

**3<sup>rd</sup>**

**North**

**International**

**Conference**

**on**

**Economics**

Baia Mare, Romania  
September 21 – 22, 2018

<http://econ.cunbm.utcluj.ro/nice2018>



***Book of Abstracts***  
***3/2018***



Departamentul de  
Științe Economice și Fizică



# NICE 2018

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North University Center in Baia Mare,  
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## **Book of abstracts**

# **NICE 2018**

## **3<sup>rd</sup> North International Conference on Economics**

**Edited by:**

***Assoc.Prof. Grațîela Dana BOCA, PhD  
Prof. Cezar TOADER, PhD***

***Department of Economics and Physics  
<http://econ.cunbm.utcluj.ro>***

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9. *Crina FILP*
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11. *Cristian Liviu VELE*
12. *Dan VASCUL*
13. *Diana Sabina IGHIAN*
14. *Dorian KRISTIQUI*
15. *Erjon DUKA*
16. *Gabriel RUS*
17. *Gaço TANKU*
18. *Grațian Vasile POP*
19. *GrațIELa Dana BOCA*
20. *Iulia Oana ENĂȘEL*
21. *Izabela Luiza POP*
22. *Klodian MUÇO*
23. *Kuci ALUSH*
24. *Liliana Adela ZIMA*
25. *Lindita MUKAJ*
26. *Mahmut MASCA*
27. *Marsida VISHKURTI*
28. *Mentor ISUFAJ*
29. *Mustafa KARA*
30. *Natasha HODA*
31. *Osman HYSA*
32. *Păunița PIRLOG*
33. *Piro TANKU*
34. *Rada-Florina HAHN*
35. *Recep YÜCEL*
36. *Rita Monica TOADER*
37. *Serdar ÖGEL*
38. *Simona PUDDU*
39. *Simona SABOU*
40. *Sinan SARAÇLI*
41. *Vladimir MUKA*



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**Anna GRABSKA**, The State Higher School of Computer Science and Business Administration in Lomza, Poland

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**Lindita MUKAJ**, ‘Aleksander Moisiu’ University, Albania

**Mahmut MASCA**, Afyon Kocatepe University, Turkey

**Malgorzata URBANIK**, Tischner European University, Poland,

**Mehmet FINDIK**, Afyon Kocatepe University, Turkey

**Mustafa BOYUKATA**, Bozok University Turkey

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**Recep YÜCEL**, Kırıkkale University, Turkey

**Sinan SARAÇLI**, Afyon Kocatepe University, Turkey

**Siniša BOGDAN**, University of Rijeka, Croatia

**Suzana BAREŠA**, University of Rijeka, Croatia

**Zeha YAKAR**, Pamukale University, Turkey

**Ozan CAN**, Kırıkkale University, Turkey



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Cristian Liviu VELE, PhD

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Izabela POP, PhD

Bianca AVRAM, PhD

Constantin CUCOSEL, PhD





## **INVITED SPEAKER**

**Assoc.Prof.Dr. Sinan SARAÇLI**  
Afyon Kocatepe University, Turkey



Keynote Title: *Common Statistical Mistakes Done in Scientific Studies*

**Assoc.Prof.Dr. Cagdas Hakan ALADAG**  
Hacettepe University, Ankara, Turkey



Keynote Title: *Statistical Modeling by Artificial Network*



## **INVITED SPEAKER**

### **Lindita MUKAJ**

DAR Regional Department of Albanian Education, Durres, Albania



Keynote Title: *Common and Cross Cultural Barriers in Education System*

### **Vittorio GUARNIERI**

Trento University , FBK Italy



Keynote Title: *Management Innovation and Knowledge Innovation*



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**A COMPARISON OF SOME SELECTED EURASIAN COUNTRIES IN TERMS OF  
HUMAN CAPITAL: AN APPLICATION OF TOPSIS METHOD**

**Mahmut MASCA**

Afyon Kocatepe University, Afyonkarahisar, Turkey, [mmasca@aku.tr](mailto:mmasca@aku.tr)

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**ABSTRACT:**

*Determination of human capital structures of countries is important in terms of revealing economic growth potentials. In this study, Turkey, Azerbaijan, Uzbekistan, Kazakhstan, Tajikistan, Kyrgyzstan and Turkmenistan were compared in terms of human capital performance. In comparison of countries, the Technique for Order Preference by Similarity to Ideal Solution (TOPSIS), which is one of the Multi Criteria Decision Making (MCDM) has been applied. The indicators of human capital in the study are the infant mortality rate (per 1,000 live births), unemployment rate (percentage of total workforce), life expectancy at birth, total (years), mean years of schooling, total (25 years and over), labour force participation rate (percentage of total population between 15-64), health expenditure (percentage of GDP), internet users (percentage of total population) and population between 15-64 years (percentage of total population). The data for 2010, 2012 and 2014 of the countries are used for comparison. The study was terminated in 2014 as no data were available for the next period from this date. In the analysis for 2010, while Azerbaijan is the country with the highest human capital performance; Kazakhstan, Turkey, Kyrgyzstan, Uzbekistan, Tajikistan and Turkmenistan follow it. In 2012 and 2014, Azerbaijan fell to second place and Kazakhstan ranks first. The rest of the sequence is the same. The country with the lowest human capital performance in all the examined years has become Turkmenistan. Countries that are disadvantaged in terms of human capital should make a comprehensive reform in these areas to grow economically and increase the quality of human capital rapidly.*

**KEY WORDS:** *Human capital, Economic Growth, TOPSIS Method, Multi Criteria Decision*

*Making Techniques.*

**JEL CLASSIFICATION:** *J21, J24, J28*

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## **A MULTIPLE REGRESSION MODEL FOR CULTURAL SUSTAINABILITY IN MUSEUMS**

***Izabela Luiza POP***

*Technical University of Cluj-Napoca, Romania, [izabela.pop@cunbm.utcluj.ro](mailto:izabela.pop@cunbm.utcluj.ro)*

***Anca BORZA***

*Babeş-Bolyai University, Romania, [anca.borza@econ.ubbcluj.ro](mailto:anca.borza@econ.ubbcluj.ro)*

