments plays an important role. Membership in various international bodies has given a special priority to this government. In the center of this paper is the analysis of fiscal decentralization of local government, specifically addressing the priorities, competences and responsibilities assigned to this government during this complex process. Local government is regarded as government closer to citizens, and for this the increasing of its competence, financial resources and an active community participation in decision making, will increase the responsibilities of power. This treatment is based on the legal framework of local government, taking a look at its changes over the years, analyzing and decentralization strategy, also this process is treated even in economic framework based on different information sources. The article offers concrete conclusions based on the performance of this multilateral process and its implementation in local units of state, as the giving autonomy to local government unit turns them into self-governing bodies, fiscal decentralization laid to increased investment in local structure and to improve services to communities, to reduce tax evasion and increase public funding to strengthen the cooperation between central and local government.*

**KEYWORD:** *Autonomy, Decentralization, Local Governance, Decision Making, Financial Resources, Civic Participation, Increased Accountability.*

**JEL CLASSIFICATION:** *M49, M48, N40, N44*

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## **FASTIP INTRANET: IMPROVEMENT, TRAINING AND USER RIGHTS POLICY**

*Erjon DUKA*

“Aleksander Moisiu “University , Durres , Albania, [erjonduka@edu.al](mailto:erjonduka@edu.al)

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### **ABSTRACT**

*While much importance is given for protecting one’s data and confidential information from outside one’s boundaries little is talked about the risks involved inside the organization. Users inside an organization had direct physical access to confidential information and are well aware of the resource access controls. Hence securing the intranet from its trusted users becomes critical. Statistics show that 80% of all computer frauds is committed by internal end users. This paper briefly explains the definition and the architecture of the intranet and discusses the physical security of the intranet components and also security of the organizations data both from the internal users and also from the outside world (Internet).*

**KEYWORDS :** *Intranet Security, Joomla, FASTIP, Firewall, FTP*

**JEL CLASSIFICATION :** *C61, C92*

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## APPROACH TO THE AZERBAIJAN ECONOMIC STRUCTURE: NON-OIL SECTOR

Nijat HUSEYNOV

Szent Istvan University, Hungary, [nijat.huseynzade@gmail.com](mailto:nijat.huseynzade@gmail.com)

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### ABSTRACT

The division of Azerbaijan economy to the oil and non-oil sectors has been crucial economic approach due to the boom in the energy sector during the last decades. However, this division cannot eliminate the gap between the sectors. The oil sector has dominant position in Azerbaijan economy. This paper investigates and characterises the potential economic sectors of the non-oil division in Azerbaijan which can promote the economic growth using the main indicators and their shares in the gross output. Likewise, this research assesses the efficiency of the Azerbaijan government in order to foster the percentage of non-oil sector particularly in the agricultural activities and the development of the regions. The results of the paper asserts that the falling oil prices and oil production have amplified the share of the non-oil sector in the economy. The current economic situation reveals the outcomes of the activities by the Azerbaijan government in the non-oil sector.

**KEYWORDS:** non-oil GDP, agriculture, industry, trade, tourism

**JEL CLASSIFICATION:** E00, Q10, L70, F10, Z30

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## DOES POLITICAL COMPETITION IMPROVE HEALTH OUTCOME IN INDIAN STATES?

*Sandip DATTA*

Indian Institute of Technology, Delhi. Hauz Khas, New Delhi-110016, India; saanndii@gmail.com

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### ABSTRACT

*The debate on the effects of political competition on development and welfare is of recent origin. Intense political competition may result in greater welfare prospect of the nation. This paper examines this proposition by linking the political competition to the Health Outcome like Infant Mortality. The earlier research in this area in Indian context shows that increasing political competition reduces Infant Mortality across all states. Our findings confirm the above, but more importantly, we go one step ahead and locate whether this effect occurs across both rural and urban areas. We segregate states into rural and urban areas to investigate further. This investigation suggests that the earlier results are biased due to the unacknowledged presence of rural areas as only rural areas benefit from the political competition and not urban areas. This analysis also shows that relatively poorer states stand to gain from the intense political competition as compared to richer states. Therefore states health condition can be improved by introducing political competition enhancing policies. Our analysis also suggests that excessive population pressure has a detrimental effect on the public health. Also the high degree of urbanization has an adverse effect on the overall health. Rural areas are the worst sufferers due to urbanization while urban areas remain unaffected. The analyses are done by creating a state level panel of 16 major Indian states, covering a span of two decades (1991-2011) and controlling for both cross-sectional correlation and unobserved heterogeneity.*

**KEYWORDS :** *Words: Infant Mortality; Political Competition; EAG states; Urbanization*

**JEL CLASSIFICATION :** *I18; P16; D72*

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## MOTIVATION OF EMPLOYEES, AND PERCEPTION OF ITS APPLICATION IN A HEALTH CENTER

Gaqo TANKU

Aleksander Moisiu Durres University, Faculty of Business, Albania, gaqotanku@hotmail.com

Piro TANKU

Aleksander Moisiu Durres University, Faculty of Education, Albania, piro.tanku@gmail.com

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### ABSTRACT

*The aim of this work is the necessity of understanding, analysing and practical application of theories of motivation, use of the knowledge obtained in the university auditorium and compare how they are used in real life. For execution of this study qualitative information have been gathered and processed, as well as primary and secondary data. As questionnaire was used, while as secondary data and studies have used different works that were treated and studied topics that deal with motivation. Findings through recognition of reality, look at that as motivation theories taught in the auditorium of the university, as it applied in the organization of the health centre (anonymous for legal reasons). In this context, it may be required to consistently view the performance of the application of the theories of motivation in the context of changing work situations and dynamics in the organization. Motivation of staff is a very important factor for the organization. This affects not only the staff but also extends its impact to clients related to health centres. Health centres are very important element to health resources to be able to accomplish health in the context of the objectives of the advent of the organization as a whole. Is the benefit of the society to prevent disease than to be treated in hospital environments?*

**KEYWORDS:** *motivation, employees, health centre, organization, behaviour*

**JEL CLASSIFICATION:** *M12, M51, M54*

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**‘MAY I KNOW YOUR ETHNICITY PLEASE?’ UNDERSTANDING THE  
SIGNIFICANCE OF ETHNIC AND KINSHIP TIES IN BUSINESS DECISION  
MAKING IN THE TEXTILE INDUSTRY OF PAKISTAN**

