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Assoc.Prof.Dr. Gratiela Dana BOCA

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CULTURE OF QUALITY TRANSFER TO KANBAN 4.0 IN SMART MANUFACTURE

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ABSTRACT

Quality 4.0 aligns with the new trend in Industry 4.0, successfully moving through quality management to the digital environment. Companies that invest in Quality 4.0 will achieve significant improvements in the value chain through operational efficiency and services, thus maintaining customer satisfaction but at the same time and implementing a culture of company quality. Quality 4.0 refers not only to technology, but also to people who use technology in technological processes. Applying the traditional methods Kanban, Gemba and the 7 without technical solutions were found as the weak links of the technological processes. We can consider that this is how the first steps of the transfer and the awareness of the transfer to the Kanban 4.0 method were performed. The article presents the solutions taken by a factory to improve quality management. By applying a questionnaire to the three work teams of a technological process, it was possible to identify weaknesses in different stages of the process. The questionnaire was structured so that the following indicators were taken into account: visibility of the working method, stock of raw materials, workflow, continuous improvement through the feedback mechanism, teamwork, measures applied, quality and well-defined processes in the verification and maintaining the quality of production processes. By applying the questionnaire it was possible to identify the principles of the Kanban method: visibility, accessibility and standardization applying the Kanban method. The article presents the solutions taken by the factory to improve quality management and harmonize the technological process with the new concept of intelligent manufacturing. Quality 4.0 offers a variety of tools and techniques that can be implemented to automate compliance activities to the digital factory.

KEYWORDS: *quality management, Gemba, culture of quality, Industry 4.0, Quality 4.0, Kanban 4.0*

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GOVERNMENT'S ROLE IN COPING WITH THE DIFFICULT ECONOMIC SITUATION

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ABSTRACT

Government's role in coping with the difficult economic situation caused by the devastating earthquake of November 26, 2019 that hit our country and the consequences of the global pandemic COVID-19, which paralyzed the globe and consequently affected the economy of our country already in difficulty, are in the focus addressed in this material. Based on various literature sources, we will analyze the role of the Albanian government in coping with the extremely difficult economic situation after the devastating earthquake of November 26, 2019, its efforts for the country's recovery and raising awareness of the international factor for providing economic assistance through the Donors Conference for reconstruction "Together for Albania". This difficult situation for our country was followed by the deterioration of the health situation, as a result of the spread of the global pandemic COVID-19, declared by the WHO, which brought the whole world to its knees. The two main players overseeing a country's economic development are the government, with its Ministry of Finance and Economy, and the Central Bank. The main focus in this paper will be the role of the Government in these processes. We will look at what fiscal and administrative fiscal policies the Albanian government has undertaken, and which of these have contributed to coping with the economic situation of our country. We will also analyze the efficiency and the role that the government has in maintaining and economic development of the country.

KEYWORDS: *government, economy, global pandemic*

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THE IMPACT OF COVID-19 PANDEMIC ON THE TOURISM SECTOR IN ALBANIA AND OPTIONS FOR A SUSTAINABLE RECOVERY

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ABSTRACT

Tourism is considered by all as one of the most important sectors of our economic system, with a direct and indirect impact of up to 20% of GDP. The study of World Travel and Tourism Council in 185 countries of the world finds out that tourism constitutes 10.4% of global GDP; 10% of employment, 6.5% of total global exports and has had a contribution of 3.9% of global growth in 2018. Tourism is also considered a re-balancing factor thanks to the growth that is able to put in motion different productive sectors as a result of the multiplier effect it has on income and employment. But nowadays, like many other sectors of the economy, it is considered the most affected one by COVID-19: with a decrease of 30% of global flows and a decrease of 60% in the Albanian economy. Given this situation, the objective of this paper will be studying the impact of COVID-19 on our economy and the economic policies that can be undertaken to launch this priority sector for the country's economy. The methodology used in this paper is a descriptive statistical analysis and qualitative data. It is expected that the tourism sector to be the most affected one and that economic policies related to tourism can connect this sector with agro-processing industry transforming it to a new dimension and creating regional brands.