***Anuța BUIGA***

*Babeş-Bolyai University, Romania, [anuta.buiga@econ.ubbcluj.ro](mailto:anuta.buiga@econ.ubbcluj.ro)*

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### **ABSTRACT:**

*Cultural sustainability is increasingly seen as the fourth pillar of sustainable development alongside environmental protection, economic prosperity and social equity. The role of museums within cultural sustainability is huge due to their mission of acquiring, protecting, researching and exposing heritage objects. Despite this, the research regarding museums and cultural sustainability is limited mostly to theoretical studies. To fill this gap, the purpose of this paper is to enhance the current knowledge in this field by presenting the results of an empirical research conducted on 86 Romanian museums. The study starts from the idea that there are several key elements which can increase or reduce the ability of a museum to reach cultural sustainability. Therefore, a multiple regression model was used to test the hypotheses and to find out what is the influence of several factors on dependent variable. The findings highlight the existence of a significant positive relation between cultural sustainability and the following predictors: openness to the public and attractiveness, productivity and efficiency and heritage exposure. The originality of this research lays in the development of a new tool for increasing museums' contribution to sustainable development.*

**KEYWORDS:** *museums, cultural sustainability, attractiveness, heritage*

**JEL CLASSIFICATION:** *M14, O44, Q01*

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**A STUDY ON SECURITY AND ATTACKS ON SOCIAL NETWORKS AT  
“ALEKSANDER MOISIU” UNIVERSITY**

***Gaqo TANKU***

*University "Aleksander Moisiu", Durres, Albania, gaqotanku@hotmail.com,*

***Vladimir MUKA***

*University "Aleksander Moisiu", Durres, Albania , v.rmuka@yahoo.com*

***Piro TANKU***

*University "Aleksander Moisiu", Durres, Albania piro.tanku@gmail.com*

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**ABSTRACT**

*The purpose of this paper is the importance of assessing Kibernetik Defense by student users in social networks. More and more appreciation and awareness is being taken for cybernetic protection measures. Organizations should make sure that under the conditions of rapid developments in information technology, every member of it needs to have the knowledge needed not only to gain from these developments but also how to protect it. It is now acknowledged that not every generation can solve problems without the use of information technology, especially young people, who are involved in the use of communication through social networks. How much Protected Are They? Can other people speculate under their name? The paper contains the results and main findings focused on the group of students of Information Technology in English Language and IT study program, during the second trimester of the academic year 2016-2017. They are presented in the form of statistical data, where concrete results are provided and further measures are recommended. For the foregoing, the assessment and awareness of cybernetic protection in social networks is not a factor to overlook, but important to the success of the organization.*

**KEYWORD:** *IT, English Language, Information Technology, Attacks on Social Networks, Cyber Defense.*

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

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**ANALISYS OF THE DEMOGRAPHIC STRUCTURE AND EVOLUTION IN  
ROMANIA BETWEEN 1990 AND 2016**

***Bianca AVRAM-POP***

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

***Liliana Adela ZIMA***

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

***Simona SABOU***

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

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**ABSTRACT**

*Due to the fact that Romania's population has decreased during the past 19 years, we consider it opportune and necessary to analyse the demographic structure using the age pyramid, as well as focusing on the evolution of the birth rate, mortality rate, natural increase, marriage rate, and divorce rate. The age and gender pyramid for 1992, 2004 and 2016 in Romania shows a tendency to grow taller and thinner because during the past years birth rate decreased and life expectancy grew, a phenomenon which is also specific to developed countries in western Europe. As regards divorce rate, it has a quite predictable evolution and without major fluctuations, unlike the marriage rate which decreased in 2008, reaching the minimum value of 4.7 marriage in 1000 inhabitants in 2011, while after 2011 this trend is ascending. Moreover, the decision of many parents, based on economic reasons, to have maximum 2 children, external migration, population adding have negative implications at macroeconomic level and negatively influence the human resource market.*

**KEYWORDS:** *birth rate, mortality rate, natural increase, marriage rate, divorce rate.*

**JEL CLASSIFICATION:** *J11, J12, P23*

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## CASE STUDY: COMBINED TRANSPORT TRUCK - TRAIN OF THE CHROME FROM BULQIZA MINE TO THE PORT OF DURRES.

**Alush KUCI**

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

**Vladimir MUKA**

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

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### ABSTRACT

*Figuratively can be said that today in Albania road transport is taking revenge on railway transport. The glorious period of the railways during the second half of the last century seems that cannot be repeated. Furthermore, going inside the twenty-one century it seems that roads are going to be more and more populated by vehicles with tires. The interventions in roads infrastructure to make possible their coping with the increased transport demand are grown up and yet the blocking roads phenomenon and environmental pollution seem to be inevitable. The paper addresses the problem of chrome ore transport from Bulqiza mines in the north east of the country to the port of Durres in west, about 150 kilometers. Currently all distance of the chrome ore transport from mine to the port is done will trucks. From Bulqiza to Milot, about half of the distance, there is mountain road with normal vehicle load and no parallel rail connection. From Milot to Durres the road starts to be more and more overloaded by vehicles. Part of this distance from Vora to Durres is part of Tirana – Durres axis, which is the main road axis of the country. In all the distance from Milot to Durres parallel to the motorway extends the railway line, which is currently being used very little, only by two commuter trains per day and same commercial loads that come from the north of Albania through Montenegro railway network. The paper tries to bring arguments in favor of the combined transport by referring to today situations and previous experience of the socialist era, when chrome was transported by trucks from Bulqiza to the nearest railway station of Laci (near Milot) and from there by train to the port of Durres. This experience can serve the same today to build a sustainable and integral transport policy.*

**KEYWORDS:** *combined transport, transport integral, cost-benefit analysis*

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

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## **DATABASE FOR HUMAN RESOURCES MANAGEMENT**

***Cezar TOADER***

*Technical University of Cluj Napoca, North Center Unievrity of Baia Mare, cezar.toader@cunbm.utcluj.ro*

***Rita Monica TOADER***

*Technical University of Cluj Napoca, North Center Unievrity of Baia Mare,rita.toader@cunbm.utcluj.ro*

