

# **PUBLIC MANAGEMENT. CHALLENGES OF THE ADMINISTRATIVE SYSTEM REFORM**

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## **ABSTRACT**

*This paper presents some arguments, contributions and theoretical and practical conclusions regarding the stimulation of a managerial conception development characteristic to a modern public administration, which we considered not only necessary, but also indispensable in the continually important changing conditions to which the Romanian public administration has been confronted in the last years in order to be aligned to the European standards. In order to underline the necessity of a professionalized management and the growth of the adaptability degree of the management style to the conditions appeared during the continuous change, we used the directed discussions method, the questionnaires regarding the attitude and the behavior of the public managers of four different public institutions from four different districts, followed by the dissemination of the results and of the proposals during the seminars hold as vice-director of the General Direction of Public Finances Caras-Severin. These contributions had a direct effect on the perfecting of the management style in the subordinated public institution, on the adaptation of the managerial behavior in the exercise of the basic functions and on the growth of the managerial performances. In conclusions, the methods and the instruments used for the research regarding the public managers were compatibles with the managerial practice, reflected the reality of the attributions, the responsibilities, the abilities, the specific knowledge, the managerial competence domain and the relational sphere, being received by the subjects and being considered practices which determine to introspection. For this reason, I believe that these must constitute a priority in the managerial practice of the public institutions – a source of improvement for the future law frame and for the effectiveness insurance, of the administrative reform surviving and of the successful integration in the European Union structures.*

## **ARGUMENTS IN FAVOUR OF THE RECEPTION OF THE RHETORIC INTERPRETATION**

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## **ABSTRACT**

*In the course of the judicial trial, the formal structure of the procedure obliges the parties to elaborate their own points of view for which one develops an argumentative discourse, correctly built from the formal perspective, from which the intention to persuade emerges. The persuasion means are either from the sphere of rationality, or from the sphere of affectivity, in variable weights according to the topic, receiver and situation. In the attorney' plea we can identify both the rational argumentative component and the oratoric one, through the use of the so-called rhetoric figures of speech, The proving argumentation transfers, through reasoning schemes, an opinion from a person to another; the opinion is the informational content of the argument comprised in a model that can be a pari, a fortiori, a majori ad minus, a contrario etc. In order to avoid arbitrary one takes into consideration both the principles of interpretation and the argumentative criteria of grammatical, teleologic, systematic order, all subjected to the rules of formal logic. The common note of interpretation methods*

*is the relatively numerous attempts to analyse the main structural-phenomenology ideas, even sometimes on a comparison line with other law systems, for detaching the main directions and meanings of what they emit. It was stressed out the importance of the advanced hypotheses having relevance the innovative, semantic, conceptual, the integration of contemporary sciences data in the construction of the ontological principles of interpretation.*

## **A MODALITY OF ECONOMIC IMPROVEMENT BASED ON DIRECT FOREIGN INVESTMENT**

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### **ABSTRACT**

*In a contemporary society, modernizing the structure of national economy is unconceivable because the direct foreign investment represents the material support of economic improvement. Only on the basis of calculation, the available material and human resources can be oriented towards the fields of maximal efficiency towards the branches which determine the economic advance of the whole national economy.*

*The motivation of economic improvement, without attracting direct foreign investment, without the existence of some well designed investment programs and without the help of political- economical and social factors, is in the detriment of over-passing the moment of world economic crisis.*

## **CONSIDERATIONS REGARDING THE ECONOMIC IMPACT OF TOURISM**

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### **ABSTRACT**

*Tourism is the world's biggest and rapidly growing industry and that it has the potencial to encourage economic growth and development globally, is an indisputable claim. But despite the fact that, it might be strive for purely economic argue, the impacts of tourism cut across all sheres to include the economic, environmental, socio-cultural and insitutional aspects of evolution. And so, there is a pressing requirement to make certain that locally and globally, tourism develops in a maintainable mode by preserve the wealth that it depends on, respecting the democratic and socio-cultural justness of communities it affects and benefiting the territory in which it improves.*

# **SUSTAINABLE RURAL DEVELOPMENT IN ROMANIA – NECESSITY AND PRIORITY GOAL OF STRATEGIC MANAGEMENT**

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## **ABSTRACT**

*This paper attempts to support the necessity of establishing a managerial strategy by the decision factors in view of turning certain rural spaces into spaces with preponderant tourism activity, assuring a sustainable development of the rural area. Human society in continuous transformation and more and more concerned with the ecological aspects of environment put the bases of the tourism rebirth in rural areas. Grace to the variety of landscape, the richness of the natural patrimony, the specific features of different ethnographic regions, the vivacity of traditions and people's hospitality, the rural environment fascinates all who adore travelling., having at the same time the opportunity to discover the culture of those zones.*