*Moina RAUF*

National College of Business Administration & Economics, Pakistan, moinarauf@ncbae.edu.pk

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**ABSTRACT**

*Through a detailed examination of the relationships of entrepreneurs in the textile sector of Pakistan, this article sheds light on the informal relationships that underlie business networks. It gives a detailed explanation on the role of informal institutions like kinship, ethnic and linguistic identities on the social network formation. The study of the networks of entrepreneurs in Pakistan raises questions models of impersonal, professional contacts can replace strong relationships based on personal affiliation and trust. Do business interests surpass ethnic and linguistic solidarities? To answer this question, a survey was held among entrepreneurs about their social networks to assess basic characteristics of social networks like size, network density, and strength of ties and study the impact of such factors on these network characteristic.*

**KEYWORDS:** *Social networks, ethnicity, structural holes, network density*

**JEL CLASSIFICATION:** *N30, M12, M15*

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## **SOCIAL CAPITAL AND HUMAN WELL-BEING IN ROMANIA: AN INDIVIDUAL LEVEL ANALYSIS**

Shiv KUMAR

A.S. College, Khanna, Punjab, India – 141 401. (Affiliated to Panjab University, Chandigarh, India).  
e-mail: shiv7.kumar7@gmail.com

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### **ABSTRACT**

*Social capital theorists claim that social capital has positive impacts on various aspects of societal life, such as economic well-being, health, crime rates, educational achievement, and adolescent development (Woolcock, 1998). Thus, on the basis of data collected from 1344 individuals by World Values Survey (WVS) wave 6 Romania 2012, the present paper examines the inter-linkage between social capital and human well-being in Romania. In the study, social capital is measured by two proxy indicators, the generalized trust among individuals and the membership of individuals in voluntary organizations. At all Romania level, mean score for individuals on the social capital index is found to be 5.22 points out of possible 100 points with standard deviation 10.81. To examine the impact of social capital on human well-being, OLS regression model is used where human well-being (measured by happiness in life, health condition, satisfaction in life, freedom of choice, satisfaction of the individual with his/her financial situation, Romanian citizenship proud, and the extent of savings) is taken as the dependent variable, and on the other side, social capital, human capital and income level are taken as the explanatory variables along with two demographic characteristics of the individuals, gender and age. At mean social capital score of 5.22, the coefficient of the variable shows that a one unit increase in social capital would increase well-being of individuals by 4.9%. Finally, the study suggests that human well-being programmes should integrate social capital as an essential element.*

**KEY WORDS:** *membership, organization, social capital, trust, well-being.*

**JEL CLASSIFICATION:** *A13, D71, I31*

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## ASPECTS REGARDING THE EFFICIENCY OF THE TERTIARY EDUCATION IN INTEGRATED TRANSPORT, SUSTAINABLE WAY TO DEVELOP THE PUBLIC POLICY

*Kuci ALUSH*

*“Aleksanër Moisiu” University, Departament of Turism, Albania,*

*Vladimir MUKA*

*“Aleksanër Moisiu” University, Departament of Mathematic, Albania*

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### ABSTRACT

*Starting from the two last decades of the last century, the development of transport is tending more and more towards the contradiction that brings increasing demand for transport and environmental pollution. The blocking of roads by their vehicles overcrowding, especially private cars, has become a common phenomenon. The transport development trends in condition of the free market competition are showing irrevocably, that the roads will continue to increase their share of passenger and freight transport in the coming decades. As a result of this expectations investment in the roads are expected to increase further. The question arises. Can investment in roads solve the contradiction between transport development and environmental pollution? The example of Albania, especially the social economic development of Tirana - Durres axis shows that investment and supporting policies only on roads are not the right solutions to the problem. Unfortunately, though these big investments, social costs of transport in this area are growing steadily. It is necessary to understand that the support of the policy of investment in integrated transport is the only way to reduce social costs and ensure a sustainable development of public policies in the transport sector.*

**KEYWORDS:** *integrated transport, sustainable development, public*

**JEL CLASSIFICATION:** *M14, M38, N40, R40*

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## ECONOMIC PERFORMANCE EVALUATION OF EUROPEAN UNION COUNTRIES BY TOPSIS METHOD

Mahmut MASCA

Afyon Kocatepe University, Turkey, e-mail: mmasca@aku.edu.tr

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### ABSTRACT

*In this study, an economic performance evaluation of European Union (EU) Countries has been made by a TOPSIS (Technique for Order Priority of Similarity by Information System) method which is based on Multi Criteria Decision Making (MDCM) approach by six macro-economic data of 28 EU countries. The data belong to year of 2015. TOPSIS method has been applied for the ranking of the countries for 2015. To assess the performance of economies, six macro-economic indicators, four of which are Maastricht criteria are used: long-term interest rates, general government deficit (-) and surplus (+) (as percentage of GDP), general government gross debt (as percentage of GDP), inflation rate, gross fixed capital formation (as percentage of GDP) and unemployment rate. The results show that Sweden had best economic performance and Greece had the worst performance in 2015.*

**KEYWORDS:** *European Union, Maastricht Criteria, TOPSIS Method, Multi Criteria Decision Making Techniques*

**JEL CLASSIFICATION:** *C13, C44, F15*

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## QUALITY MANAGEMENT AND FIRM PERFORMANCE IN THE HOTEL INDUSTRY: EVIDENCE FROM MURES COUNTY

Flavia Dana OLTEAN

Petru Maior University of Tîrgu Mureş, Romania, [flavia.oltean@ea.uom.ro](mailto:flavia.oltean@ea.uom.ro), [flaviaoltean@yahoo.com](mailto:flaviaoltean@yahoo.com)

Manuela Rozalia GABOR

<sup>1</sup>Petru Maior University of Tîrgu Mureş, Romania, [rozalia.gabor@ea.upm.ro](mailto:rozalia.gabor@ea.upm.ro), [rozalia\\_gabor@yahoo.com](mailto:rozalia_gabor@yahoo.com)