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### **ABSTRACT**

*The importance of human resources management for companies and computer systems used makes it necessary for companies to have the capabilities to exploit and integrate as efficiently as possible the various information flows. Integrating advanced Business Intelligence with existing benchmark database solutions has enabled companies to deploy effective data collection capabilities. The proposed IT application offers the possibility to use several databases without imposing restrictions on the database user and allows the management of the employees and their periodic evaluation in order to quickly and elegantly process the data stored in the database. The developed application allows viewing and modifying database information, automatically writing employee performance benchmarks, weighting for each evaluation criterion according to their importance, performance scores for each evaluation criterion, automatic calculation of the total score for assessing the employee's performance and saving the results of employee performance evaluations in the database.*

**KEYWORDS:** *performance, database, human resources, evaluation*

**JEL CLASSIFICATION:** *M14, O31, 032*

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**DECISION MAKING BASED ON INSTITUTIONALIZATION IN TOURISM ORGANIZATIONS AND AUTHORITY DEVOLUTION: AN APPLICATION IN ANTALYA LYCIAN WAY**

**Recep YÜCEL**

University of Kirikkale, Turkey, [akademik71@gmail.com](mailto:akademik71@gmail.com)

**Cihat KARTAL**

University of Kirikkale, Turkey, [dr\\_cihat\\_kartal@yahoo.com](mailto:dr_cihat_kartal@yahoo.com)

**Mustafa KARA**

University of İzzet Baysal, Turkey, [drmkara@hotmail.com](mailto:drmkara@hotmail.com)

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**ABSTRACT**

Mainly SME's are indispensable business units of economies due to their rapid adaptation to job creation and changes in national economies. On the other hand, about 90% of the enterprises in our country constitute family businesses. However, it is an important issue that these businesses are strong and survive in global competition and institutionalization for succession to future generations. The importance of improving management and organizational skills of these enterprises is increasing day by day. In the literature, one of the essential conditions of being successful in managerial sense is to make qualified decisions and to use authority properly. The purpose of this research; it is important to point out the importance of institutionalization, decision-making, and delegation of the family businesses in tourism organizations. In the study, a survey method was used for quantitative research and data collection. For this purpose, a survey was conducted in 114 hotels in the Lycian Region in Antalya. The results of the research; between the level of institutionalization of family businesses and the level of institutionalization of non-family businesses; that there are meaningful differences and that this leads to differences in decision making and in the transfer of powers.

**KEYWORDS:** Institutionalization, Decentralization, Decision Making, Tourism Organizations.

**JEL CLASSIFICATION:** C44, L83, M12, M31

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## **ENTREPRENEURSHIP AND SUSTAINABILITY IN ROMANIAN MUSEUMS**

**Izabela Luiza POP**

Technical University of Cluj-Napoca, Romania, [izabela.pop@cunbm.utcluj.ro](mailto:izabela.pop@cunbm.utcluj.ro)

**Rada Florina HAHN**

Technical University of Cluj-Napoca, Romania, [florina.hahn@cunbm.utcluj.ro](mailto:florina.hahn@cunbm.utcluj.ro)

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### **ABSTRACT:**

*The lack of financial resources has determined many museums to search for solutions to become sustainable. In this respect, one of the newest trends in museum management is applying entrepreneurship with the purpose of diversifying the sources of income, along with the development of some innovative activities and programs for the community members. Thus, it can be noticed a connection between entrepreneurship and economic and social pillars of sustainability. Initiative, originality, creativity, innovation, finding opportunities and risk taking are all primary characteristics of museum entrepreneurs. By demonstrating these traits, they aim to attract the resources needed to meet the museum's objectives, maximize the value offered by the museum to the public, improve the interaction of visitors with the museum heritage and ultimately increase understanding and knowledge. Despite the positive effect entrepreneurship seems to have on museum sustainability, few research has been published on this topic. Therefore, this paper seeks to analyse the way in which entrepreneurial behaviour of some museum managers has had a positive impact on the sustainability of their institutions. The first part of the article consists in a brief description of the concepts of museum sustainability and cultural entrepreneurship, with an emphasis on the connections that exist between them. The second part presents the results of a qualitative research regarding the management and sustainability in Romanian museums. Also, a couple of quantitative indicators for the most important national museums in Romania are analyzed, in order to highlight the positive relationship that exists between entrepreneurship and sustainability.*

**KEYWORDS:** *museums, entrepreneurship, sustainability, development, indicators*

**JEL CLASSIFICATION:** *L31, M14, Q01*

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## **DURRES - AS SMART CITY - LOCAL GOVERNMENT STRATEGY**

***Mentor ISUFAJ***

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

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### **ABSTRACT**

*A smart (smart) city means a more inclusive city and creates equal opportunities for all. Technology is not necessarily a luxury, but it has proved to be a simplification of our existence and makes it less expensive in many ways. Smart and Technological means more educated, healthier, less expensive, more involved in everything the public administration process means, more opportunities for the business and citizen, benefits that translate into improving the quality of life - an easier and easier interaction friendly people with the city, with the environment, with the peers and oriented towards a future supported by integrated intelligent technologies. The concept goes beyond the relationship between citizens and public service providers and provides the tools that encourage citizens to be more active and more participatory in community life. For example, provide feedback on road condition, adopt a healthier lifestyle, or participate as volunteers in various social activities. In this way, Smart City ("A Smart City") will be a more attractive place to live, work and recreate. In the context of processes of change that is included the Albanian city Durres. The article offers concrete conclusions based on the performance of this concept and its implementation giving autonomy to local government, to increased investment in local structure and to improve services to communities.*

**KEYWORD:** *autonomy, SMART city, civic participation, IT, Increased Accountability.*

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

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Governance” Final Report, 2002.

