

Economie-Inovație-Comunicare-Universitară

17 INTERNATIONAL SYMPOSIUM WORKSHOP

WASTE FOOD VISION



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DEPARTMENT OF ECONOMICS
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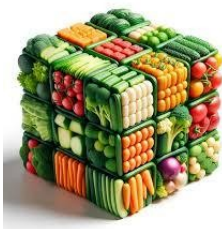
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1	GHEȚIE Denisa Maria Dariana	Technical University of Cluj Napoca Faculty of Sciences Romania
2	HÂRCEAGĂ Bianca Alexia	Technical University of Cluj Napoca Faculty of Sciences Romania
3	IAKAB Roxana Georgiana	Technical University of Cluj Napoca Faculty of Sciences Romania
4	ȘTEF Daniela	Technical University of Cluj Napoca Faculty of Letters Romania
5	BOLOGA Maria	Technical University of Cluj Napoca Faculty of Letters Romania
6	BONAȚ Paula-Mihaela	Technical University of Cluj Napoca Faculty of Sciences Romania
7	BUTUSAN Raluca Marcela	Technical University of Cluj Napoca Faculty of Sciences Romania
8	CHIS Mirel	Technical University of Cluj Napoca Faculty of Sciences Romania
9	CIURDAȘ Dariana Eneida	Technical University of Cluj Napoca Faculty of Sciences Romania

10	DRAGOȘ Raul-Florin	Technical University of Cluj Napoca Faculty of Sciences Romania
11	MEDAN Cristian	Technical University of Cluj Napoca Faculty of Sciences Romania
12.	STAN Iuliana-Rozalia	Technical University of Cluj Napoca Faculty of Sciences Romania



**17th INTERNATIONAL SYMPOSIUM WORKSHOP
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1	GHEȚIE Denisa Maria Dariana	Statistical analysis and identification of entrepreneurs' needs
2	HÂRCEAGĂ Bianca Alexia	Analysis of consumer behavior regarding food waste
3	IAKAB Roxana Georgiana	Study of food waste factors on consumers
4	ȘTEF Daniela	Analysis of the degree of satisfaction of patients with the health system
5	BOLOGA Maria	Consumer satisfaction analysis
6	BONAȚ Paula-Mihaela	Analysis of the factors that influence the working environment of the employees
7	BUTUSAN Raluca Marcela	Analysis of organic consumer behavior
8	CHIS Mirel	Analysis of customers' behavior in the brand selection
9	CIURDAȘ Dariana Eneida	Analysis of the degree of satisfaction of the Romania post customers
10	DRAGOȘ Raul-Florin	Analysis of customer behavior of organic products
11	MEDAN Cristian	Entrepreneurial behavior and the willingness to start a business
12	STAN Iuliana-Rozalia	Portrait of the restaurant consumer

STATISTICAL ANALYSIS AND IDENTIFICATION OF ENTREPRENEURS' NEEDS

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Abstract: *The economic context of entrepreneurship in Romania is complex, but full of opportunities. With a growing IT sector, access to global markets and government support through various programs, Romanian entrepreneurs have significant resources at their disposal to develop their businesses. However, the challenges of funding, bureaucracy and entrepreneurship education need to be addressed to create a more enabling and sustainable business environment. Improving support for entrepreneurs in Romania requires a holistic approach that includes well-thought-out public policies, access to finance, education and training, modern infrastructure and robust support networks. By addressing these essential areas, Romania can create a more favorable business environment, thus stimulating economic growth and innovation. Technology and innovation are the main drivers of entrepreneurship development in Romania. Through strategic investments, continuing education and government support, entrepreneurs can leverage these resources to grow their businesses and expand their presence in international markets. The technological ecosystem in Romania is booming, offering numerous opportunities for innovative entrepreneurs. Statistical analysis of the needs of entrepreneurs is the collection, processing and interpretation of relevant data to identify and understand their needs. This process involves the use of statistical methods to transform raw data into useful information that can guide political, economic and strategic decisions. Statistical analysis and identification of entrepreneurs' needs are important for developing a robust and sustainable business environment. They provide a deep understanding of the challenges and opportunities in the entrepreneurial landscape, enabling the development of customized and effective solutions. By adopting a data-driven approach, all stakeholders – from authorities and investors to entrepreneurs themselves – can contribute to creating a dynamic and prosperous entrepreneurial ecosystem. Addressing these challenges requires a well-thought-out strategy, flexibility and continuous adaptability, as well as a deep understanding of the market and consumer needs. Obstacles related to access to finance that an entrepreneur encounters can range from a lack of initial resources, to unfavorable conditions of credit or the lack of knowledge of alternative sources of financing, all of which have a significant impact on the development of his business.*

