

*3<sup>rd</sup> International Symposium Economy-Innovation-Communication-University  
June 3-4 2011 BAIA MARE ROMANIA  
E.I.C.U*

**Economie-Inovație-Comunicare-Universitară**

**3<sup>rd</sup> INTERNATIONAL SYMPOSIUM  
WORKSHOP**



**E I C U**

**Economy-Innovation-Communication-University**

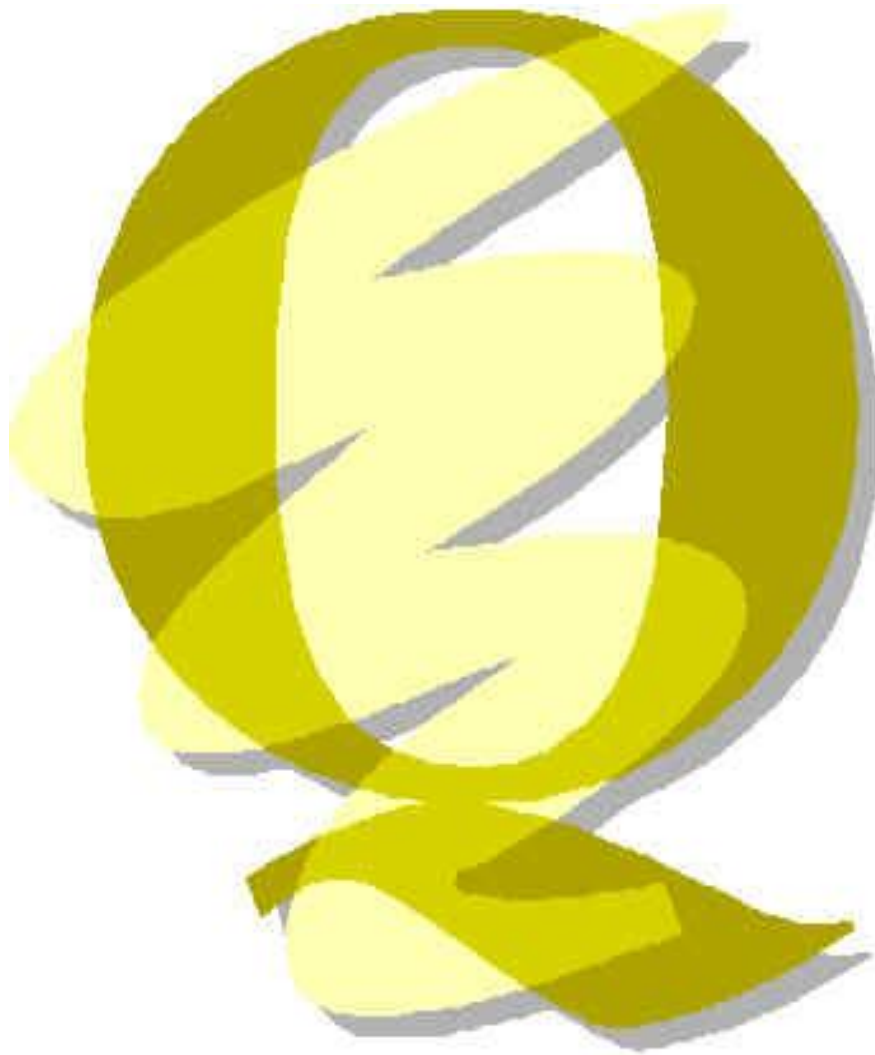
**BAIA MARE- ROMANIA -2011**



*Quality Access to Success*

*3<sup>rd</sup> International Symposium Economy-Innovation-Communication-University*  
*June 3-4 2011 BAI A MARE ROMANIA*  
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THE MINISTRY OF EDUCATION, RESEARCH, YOUTH AND SPORTS  
ROMANIA  
NORTH UNIVERSITY OF BAI A MARE  
FACULTY OF SCIENCES  
DEPARTMENT OF ECONOMICS



**QUALITY - ACCESS TO SUCCESS**

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**FILIALA JUDETEANA A UNIUNII GENERALE  
A INDUSTRIASILOR DIN ROMANIA**