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### ABSTRACT

*Tourism represents a basic component within economy of a country but within the human social assembly as well. Over the course of time, tourist services have become the central component of tourist activity, therefore a special attention has been provided to tourist service firms, but especially hotel units and factors that can influence competitiveness of these units. One of characteristic elements that contribute to getting the competitive advantage is represented by tourist service quality management. Under the circumstances, this research shows the importance of implementing quality management for managers as well as relationship between the factors defining quality management in hotel units in the Mureş county and economic performance through parametric statistics tools. The research method used is enquiry, and the working tool is questionnaire, the latter being provided to all hotel managers in the Mureş county. The main objective of this research is to show the importance of quality management as regards the management point of view and to analyse the influence of quality management over the performance indicators in hotels in the Mureş county (Romania) and in order to accomplish this objective, data has been gathered through providing a number of 42 questionnaires to managers and owners that work within hospitality industry. The results show a part acknowledge of research hypothesis, therefore the hotel sector in the Mureş county should take into consideration the improvement of quality managements regarding the services they supply. The study conclusions show a significant importance for hotel managers that want to get the customer satisfaction and implicitly auspicious economic results.*

**KEYWORDS:** *hotel units, quality management, performance, Mureş County*

**JEL CLASSIFICATION:** *M15, C10, C80*

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## **INFLUENCING THE PERFORMANCE AND FINANCIAL POSITION AS REPORTED IN THE ANNUAL FINANCIAL STATEMENTS USING CREATIVE METHODS**

*Daniela GEORGESCU*

West University of Timisoara, Romania, dn\_dmtr@yahoo.com

*Dorel MATEȘ*

West University of Timisoara, Romania, mates.doloro60@yahoo.com

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### **ABSTRACT**

*The accounting is a technique designed to collecting, processing, and interpreting the information about the economic flows. Being in the service of the users, accounting has to be neutral to respond objectively to all the parts interested in its functioning and the society's results. In an international principle, the balance sheet is the summary document which presents the financial statement and its evolution. It permits the formulation of value judgments regarding the efficiency and the risks afferent to an enterprise, as well as the assessment of future cash movements. The economic theory considers that the goal of the societies is maximization of profit. However, there are enterprises which aim to realize an acceptable profit using different accounting methods. The creative accounting is an exciting problem, which requires a vigorous solution. The normalization process has a huge influence on the development of the creative accounting as it is characterized by a multitude of options and references. As a result, the accounting harmonization becomes an important base for limiting the phenomenon of creative accounting. The role of the setters and accounting professionals is not simple, as it will be showed in the present article.*

**KEYWORDS:** *Financial statements; Creative accounting; Balance sheet.*

**JEL CLASSIFICATION:** *F3, M4*

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## THE USE OF SOCIAL MEDIA AND E-COMMERCE: A WINNING STRATEGY FOR SMALL BUSINESSES

Domenico CONSOLI

University of Bologna, Bologna, domenico.consoli@unibo.it

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### ABSTRACT

Nowadays we live in a global market era. For small business (SBs), that do not have financial and human resources to sell in a big market, the use of e-commerce platforms and social media to promote products/services can be a winning and competitive strategy. The electronic platform and social media can reinforce the weaknesses of an absence of a commercial network to interact with end customers especially if they live in another country. In the global world, companies to sell products/services must exchange information with all stakeholders like suppliers, enterprises, partners and mainly with customers. By social media, between customers, business partners and companies a bidirectional channel is established and a process of co-creation and co-production, to improve products/services and customer satisfaction, is stimulated. For SBs the reduced availability of resources is not an impediment to sell in a global market. Owners of SBs can directly spend and devote part of their free time to support the online sale. SBs being lean and flexible enterprises can execute more quickly orders, collected by the website, and therefore the distribution process is more fast. In this paper we analysed a sample of small enterprises to analyse if entrepreneurs/managers of SBs believe in the strategic potential of these tools.

**KEYWORDS:** *small businesses, e-commerce, social media, web 2.0, global market.*

**JEL CLASSIFICATION:** *M15, M21, M31*

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## THE UNEMPLOYMENT - MAJOR UNBALANCE OF THE LABOUR MARKET

Andreea - Alice CRISTU

Faculty of Economic Sciences, Petroleum-Gas University of Ploiesti, Romania,

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### ABSTRACT

*The objective of the writing represents the analysis of the evolution of the unemployment in Romania after 1990 and up to now, as well the drawing of a comparative study to the evolution of this phenomenon in relation to the one of the E.U. state members, during 2013 - first semester of 2015, taking into consideration the fact that the unemployment rate represents an important factor that stands on the basis of the economical politic measures, that aims the employment and the social protection of the unemployed. The theme chosen is an actual one, because the unemployment phenomenon is a complex one, with multiple implications in all the areas (economical, social, as well human), that must be decreased. This is the reason why, at the end of the writing is brought forward the politics of reducing the unemployment in Romania, whose objectives are linked to the ones in Strategy 2020.*

**KEYWORDS:** *unemployment, unemployment rate, labour market, unemployment insurance, employment policy work*

**JEL CLASSIFICATION:** *J20, J65, J68*

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## **OIL AND FISCAL BEHAVIOUR: EVIDENCE FROM NIGERIA**

*LAWAL, Adedoyin I.*

Dept. of Accounting and Finance, Landmark University, Omu Aran, [lawal.adedoyin@lmu.edu.ng](mailto:lawal.adedoyin@lmu.edu.ng)

*SOMOYE, Russel O. C*

Department of Accounting and Finance, Olabisi Onabanjo University, Ago Iwoye

*BABAJIDE. Abiola A.*

Dept. of Banking and Finance, Covenant University, Ota, [adedoyinisola@gmail.com](mailto:adedoyinisola@gmail.com)

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### **ABSTRACT**

*Oil plays an important role in the economic growth of Nigeria given the fact that over seventy per cent (70%) of her Gross National Product comes from oil and natural gas. The essence of this paper is to study the impact of the fluctuation in oil prices on both the government revenue and government expenditure in Nigeria as an emerging oil export based economy. Four theoretical hypotheses: Revenue (tax) – Spending hypothesis; Spend – Revenue (tax) hypothesis; Fiscal synchronization hypothesis; and Fiscal neutrality/institutional separation hypothesis have been identified in the literature to explain the relationship between government revenue and expenditure. The debate on the existence of a relationship between government revenue and government expenditure has remained inconclusive in nature. This paper intends to know how fluctuation in oil price affects the relationship between government revenue and expenditure in Nigeria. We intend to achieve this objective by using Granger causality test and Vector Error Correction (VEC) model to analyse monthly data from Nigerian economy from 1970 to 2014. The result of the analyse is expected to have significant policy implications for virtually all the various economic agents, for instance, policy makers among others will find the result useful as it will provide platform for good policy formulation that will aid fiscal management in the economy.*

**KEYWORDS:** *Financial statements; Creative accounting; Balance sheet.*

**JEL CLASSIFICATION:** *F3, M4*

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## CHOOSING A BUNDLE

Aram GHAZARYAN,

University of Turin: [aram.ghazaryan@edu.unito.it](mailto:aram.ghazaryan@edu.unito.it).