KEYWORDS: *tourism sector, political economy, economic development*

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A CONCEPTUAL STUDY ON THE CONSTITUTION CONTRADICTION OF A COLLECTIVE COMPANY WHICH IS DISPOSED IN THE EARLY PAYMENT OF OVERDUE DEBTS

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ABSTRACT

Pursuant to code 297 of the Turkish Commercial Code numbered 6102, liquidators of a liquidated collective company are obliged to pay the debts that are not yet due immediately by applying a discount and the creditors are obliged to accept this. This provision indicates that the creditors must comply with the discount rate determined by the liquidators in case of early payment. In private law, the creditors are confident that the debt of the debtor will be paid on time and according to the amount of the debt, and in this context they are willing to contract and therefore lend. In the liquidation of a collective company, the creditor who has no effect and supports the company by lending; In early payment, a discount, whose rate is not determined by the law, cannot be forced to be sentenced to acceptance. This provision requires the borrower to consent to the discount rate determined by the liquidator. However, it is thought that the aforementioned provision contradicts the principle of freedom of contract in code 38 of the 1982 Constitution and the rule state of law, which is also expressed in the second article. Based on these reasons, it is aimed to reveal the principles of this argument in the study. In this sense, its contribution to the field points to the importance of the study. In this context, first of all, the issues regarding the relevant provision will be determined and similar regulations in other companies will be examined. In addition, by examining the unconstitutionality of the aforementioned provision, some wishes will be included in the study.

KEYWORDS: *Unlimited Companies, Liquidation, Company Creditors, Discount*

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FACTORS THAT INFLUENCE EDUCATION 4.0

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ABSTRACT

Universities around the world have faced a new pandemic that has forced closure unlimited term campuses and conducting educational activities on online platforms. Universities have not been prepared for such a transition and their online learning the process gradually evolved. The paper presents a survey about the opinion of students from Technical University of Cluj Napoca ,Romania, about their opinion on various aspects of online education during the ongoing pandemic. A group of 300 students participated. The questionnaire was structured in four parts to determine the student's needs, knowledge's, students' abilities in using virtual platforms and students evaluation. Students were appreciated the software and online study materials used to support it online education. However, students found online education stressful as well affecting their health and social life. This pandemic has led to widespread adoption online education and the lessons we are learning now will be useful in the future.

KEYWORDS: *environmental education, management change, student behavior, student attitude*

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THE PROCESS OF DECENTRALIZATION OF POWER IN ALBANIA

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ABSTRACT

Albania is part of unitary model countries and for more than four decades has operated in a very centralized regime. This extreme centralization of the dictatorship period sanctioned by the Constitution of the Socialist People's Republic of Albania, approved in 1976, ensured the dominance of the vertical centralized module in local government in Albania, considering local government as part of central government. After almost half century of highly centralized governance, Albania embarked on the path of political decentralization and only from the beginning of the '90 did it begin to build its democratic institutions. Political pluralism, the democratic processes that Albania was undertaking, necessarily required the need for decentralization, but this process would present great challenges, both in the willpower of the determining factors to implement decentralization in all its dimensions, as well as in infrastructural and professional capacities, to put it into practice, in order to gradually make it possible to replace the centralized inherited state with a more decentralized system of government. The government has formulated and ratified by Parliament a strategy for decentralization, which is in line with the European Charter of Local Self-Government and the Constitution of the country. The 1998 Constitution sanctioned the need for decentralized local government. It states that "Local Government in the Republic of Albania is established on the basis of the principle of decentralization of powers and is exercised in accordance with the principle of autonomy.

KEYWORDS: *decentralization, fiscal decentralization, decision making, civic participation, increased accountability*

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A CONCEPTUAL STUDY ON DECENT WORK IN BUSINESS AND MARKETING

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ABSTRACT

The concept of decent work emerged in a report presented at the 87th International Labor Conference in 1999 by ILO Director-General Juan Somavia. The concept, whose basic philosophy is based on the correction of negative working environments in business life, has been on the agenda of the world since 1999. Essentially, the ILO aims to develop working standards in business life within this framework. This concept has sometimes been constantly criticized for reasons such as the economic conditions of the country, the financial difficulties of the enterprises or the events related to the pandemic. Therefore conflicts have arisen between the demands of employees for decent work and what the business life has to offer. In addition, while large enterprises on a global scale prefer eastern and far eastern countries because of cheap labor, they make their production investments with low costs, while unsuitable situations such as work accidents, occupational diseases or unhealthy environments have been constantly observed. For this reason, the basic philosophy of the concept of decent work includes many issues such as decent working conditions, worker health and safety, social opportunities, receiving the deserved wage, union rights, not employing forced workers, preventing child labor and women's rights. Especially in the pandemic period, important problems have occurred in terms of employees due to the restriction problems experienced in the business life of our country. Dismissals, over and unsafe working conditions, falling wages due to cheap labor of Syrian and Afghan immigrants constitute the main problem of our study. Accordingly, in this study, the performances of decent work for our country were evaluated in line with the existing philosophies. The current conclusion is that there are many obstacles in front of our country for decent work.