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## **SYMPOSIUM PROGRAM**

- 3<sup>rd</sup> June 2011

<b>Hour</b>	<b>Programme</b>
10.00– 10.30	Participant’s registration
11,00	Opening Ceremony
	<b>Workshop: EICU presentation Economie-Inovatie-Comunicare-Universitara <a href="http://eicu.ubm.ro">http//: eicu.ubm.ro</a></b>
	<b>Keynote speaker ABANT IZZET BAYSAL UNIVERSITY A.I.K.U Turkey prof.dr. Mustafa KARA Manager of Organization and Management Department</b>
13.00	Break
13.30	Papers presentation
15,00	Break
16.30	Papers presentation
18.30	Break
19.00	Award of ”Peter Dietz” and ”Pay Eugen” prize for innovation and new ideas in research work

- 4<sup>th</sup> June 2011

<b>Orele</b>	<b>Programul</b>
9.00	Round table. Conclusions
10.00	Social program



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**Prof.dr.Mustafa KARA,**  
Abant Izzet Baysal University,  
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**THE 3<sup>rd</sup> INTERNATIONAL SYMPOSIUM- WORKSHOP  
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***ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES  
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**A PROVOCATION TO IMPROVE QUALITY PRODUCT  
ORGANIC AGRICULTURE?**

**Alina HELINDEAN**  
North University of Baia Mare  
Faculty of Sciences

**Abstract:** *The paper presents the evolution of the organic farming in Romania, the general background, the legislation into effect, the institutions habilitated to coordinate this activity, the rules that should be observed for a product to be labeled as organic, opportunities for Romanian farmers, the new challenges in the filed, tendencies and traditions.*

**Keywords:** *Organic agriculture, organic product, Romania*

**MANAGEMENT SERVICES IN EDUCATION. UNIVERSITIES – A REASON  
FOR A COMPETITIVE EUROPEAN EDUCATION**

**Ec. Daniela Elena BIRTOC**

University of Nord Baia Mare

Faculty of Sciences

**ABSTRACT:** *In the current context of economic development, human resources is important of competition, both nationally and internationally. Computerized economy in global competition, quality and inventiveness of human resources are the main factors underlying the gap is disparities between states based on key. Educational services clients are receiving education both individuals and their families and society as a whole. The deficiencies noted in management education institutions resulting from the orientation to solve quality problems and mitigating the extent of their occurrence and not the steady increase of the quality of processes and activities that causes these problems, the duality of organizational structures in education and the tendency of self-isolation of staff and branches functional, the imperfect process of analysis and measurement of quality management institution and quality problems in cases where a common model "delayed modernization."*

**Keywords:** *human resources, quality of education, educational services, management, educational management.*



## QUALITY MANAGEMENT IN EDUCATION

**Simina CODREAN**  
North University Baia Mare  
Faculty of Sciences

**Abstract:** *We live in a time of rapid change – change that is often unpredictable and not always positive. The best way to manage change, whether positive or negative, is to prepare for it, and that there is no greater form of preparation for change than investments in education. These investments must focus on efficiency of school curriculum and teachers of the highest quality – teachers who are creative and committed to their own life-long learning and self-improvement. Quality education puts students at the centre of the process; student achievement must be the school's first priority. Since schools exist because of students, this would seem self-evident. Public schools should provide society with an engaged citizenry, productive workers, and creative individuals who will develop new knowledge and innovations in the arts and sciences.*

**Key words:** *quality education, curriculum, teachers competence*

## QUALITY MANAGEMENT IN UNIVERSITIES. EDUCATIONAL SYSTEM IN BULGARIA

**Christo MAKALOV**  
Trakia University  
Faculty of Education  
Bulgaria

**Abstract** *The 2006 Spring European Council<sup>1</sup> outlined the twin challenges which Europe's education and training systems face when it concluded that they are critical factors to develop the Europe's long-term potential for competitiveness as well as for social cohesion. It stated that reforms must be stepped up to ensure high quality education and training systems that are both efficient and equitable. These issues are central to the fulfillment of the objectives in the Lisbon Partnership for Growth and Jobs and the Open Method of Coordination for Social Inclusion and Social Protection. Across Europe, in the context of public budget constraints and the challenges of globalisation, demographic change and technological innovation, great emphasis is being placed on improving efficiency in the education and training sector.*