## **FACTORS INFLUENCING EMPLOYEE PRODUCTIVITY IN ROMANIAN COMPANIES**

*Cristian – Liviu VELE*

*Technical University Cluj Napoca, Romania, [cristian.vele@cunbm.utcluj.ro](mailto:cristian.vele@cunbm.utcluj.ro)*

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### **ABSTRACT:**

*Employee productivity represents one of the main drives behind organizational long term sustainable development and progress. For this reason companies and entrepreneurs should constantly invest in increasing the work productivity of their employees in order to gain obtain superior levels of profitability. The main objective of this paper is to present, from an empirical point of view, the influences of transformational leadership on individual productivity in the case of Romanian companies located in the North – Western part of Romania. Transformational leadership changes the organization by influencing the attitude of its members in order to make them understand that their individual work and contribution to the organization is extremely important for the overall success. In other words, transformational leadership is aimed at correlating the personal objectives of individuals with those of the organization. The research in this paper is based on approximately 100 responses given by employees working in the researched area. The statistical analysis of the gathered data revealed relatively strong correlations between idealized influence, inspirational motivation and intellectual stimulation and employee productivity. The findings in this paper can provide a useful tool for managers and entrepreneurs in their constant efforts to increase productivity and employee motivation with the intent of gaining superior profits.*

**KEYWORDS:** *transformational leadership, productivity, inspirational motivation, intellectual stimulation, profitability*

**JEL CLASSIFICATION:** *M12*

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## FACTORS INFLUENCING PERFORMANCE OF ALBANIAN STUDENTS

**Lindita MUKAJ**

*DAR –Regional Department of Education Durres, Albania. [linditamukaj@dar.edu.al](mailto:linditamukaj@dar.edu.al)*

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### **ABSTRACT:**

*This study derives from the perspective of the significance of the education and entrepreneurship. Entrepreneurship it is the major economic force that can deliver the necessary socioeconomic development to Albanian country. The results of this study provide those in management of higher education with the necessary material for implementation and development of new methods and tools for student academic performance. Considering the increasing reports of high student failure rates this study identify what students perceive as the highly influential academic success and or failure factors. The population for the study consisted of second year students because they fit the context within which this study defines success and failure. The findings reveal a mix of factors some of which are consistent with previous research on student academic performance.*

**KEY WORDS:** *failure factors, success factors, perceptions, academic performance*

**JEL CLASSIFICATION:** *I 29, I21, I23, I29*

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## **HOW DOES BIM CONTRIBUTE TO THE SUCCESS OF THE CONSTRUCTION PROJECTS ?**

***Corina M. RADULESCU***

Tehchnical Univesity of Cluj-Napoca, corina.radulescu@cunbm.utcluj.ro

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### **ABSTRACT**

*The challenges facing the construction sector, now and in the future are many and varied: the projects are becoming more complex, while budgets and deadlines fall continuously. Increasingly more participants in the project must be taken into account and included in the workflow. The new regulations and additional requirements arising periodically are challenges that make more difficult the design and construction. The Building Information Modelling (BIM) concept emerged as a need to improve the way that buildings are designed, built and monitored. The paper approaches BIM concept as an effective solution to reduce competitive pressures in the construction industry to increase efficiency as well as quality management in construction projects and thus ensure their success. The objective of the research was to investigate the perception of managers in the construction industry about the importance of BIM performance factors, correlated with achieving success of the construction projects. The results of the study reveals that the perception of managers regarding factors of the BIM performance is correlated only with some factors which ensure project success.*

**KEYWORDS:** *Success of projects, Building Information Modelling, Key performance factors.*

**JEL CLASSIFICATION:** *C12,L74,M11*

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## IMPACT OF INNOVATION AND TRANSFER KNOWLEDGE

**Gratiela Dana BOCA**

*Technical University of Cluj Napoca, Romania, [bocagratiola@ubm.utcluj.ro](mailto:bocagratiola@ubm.utcluj.ro)*

**Lindita MUKAJ**

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

**Marsida VISHKURTI**

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

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### ABSTRACT

*Using digital technology anytime, anywhere learning is increasing, but in the same time a consumerism society keep students engaged in a virtual society under the influence of technology. To determine the impact of innovation and transfer of knowledge we need useful measures of student engagement. These measures should be adaptable to the unique challenges to studying technology or new trends in technological world which provoke market and new jobs. The study examines existing approaches to measure students engagement in technology. We identify strengths and limitations of existing measures and identify new tools and methods to improve the measurement of student engagement. Our intent is to establish factors and barriers between students and technology and suggest new methods to conceptualize and measure student engagement in technology-mediated learning.*

**KEYWORDS:** *innovation, transfer knowledge, management change, quality*

**JEL CLASSIFICATION:** *M12, M14*

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## INCREASING MUSEUM ATTENDANCE BY USING ONLINE MARKETING

**Iulia Oana ENĂȘEL**

Babeș-Bolyai University, Romania, [oana\\_enasel@yahoo.com](mailto:oana_enasel@yahoo.com)

**Izabela Luiza POP**

Technical University of Cluj-Napoca, Romania, [izabela.pop@cunbm.utcluj.ro](mailto:izabela.pop@cunbm.utcluj.ro)

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### **ABSTRACT:**

*Museum performance is frequently measured by quantitative indicators such as tickets sales and the number of visitors. Such indicators reflect the attractiveness of a museum, justify its existence and influence the level of subsidies offered by government bodies. Since the aim of museums is not to generate profit, these institutions are financially dependent on the public subsidies they receive. Museums are complex organizations with a diverse range of activities that involve significant budgets and numerous staff. For this reason, they need the financial support of local communities, and this support can be strengthened by recording a high performance. Given this background, the aim of our paper is to analyse the influence of online marketing instruments on museum attendance. To reach this goal, we conducted a case study at County Museum of Art «Baia Mare Artistic Centre». By an in-depth study of the museum's results recorded during 2007-2017, we highlighted the improvements that occurred in its attendance after adopting the decision to use online marketing channels. The outputs of our research validate the theory regarding the important role played by online marketing in the success of an organisation and can help museum managers who are in search of new ideas of performance improvement.*