KEYWORDS: *Decent Work, Business Management, Marketing Management*

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TOOLS USED TO IMPROVE QUALITY MANAGEMENT

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ABSTRACT:

The transition from the traditional factory to the smart one requires a transfer period. Improving quality can be achieved by using traditional tools. The company has implemented a quality management system, and continues to use classical tools to optimize its production. The design of an action plan to move from Quality 3.0 to Quality 4.0 can be achieved by identifying weaknesses that occur during technological processes to improve productivity. The article presents two situations related to the management control of the company. This highlighted the emergence of lower productivity and inadequate product quality. This study reflects the situation of the company and is aware of possible errors in the production process and how to eliminate or reduce unproductive events. For a better analysis, the cause-effect diagram was made to know clearly and objectively the defects discovered in the production process, taking into account the unproductive elements.

KEYWORDS: Quality 3.0, Quality 4.0, fish bone diagram, 5M's, survey

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A STUDY ON THE EFFECT OF PANDEMIC CONDITIONS ON ANTI-PRODUCTIVE BUSINESS BEHAVIORS IN THE ORGANIZATION

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ABSTRACT

The aim of this research, which is aimed to be carried out, is to determine whether people whose working conditions and daily standards changed during the pandemic period exhibit anti-productive work behaviors. During the pandemic period, as there were many restrictions, many changes in the structure of the organization. Accordingly, it is important to determine the changes in the working habits of people and to determine the measures that organizations can take in this direction. For this reason, the effects of pandemic conditions on anti-productive business behavior on people working in the civil aviation sector will be examined. The reason for choosing the civil aviation sector is that it is the sector most affected by the pandemic conditions. In this study, Conway et al. (2020) with the "Pandemic Conditions" scale developed by Spector et al. It is planned to use the "Anti-Productivity Business Behaviors" scales developed by (2006). Pandemic conditions scale is under one dimension and data are collected with the help of a 5-point Likert scale. The anti-productive business behavior scale is; It consists of five sub-dimensions: withdrawal, abuse, theft, sabotage, and deviation from production. In this scale, data will be collected with the help of a 5-point Likert scale.

KEYWORDS: Pandemic, Anti-Productivity Business Behavior, Civil Aviation

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CRITICAL PROCESS DETERMINATION APPLICATION IN A LOW-COST AIRLINE

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ABSTRACT

The purpose of this study can be summarized as determining the priorities in process improvement by determining the critical processes, taking into account the effect of processes on critical success factors and the company's current ability to execute processes in an airline whose marketing strategy is lowcost focus. Thus, it is thought that determining which of the airline operation processes may be more critical for low-cost airlines and the processes that are prioritized in process improvement studies can be revealed in general. In this study, the decision matrix will be used to determine the critical processes of a lowcost airline. As a result of the study, it can be said that the processes that need to be developed in the airline which has been studied has been determined.

KEY WORDS: *Process, Critical Process Critical Success Factor, Low Cost Airline*

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PERMANENT EDUCATION

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ABSTRACT

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

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

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SUSTAINABILITY ACCOUNTING FOR ROMANIAN ORGANIZATIONS

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ABSTRACT:

Lately, many companies have started looking for concrete tools that can be used to evaluate the results of their sustainability. This has led to the emergence of sustainability accounting as a possibility to transform the development of organizations from a purely theoretical concept to one that can be quantified. However, many organizations find it difficult to apply a sustainable accounting framework. Despite the fact that several models for measuring sustainability have been developed, they need to be adapted to the particularities of different legislative systems and sectors of activity. Therefore, this paper aims to bring some new perspectives on the use of sustainability accounting by Romanian organizations, with particular emphasis on how they have adapted and the new challenges with the COVID 19 pandemic. The paper explains what accounting is sustainability and why companies should use this tool. Harmonization with the new paradigms of the situation caused by the pandemic regarding tele-working, payment and aid granted to the HoReCa field followed by a case study on the measures taken in the accounting field in connection with the new situations within the companies.

Keywords: sustainability accounting, performance indicators, resources, development

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MODELING ENTREPRENEURSHIP AND SUSTAINABILITY IN ROMANIA

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ABSTRACT:

Many organizations are looking for solutions to become sustainable. In this sense, one of the newest trends in management is the application of entrepreneurship is the identification and support of innovation. This is based on the economic and social pillars of sustainability, namely initiative, originality, creativity, innovation, finding opportunities and taking risks. The new wave of Industry 4.0 has led to the need to harmonize the activity of organizations and harmonize with new market trends. Therefore, this paper aims to analyze how the entrepreneurial behavior of some managers describes the concepts of sustainability and entrepreneurship and the implementation of a culture towards innovation and the connections that exist between the economic pillars.