## **GAME THEORY BUSINESS**

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## **ABSTRACT**

*The game theory is still important today because it is a branch that aims to determine the best decisions in conflict situations in which more rational factors operate aiming at opposing interests. Conflict situations are not found only in business, or only in economics but in all areas and industries, and hence the importance of the game theory. In today's business world, the game theory is particularly important because it provides an opportunity for analysis of the impact of other people's decisions on their own ones and the related results. The game theory is often characterized by the phrase of 'flexible rigor' regarding the models they make available for analysts. In practice starting from the simplest to most complex models, the conclusions reached after interpretation are that game theory is based on balance, "the sum of all losses is the sum of all earnings".*

# **THE EXTENSION AND DIVERSIFICATION OF BANKING SERVICES THE BANK ACCORDING TO THE NEEDS OF THE CUSTOMERS**

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## **ABSTRACT**

*This dissertation proposes the presentation of the importance of the extension and diversification of banking services according to the necessities of its customers. The evolution of the banking activity lead to the increase of the competition and to a real banking specialization which depends on the nature and size of the unfolded operations, on the categories of customers to whom each bank addresses to and not the least on the quality and diversification of services.*

*The banking competition represents the main cause the extension and the diversification of the banking services on the basis of which stands, in fact, the relationship between the bank and the customer. This relationship is one-to-one and must be looked upon simultaneously as well as from the bank and from the customer position that is an important element of the banking activity.*

## **THE ADVERTISEMENT IMAGE – VISUAL MESSAGE, WAY OF EXPRESSION AND COMMUNICATION**

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## **ABSTRACT**

*Although ephemeral, the advertising image must have both a punctual effect and a mass effect. It is an image which objectively informs about the existence of a product, but it excites the reader or the watcher to desire to have the product. There are two methods to distinguish the addressee and the function of a visual message. The first one places the different types of images in the communication scheme, the second one compares the way in which the visual message is used with the main human products meant to establish a relation between man and the world.*

## **ELABORATION OF THE CASH FLOW STATEMENTS**

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### **ABSTRACT**

*The treasury flow statement is a component of the annual financial statements which needs to be elaborated by the companies. According to the International Accounting Standard IAS 7., the elaboration of the cash flow is made through a direct method or through the indirect method.*

*Analysing the examples of the cash flow elaboration presented in Annex A of IAS 7 and in The Guide Understand and Apply the International Accounting Standards – CASH FLOW STATEMENTS, published by the Body of Accounting Experts and Authorized Accountants in Romania, we noticed that they use the registered incomes and expenses in the Profit and Loss Account as equivalents of the exercise's receipts and payments.*

*For a proper elaboration of the cash flow we need to regroup the receipts and payments according to the flow structure. The facilitation of this regrouping can be obtained by including the cash flow in the accounting programmes.*

## **DIMENSIONS OF CORPORATE GOVERNANCE PRACTICES UNDER THE GLOBAL FINANCIAL CRISIS**

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### **ABSTRACT**

*In a global age, the present financial crisis is a result of corporate governance failings (company boards ignored risk and accepted vicious practices in a field where confidence may evaporate in no time) and a disappointing management by regulators (they tolerated the capital market to operate with excessive risks and paid no attention on poor lending mechanism and mortgage market).*

*The paper tries to identify the role of corporate governance and regulation agencies in the financial crisis set off and examines in detail what could go wrong in the present state of the crisis as well in its future stages. The paper concentrates on the board responsibilities and the errors occurred in the remuneration policy.*

*The reaction of the economic system to the crisis is analyzed as it evolved on global scale. The action plans for a safer financial environment should take into account the following co-ordinates:*

*1. Increasing the role of company owners depends, in the first place, on their willing and capacity to assume new responsibilities (starting with a "say on pay" attribute).*

*2. Over-regulating by central authorities seems the worst solution since it hinders the innovation capacity, flexibility and adaptability of the free market.*

*3. Companies that are active at a global level need a special approach, ensuring market transparency, sound reporting procedures and internationally endorsed risk management models.*