Keywords: *entrepreneur, needs, innovation, management change, quality*

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ANALYSIS OF CONSUMER BEHAVIOR REGARDING FOOD WASTE

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Abstract: *Following the opinion survey carried out, we can deduce that the majority of today's active population knows the term food waste. In this study, the respondent population is predominantly part of the urban environment, it is a young population (20-30 years old), educated (mostly with higher education). It also shows that most (72.7%), due to limited time, do their supplies weekly. They allocate an average of 30-50% of their budget to shopping. Dairy products (highly perishable) and cooked food (45.5%) belong to the category of food that is thrown away most often. Due to the tradition and culinary habits of our country, the main reason why food is thrown away is that it is cooked too much (54.5%). The overwhelming majority of respondents (90.9%) throw away approximately 1 kg of food per week. Although in recent years there is a lot of emphasis on combating food waste and measures are taken in this regard, at the individual level food waste is more associated with financial waste (short-term effect). In conclusion, following the study I noticed that little is known about the other effects of food waste that influence the planet in the long term.*

Keywords: *waste food, consumer, brand, recycling*

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STUDY OF FOOD WASTE FACTORS ON CONSUMERS

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Abstract: *According to the study, Romanians show increased attention in food evaluation, compared to the measurement of surfaces, volumes or abstract dimensions. Profi stores, for example, turned to local producers for the best Romanian fruits and vegetables from local farmers, or "grandmother's garden," with products obtained from the fruits of nature. Seasonal produce offers the same benefits as regional produce. Local food grown in season requires less transportation to reach the supermarket shelves. Moreover, food transported from long distances may even lose some nutrients in transit, while local produce is usually sold within days of harvest. The label should also tell you if the product you choose is organic or ecological, which is another way to avoid products that are harmful to the environment, as well as to health.⁵ Discounting prices for products nearing their expiration date is part of our anti-waste strategy. These discounts are applied to both food and non-food products at all our locations across the country. In addition to this measure, we carefully monitor product stocks and optimize them according to customer demand, preventing overproduction for own-brand products, and we collaborate with the Food Bank Network.*

Keywords: *market, customer, waste food, demand*

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ANALYSIS OF THE DEGREE OF SATISFACTION OF PATIENTS WITH THE HEALTH SYSTEM

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Abstract: *În condiții de liberă concurență, calitatea reprezintă un important instrument de mobilizare a resurselor umane spre găsirea limitelor, care separă calitatea de non-calitate și supracalitate extreme ce sunt ambele, atât dăunătoare, cât și costisitoare. Calitatea este o problemă de echilibru, prin care se încearcă obținerea unui beneficiu maxim pentru pacient, cu minimizarea riscurilor. Sistemul concurențial de pe piața serviciilor de sănătate din România, va permite în timp, dispariția monopolului deținut de unitățile statului și impunerea prin calitate, a unor noi ofertanți de servicii medicale, pentru care va trebui să concepem anumite criterii, pentru a se compara între ei. În același timp, va trebui să oferim și beneficiarului de servicii, pacientului, posibilitatea de a deosebi ceea ce este bun de ceea ce este rău, un mijloc de a se orienta spre serviciile ce corespund cel mai mult necesităților sale. Persoanele mai în vârstă tind să raporteze nivele mai înalte de satisfacție, decât pacienții tineri, iar femeile tind să fie mai mulțumite de îngrijirile medicale, decât bărbații. Gradul de satisfacție al pacienților scade odată cu creșterea nivelului de instruire al acestora. Pacienții luați în studiu au un grad de satisfacție cu atât mai mare, cu cât comportamentul echipei de îngrijiri răspunde mai bine nevoilor și așteptărilor lor. Așteptările pacienților diferă foarte mult în funcție de vârstă, personalitate, nivelul socio-cultural, precum și de contextul în care este acordat serviciul medical – în ambulator sau spital. Pacienții apreciază calitatea comunicării cu cadrele medicale mai mult decât competența profesională a acestora. Satisfacția pacientului este în strânsă dependență cu claritatea informațiilor primite. Principalele nemulțumiri ale pacienților studiați sunt legate de condițiile hoteliere și lipsa medicamentelor din spitale, de lipsa de promptitudine cu care cadrele sanitare medii răspund la solicitări, de timpul prea mare de așteptare din sistemul ambulator, precum și de dotarea necorespunzătoare cu aparatură medicală și oferta redusă de servicii de la nivelul asistenței primare.*