**KEYWORDS:** *online marketing, social media, museums, visitors, performance*

**JEL CLASSIFICATION:** *M31, L32*

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## ITALIAN ECONOMIC INFLUENCE IN THE BALKANS

**Klodian MUÇO**

*“Aleksandër Moisiu” University, Durree, Albania, kmuco@fastip.edu.al*

**Vladimir MUKA**

*“Aleksandër Moisiu” University, Durres, Albania, vladimirmuka@fastip.edu.al*

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### ABSTRACT

*Over the last years, reflections on the loss of market quotas in international markets and the continuous rise in costs of products Made in Italy have been the main focus of the debate of the economic policy in Italy. Flexibility in employment (Rodrik, 1997), syndicate pressure (Lo Faro, 2008, Lyon-Caen, 2011 and Perulli, 2011), high fiscal pressure, globalization and the trade barriers removal for the overwhelming majority of the countries as well as a non-increasing purchasing power in the recent years, has rendered the cost of work as unbearable for the companies in the Italian market. According to Valente and Rizzardi (2014), a country's wealth is closely related to the capacity to generate and develop new entrepreneurial activities in its own territory. But given the Italian economic situation and the amount of fiscal pressure, the Italian companies perceive as the only solution the internationalization and the shift of intensive labor production to other countries in order to exploit the low rate of labor cost. According to ISTAT data (2014), in 2013 Italian companies in the textile industry reached an internationalization level of 45.2%, while the manufacturing sector as a whole represents an internationalization grade that goes up to 22.3%, three times more than the other sectors (7.3%) or as twice as the total economy (10.7%). Over the five years, this indicator has increased by 5.3%, from 16.4% to 22.3%. Only in the period 2005-2015 more than 33,000 Italian companies have shifted production activity abroad, out of which only 10% have transferred it to Asian countries, whereas the rest of them have chosen to stay in the Western countries and are recently moving increasingly to the Balkans. The main reasons seem to be the lower cost of labor, being approximately 1/3 of salaries in Italy, the liberal legislation that operates in the Balkans, the geographical position and the historically good relationship these countries have established with Italy. It is worth mentioning the fact here that most of the Balkan countries have a flat tax system at 10%. Unlike the Asian countries, the Balkan countries are in a closer proximity, which significantly reduces and affects the cost of transport and its time (Muco, 2015). This paper will focus on analysis and measuring of the impact Italian companies have on the Balkan countries. Furthermore, it will identify the regions in which the Italian companies are more concentrated, their activities as well as the sector they have become part of. The investment analysis will confirm whether these Italian companies have shifted production or have also increased the capacity of production and expanded the market. Moreover, the local labor force utilization capacity will be verified, whether they will have high productivity in all production areas or there will be differentiations and in case they exist, there are going to be checked the factors endangering it.*

**KEYWORDS:** *Production delocalization, labor cost, Italian companies*

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

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**KNOWLEDGE MANAGEMENT AND KNOWLEDGE INNOVATION  
ORIENTATION BETWEEN ITALIAN STUDENTS**

**Gratiela Dana BOCA**

Technical University Cluj Napoca, Romania, [gratiela.boca@cunbm.utcluj.ro](mailto:gratiela.boca@cunbm.utcluj.ro)

**Simona PUDDU**

COSVITEC Napoli, Italy, [simonapuddu@cosvitec.it](mailto:simonapuddu@cosvitec.it)

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**ABSTRACT:**

*The innovative knowledge can redesign the educational management perspective and implement new strategies for sustainable education for actual and future generation. The propose of this paper is to present an analytical view of the technical educational innovation field in Napoli, Italy and offers ways to increase the scale of innovation based transformations in the education needs. The Knowledge Management and transfer of innovation are very important when the communication and information are using the digital technologies. The changes in market and economy present new horizon and the need to new jobs that are not existing are rising. The individual education for independent thinking, innovation and creativity are important for the future of the next generation of students involved in future organization in Industry 4.0. The study identifies external environment, internal environment, social environment and cultural environment. A survey was apply to 850 students from different high schools with specialization in Tourism, Marketing, Accountancy, Administration, Graphics, HORECA in Napoli, Italy which can also influence the orientation of students in their carrier. The research identifies the barriers and the needs of innovation knowledge transfer for sustainable education system. The cultural barriers in technological culture give the opportunity to develop and implement new tools and methods for future generation.*

**KEYWORDS:** *innovation, knowledge management, transfer of information, barriers*

**JEL CLASSIFICATION:** *O31, O32, O35,*

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<https://ibima.org/accepted-paper/the-impact-of-knowledge-management-and-re-innovation-management/> Accessed in 8 March 2018

**MODEL ANALYSIS INTRAPRENEURSHIP DIMENSIONS AND THEIR ROLE IN  
INCREASING THE COMPANY'S COMPETITIVENESS**

***Rita Monica TOADER***

*Technical University of Cluj Napoca, North Center University of Baia Mare,rita.toader@cunbm.utcluj.ro*

***Cezar TOADER***

*Technical University of Cluj Napoca,, North Center University of Baia Mare,cezar.toader@cunbm.utcluj.ro*

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**ABSTRACT**

*Increasing global competitiveness leads companies to find new ways and means of innovation and therefore their attention on stimulating creativity of their employees. The paper presents characteristics of entrepreneurship strategies: continuous regeneration, renewal organizational innovation and redefining strategic scope. The authors described intrapreneurship dimensions: innovation, proactivity, risk taking, autonomy and competitive aggressiveness. Efficient management of the company is made taking into account the specific elements of entrepreneurial management. They have analyzed the dimensions intrapreneurial if they influence each other and developed a performance model intrapreneurship firms that reach a high level in all dimensions intrapreneurial. Smart development aimed at an economy based on knowledge and innovation and competitiveness and efficiency requires.*

**KEYWORDS:** *intrapreneurship, strategies, innovation, competitiveness, development, efficient*

**JEL CLASSIFICATION:** *M14, O31, 032*

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**MODELING THE RELATIONS BETWEEN THE INVESTMENT CHOICES  
AND INVESTMENT BEHAVIORS OF RISKY AND NON-RISKY INDIVIDUAL  
INVESTORS**

***Sinan SARAÇLI***

Afyon Kocatepe University, Turkey, [sasaracli@aku.edu.tr](mailto:sasaracli@aku.edu.tr)