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### ABSTRACT

People often choose a sequence (bundle) of goods which they will consume over time in a preened order. In this work, I am proposing a model which represents the decision maker's (DM's) preferences over such sequences. Furthermore, I represent the utility of the bundle through the sum of the utilities of the bundle's components.

**KEYWORDS:** *diagonal independence, betweenness, state dependence, bundles.*

**JEL CLASSIFICATION:** *M15*

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## THE INFORMATIC APPLICATION SMART PERSONAL EVALUATION

*Cezar-Florin TOADER*

*Technical University of Cluj-Napoca, cezar.toader@cunbm.utcluj.ro*

*Rita-Monica TOADER*

*Technical University of Cluj-Napoca, rita.toader@cunbm.utcluj.ro*

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### ABSTRACT

*The informatics application drawn up allows the calculation of the score of the total of the individual performance of the staff to be evaluated, save the data relating to the regular evaluations, the criteria used, the weights and scores and the graph display of the evolution of the performance of an employee over a period of several years. The data base contains a series of tables well established, which allow the save all important data of this application. The design of the data base was done on the basis of the model of the entity - Relationship .In the Romanian language was adopted the term model: Entity Association. In the early stages of the design of an information system we have made an analysis of the requirements of the application, in order to ensure that those requirements allow highlighting features of data and of their properties and to determine the type of information which is to be stored in a database. Having expressed the entities and relationship of liaison between them, shall be constructed the E-R (Entity-Relationship) from which it is clear definition of the tables that should exist in the data base to serve the corresponding to the computer system in question.*

**KEYWORDS :** *informatics, evaluation, database, performance, Smart.*

**JEL CLASSIFICATION:** **C88**

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## IMPACT OF KNOWLEDGE MANAGEMENT CLUSTERS IN ALBANIAN SME'S

Gratiela Dana BOCA

Technical University Cluj Napoca, Faculty of Sciences, Romania, [bocagratiela@yahoo.com](mailto:bocagratiela@yahoo.com)

Lindita MUKAJ

Regional Department of Education Durres, Albania, [mukajlindita@edu.al](mailto:mukajlindita@edu.al)

Marsida VISHKURTI

Aleksander Moisiu University Durres, Albania, [marsidavishkurti@edu.al](mailto:marsidavishkurti@edu.al)

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### ABSTRACT

*In this paper I compose a comprehensive model for knowledge management cluster to verify the impact and the effect of knowledge between individual knowledge and innovation and organization knowledge. In order to study the effects and establish a based view it is generally accepted that knowledge and innovation play a basic role in organizational development. Knowledge management base, cultural barriers and innovation outcomes from a sample of 115 Albanian's organizations. This paper presents a new development and the organizational culture management to knowledge management, also proposed a comprehensive model which is designed from analyzing culture only in terms of its positive and negative influences on knowledge management. The model suggests a typology of knowledge management clusters that organizations are likely to be focused on depending on the culture that prevails in an organization and identifies a reengineering, reorientation and a re-evolution.*

**KEYWORDS:** *knowledge management, cluster, re-engineering, re-orientation, re-evolution*

**JEL CLASSIFICATION:** *M21, O57, P15, R12, L26*

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Zima, L. A., Sabou, S., Toader, R., & Toader, C. (2013). The Calculation of Human Resource Performance. *ICAM 9*, 119-121.

## **THE MANNER IN WHICH THE PROFESSIONAL STATUS OF INDIVIDUALS INFLUENCES THE NATURAL MOBILITY OF THE ROMANIAN POPULATION**

*Bianca AVRAM*

Technical University of Cluj-Napoca, Romania, avrambia@gmail.com

*Simona SABOU*

Technical University of Cluj-Napoca, North University Center Baia Mare, Romania, simona.sabou@gmail.com

*Liliana Adela ZIMA*

Technical University of Cluj-Napoca, North University Center Baia Mare, Romania, lili\_zima@yahoo.com

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### **ABSTRACT**

*The purpose of this paper is to carry out an analysis of the manner in which the professional status of individuals influences the mobility of the Romanian population. In order to reach this objective we studied the scientific literature which attempts to define labour market, active population, employed population and the unemployed. Within the case study carried out for this paper we started from the idea that the professional status influences the natural mobility of the population and we set the following independent variables: the employment and the unemployment rate in Romania. In order to determine whether there is a relation between the professional status of individuals and the natural mobility of the population in Romania we chose three large sectors for the dependent variables: marriage rate, divorce rate and birth rate. The statistical data were taken from the Romanian National Institute of Statistics, and they refer to a period of 24 years, namely between 1991 and 2014. The evolution of the employment and the unemployment rates over the 24 years were presented in graphical form using the Microsoft Office Excel 2010 programme, while the descriptive statistics and the value of the coefficients which analyse the presence or absence of certain correlations were done with the statistical software SPSS 17 (Statistical Package for Social Sciences). The conclusions show that the increase in the number of individuals who have a job will also cause an increase in the number of marriages, while unemployment rate does not influence marriage rate.*

**KEYWORDS:** *Unemployment rate, Employment rate, Romania, Natural increase*

**JEL CLASSIFICATION:** *J12, J13*

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*Violeta SIMA*

Petroleum-Gas University of Ploiesti, Romania, vsima@upg-ploiesti.ro

*Ileana Georgiana GHEORGHE*

Petroleum-Gas University of Ploiesti, Romania, ileghe2016@gmail.com

*Augustin MITU*

Petroleum – Gas University of Ploiești, Romania, augustin@amit.ro

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## **ABSTRACT**

*The paper was based on Lipstick & Money, A Leonardo da Vinci – Transfer of Innovation project about the entrepreneurship mentality, female entrepreneurs' personal characteristics/competences and motivation. In the first part a statistical overview about the Romanian labor market and female employment and management and women entrepreneurs on it was performed. Female mentality with regard to work and entrepreneurship was described based on literature review. Then, the main challenges of the LIMO implementation in Romania and also the main outcomes are exposed.*