**Keywords:** *quality education, management change, curricula*



## KAIZEN METHODOLOGY IN QUALITY MANAGEMENT

Adrian BOCA  
North University Baia Mare,  
Faculty of Sciences

**Abstract:** Kaizen cannot deal with all problems and one size does not fit all but a flexible implementation does open up the dimension of collaboration between the workforce, the management and the technical departments. In every company, it operates in a different way to suit the circumstances but all consider it indispensable. It is more flexible and tolerant than may be expected it is a tool for the integration of technology strategy with the business strategy of organization. Technology is forcing organizations to become more competitive at every instance there are innovations taking place. Recent innovations in the form of total quality management, reengineering work process, flexible manufacturing system have only one thing in common- serving the customer well thought improved operational efficiency. For instant Quality Management advocates emphasize the importance of achieving greater quality and flexibility at lower cost and waste.

**Keywords:** quality, kaizen, quality management, waste cost  
**JEL Classification:** M11

## MAINTAINING QUALITY CONTROL IN PRODUCTION MANAGEMENT OF S.C. LUCY STAR S.R.L

Andreia BARE,  
Cristina BUD,  
Gabriela CIOCAN  
North University of Baia Mare  
Faculty of Sciences

**Abstract** Production management is responsible for decisions relating to production processes, goods or services so that results conform to specifications, quantities to be delivered at the required time and at minimal cost.

**Keyword:** production management, objectives, quality



## MAKE-UP IN MY FUTURE

**Alina NEMES ,**  
**Anca PEȘLIUC,**  
**Erika SILAGHI**  
North University Baia Mare  
Faculty of Sciences

**Abstract:** *The technological environment nowadays represents one of the most dynamic components of the macro medium business, with implications for all sides of social life. Regarded not only as an influential contemporary phenomenon, but also as a form of human creativity, innovation means, above all, change. Technological changes are appearing more and more pronounced in the cosmetics world, evidence in this sense is the produced "The Secret"- the robot make-up artist that will satisfy the needs of the consumer at a far superior level in comparison to present products.*

**Keywords:** *innovation, consumer, development, research, and modernization.*

## VIRTUAL QUALITY & TAGUCHI METHOD

**Suleyman BOLAT,**  
**Ramazan SATICI**  
Karabuk University  
Faculty of Engineering

**Abstract:** *This paper is focus on making an objective comparison assessment of quality improvement using as quality indicator for industrial products. Management of technology is crucial for all of us. It involves dealing with technical issues across a broad spectrum of functional areas. Recent innovations in the form of total quality management, reengineering work process, flexible manufacturing system have one thing in common serving the customer well thought improved operational efficiency. Technology is forcing organizations to become more competitive at every instance there are innovations taking place. Taguchi robust engineering methods will be used to conduct the robust assessment study for a product in design stage of product.*

**Key words:** *Taguchi method, quality improvement, life cycle*

**PROMOTING TOURISM IN MARAMURES COUNTY  
A SWOT ANALYZE FOR SC TURIST SUIOR SRL**

**Simona- Ioana MATE**  
Nord University Baia Mare,  
Faculty of Sciences

**Abstract:** *Complex Turist Suior is defined as an oasis of peace and comfort for holidays and leisure time. Surrounded by mountains, yet only 18 km from Baia Mare, Turist Suior Complex is easily accessible, offering guests the perfect location for relaxation, escape from daily life and business. Stepping over the threshold gate Maramures, a symbol of local folk art and architecture, you leave behind anxiety and daily stress. Iza, Mara and Ignis, the three mini hotels will confesses by their name, the first symbols of the soul of the people from Maramures, that they love them and sing them as dear beings. The area offers tourist routes marked, accessible to all categories of tourists. Among the most representative as : Creasta Cocosului, Resort Izvoare, Complex Borsa, Barsana Monastery.*

**Keywords:** *SWOT analysis, types of tourism, demand and customer structure, opportunities.*

**HERITAGE TOURISM A MARKETING FOCUSED APPROACH**

**Andreea Florentina CALAUZ**  
North University Baia Mare  
Faculty of Sciences

**Abstract:** *Heritage tourism is not a new type of tourism. While it may be promoted as component of special interest tourism, it is a form of tourism that has been detectable for as long as the concept of tourism has received academic attention. The majority of writers agree that tourists have become bored with conventional forms of tourism – they want something more “authentic”.*