***Serdar ÖGEL***

Afyon Kocatepe University, Turkey, [serdar-ogel@aku.edu.tr](mailto:serdar-ogel@aku.edu.tr)

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**ABSTRACT**

*The aim of this study is to model the behaviours of investors those who prefer risky and no risky investments via structural equation modelling. With this purpose, data set is collected from 642 risky and no risky investors in Afyonkarahisar city, Turkey. To collect data, a five type Likert scale questionnaire is prepared and analyzed via LISREL software. The results are given in related tables and figures.*

**KEYWORDS:** *risk, individual investment behaviour, structural equation modelling.*

**JEL CLASSIFICATION:** *M59, G41, C120.*

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## **PUBLIC POLICIES OF ENERGY MANAGEMENT, PUBLIC ADMINISTRATION OF THE CITY OF BAIA SPRIE**

**Rada-Florina HAHN**

Technical University Cluj Napoca, Romania, [florina.hahn@cunbm.utcluj.ro](mailto:florina.hahn@cunbm.utcluj.ro)

**Izabela Luiza POP**

Technical University Cluj Napoca, Romania, [izabela.pop@cunbm.utcluj.ro](mailto:izabela.pop@cunbm.utcluj.ro)

**Dan VASCUL**

S.C. Spria Technology Park S.R.L. Maramureş, Romania, [danvascul@yahoo.com](mailto:danvascul@yahoo.com)

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### **ABSTRACT:**

*Starting from this dicton, trying to start a comprehensive study of identification of the opportunities which they have the city in this field and hence attract European funds in this direction. The city of Baia Sprie, is located in the region of development northwest of Romania, Maramureş County, on the national highway no. 18, in the immediate vicinity of the city of Baia Mare. Having regard to the fact that the administrative structure composed of four localities, arranged in a relative grounds stretched out for an urban center, at the level of the city hall, it has been found that due to the networks of streets and roads, which summed up to reach about 178 km, networks that require public street lighting, electricity consumption during certain periods of time of the year, the increase in such manner, that it is intolerable for the local budget. Thus, under this goal I tried together with the local public administration, study the problem, starting with a detailed analysis and find the immediate removal of the reliable solutions and for the future. Attracting foreign funds and the implementation of a project which affects the use of the green power through the construction of a photovoltaic park, Community energy bills, which have become more and more, a burden of the Community as a whole.*

**KEYWORDS:** *green energy, photovoltaic park Baia Sprie, management, public administration, utility.*

**JEL CLASSIFICATION:** D73, M19, N7, Q43, R53

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- <https://romanalibera.ro/economie/panouri-fotovoltaice-cum-poate-un-consumator-casnic-sa-isi-produca-energia-709831> Acces in 27 August 2018.

## **SOCIAL MANAGEMENT AND RESPONSIBILITY IN INDUSTRIAL SECTORS IN THE NORTHWEST REGION OF ROMANIA**

***Gabriel RUS***

*Technical University Cluj Napoca, Romania, [rgawrielle@yahoo.com](mailto:rgawrielle@yahoo.com)*

***Alina Natalia POP***

*Technical University Cluj Napoca, Romania, [alinanataliapop@gmail.com](mailto:alinanataliapop@gmail.com)*

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### **ABSTRACT:**

*Organizations are dependent on the quality of the manager to act effectively and effectively. The executive manager is able to direct existing resources in a decisive manner to support organizational development. In order to exercise managerial functions at the level of each company, the management system is designed based on the requirements imposed by a set of rules, rules and principles. Transformations imposed on organizations in the current context of economic development have led to a change in the classical attitude in relation to the performance of the activity current market. Within this framework of continued changes, social issues have become a permanent concern in the work of organizations to generate performance. Social responsibility has been generated by extensive transformations in the performance appraisal, capable of capturing and reorienting organizations into the global competitiveness scheme. In most organizations where there is social responsibility, there is a particular style of doing business, a style integrated into organizational culture at all operational levels and in each development period. It is very important for the organization to perform activities that exceed the organization's fast economic interest and implementation based on legislation. The management of the studied organizations highlights how to develop an investment strategy at their level that can become socially responsible investments for a multitude of reasons based on profit, new innovations, sales growth, diminishing production mismatches, avoiding future risks and access to human capital, resulting in social excellence. Existence of multinational companies within the Northwest region of the country have implemented strategies and models of social responsibility , offering added value, a significant image capital. Enhancing organizations' performance requires interdependence across all groups, a sustainable strategy, driven by sociable, generous managers with rooted personal beliefs. Management style is an important element for organizational performance, exertion of management attributions, and factors that precede the identification of leadership style are related to organizational culture, type, personality, skills, processes, and the results will be presented in the paper.*

**KEYWORDS:** *human capital, leadership style, competitiveness, social responsibility, management*

**JEL CLASSIFICATION:** *A10, A23, B40, C10, C83*

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- [www.responsabilitate-sociala.org](http://www.responsabilitate-sociala.org) , accesat la 17.08.2018

## STUDENTS' MOTIVATION FOR LEARNING

**Cristian HEUBERGER**

"Gh. Șincai" College Baia Mare, Romania, [heunergerc@edu.ro](mailto:heunergerc@edu.ro)

**Crina FILP**

"Gh. Șincai" College Baia Mare, Romania, [filiocrina@edu.ro](mailto:filiocrina@edu.ro)

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### ABSTRACT:

*The new generation of students need motivation and well-being at school by improving learning, developing thinking skills and reasoning, and establishing relevant and relevant learning objectives, thus having a positive impact on learning outcomes. Each school unit makes active efforts to promote the well-being of students and educational staff. Leadership and orientation that will improve the welfare of students and students through cooperation with other stakeholders in the field, university, economic agents and, last but not least, society. The goal is to reduce the differences between urban and rural areas and the implementation of services for students and their career orientation. The expertise of the third sector will be used more effectively in support of education through more effective collaboration and school enlightenment in the life of the city. The authors tried to identify the factors that trigger the motivation for learning, but also those techniques and strategies by which the adults in the school - mainly teachers and managers - can increase the motivation of students*