**KEYWORDS:** labor market, female employment, women entrepreneurship.

**JEL CLASSIFICATION:** I24, I25, J24, M12, M13

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**PRICE REDUCTIONS-AN EFFECTIVE METHOD OF ATTRACTING CUSTOMERS AND IMPROVE THE LEVEL OF SALES**

*Gabriela OPREA*

Petroleum – Gas University from Ploiești, Romania, management\_gabi@yahoo.com

*Alina Gabriela BREZOI*

Petroleum – Gas University from Ploiești, Romania, alina\_brezoi@yahoo.com

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**ABSTRACT**

*We are tempted to buy the desired products at a lower price. But how small can the price be? Up to what level might decrease the price of a blouse or a shirt from company X? Reducing the price decreases the quality level of the product concerned? These questions have led to case study that will be presented in this paper.*

**KEYWORDS:** *price, discount, sales, international affairs.*

**JEL CLASSIFICATION:** *F10, F23, M16, Q21*

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**THE PERCEPTION OF THE ROMANIAN ECONOMIC ENVIRONMENT  
REGARDING THE ADOPTION OF THE INTERNATIONAL FINANCIAL  
REPORTING STANDARDS**

Andreea Mihaela MARIN

West University of Timisoara, Romania, andreamarinmihaela@yahoo.com

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## ABSTRACT

*The adoption of the International Financial Reporting standards by the accounting professionals who activate in the Romanian business environment has met with difficulties due to the lack of similarities identified between the Romanian accounting system and the international system of reference. This fact was often presented in topic papers and conferences by representatives of the academic environment as well as by specialists in the area. In this context, we drafted this paper through which we outline an overview of the adopting of International Financial Reporting Standards in Romania, referring to questions raised by legislators and specialists in the field within the specific literature.*

**KEYWORDS:** *Financial statements; International Financial Reporting Standards; Accounting regulations.*

**JEL CLASSIFICATION:** *M41*

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Gabriel CHELARIU

Alexandru Ioan Cuza University from Iasi, Romania, chelariu\_gabriel@yahoo.com

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#### ABSTRACT

*The purpose of this article is to examine the relationship between CSR (Corporate Social Responsibility) and financial performance in companies in Romania. Outside the border, various methods have been explored and many models have been implemented which have demonstrated the link between the two. Conclusions of this analyze come to support the results presented by other authors. The research is based on accounting measures, ROA and ROE analysis the financial performance of companies. Based on the study we can say that between CSR and financial performance is a significant connection.*

**KEYWORDS:** *Corporate Social Responsibility, Financial Performance, Return on assets, Return on Equity.*

**JEL CLASSIFICATION:** *A10, F02, M14*

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*North International Conference on Economics*

*NICE 2016, September 23 – 24, 2016, Baia Mare, Romania*

Department of Economics and Physics, Technical University of Cluj-Napoca, Romania

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**CURRENT FACTORS FOR LAUNCHING REGIONAL COMPETITIVENESS  
AN ECONOMETRIC APPROACH**

*Laura Mariana CISMAȘ*

West University of Timisoara, Romania, [laura.cismas@e-uvt.ro](mailto:laura.cismas@e-uvt.ro)

Ana Maria TALMACIU (BANU)

West University of Timisoara, Romania, ana.talmaciu@yahoo.com

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## ABSTRACT

*This article examines regional competitiveness of Romania in terms of employment rate, influenced by the regional spending in research and development and innovation and by the employed population in high tech research and development. The employment rate is one of the determining indicator in the nationally and regionally competitiveness analysis. From this points of view, we formulate the hypothesis: the employment rate increases, depending on the size of expenditure in research and development and on the rate of people employed in R & D and innovation. Using an econometric model we demonstrate that there is a high correlation between them, and under these results, new fresh direction of improvement can be taken.*

**KEYWORDS:** regional competitiveness, employment rate, model

**JEL CLASSIFICATION:** E22, E23, E27

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**THE PROMOTION OF THE SUSTAINABLE DEVELOPMENT - STRATEGICAL  
OBJECTIVE FOR THE WHOLE HUMANITY**

Andreea - Alice CRISTU

Faculty of Economic Sciences, Petroleum-Gas University, Ploiesti, Romania , [andreea.alicecristu@gmail.com](mailto:andreea.alicecristu@gmail.com)

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## ABSTRACT

Nowadays, the human society battles with global issues, the environmental ones having a special place among them. To these global issues must be found global solutions, reason for which it is necessary for these to be approached firstly responsible, to a national scale, also from a global view. The writing represents an argument in favour of the promotion of the sustainable development as a response of the human society to the surrounding crisis. Thus, not only the actual generations as well those that will follow, having the support of the universities, must create sustainable communities that will be able to accomplish the objectives of the sustainable development settled within the Sustainable Development Strategy. Given the fact that the fossil fuel resources are limited and they pollute the environment by burning them, humanity must reduce their usage and improve the renewable energy sources using them, in future, in the best combination.

**KEYWORDS:** *sustainable development, environmental protection, sustainable communities, strategy of sustainable development, renewable energies.*

**JEL CLASSIFICATION:** *Q01, Q20*

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**WHAT MACRECONOMIC INDEX DIFFERENTIATES OR SIMILAR THE  
EUROPEAN TOURISM COMPETITIVINESS? A MULTIMETHOD ANALYSIS**

*Manuela Rozalia GABOR*

Petru Maior University of Tîrgu Mureş, Romania, [rozalia.gabor@ea.upm.ro](mailto:rozalia.gabor@ea.upm.ro), [rozalia\\_gabor@yahoo.com](mailto:rozalia_gabor@yahoo.com)

*Flavia Dana OLTEAN*

Petru Maior University of Tîrgu Mureş, Romania, [flaviaoltean@yahoo.com](mailto:flaviaoltean@yahoo.com)