Keywords: *quality, patience, behavior, perception*

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CONSUMER SATISFACTION ANALYSIS

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Abstract: *Based on the results obtained from the questionnaire, we can see that most customers appreciate the personalized and fast services provided by the company. The highlighted trends show that effective communication and personalized offers are key in maintaining customer loyalty. Based on the data collected from the questionnaire, it can be seen that most customers prefer subscriptions to prepaid cards, and the preferred operator is Orange with 48.5%, followed by Telekom with 44.6%. The main factors influencing customer loyalty are service quality and competitive prices. Also, more than 60% of customers benefited from loyalty offers. Considering these aspects, it is recommended to strengthen personalized offers and service quality to maintain and attract more loyal customers. It is important to continue to offer competitive offers and high quality services to remain at the top of customer preferences. Within the telecommunications industry, SWOT analysis is an important strategic tool for identifying strengths, weaknesses, opportunities and threats that can influence the success of a marketing strategy. By carefully evaluating these issues, telecommunications companies can shape their strategic direction and maximize their customer retention potential in a competitive and ever-changing environment. Telecom companies use marketing strategies to retain their customers for several important reasons. One of the main reasons is to build strong relationships with existing customers, which can lead to long-term loyalty. By offering customized packages, quality services and prompt support, telecom companies show their commitment to customers and demonstrate their value. Also, through effective communication and special offers for loyal customers, these companies manage to create a positive customer experience, making them feel valued and cared for. By implementing these marketing strategies, telecommunications companies aim to maintain existing customers, satisfy their needs, and strengthen their market position. It is critical for these companies to invest in customer retention to ensure long-term success and create lasting relationships with their audiences*

Keywords: consumer satisfaction, brand, communication

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ANALYSIS OF THE FACTORS THAT INFLUENCE THE WORKING ENVIRONMENT OF THE EMPLOYEES

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Abstract: *This research aimed to identify and evaluate the factors that influence the working environment of employees. By analyzing essential aspects such as the atmosphere at the workplace, career and development opportunities, work-life balance, compensation and benefits, workload and responsibilities, relationships between colleagues and superiors, the degree of adaptability and integration, recognition of merits and appreciation, opportunities for skill development, regular feedback and the efficiency of communication channels, we aimed to provide a clear and detailed picture of employee satisfaction within organizations. The research motives derive from the need for companies to improve working conditions and increase employee retention and productivity through an optimal working environment. Following the analyses carried out, it can be concluded that approximately 70% of employees are satisfied or very satisfied with the atmosphere at work, indicating a positive working environment for the majority. A good atmosphere contributes to employee productivity and retention, and its continuous improvement can bring significant benefits. Employee opinions are divided on career and development opportunities, with around 53% being satisfied or very satisfied. This highlights the need for a clear career development strategy and ongoing training to motivate and retain talent. Only 46% of employees are satisfied with their work-life balance, highlighting a significant problem. Employers should implement flexible work policies and encourage balance to prevent burnout and improve overall employee satisfaction. To create and maintain a satisfying and productive work environment, organizations must consistently and proactively address each of these factors. Investing in career development, work-life balance, recognition of merit, regular feedback, and employee satisfaction and, implicitly, on the success of the organization.*