*4. Communication, dialogue and best practice dissemination are crucial in a period when trust must be reinstalled at the largest scale ever.*

## **DEVELOPMENT OF FINANCIAL SECURITIZATION, OF DERIVATIVES MARKET AND OF HEDGE FUNDS, INTEGRATION OF CAPITAL MARKETS – FOUR MAJOR EFFECTS OF THE FINANCIAL GLOBALIZATION**

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### **ABSTRACT**

*As consequence of globalization, in the past two decades, the international financial markets have become more and more interdependent. The financial globalization brought significant benefits to the national economies and to investors, but altered at the same time the structure of markets, generating new risks and challenges for the market participants and for the surveillance and regulation institutions. In this paper the authors analyze the effects of financial globalization, aiming at providing a broader image on today's financial markets, respectively of the dynamics of financial entities, of structural changes caused at their level and of the dynamics of financial instruments.*

## **FINANCING INSTITUTIONS OF HIGHER EDUCATION**

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### **ABSTRACT**

*The primary resource of every nation is the capacity of creation of its citizens. Those valuable well trained creative people are the ones who can modify the economical and social environment. The entire fortune of a society is made by the innovative and intellectual capacity of its members, the ones who decides today the future of a nation.*

*In the political, social and economical context in which our country lies (and beyond it), the educational system has the task of being the reform initiator, but to have a quality educational system we must have a quality reform. The higher educational system should have political sustentation and*

*financing. The higher educational system and the scientific research give value and force to each nation.*

*For the future of academic education, the investments in the higher educational system should be a public priority, having in mind that it generates long term effects in the development of human resources which represents the most important resource of each nation and in the production of knowledge without which we cannot evolve.*

## **UNIQUENESS OF ELEMENTS AND QUALITY STRATEGY IN ECOTOURISM**

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### **ABSTRACT**

*Providing a quality facility or service for tourists is a fundamental part of developing a sustainable product, especially when dealing with the smaller market segments based on natural heritage.*

*Quality needs to be assured all along the tourism chain from first marketing messages through to the provision of accommodation, food, information, orientation. Each one of the ecotouristic products can make an important contribution to the overall level of visitor satisfaction.*

*The uniqueness of the natural elements in an ecotouristic product structure is also an inseparable part of the quality of the respective product and it must be highlighted through the communicational strategy.*

## **ENTREPRENEURSHIP IN CARAȘ-SEVERIN**

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### **ABSTRACT**

*Entrepreneurship refers to people, to their choices and their actions to begin, to take or pursue a business or their involvement in decision-making strategy in a firm.*

*Entrepreneurs are a heterogeneous group and come from all over the world.*

*Worldwide, there is an increasing sense of insecurity, anxiety, despite many significant achievements of our time. In addition, the transition to a global society is questioned and marked by numerous enhancing intercultural identities, giving rise at the same time to a tendency towards a kind of a global civilization. Globalization serves to link people and groups previously separated and islanded by time and space, so we can tell, the world became a single place.*

## **A NEW BUSINESS - NEW TECHNOLOGY**

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### **ABSTRACT**

*Those who start a business have to spend time in that market with their customers or traders, to look and listen.*

*The new company has to develop systematic practice to remember that the "product" or "service" is defined by the client and not by the manufacturer. So that the usefulness and value of products or services be in the benefit of our customers, continuous work is required.*

*The new company should want, after all, to see unexpected success as an opportunity, not as an affront to expertise, and must accept the basic axiom of marketing: "Companies are not paid to reform customers, but to satisfy them."*

## **THE INDEPENDENT PRINCIPALITY OF TRANSYLVANIA (1541-1688).**

### **ASPECTS OF THE SOUTH-WEST TRANSYLVANIAN'S HISTORIAN**

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### **ABSTRACT**

*Inaugurated in 1541, the period of Principality represented a period of profound political, social, economical, cultural and religious changes. The Church, an omnipresent institution in the medieval life, went through major transformations, their effects being felt nowadays. This study wants to present some aspects from the Romanians past in the south-west of Transylvania, a territory from the present county of Hunedoara.*

## **POSSIBILITIES OF IDENTIFYING SITUATIONS FOR INTEGRATED ORGANIZATIONAL COMMUNICATION**

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### **ABSTRACT**

*The study analyses and develops the concept of integrated communication, offering markers for the founding of internal and external communication strategies of an organization. In the beginning the integrated communication is defined reported to different theories that have succeeded in time centred on public relations. Markers are identified that make possible the Trans- disciplinary analyses so that obtained information be used drafting managing strategies for integrated*