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## ABSTRACT

*In the current economic context countries are exposed to long-term structural shifts that challenge tourism development strategies and range from destination marketing to product offerings and infrastructure planning. Tourism nations need to ensure their long-term competitiveness with a consistent sustainability perspective. In the present paper we aimed at carrying out a research on the European countries tourism competitiveness using statistical data analysis tools, respectively non-parametric correlations and non-parametric statistic tests. Our analysis is based on the 14 pillars described in the Travel & Tourism Competitiveness Report 2015 - World Economic Forum taking into consideration only the European countries. Using the non-parametric statistical methods has emphasized aspects that are not noticeable directly from ranking carried-out by the World Economic Forum based on The Travel & Tourism Competitiveness Index. Completing the previous results, this research points out that, of the 14 pillars of T&TCI the strongest direct correlation is between air transport and ICT infrastructure, i.e. those pillars that led to the fact that, the Top 10 countries are clearly differentiated by the other groups. We have also emphasized that human resources is another important pillar that differentiates the ranks of the 42 countries, being medium correlated with price competitiveness and cultural resources. The results of this research will be the base of applying some other statistical methods, for instance, analysis of discriminating order to study thoroughly and better the differences or similarities between the 42 European countries.*

**KEYWORDS:** *tourism competitiveness index, European country, non-parametric statistics test, non-parametric correlations*

**JEL CLASSIFICATION:** *C12, C14, E00, E03, O11, 047, Z32*

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## **THE PHENOMENON OF MERGER AND ACQUISITION WITHIN THE AUTOMOTIVE INDUSTRY**

*Liviu WARTER*

“Alexandru Ioan Cuza” University, Iași, Romania, liviu@warter.ro

*Iulian WARTER*

“Alexandru Ioan Cuza” University, Iași, Romania, iulian@warter.ro

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## ABSTRACT

*M&A is a way to survive and succeed in a competitive global environment as a consequence of new political, monetary and regulatory issues. The complex phenomenon that M&As represent has received consistent attention from the research community over the last 30 years. Large scaled M&As between automotive manufacturers, like the Daimler-Chrysler merger, the alliance between Renault and Nissan and the acquisition of Volvo by Ford, have attracted significant attention in the last decades. However, apart from this considerable interest, the findings on the general performance of automotive M&As are inconsistent and contradictory. This paper is focused on some critical success factors in automotive M&As like the connection between pre-acquisition and post-acquisition processes, turnover of key people etc. The phenomenon of merger and acquisition within the automotive industry needs further research and discussions due to the fact that some strategic alliances and M&A proved to be successful (e.g. Skoda - Volkswagen) and others not (e.g. Rover- BMW).*

**KEY WORDS:** *mergers and acquisitions (M&As), M&A performance, automotive industry*

**JEL CLASSIFICATION:** *G34, L62, Z19*

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**CURRENT TRENDS IN BUSINESS MANAGEMENT-WORKING ON PROJECTS:  
CHALLENGES AND ISSUES**

Gabriela OPREA

Petroleum – Gas University from Ploiești, Romania, management\_gabi@yahoo.com

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**ABSTRACT**

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*Old massive organizations, with many hierarchical levels, with much bureaucracy tend to become history, especially in the area of international affairs from the field of construction of refineries but not only, in which where most aspects are modular. This work by project is preferred due to the possibility of subcontracting to smaller projects, so that they return in the task and responsibility of third parties - with advantages and disadvantages. Compared to classical management applied in large organisations, in the management of these projects is no longer needed by many people but it need key people, a project manager who has a solid team of professionals which he will coordinate it.*

**KEYWORDS:** *project management, performance, price, international affairs.*

**JEL CLASSIFICATION:** *M11, M16, O22, O29*

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## **A MODEL OF CONSUMER'S ATTITUDE TOWARDS DURABLE GOODS**

*Daniela Steluța UȚĂ*

Petroleum – Gas University of Ploiești, Romania, [daniela.uta@gmail.com](mailto:daniela.uta@gmail.com)

*Augustin MITU*

Petroleum – Gas University of Ploiești, Romania, augustin@amit.ro

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## ABSTRACT

*Attitude, as elementary process of consumer's behavior is one of the most widely discussed topics in the research addressed to consumer behavior study. Study of consumer attitudes knows an impressive history that transcends scientific literature on consumer behavior, originating in psychological studies of human and social behavior. The present research aims to underline the importance of attitude as behavioral process upon the decision purchase process. The model proposed by the authors is verified in the research conducted. The research itself shows how attitude dimensions influence different steps of the decision process and underlines the impact of attitude on the customer choice of car brand. The paper also presents the limits of the proposed model and possible directions for further studies...*

**KEYWORDS:** *attitude influence, decision purchase process, attitude dimensions*

**JEL CLASSIFICATION:** *A14, C14, C87, M31, P46*

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## **ANALYSIS OF THE MANAGEMENT SYSTEM OF THE COMPANY**

*Rita TOADER*

The Technical University of Cluj-Napoca, rita.toader@cunbm.utcluj.ro

*Cezar TOADER*

The Technical University of Cluj-Napoca, cezar.toader@cunbm.utcluj.ro

*Diana-Cezara TOADER*  
The Bucharest University of Economic Studies, [diana.cezara@gmail.com](mailto:diana.cezara@gmail.com)

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**ABSTRACT**

*In this paper we presented the decision-making system and the factors of influence of the company, analysis of the decisions according to the qualitative parameters, the information system of the company, the analysis of the flow of data, information, and the circuits of information, the procedures and the means of information-handling designed to contribute to the establishment and the achievement of the objectives of the organization, the human resource analysis according to the graduated studies, the human resource fluctuation. We analysed the systems, the methods and techniques used in the design and the exercise of their functions and managerial relations the methodological norms on the system of the Eaton SC Electro Production.*

**KEYWORDS:** *three system, management, informatics, analysis, decision.*

**JEL CLASSIFICATION:** *M12, M20, L26*

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**DO ROMANIAN MANAGERS SUPPORT THEIR EMPLOYEES?  
AN EMPIRICAL RESEARCH**

*Cristian Liviu VELE*  
Technical University of Cluj Napoca, North University Center in Baia Mare,  
[cristian.vele@cunbm.utcluj.ro](mailto:cristian.vele@cunbm.utcluj.ro)

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**ABSTRACT**

*The vast majority of companies, regardless of their size or location, agree that the employees are their most valuable asset. Thus, great efforts are put into the constant development and support of employees with the intent of increasing their productivity and by doing so, becoming more valuable to the companies. The present paper wishes to provide a better understanding of how Romanian managers support their employees, by offering a detailed image on how the behaviour and leadership style adopted by managers influences the behaviour of employees. It is extremely important for managers not only to offer their support to others but also to provide them with guidance and offer their expertise with the intent of facilitating the constant professional development of individuals and to ensure that the employees are using their specific abilities and competencies in the most suited manner for the organization in which they work. At the same time employees need to be clearly shown the outcomes both of their general work and also their specific activities together with the rewards that they will gain as a direct result of their work. These elements are crucial in ensuring an objective motivation of individuals and in making them understand that they are a small part of a greater mechanism and that their work is paramount in ensuring the overall success. Not last, managers should state, in a clear manner, the work standards expected from the employees in order to allow them to better organize their work towards meeting these standards.*