Keywords: *environment, employees satisfaction, career*

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ANALYSIS OF ORGANIC CONSUMER BEHAVIOR

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Abstract: *This SWOT analysis helps identify areas where the organic industry can thrive and understand the challenges it must overcome to develop sustainably. The consumption of organic products has increased significantly in recent years, as more and more people become aware of the health and environmental benefits of these foods. Consuming organic products is a personal choice that can bring numerous benefits, both for your health and for the environment. It is important to weigh the pros and cons and decide what works best for you and your family. Consequently, increased consumer concerns about their health, the environment and food safety have led to a rise in the popularity of organic food products in recent years. Understanding the characteristics and behavior of the target market and awareness of the issues affecting the business are necessary for effective marketing of organic food products. Consequently, the increased concerns of consumers about their health, environment and food safety have led to an increase in the popularity of organic products. From the analysis, it is coincidental that socio-economic variables are associated with positive consumer attitudes towards organic food. Family, self-determination and friends play a vital role in the decision-making process of purchasing organic food. Environmental factors and chemical-free or pesticide-free factors have a great impact on the decision-making process. Consumer education is a two-way relationship that influences the quality of life. Consumer preferences and purchasing choices play an important role in supporting sustainable development and environmental protection. Consumer education is also necessary to encourage producers to implement production systems with low environmental impact. Consumption and consumer education have multiple implications at the microeconomic and macroeconomic levels, as an educated consumer takes better care of his health and manages a budget better. A healthy consumer has high work productivity and a high quality of life. The level of consumer education determines qualitative transformations in the economy by prioritizing environmental concerns in terms of consumption and waste recycling, which leads to sustainable development. Consumer preferences and purchasing choices play an important role in supporting sustainable development and the protection of ecosystems. Considering consumption as the final act of economic interests, it becomes a central concern when discussing organic, traditional food or products with the European Ecolabel.*

Keywords: *consumer satisfaction, product label, management change*

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ANALYSIS OF CUSTOMERS' BEHAVIOR IN THE BRAND SELECTION

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Abstract: *The metal roofing industry is a vital sector of construction, providing sustainable and effective solutions for protecting buildings against natural elements and other environmental factors. Within this sector, Blachotrapez occupies a distinct place with its diverse offer of high-quality products and personalized services. This article focuses on the strategic analysis of Blachotrapez, aiming to provide a detailed perspective on its evolution, its position in the industry and its strategic directions for the future. Through a rigorous academic approach, we will examine the internal and external factors that influence the company's performance and development, using strategic analysis tools such as SWOT analysis, PESTEL analysis and Porter's five forces analysis. As one of the market leaders in the field of metal roofing, Blachotrapez stands out through constant innovation, superior product quality and commitment to customer satisfaction. This analysis will explore how the company has managed its resources and navigated the ever-changing competitive environment, highlighting the strategies adopted to maintain and strengthen its position in the industry. Through this article, we aim to provide a comprehensive picture of Blachotrapez, highlighting both its past successes and future challenges and opportunities. In doing so, we hope to contribute to a deeper understanding of the dynamics of the metal roofing market and to the identification of effective strategies for the continued success of Blachotrapez and the entire industry sector.*

Keywords: *market, satisfaction customers, quality*

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ANALYSIS OF THE DEGREE OF SATISFACTION OF THE ROMANIA POST CUSTOMERS

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Abstract: *It is good to know that for a product to receive the DOR label, it must meet several conditions. First of all, the raw material must be of Romanian origin. More precisely, in the case of sausages, the meat must come from animals that were raised in our country. In addition, processing must also be done on Romanian territory. In a world increasingly concerned about the origin and quality of food, Romania is adopting an initiative to promote local food products – the DOR label, the abbreviation for “Of Origin Romania”. This new brand rises to the level of a declaration of quality and authenticity for food products produced in the country and can become a key element in promoting diversity and excellence in Romanian agriculture. By encouraging local production, this initiative can contribute to preserving local culinary traditions and conserving native plant and animal varieties. This is important not only for maintaining genetic diversity, but also for preserving the taste and authenticity of Romanian food products. The DOR label is not only addressed to consumers, but also to local farmers and producers. By promoting and supporting local production, the rural economy is stimulated, jobs are created and the viability of agricultural communities is ensured. This direct support for local agriculture can lead to the sustainable development of rural areas, contributing to improving living standards and reducing migration to urban areas.*