*communication. Strategies can be truly performing if they are made up of correlated constructive actions in the contexts of communication as well as in the situation in which one communicates.*

## **SOCIAL CORPORATIST RESPONSIBILITY A FORM OF SOCIAL INVOLVEMENT**

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### **ABSTRACT**

*After the 1990s theoretical debates regarding corporate social responsibility (CSR) extended in Romania, but only in the measure in which the academic community managed to acquire knowledge about the studies of western theoreticians. Presently the research is at the beginning and the practical application is based more on the CSR experience of multinational companies. The realized research reveals our preoccupation for the CSR concept, with the interest on the way in which the transparency of social programs is carried out as well as in the credibility of the companies involved in the CSR policies, using social and environmental audit, social bearings and ethical codes. The research reveals the necessity of grasping by the business people of the need for the CSR transparency and the accord between declarations and practical social actions.*

## **LOCAL AUTONOMY – TERRITORIAL DEVELOPMENT FACTOR**

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### **ABSTRACT**

*In the countries passing the economic transition period, the interventionist role of the governments began to be replaced, with accent on designating or allocation of responsibilities regarding expenses and taxing. Local authorities were given general responsibilities regarding public functions, new property rights, self-government right, through the chosen representatives. There were easy to introduce these ideas into laws and Constitutions, but also enough difficult the transformation of the general laws into regulations and applying of those. There is a strong connection at local level between local finances and economical development, materialized especially in the efficiency of liquidities' administration by the local administrations. This aspect is particular important in now days, especially for Romania, in a period when in Europe a new process has been started, the one of more pronounced reconsideration of regional and rural development*

# ASPECTS CONCERNING THE TOURIST MARKET IN ROMANIA

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## **ABSTRACT**

*The last five decades mark a strong growth of tourism proved by a fast-growing and diversification of the offer and the demand and the tourist request, in most of geographical areas of the world. Its economic and social importance simultaneously grows on the national and international economic level. In these conditions the tourism became an important field of activity with its own particularities, requests and exigencies that at their turn impose a suitable step in order to modernize all its aspects, including the promotion of a new modern conception in its management where incorporating the marketing is a huge necessity. Besides, the promotion of the concept of marketing in tourism, adapting its methods and techniques to the specific of its activities is a proof of multiplying of the fields of application of marketing, of its extensions in other fields than that in which it first appeared.*

## **TRAVEL PROFILES OF EU CITIZENS IN 2008**

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## **ABSTRACT**

*Overall, in 2008, two-thirds of EU citizens (67%) made a private trip where they spent at least one night away from home; 58% took a vacation, defined by a stay somewhere away from home for at least four consecutive nights for private reasons. In the more affluent parts of Europe (e.g. most of the pre-2004 countries), it is normal for more than three-quarters of citizens to take at least one trip per annum; in the rest of the Union (primarily the post-2004 Member States, but including Portugal) – about half of the citizens travel each year. The most popular holiday destinations of the EU holiday makers in 2008 were Spain, Italy, France and Greece – and these countries dominate the current plans made for 2009.*

## **THE AUDIT OF PROJECTS FUNDED BY STRUCTURAL FUNDS**

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**Jeanina Biliانا CIUREA**

Lecturer, Phd Candidate

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### **Abstract:**

*This work represents a theoretical research on concepts auditing projects financed by funds, which was followed by other works that will surprise various practical aspects concerning the procedures and techniques used.*

*The sculpture can be seen as a guide information for those who wish to access funds non-reimbursable post-accession, there's no communication better between the recipient and auditor, being surprised at the various documents underlying the grant financing (guide applicant, financing contract, manual implementation), but opinions among the various experts in the country and abroad.*

## **YIELD MANAGEMENT IN HOTEL INDUSTRY**

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### **ABSTRACT**

*The present paper approaches the yield management system insisting upon its particularities and applicability's in the hotel industry, taking into account the advantages provided by the use of this system.*

# **ASSESSMENT STUDY OF THE CONSUMERS' BEHAVIOUR REGARDING THE "COMMUNITY POLICE" PUBLIC SERVICE OF THE TOWN OF REȘIȚA**

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## **ABSTRACT**

*In this study we aimed at assessing the community citizens as regards their opinion about the quality of the services provided by the Reșița Community Police Public Service.*