*Others argue that tourists are now more mature, demanding and discriminating in their choice of travel. Cultural tourism (a term that includes heritage tourism and is sometimes used interchangeably with it) enables this type of tourist to engage in more intellectualized and specialized activities.*

*People now have wider horizons because of an increased and changing emphasis on the way in which they wish to spend their leisure time.*

*The “heritage” concept in its broader meaning is usually associated with the word “inheritance”, that is, something transferred from one generation to another.*

**Keywords:** *tourism, heritage, culture.*



**MARKET POSITION OF COUNTY MUSEUM OF ART  
«BAIA MARE ARTISTIC CENTRE»**

**Izabela Luiza POP**  
North University Baia Mare  
Faculty of Sciences

**Abstract:** *This article seek to realize a brief analysis of County Museum of Art “Baia Mare Artistic Centre” consumers and competitors, on which can be identified the most important gaps on the market and how these weaknesses can be removed and turned into strengths, which then lead to the entity development. In turn, the museum development is useful for the local community because “museums are magnets of economic development”, contributing to local traders revenue growth, which ultimately leads to citizens life quality improvement. The analysis seeks to determine the structure of visitors, according to different criteria, evolution of the visitors, the museum's competitors, absolute and relative market share, the potential and the ways of development on the market.*

**Keywords:** market share, targeted segment, visitor ship, competitors, consumers

**JEL Code:** M300

**ROMANIAN TOURISM BETWEEN PROSPERITY AND DECLINE**

**Marina UNGUREANU, Doris HANTIG**  
Universitatea de Nord, Baia Mare, Faculty of Sciences

**Abstract:** *International tourism market is very sensitive, tourism demand is driven by both market forces (conjuncture fluctuations, supply and distribution of tourism products), as well as many exogenous factors, not directly linked to tourism, but whose influence is decisive. Currently, worldwide, tourism is experiencing a significant development and is considered one of the activities that reflect the quality of life. In this regard, we emphasize that international tourist flows is a dynamic component of international economic exchanges. Trends of foreign tourists arrivals geographical areas, reveal the need to develop this area of activity as an important source of national economic recovery of the various countries with significant tourist resources. However, it can be said that this sector is an industry producing services that are requested each year permanent, seasonal or even daily, a growing segment of the population from all corners of the world.*

**Keywords:** business tourism, spa tourism, cultural tourism, religious tourism, ecotourism, rural tourism.



## RURAL TOURISM IN CYPRUS

**Cristina Diana TARTA**  
North University Baia Mare  
Faculty of Sciences

**ABSTRACT** Rural tourism has long been considered a means of achieving economic and social development and regeneration. It has been widely promoted as an effective source of income and employment, particularly in peripheral rural areas where traditional agrarian industries have declined. However, a number of established tourism destinations have also turned to rural tourism in order to diversify their tourism products and markets and to spread the benefits of tourism away from the coastal resorts into the hinterland.

**Keywords:** rural tourism, agro tourism, tourism in Cyprus

## COORDINATION PRICE IN ONE BIMATRIX GAME EXPERIMENT

**Barinková, Karolína**  
University of Pavol Jozef Šafárik,  
Faculty of Philosophy

**Gróf, Marek**  
Technical University in Košice,  
Faculty of Economics

**Kubák, Matúš**  
Technical University in Košice,  
Faculty of Economics

**Rešovský, Marcel**  
Technical University in Košice,  
Faculty of Economics

**Abstract:** The experiment engaging 50 participants was performed to model and identify the determinants of the coordination price. Here, a questionnaire and a bimatrix game containing the negative payoffs and two equilibrium were used to identify the players' motives to pay for the possibility to cooperate. The price of the communication option is also derived.