Keywords: *traditional products, national producers, label products, consumer*

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ANALYSIS OF CUSTOMER BEHAVIOR OF ORGANIC PRODUCTS

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Abstract: *As a general conclusion, it can be seen that consumers are still not very familiar with the concept of eco-bio consumption, which requires many improvements in the level of information of the general public, in order to protect the environment and prolong the life of the planet. This is where interdisciplinary education comes in, which is an extremely powerful means in developing green orientation. The major problem is that this process will take many years to change the habits of individuals. Research results for consumer behavior and attitude towards sustainable consumption and some suggestions proposed by the authors. Market access. Research can support the development of producers and new products to the market, with the possibility of success, a suggestion to expand the geographical area to different environments to see the extent to which the results are confirmed. However, understanding consumer decision-making is also key to empowering consumers to behave more sustainably. Supply chain. Transforming food systems (fruit and vegetables) requires changes in the behavior of consumers, producers and distributors. Small-scale farmers should be supported to ensure that such processes and regulatory constraints do not negatively impact their ability to enter supply chains. Individual action. It is crucial for sustainability-driven decision-makers and organizations to understand how and why people make choices, consume, store, and dispose of products that impact the environment. This may require challenging social norms and cultural practices, while making it easier and less costly for relevant actors to make responsible decisions about sustainable lifestyles. Science and Technology. New technology can optimize food production and distribution and provide innovative solutions to food system challenges. Transforming food systems requires changes in the behavior of consumers, producers, and distributors. This may require challenging social norms and cultural practices, while making it easier and less costly for relevant actors to make responsible decisions about sustainable lifestyles. Successful companies will be those that improve population health and have consumers trust their food-saving tools (science and technology).*

Keywords: organic products, consumer, supply chain, market, quality

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ENTREPRENEURIAL BEHAVIOR AND THE DESIRE TO START A BUSINESS

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Abstract: *The present paper, entitled “Entrepreneurial Behavior and the Willingness to Start a Business”, aimed to investigate the profile and perspectives of future entrepreneurs in Romania. The research highlighted the importance of self-analysis and knowledge of entrepreneurial capabilities, the relevance of entrepreneurial thinking and behavior, as well as the social and economic impact of entrepreneurship. Through a detailed survey, we explored entrepreneurial intentions, priorities in managing a business and factors considered essential for success. The results indicate that the majority of respondents are motivated and prepared to make sacrifices to achieve their business goals, recognizing the importance of a strong online presence, customer feedback and networking. In the dynamic context of the modern economy, entrepreneurship is an essential driver of innovation and economic growth. In Romania, developing a robust and sustainable entrepreneurial environment is crucial for long-term prosperity. In this chapter, we will explore a series of proposals designed to support and stimulate Romanian entrepreneurs. These proposals, designed by entrepreneurs with business experience, are designed to address the specific needs and challenges that entrepreneurs face at various stages of their business development. Each proposal is designed to provide concrete solutions to improve the business ecosystem, the goal of these initiatives being to create a favorable framework in which entrepreneurs can innovate, grow their businesses, and make a significant contribution to the national economy.*

Keywords: *entrepreneur, motivation, modern economy, business*

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PORTRAIT OF THE RESTAURANT CONSUMER