**KEYWORDS:** *leadership, human resource management, strategy, organizational culture*

**JEL CLASSIFICATION:** *M14, M 54, O15*

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**ASPECTS REGARDING THE EFFICIENCY OF THE TERTIARY EDUCATION IN  
THE CONTEXT OF SUSTAINABLE DEVELOPMENT**

*Andreea - Alice CRISTU*

Faculty of Economic Sciences, Petroleum-Gas University of Ploiesti, Romania, [andreea.alicecristu@gmail.com](mailto:andreea.alicecristu@gmail.com)

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**ABSTRACT**



*For the society to become sustainable, the universities must become themselves an eloquent example regarding the promotion of the sustainable development concept. Since the activity in the tertiary education is of a socio-cultural nature, measuring the efficiency in this domain is very a difficult process that supposes the elaboration of a set of performance indicators, in view of growing the quality of the services offered by the universities, but also their financing. The chosen theme is a very actual one, since neither now, on a world level, was managed to create some indicators to measure the exact efficiency of the tertiary education, the process being at its full expansion. The activity of a tertiary education institution is efficient provided its graduates are capable to satisfy the ongoing needs of the labour market, this way contributing not only to the personal well-being, but also to the society's.*

**KEYWORDS:** *sustainable development, the efficiency of tertiary education, the financing of the tertiary education, sustainable universities, sustainable communities*

**JEL CLASSIFICATION:** *I<sub>22</sub>, I<sub>23</sub>, I<sub>25</sub>*

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## NEW STRATEGIC ORIENTATION OF FIRMS BASED ON VALUE INNOVATION

Corina M. RADULESCU

Technical University of Cluj Napoca, North University Center in Baia Mare, [coricam@utcncluj.ro](mailto:coricam@utcncluj.ro)

**ABSTRACT**

*Adapting of companies to a continues commercial, social and technological environment change requires new strategic orientation based on strategic innovation. Innovation is one of the main factors that allow firms to achieve success. Disruptive innovation leads companies to rapidly achieve competitive advantage. Strategic innovation creates new markets where rough competition is diminished by reshaping consumer's value. The paper investigates the factors contributing to value innovation in the furniture industry from Maramures county and setting up a framework for Blue Ocean strategy.*

**KEYWORDS:** *Value innovation, strategy canvas, Blue Ocean strategy, business model innovation*

**JEL CLASSIFICATION:** *M1, M2, O1, O2*

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**THE ROLE OF THE NEGOTIATION IN MANAGEMENT AND THE RESULTS OF AN ORGANIZATION. THE FORMATION OF THE TEAM OF NEGOTIATION, FEATURES, GUIDANCE**

*Rada-Florina HAHN*

Technical University of Cluj-Napoca, Romania, [hahn\\_florina@yahoo.com](mailto:hahn_florina@yahoo.com), [ffloorina@yahoo.com](mailto:ffloorina@yahoo.com)

**ABSTRACT:** *In the management of economic, the negotiation process, as in any field of major importance micro and macroeconomic binder of the existence of the organization of the functions of management, with customers and with the results of the (the effects) that are obtained in the developments, in time. The latter, balances times maximizes the position, the financial power, the image, not only of the organization, as well as of the contribution by the value added tax, along with other organizations from an economic branch, at improving the standard of living, through the indicator "national heritage" (GDP). With regard to the negotiation process, relevant, are features and principles, worthy to be known and followed closely, depending on the subject to negotiation: price, quality, quantity, etc., as the organization is dynamic, the environment is dynamic and exposed several changes, techniques and applied quadrants are varied. The negotiation of the managerial, carried out in a professional manner, will be carried out on the basis of the knowledge that takes place, face-to-face, negotiating partner, starts with a series of elements in respect of the subject matter of the negotiated, which it shall communicate to the other, that there is a type of styles of negotiating as psychological aspects and those of communication are extremely relevant, practical. Must be knows what is not the negotiation, by what steps it is important to pass, what other options can be discerned when the end of the process is a failure. The formation of the team of special negotiating body, it is also a stage-pillar, the finalisation of the positive terminal of the negotiation process, depending on this. The article also contains an example of the necessary capabilities to those who are selected for a negotiation process.*

**KEYWORDS:** *negotiation, management, negotiating team, economic effects*

**JEL CLASSIFICATION:** *M19*

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## **MANAGING THE INTERCULTURAL ISSUES IN AUTOMOTIVE INDUSTRY MERGERS AND ACQUISITIONS**

*Iulian WARTER*

“Alexandru Ioan Cuza” University, Iași, Romania, iulian@warter.ro

*Liviu WARTER*

“Alexandru Ioan Cuza” University, Iași, Romania, liviu@warter.ro

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## ABSTRACT

*Mergers and acquisitions are a strategic choice to grow quicker, enter new markets and maximize companies' capabilities which otherwise would not have been possible. Within the automotive industry this phenomenon has been seen repeatedly with examples like the Mitsubishi - Daimler, Jaguar - Ford, Daimler-Chrysler, Seat-Volkswagen, Daewoo-General Motors and Land Rover -Ford. Although M&A activity has trended directionally consistent with automotive assembly volume, there are some failure cases within automotive industry M&As (e.g. Rover-BMW). In this paper, the focus will be on the intercultural issues of the M&A phenomenon: attitudes, cultures, values, tradition etc. The underestimation of the cultural factors has significant impact on why M&A operations sometimes fail to achieve the pre-defined goals. It is of vital importance for the automotive companies to understand and be aware of these intercultural issues in order to be successful in their merger or acquisition. The understanding and awareness of cultural differences have to be built and developed in order to avoid cultural conflicts and clashes.*

**KEY WORDS:** *mergers and acquisitions (M&As), intercultural, cultural differences, automotive industry*

**JEL CLASSIFICATION:** *F23, G34, L62, M14*

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#### **CULTURAL BARRIERS BETWEEN ORGANIZATION AND KNOWLEDGE MANAGEMENT**

Gratiela Dana BOCA

Technical University Cluj Napoca, North Center Baia Mare, Romania, [gratielaboca@gmail.com](mailto:gratielaboca@gmail.com)