**Keywords:** Bimatrix Game, Experiment, Dominant Equilibrium, Maximin, Laplace Insufficient Reason Criterion, Cooperative games, Information price

**JEL:** C9, C91, C92, D84





**STATISTICAL EVOLUTION OF HUMAN RESOURCES DIMENSION FOR  
S.A. PRODUCT COMPANY**

**Raluca BODOCEAN**  
North University, Baia Mare  
Faculty of Sciences

**Abstract** *This paper contains a statistical study about human resources of one of the most competitive companies from Maramures district, Amisa Product Company. In the same time it's been talked about the effects of Economy Crises on employees' evolution. When this analysis was made, the age criteria, the studies and the categories of the staff had big importance, so the company could establish its way of evolution, so it could assure a level of manufacture as higher as possible, to obtain a structure of workforce. Moreover, this statistical analysis was composed from real information given by the company for 2007-2009 years with assessments for 2010 and 2011.*

**Keywords:** *statistic, perssonel, evolution, assessments.*

**ICT TO MANAGE THE CUSTOMER'S KNOWLEDGE IN AN  
ENTERPRISE 2.0**

**Domenico CONSOLI**  
Department of Economics, Society, Politics,  
University of Urbino  
Italy

**Abstract** *The customers are a strategic asset for the company to innovate the product/service. Knowing customer's opinions helps top management to improve their products and to differentiate the company from their competitors and gain so competitive advantages. In the era of social web, there are many websites where customers can express their opinions and suggestions. The Enterprise 2.0, that is an open enterprise that interacts with customers by web 2.0 tools (blogs, wikis, forums, social media) uses ICT tools to gather these opinions in a continuous and systematic way and appropriately stores and processes them. Knowledge mining tools allow to classify this information and to find associations that exist between them. In this manner it is possible to integrate external knowledge with the knowledge inside the organization and thus obtain information useful for strategic goals.*

**Keywords:** *customer, enterprise 2.0, ICT, strategy, web tools*



## MODERN METHODS FOR SALE : E-COMMERCE

**Roxana COCIOTA**  
**Dana HIRIS**

North University Baia Mare  
Faculty of Sciences

### **Abstract**

*"Economists have theorized that e-commerce ought to lead to intensified price competition, as it increases consumers' ability to gather information about products and prices.*

*E-Commerce it is more than just buying and selling products online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. The amount of trade conducted electronically has grown extraordinarily with widespread Internet usage. The use of commerce is conducted in this way, spurring and drawing on innovations in electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems."*

**Keywords:** eCommerce, electronic data interchange(EDI), Internet marketing

## TRANSFORMAL - "A WAY TO CLARITY"

**Pintea Vlad**

North University Baia Mare  
Faculty of Sciences

**Abstract** *We live in "Slavery" information, meaning an exorbitant future progress especially in IT. Since when has spread worldwide, this technology indicates that IT knows no boundaries and has the ability to help us in areas becoming more diverse. The information displayed in an attractive displays that have different sizes are at a "click" away from the user's gadget. Once satisfied the need of knowledge and the need to develop other sources of protection against illness. Generation touch screens has this risk because we have developed a product capable of removing the problem. Transformal was created for any user safety by removing bacteria, dust, covering scratches and leaving a pleasant fragrance.*

**Keywords:** transformal, IT, slavery information, clarity



## A SWOT ANALYZE OF BULGARIAN LABOR MARKET

**Galina MITEVA**  
Duvrovnik Municipality,  
Bulgaria

**Abstract** European Union [hence: E.U.] is enlarging constantly. There are old member states, new member states, states that want to be part of this big family called E.U. To be part of this big family has many obligations and many rights, many positive sides. One of these positive sides is the free movement of people, who are looking for a new job – something that has its positive and negative sides for the EU companies, for the societies of all states in Europe and for all Europeans. In this module the reader will read what is the scheme for free movement of people, looking for a job and will be acquainted with some specifics of labor market and work force.

**Keywords:** labor, market changes, unemployment, free movement

## ASPECTS OF UNEMPLOYMENT IN ROMANIA

**Denisa FONTA**  
North University of Baia Mare  
Faculty of Sciences

**Abstract** The paper presents interesting aspects of a topic of great interest today, namely unemployment. It presents studies regarding the evolution of the unemployment rate and the female unemployment rate in Maramureş and in Romania, the input output balance of the unemployment in Romania, and also the unemployment effects and the imposed measures for the reduction thereof.