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Abstract: *The study was descriptive in nature, and the main objective was to identify the various opinions of ordinary people regarding the way of choosing the places they frequent, the recurrence, the amounts allocated, the preferences, and the graphic representations presented above highlighted some general conclusions regarding the lifestyle of people in the city of Baia Mare and its surroundings. During the research conducted, we found that in terms of using the services of the Horeca industry, the people who responded to the questionnaire constructed represented an important target audience, whose opinions should not be neglected. On the contrary, they can constitute a starting point and support in the implementation of business strategies, since the connection between the client and the preferred location is the most important. The exploratory research was conducted with the aim of testing the questionnaire, identifying stimuli that will be the subject of the research, but also to allow the choice of the best sampling method, taking into account the limitations given by the way the questionnaire is applied. Customers in Baia Mare who frequent restaurants prefer to go out relatively often, opting especially for the central and historical areas of the city. For them, the quality of the dishes and the pleasant atmosphere of the restaurant are particularly important aspects. The decision to choose a restaurant is more influenced by the quality of the products than by the price, thus emphasizing the importance of maintaining high standards and an attractive ambiance in order to attract and retain customers. The COVID-19 pandemic has had a significant impact on consumer habits, leading many customers to frequently use food delivery apps for convenience and time savings. In this new reality, restaurants must continue to improve their online ordering experience and delivery services to respond to this trend and remain relevant in the post-pandemic context.*

Keywords: consumer, restaurnt, services, quality, decision

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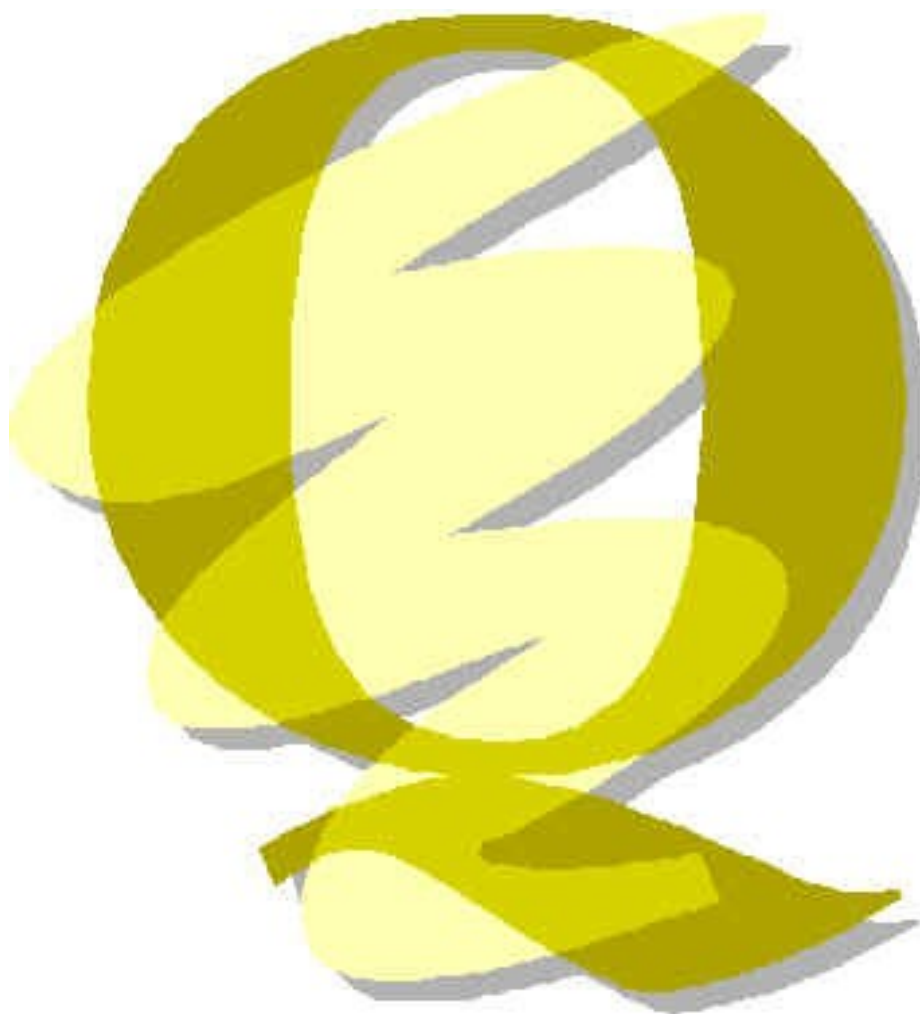
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