**KEYWORDS:** *management change, education, skills, performances, new orientation.*

**JEL CLASSIFICATION :** *I 29, I21, I23, I29*

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BG Dana, L Mukaj, M Vishkurti (2016), *Creating a model culture of management change*,

*Annals of the University of Oradea, Economic Science*, pp. 871-880

## **THE DIGITAL GENERATION AND SOCIAL IMPACT**

***Păunița PIRLOG***

‘‘George Barițiu’’ College Baia Mare Romania, [ppauita@baritiu.edu.ro](mailto:ppauita@baritiu.edu.ro)

***Grațian Vasile POP***

‘‘George Barițiu’’ College Baia Mare Romania, [vasilepop@baritiu.edu.ro](mailto:vasilepop@baritiu.edu.ro)

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### **ABSTRACT:**

*The digital generation has become capable of doing more tasks at the same time, but this comes alongside costs in terms of time and performance. The data is mixed about the relationship between time spent in front of the TV, the use of smart phones, Face book and academic performance. On the one hand, there is data showing that they have a negative impact on school grades, but depending on their duration and nature, they can be beneficial. The rise of social networks has changed the nature of human interactions. Do we become friendlier to hundreds of friends on social networks or shyer because we no longer train our socializing skills? Social networks are a good environment for people with certain deficits in social skills to make friends, being an effective way to get social support. Certainly, the impact of technology development on the young generation is a topic of widespread debate.*

**KEYWORDS:** *digital generation, mass media, social network, technology*

**JEL CLASIFFICATION:** *I21, I24, I25*

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BG Dana, L Mukaj, M Vishkurti (2016), *Creating a model culture of management change*, Annals of the University of Oradea, Economic Science, pp. 871-880

## THE BOOLEAN RINGS WITH A FINITE NUMBER OF ELEMENTS

**Osman HYS**

*“Aleksandër Moisiu“ University, Durrës, Albania, [osmanhys@edu.alb](mailto:osmanhys@edu.alb).*

**Vladimir MUKA**

*“Aleksandër Moisiu“ University, Durrës, Albania, [vladimir.muka@edu.alb](mailto:vladimir.muka@edu.alb)*

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### ABSTRACT

*It is known that the Boolean's rings  $R$  with a finite number of elements  $n \geq 2$  have the property  $2^k$  that their element's number is of the form  $n = 2^k$ , where  $k$  is a natural number. In this paper, it will be presented another proof of this property. So, we will introduce an equivalence relation in  $P(R)$ , that is the set of the subsets of  $R$ , from which come out that the number of the elements of Boolean's ring  $n$ , is a divisor of the number of the elements of the set  $P(R)$ , i.e.  $2^n \mathbf{M}$ . So, we will have that  $n = 2^k$  for any  $k \in \mathbf{N}$ . We have also demonstrated that every set, which's number of elements is  $2^k$ , becomes in a Boolean ring, introducing in this set two operations. Finally, introducing on  $Z^+$  two operations, we have proved that it becomes in a Boolean ring.*

**KEY WORDS:** *boolean ring, equivalence relation, isomorphism.*

**JEL CLASSIFICATION:** *I20,I23*

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## THE IMPACT OF INNOVATION AND THE 5W's IN A GLOBAL ECONOMY

Grațiela Dana BOCA

*Technical University of Cluj Napoca, Romania, [bocagratiola@ubm.utcluj.ro](mailto:bocagratiola@ubm.utcluj.ro)*

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### ABSTRACT

*The changing on market, the dynamic competition, the new reorientation of economical organizations, the performance of economics redesign products is modeling under the new wave of customers needs and green market policy. The paper make an analyze of the 5W's keys which can influence the global market. As the future remains certain the first question is Where should be technology and innovation? then What place will occupy the technology ? Who can create a micro and macro environment to create a regional development and How science and technology are shaping the international economy. The theory about the relationship between technological change and employment reveals that innovation process should influence the labor market. The product innovation should increase the appearance of new job not even know or create. As conclusion process innovations involve investments analyze the market demand and rethinking the production.*

**KEYWORDS:** innovation, market, 5W's, management change, labor

**JEL CLASIFFICATION:** M14, O31, 032

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## THE IMPACT OF THE PUBLIC DEBT IN THE ECONOMIC GROWTH OF ALBANIA

***Klodian MUÇO***

Aleksandër Moisiu University, Albania, kmuco@fastip.edu.al

***Natasha HODA***

Aleksandër Moisiu University, Albania, nhoda@fastip.edu.al

***Dorian KRISTIQ***

Aleksandër Moisiu University, Albania, dkristiq@fastip.edu.al

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### ABSTRACT

*The majority of the policy-makers support the idea that the public debt reduces the economic growth. This opinion is along the lines of a very wide empirical literature, which shows the existence of a negative correlation between the public debt and the economic growth. This is further emphasized when debt reaches 90% of GDP (Reinhart & Rogoff, 2010). This correlation does not imply a casual. This linking between public debt and economic growth may be due to the fact that the reduction of economic growth generates high levels of public debt. In the study of Panizza and Presbitero (2012), by applying econometrics techniques to an OECD sample they conclude that the correlation between public debt and economic growth can not be verified. Instead, they see it as something casual. The results of the correlation between public debt and economic growth have a special role in the debate on fiscal policies in times of crisis.*

**KEYWORDS** *Public Debt, Economic Growth, Austerity, Albania*

**JEL CLASSIFICATION:** *H10, H30, H62*

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## **THE RELATIONSHIPS BETWEEN KNOWLEDGE MANAGEMENT AND ORGANIZATIONAL BUSINESS INNOVATION**

***Marsida VISHKURTI***

*“Aleksander Moisiu” University Durrës, Albania, [marsidaviskhurti@edu.al](mailto:marsidaviskhurti@edu.al)*

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### **ABSTRACT**

*The study aims to discover and identify the functional relationships between knowledge management processes and the organizational business and employees. The study was apply in Durrës, Albania organizations environment. The study particularly investigates the effect of knowledge discovery, capture, and sharing and knowledge application on business processes and innovation. Another investigation was realized for employees learning, adaptability and job satisfaction. Consistent with previous research, knowledge sharing produces the highest effect on organizational business processes and employees' benefits.*