**Keyword:** unemployment, economic crisis, labor force.



## EVALUATION OF HUMAN RESOURCES PERFORMANCE IN THE PREFECTURE OF MARAMURES COUNTY

**Ioana Maria VERZES**  
North University of Baia Mare  
Faculty of Sciences

**Abstract:** *Performance evaluation is the core business of human resources management carried out to determine the extent to which employees of an organization effectively fulfill their duties or their responsibilities. Performance evaluation is a systematic and highly complex process, which made both behavior analysis and assessment of performance at work and the members of the organization and the potential or capacity to develop them.*

*According to the literature and managerial practice in the field of human resources evaluation of their performance involves several distinct activities a) assessing the potential and capacity of evolution or development of a person, b) evaluation of behavior, c) performance evaluation;*

**Keywords:** assessment, performance, management, goal

## QUALITY DIMENSION IMPROVEMENT OF HUMAN RESOURCES

**Crina FILIP**  
Gheorghe Lazar High School  
Baia Mare

**Abstract** *Human resources is a remarkable human potential, to be understood, motivated or trained to as full and deep involvement of employees in achieving organizational objectives. Temporal perspective, the role of human resources and their management is growing steadily due to the high level of involvement and use of the skills people are increasingly concerned about improving the quality of life quality that best reflect their aspirations and expectations. The pay system is a set of rules and regulations that ensure the connection between their work and salary. It is noted that the salary income is related to human existence, without which it can not ensure the present and future workforce*

**Keywords:** human resources, salary, quality, improvement



**THE EXTERNAL ROMANIAN COMERCIAL POLITICS IN THE  
ECONOMICAL GLOBAL EUROPEAN INTEGRATION**

**Denisa Mirela FILIP**

Universitatea de Nord of Baia Mare  
Faculty of Sciences

**Abstract**

*Investigation of The external trade policy of the Romania in the European integration process and economical globalization contribute to the extension of study dimension dedication to the process of European integration, underlining accelerate character of manifestation of an integration trends in Europe. The subject of the investigation regard the significance aspect of integration process, the external trade policy of Romania which activate on the base of national economy development in concordance with promotion of European Union policies in the domain of intercommunity external trade and in relations with third countries.*

**Keywords:** international commercial policy, competition economy, branch balance, community custom tariiff, globalization, communitarian acquisition, trade defalcation.

**DECENTRALIZATION**

**Alexandra TIPLEA**

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**Abstract** *For many countries of the former Eastern block, changes have to bypass realities that are difficult to be imagined by Western administrations. Things that are taken for granted by the latter can, sometimes, be objectives difficult to be reached by the Eastern European administration. A good example is Romania of which reform, including decentralization, evolved in little steps and slow rhythm. Romania has to strength and adjust administrative structures in order to create good conditions for the progress in order to create a new institutional design, not only necessary, but also unavoidable.*

**Keywords:** administration, institutional design, public administration



## THE ECONOMIC EFFECTS OF AN EARTHQUAKE

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**Abstract:** The aim of this paper is to analyze the way a natural disaster, namely an earthquake affects the global economy directly and indirectly especially focusing on the indirect economic impact and damage assessment. In the context of a global economy, the short and long term consequences of major quakes sustained by leading economic superpowers such as the United States of America and Japan cannot be contained between the national borders but are defused among the entire economic system and cause major disruption in the supply chain.

**Keywords:** global-economy, damage-assessment, ripple effect, tilt effect

## THE EFFECT OF THE GLOBAL FINANCIAL CRISIS ON TURKEY ECONOMY

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**Fatih ÇIGDEM**  
**Mehmet Fatih ACAR**  
**Osman BAS**  
Afyon Kocatepe University  
Turkey

**Abstract:** The economy of Turkey is largely developed. The country is among the world's leading producers of agricultural products; textiles; motor vehicles, ships and other transportation equipment; construction materials; consumer electronics and home appliances. In recent years, Turkey had a rapidly growing private sector, yet the state still plays a major role in industry, banking, transport, and communications. Turkey has the world's 15th largest GDP-PPP and 17th largest Nominal GDP. The country is a founding member of the OECD (1961) and the G-20 major economies (1999). Since December 31, 1995, Turkey is also a part of the EU Customs Union. Mean graduate pay was \$10.02 per man hour in 2010. The CIA classifies Turkey as a developed country. Turkey is often classified as a newly industrialized country by economists and political scientists; while Merrill Lynch, the World Bank and The Economist magazine describe Turkey as an emerging market economy.