*Lindita MUKAJ*

DAR, Durres, Albania, [linditamukaj@edu.al](mailto:linditamukaj@edu.al)

*Marsida VISKURTI*

Aleksander Moisiu University, Durres, Albania, [marsidaviskurti@edu.al](mailto:marsidaviskurti@edu.al)

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## **ABSTRACT**

*The article is about the Albanian's organization culture influences and knowledge management barriers in the small and medium sized enterprises. Taking in consideration the internal and external environment of the SME's the organization culture becomes a mediator between personal knowledge and organization knowledge. The article identifies the cultural barriers for the knowledge management as: differences between the manager's actions, the apathy in the dissemination of knowledge, the over appreciation of the technology, the attitude upon the global market. The paper attempts to create a comprehensive model to discover relationship between the components of organizational culture and knowledge management in correlation with the cultural dynamic of a global market in a continuing movement. The foundation of the 21<sup>st</sup> organization needs a new type a new manufacture for future –MANU-FUTURE, a new organization when money and capital and technology are no longer the key elements, but the culture for activities in knowledge management can be critical and determination.*

**KEYWORDS:** *knowledge management, innovation, cultural barriers, organization culture*

**JEL CLASSIFICATION:** *L21, M15, L26, O33*

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## THE ANALYSIS OF UNEMPLOYMENT IN ROMANIA

Diana COZMA IGHIAN

Technical University of Cluj-Napoca, dianaighian@yahoo.com

Rita TOADER

The Technical University of Cluj-Napoca, ritatoader@cunbm.utcluj.ro

*Anne Marie HORDĂU*  
Technical University of Cluj-Napoca, annemariehordau@yahoo.com

*Cezar TOADER*  
Bucharest University of Economic Studies, cezar.toader@cunbm.utcluj.ro

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## **ABSTRACT**

*The paper presents an analysis of unemployment in Romania and ways of reducing the rate of unemployment.*

*Unemployment constitutes in market economies, under the aspect of the psycho-social, a major risk, with multiple and sustainable development effects, the problem of unemployment has become intense when the transition toward a market economy has been chaotic and without social protection measures.*

*The authors have presented important aspect concerning the issue of unemployment, the factors which influence growth rate of unemployment, forms of unemployment, unemployment situation in Romania, the evolution of the number of unemployed, the analysis of the unemployment rate female and male, analysis of unemployment at the European level, measures for the fall in the unemployment rate proposals to reduce to a minimum level of unemployment through the application of a macroeconomic policies and the use of transported in which will allow the absorption in the economy of unemployed persons.*

**KEYWORDS:** *unemployment, rate, evolution, analysis, factors.*

**JEL CLASSIFICATION:** *O1, P16, P47*

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## **MODELING A RELIABLE DISTRIBUTED SYSTEM BASED ON THE MANAGEMENT OF REPLICATION PROCESSES**

*Cezar TOADER*  
Technical University of Cluj-Napoca, Department of Economics and Physics, Romania,  
cezar.toader@cunbm.utcluj.ro



Diana Cezara TOADER

University of Economic Studies, Faculty of Management, Bucharest, Romania, diana.cezara@gmail.com

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## ABSTRACT

*In the modern economy, the benefits of Web services are significant because they facilitates the activities automation in the framework of Internet distributed businesses as well as the cooperation between organizations through interconnection process running in the computer systems. This paper presents the development stages of a model for a reliable distributed system. This paper describes the communication between the processes within the distributed system, based on the message exchange, and also presents the problem of distributed agreement among processes. A list of objectives for the fault-tolerant systems is defined and a framework model for distributed systems is proposed. This framework makes distinction between management operations and execution operations. The proposed model promotes the use of a central process especially designed for the coordination and control of other application processes. In a first stage, this distributed system is analyzed from the view point of the states and modes of operation. In the second stage, the execution phases and the protocols for the management and the execution components are presented. This model of a reliable system could be a foundation for an entire class of distributed systems models based on the management of process replication.*

**KEYWORDS:** *information in economy, distributed systems, reliability, replication management.*

**JEL CLASSIFICATION:** *C61, C88, Q55*

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Department of Economics and Physics, Technical University of Cluj-Napoca, Romania

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**THE USE OF SMART DEVICES DURING THE ENGLISH COURSE**

*Ramona DEMARCSEK*

Technical University of Cluj-Napoca, [ramonamaria@utcluj.ro](mailto:ramonamaria@utcluj.ro)

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**ABSTRACT:**

*These days the use of smart devices is unquestionably an integral part of everyday life. As a tool originally designed for communication purposes, the phone has evolved to a higher status: that of instrument of entertainment and facilitator of human interaction beyond mere conversation. The paper analyzes the use of smart devices by students during the English courses, and seeks to identify the main reasons for this phenomenon, what could motivate students to be more focused in class, and how this inclination towards the latest technology could be used to the advantage of the learner, as well as the professor.*

**KEYWORDS:** *smart device, communication/learning instrument*

**JEL CLASSIFICATION:** *M15, O32*

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**FINANCIAL DIAGNOSIS AS A TOOL OF IMPROVING THE PERFORMANCE OF AN ORGANISATION**

*Izabela Luiza POP*

Technical University of Cluj-Napoca, North University Center of Baia Mare, Romania,  
pop.izabela.luiza@gmail.com

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## ABSTRACT

*The financial difficulties of many countries have led to the need of finding solutions for a better use of public money. Emphasis is placed in a more significant extent on more efficient use of state resources in each public institution. To achieve this goal, management tools specific to private companies have been adapted and implemented in the public sector. As this approach is relatively new, there is little information on the impact of using these instruments by public institutions. Based on these considerations, the aim of this research is to analyze the extent to which performance of a financial diagnosis improves the results of organizations within the public sector. Following the case study conducted at the County Museum of Art «Baia Mare Artistic Center», it was found that after three years since the diagnosis was performed, the institution's own revenues increased by more than 60%. However, some recommendations have not been implemented, reason why the performances are below the expected level. One of the causes of this situation is the legal system in Romania, which does not stimulate the efficient use of public money, despite the numerous restrictions that exist in terms of spending financial resources of the government.*

**KEYWORDS:** *financial and economic analysis, performance, efficiency, museums, budget*

**JEL CLASSIFICATION:** *H21, H72, H83, M29, M42*

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