**KEYWORDS:** *knowledge management, organization business, innovation; employment*

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

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## **THE TAX REGIMEN OF LEGAL AGREEMENTS CONCLUDED BY NATURAL PERSONS IN ROMANIA**

***Constantin CUCOȘEL***

Technical University of Cluj-Napoca, North University Centre of Baia Mare

Faculty of Sciences, Romania, cucoselc@yahoo.com

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### **ABSTRACT**

*In this material we would like to analyze the situation of legal agreements from a legal point of view and in terms of the tax regimen, in particular the situation of contracts for services, i.e. if for a certain contract one wishes to conclude a contract for services with resident natural persons who have a different main work contract. What are the fees and taxes generated by such a contract for services for the society and for the natural person? What statements does each party have to submit? The fiscal regimen of these income categories was substantially modified as of January 1, 2016, when the new Fiscal Code came into force, and through the Governmental Decree no. 79/2017 the regimen of social contributions incurred by these income categories was modified as of January 1, 2018.*

**KEYWORDS:** *contract, agreement, income tax, social contributions, payers.*

**JEL CLASSIFICATION:** *H21, H32, K12, K34*

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- Ordonanța Guvernului nr. 92/2003, privind Codul de procedură fiscală, republicată în Monitorul Oficial al României, partea I, nr. 513/31.07.2007, cu modificările și completările ulterioare (Governmental Decree no. 92/2003, on the Fiscal Procedure Code, republished in the Romanian Official Gazette, Part I, no. 513 / 31.07.2007, with subsequent modifications and amendments)
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- H.G. nr. 1/2016 pentru aprobarea Normelor metodologice de aplicare a Legii nr. 227/2015 privind Codul fiscal, publicată în Monitorul Oficial nr. 22 din 13 ianuarie 2016, cu modificările și completările ulterioare (Governmental Decree no. 1/2016 for the approval of the Methodological Norms for the application of Law no. 227/2015 regarding the Fiscal Code, published in the Romanian Official Gazette no. 22 of 13 January 2016, with subsequent modifications and amendments)
- O.U.G. nr. 25/2018 pentru modificarea și completarea unor acte normative și pentru prorogarea unui termen, publicată în Monitorul Oficial nr. 291 din 30.03.2018 (Governmental Emergency Decree no. 25/2018 for the modification and amendment of some normative acts and for the extension of a term, published in the Romanian Official Gazette no. 291 of 30.03.2018)
- Instrucțiunea nr. 9 din 18.06.2018 a Ministerului Muncii și Justiției Sociale privind modificarea anexei 1 a Instrucțiunii nr. 3/23.10.2017 (Instruction no. 9 of 18.06.2018 of the Ministry of Labor and Social Justice amending Annex 1 of Instruction no. 3 / 23.10.2017)

## THE USE OF SUSTAINABILITY ACCOUNTING FOR MEASURING, REPORTING AND IMPROVING ORGANISATIONAL PERFORMANCE

**Diana Sabina IGHIAN**

Technical University of Cluj-Napoca, Romania, [diana.ighian@cunbm.utcluj.ro](mailto:diana.ighian@cunbm.utcluj.ro)

**Izabela Luiza POP**

Technical University of Cluj-Napoca, Romania, [izabela.pop@cunbm.utcluj.ro](mailto:izabela.pop@cunbm.utcluj.ro)

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### ABSTRACT

*Due to the increased pressure of adopting a sustainable way of doing businesses, many companies have started to search for concrete tools which can be used to assess their sustainability results. This led to the emergence of sustainability accounting as a possibility of transforming sustainable development of organisations from a purely theoretical concept into one that can be quantified. However, many organizations are finding it difficult to apply a sustainability accounting framework. Despite that several models for measuring sustainability have been developed, they need to be tailored to the particularities of different legislative systems and sectors of activity. Therefore, this paper aims to bring some new perspectives about the use of sustainability accounting by Romanian organisations, with a particular focus on the way in which museums can integrate sustainability accounting with reporting and performance measurement. To reach this goal, the first part of the paper explains what sustainability accounting is and why museums should use this tool. The literature review is followed by several case studies regarding the extent to which Romanian museums disclose non-financial information about their environmental and social performance. Finally, the last part is dedicated to the conceptual development of a sustainability accounting framework for museums.*

**KEYWORDS:** *sustainability accounting, performance indicators, resources, development*

**JEL CLASSIFICATION:** *M49, Q56, Q01*

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## TRAVELING SALES PROBLEM SOLVED BY BRANCH AND BOUND ALGORITHM IN LINDO PROGRAMMING

Erjon DUKA

” Aleksandër Moisiu” University, FASTIP, Durrës, Albania, [eduka@fastip.edu.al](mailto:eduka@fastip.edu.al)

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### ABSTRACT:

*This paper offers a description of the branch-and-bound (B & B) algorithm for the Traveling Salesman Problem with asymmetric cost matrix (ATSP). Branch and bound (B & B) is a set of enumerative methods applied to solving discrete optimization problems. The original problem, also referred to as a “root problem” is bounded from below and above. If the bounds match, the optimal solutions have been found. To find the shortest path for a tour using Branch and Bound for finding the optimal solutions. A B & B algorithm consists of a systematic enumeration of all candidate solutions, where large subsets of fruitless candidates are discarded, by using upper and lower estimated bounds of the quantity being optimized. The principle behind creating relaxed sub problems (relaxations) of the original problem, the process also known as “branching,” is that unlike the original problem, the relaxations can be solved within a reasonable amount of time. If a sub problem can be optimally solved, its solution is a feasible, though not necessarily optimal, solution to the original problem. Therefore, it provides a new upper bound for the original problem. Any node of the search tree with a solution that exceeds the global upper bound can be removed from consideration, i.e., the branching procedure will not be applied to that node. The tree is searched until all nodes are either removed or solved. B & B is guaranteed to reach the optimal solution, provided that it exists.*

**KEYWORDS :** *numerical methods, integer programming, linear programming, traveling sales problem, Lindo programming*

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

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