**Keywords:** crisis, global economy, finance, money



## RECYCLING PRACTICAL – A STUDY CASE: GREECE

**Panos MILIOS**

DIAN, Athena

Greece

**Abstract:** Protection of the environment is an issue faced by all societies in all countries. One of the basic threats against the environment is the many tons of waste from houses, industries and agriculture accumulated every day in every corner of the world. Recycling is the procedure that allows the conversion of a large part of these wastes into energy or useful material. Waste recycling may constrict the mass of waste produced by 70%, depending always on the technologies used and may further lead to the production of electric or thermal energy, the reutilization of materials (by recycling paper, PCs, metal etc.) and fertilizer. In this module the reader will appreciate the Recycling practices in Greece and explore its aftermath, while our inspection will cover as well Greek laws and regulations that deal with these practices.

**Keywords:** recycling, green products, waste

## GOING GREEN - A NEW PROVOCATION

**Larisa Stefania ARDELEAN**

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**Abstract:** The green energy definition says that there are several advantages when using green sources of energy, besides the ones related to the environment which I already mentioned. This type of energy is very beneficial from an economical point of view because it reduces the amount of money required for electric bills, water bills, and so on. The initial costs of installing a green energy facility might be pretty high, but in time it will be absorbed.

**Keywords:** green energy, environment, health



## A NEW TREND FRIENDLY ENVIRONMENT GREEN ENERGY

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**Abstract** *Energy is more than numbers on a utility bill; it is the foundation of everything we do. All of us use energy every day for transportation, cooking, manufacturing, heating and cooling rooms, lighting, water-use, and entertainment. We rely on energy to make our lives comfortable, productive and enjoyable. Energy is the vital force powering business, manufacturing, and the transportation of goods and services to serve the world economies. Example: electrical energy stored in a battery, the chemical energy stored in a piece of food (along with the oxygen needed to burn it), the thermal energy of a water heater, or the kinetic energy of a moving train etc*

**Keywords:** *energy, renewable energy, 3R, reduce, recycle,*

## THE ROLE OF INSURANCE - BROKERS

**Domide Alexandru**  
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**Abstract:** *The theme of this article refers to the role of intermediaries in the insurance market and more specifically the role of insurance brokers. I chose this topic because in a declining market due to global economic crisis, the role of consultant for choosing optimal solution economical insurance is increasingly important. In 2009, in Romania, over 30% of insurance agreements have been achieved through the insurance brokerage companies. In 2010, the data analysis reported by brokers to the Insurance Supervisory Commission, it follows that the first 9 months of their volume is 32%. After the passage of more than a year of crisis and renewal unfavorable economic conditions in 2010 in the insurance brokerage market in our country has managed to adapt and to achieve significant growth. This can be translated into an increase in the interest of customers, both corporate and private individuals for insurance brokers.*

**Keywords:** *insurance broker, mediated premiums, brokerage fees*





**LE PROBLEME DES CREANCES DOUTEUSES  
LES METHODES DE RECUVRIR LES CREANCES RESTANTES**

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et Administration des Affaires  
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**Résumé** L'œuvre «Le problème des créances douteuses. Les méthodes de recouvrir les créances restantes» visent à traiter ce phénomène mondial comme une habitude de la récession économique de nos jours. Le sujet de recherche est construit autour d'une activité économique superficielle qui est l'élément générateur d'une collaboration préjudiciable entre les institutions bancaires et les clients, soient ils une personne physique ou juridique.