KEYWORDS: *entrepreneurship, sustainability, development, indicators*

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FACTORS INFLUENCING THE ENTREPRENEURSHIP IN MARAMUREȘ REGION

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Abstract:

The article, proposes to identify important factors contributing to a sustainable development of Maramureș County, taking in consideration the factors which influence the entrepreneurship and the desire to open a new business. The results of the research show that despite the facilities from European Union policy to help younger generation to start a new business or to improve their own business, there are some factors which influence people's perception and behavior like personal needs, information about business, innovation in new fields, the necessity to stimulate the young entrepreneurs and how it is possible to influence their mentality. The results show that entrepreneurial skills and abilities are important for the future behavior; also the education and participation to courses and specialization are important. Another factor is innovation which stimulates the entrepreneur to start new business and to adapt their business in new fields. The results reflect that future entrepreneurs have information about business and specific problems like: money, time and lack of information

Keywords: entrepreneurship; regional development; needs; skills; innovation

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DIGITAL MARKETING USING ONLINE CUSTOMERS RESPOND

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ABSTRACT:

This article explores the potential of Artificial Intelligence (AI) chatbots for creating positive change by supporting customers in the digital realm. Our study, which focuses on the customer and his/her declarative psychological responses to an interaction with a virtual assistant, will fill a gap in the digital marketing research, where little attention has been paid to impact of Error and Gender, as well as, the extent to which Social Presence and Perceived Competence mediate the relationships between Anthropomorphic design cues and Trust. We provide consistent evidence of the significant negative effect of erroneous conversational interfaces on several constructs considered in our conceptual model, such as: perceived competence, trust, as well as, positive consumer responses. We also provide support to previous research findings and confirm that people employ a biased thinking across gender and this categorization also influences their acceptance of chatbots taking social roles. The results of an empirical study demonstrated that highly anthropomorphized female chatbots that engage in social behaviors are significantly shaping positive consumer responses even in the error condition. Moreover, female virtual assistants are much more forgiven when committing errors compared to the male chatbots.

KEYWORDS: *digital marketing; customer; chatbot; sustainable market*

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BARRIERS FOR FUTURE SMART MANUFACTURE

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ABSTRACT

This article presents the author's view of how a new reorientation of management culture should be defined and analyzed if it is to be use in the field of a new redesign production management. A brief introduction is provided, starting from the 5 W's about who, why, what, and where are the two countries Albania and Romania particularly East countries in different economical stage of development. How the production the engine of economy can be in a new situation, if it is possible to identify some common barriers in culture manageemnt. The results of case materials are presented to illustrate how using a culture model to analyze management culture and how to think about management culture changes. The paper present the concept of regonal organizational culture and managers and entrepreneurs dilemma because there is presently local concept upon the production, how the peoples observed their production activities, how the economical activities are oriented in a specific field and how we can re-design a new concept of manufacture organization for future, a new MANU-FUTURE organization.

KEYWORDS: Organization culture, Quality, Innovation culture, Management change,

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THE USE OF SMART DEVICES DURING COURSES

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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*

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IMPACT OF COVID-19 RESTRICTIONS ON AIRLINE OPERATIONS

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ABSTRACT:

Corona viruses can be called as a collection of viruses that cause disease in humans, and the new corona virus disease that started in China and affected the whole world in a short time was called COVID-19. COVID-19 is an infectious virus and can cause death in humans. Since airway is the most effective mode of transport for moving people from one country to another, it can be stated that air transport plays a negative role in the transformation of the epidemic into a pandemic. For this reason, countries have imposed various restrictions on air transport according to the course of the epidemic. The aim of this study is to determine their effects on airline operations and operational processes classifying these COVID-19 restrictions in terms of content and to reveal the most appropriate business model to be implemented in the COVID-19 period in line with these effects. A field study was conducted to investigate the effects of COVID-19 restrictions on airline operations, and 30 people who served in airlines whose operations in Turkey were managed by the AOCC were interviewed. As a result of the interview, it can be reported that the restrictions on air transportation due to COVID-19 are classified and the characteristics that airlines should have in this period are generally revealed by analyzing these classified restrictions.

KEYWORDS: COVID-19, Pandemic, Airline, Business Model, Restrictions

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