**Mots-clé:** Créance douteuse, recouvrement, prudence bancaire, risque de crédit

**MANAGERIAL DECISIONS RELATED TO COMPANY'S CASH FLOW**

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"Dunărea de Jos" University Galati

**Abstract** Management and cash flow analysis is a very important process both in the boom period and especially during the crisis. In the normal course of business, cash comes in as income and goes out as expense. This flow of receiving and spending cash for commercial purposes is known as the cash flow. Since the core objective of any business is to generate profit, the flow of cash is important as it directly affects the final result of the company. Therefore we've decided to dedicate this article to an analysis of cash flow statement and finding solutions for managers in order to optimize cash flow. Cash is the essential ingredient that enables a business to survive and prosper. It is also the main indicator of business health. While a business can survive for a short time without sales or profits, without cash it will die. For this reason the inflow and outflow of cash need to be carefully monitored and managed.

**Key-words:** cash flow, statement of cash flows, cash inflow, cash outflow



## A GROWING CHALLENGE PROPOSEL

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**Abstract:** *Tackling chronic diseases through interventions aimed at modifying lifestyle risk factors is possible and cost-effective, and it is likely to decrease health inequalities within countries. However, turning the tide of diseases that have assumed epidemic proportions during the course of the 20th century requires fundamental changes in the social norms that regulate individual and collective behaviors. Such changes can only be triggered by wide ranging prevention strategies addressing multiple determinants of health in a wide-range of social groups.*

**Keywords:** obesity, health education, healthcare, the fast-food tax.

## NEW MEDIA IN BARRACK OBAMA'S CAMPAIGN

**Georgiana Andrada ACHIM**

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**Abstract:** *Looking into the past and future, communication channels have constantly changed and will continue to evolve. The key is for candidates to acknowledge this change and be able to connect with their target audiences using the channels that are most effective. In this study I analyzed how the most recent president, Barack Obama learned to use the Internet in his advantage and managed to build an army of workers, a broader network of supporters and the financial support he needed to win a historically election and forever rewrite the campaign textbook.*

**Keywords:** media, internet, communication channels



## MANAGEMENT TROUTH PROJECTS “THE LAND OF CHILDHOOD”

**Laura ANDREICA**  
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**Abstract:** *In this work, I described the idea of a financial project which, has as main target the children. Because society and technology develops in a fast rhythm, nowadays most of the children prefer computer games and at the same time, virtual friends. This is the idea I started this project from, the creation of a space exclusively for the children where these can socialize, play and why not, even learn. All these can be found in the camp “The land of childhood”. The children will be able to choose, depending on the preferences, the camp they would want to participate at, according to the themes: crockery, dancing, painting, or initiation in the secrecy of adventure. Among the beneficiaries of the project are the Education Institutes, the children’s families, the community and of course the children themselves!*

**Keywords:** *project management, summer camp, children, education*

## QUALITY MANAGEMENT IN EDUCATION USING THE PROGRAM “ECO-SCHOOL”

**Valentin Marius SABĂU**  
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**Abstract:** *We can say that interest in quality, appeared in ancient times, was accelerated in the XX th century ,when a great evolution of actions and concepts regarding quality appeared. Quality represents all the characteristics that a product or service meets according to the needs and standards of a customer. Services concerning the rising up the development of man belong to the fifth department of an economy. Education is as ancient as man, the school that we know today is an outcome of modernism, taking care to add value to human being .But for this thing to happen, we need an implementation of quality in this department of economy. The text bellowed represents an analysis of the activities within “Eco-School Project”, including the activities of the “Green Club” of “Eco-School Mihail Sadoveanu” from Baia-Mare. Quality in education will only be found together with an ecological education.*

**Keywords:** *quality, education ,eco-school*



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## THE PROMOTION OF VOLUNTEERING IN ROMANIA

**Xanta LUKACSOVITS**  
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**Abstract:** *The concept of volunteering is fulfilled of compassion, dignity and respect for our surroundings and specially for ourselves. This concept has improved in time regarding people mentality upon it. To be a volunteer is a way of giving back to the nature what we have gained so far. Trying to promote this concept proves to be a sign of developing our mind and soul.*

**Keywords:** *volunteering, promote, develop, humanity.*

## THE CAUSES OF ACTUAL ECONOMIC CRISIS

**Gelu NEAMT**

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Faculty of Sciences

**Abstract:** *The crisis has shown that there is no immune sectors, all industries and economic zones have been affected, registering losses, individual investitures and institutional too. From what started all of this?*

**Keywords:** *crisis, investors, economical boom, price*