*In the first part of the study we pointed out the theoretical aspects regarding the research, in the second part we presented the stages of the study deployment, whereas in the last part we present the study, including the conclusions for each question.*

## **QUALITY SERVICE – THE GUARANTEE OF CUSTOMER SATISFACTION**

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## **ABSTRACT**

*Along time, a tight connection was noticed between customer satisfaction, the quality of services and products and the profitability of the company, because a higher level of quality leads to an increase in the level of satisfaction of customers, which involves higher prices and sometimes lower costs. Thus, programs of quality improvement usually contribute to a raise in profitability. Quality represents all the features and characteristics of a product or service, which is its capacity to satisfy the expressed or implicit needs, a notion that has as central component the customer. Thus, a company that manages to satisfy the needs of its clients in most situations is a quality company.*

## **PROFESSIONAL DEVELOPEMENT IN THE FINANCIAL AUDIT ACTIVITY**

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## **ABSTRACT**

*The aim of this article is to present the evolution of the audit profession, the necessary requirements in order to achieve the quality of financial auditor and the definition of the ethical*

*principles of the financial auditor profession. The research method had a theoretical approach, of consulting the dedicated literature and also of national and international requirements concerning financial audit and it was made up from the summarisation of the elements that contributed to the professional developments in the financial audit requirements.*

## **THE GUARANTEE FUND FOR THE PAYMENT OF SALARY CLAIMS – A REQUISITE DURING FINANCIAL CRISES**

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**Codruta DURA**

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### **ABSTRACT**

*Emerged as a necessity in the context of EU integration and international financial crisis, the guarantee fund of outstanding claims is an effective tool to protect employees if the employer is declared insolvent. Thus, the contents of the paper I addressed, on the one hand the tax and accounting aspects of setting up this fund and secondly an analysis of the evolution of its value since its implementation in 1997.*

## **THE FLAT TAX – TAX EVASION OR BUDGET INCOMES**

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### **ABSTRACT**

*Flat tax has been introduced for companies which record losses and thus pay no state income tax. Initially, this concerned companies that enrolled their activity in six areas of national economy: food industry, beverage industry, wholesale and retail trade, hotels and restaurants, real estate transactions and construction, later on the construction companies being subjected to flat tax as well. This decision to introduce flat tax is justified by the fact that of the approximately 680,000 of companies operating at national economy level, 12,000 provide over 85% of government revenues, and companies that act in the six sectors are responsible for 70% the net loss of 2007 of all the companies in Romania.*

## **BARRIERS TO THE INNOVATION ACTIVITIES OF THE COMPANIES**

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**Svilena RUSKOVA**

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### **ABSTRACT**

*The paper presents results of a survey carried out in 2009 among the companies in the region of Rousse in The Republic of Bulgaria about the factors hindering their innovation activities. The main obstacles for all the companies are the undeveloped infrastructure and the lack of consumer interest. The suitable sources for financing during the last ten years were considered a serious barrier for the innovation activities while in this survey they are pointed out as a stimulus.*

## **REGIONAL DEVELOPMENT'S CONCEPTS**

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### **ABSTRACT**

*I tried in this paper to find the best definition of regional development, by starting with some essential concepts regarding the term of "region". At first I tried to show the implication that the term region has. In the paper you can see how the term can be applied to the national and international context, and how this concept can be looked as a territorial administrative unit. The paper treats widely the NUTS classification in European Union, beginning with the principles of NUTS, showing the purpose and pointing out the main characteristics of the NUTS. Of course we could not treat the regional development issue without reminding about regional development policy and economic, social and territorial cohesion. At this point I tried to distinguish the main objectives and principles of the regional development policy.*

## **ROUTE OF ROMANIA TO THE EURO AREA**

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### **ABSTRACT**

*This paper idea appeared on the preparations for the admission of Romania advanced to the higher stage of integration-joining the euro area. Tatutul S Journal of Romania is to adopt the single currency, the "Member State with a derogation". The status conferred by the Act of Accession AND one undertakes to become, eventually, full member status of the euro area. For Romania, the real challenge lies in choosing a proper way according to the specific economy. This is the condition that required to meet Romania, under the provisions of the Maastricht Treaty, to enter the final phase of*

*integration. the changeover is the stage most relevant to a process of unification euro adoption should be done slowly. In the case of Romania for the years 2010-2012 is expected entry into ERM II mechanism, and joining the euro area between 2012-2014.*

## **EMPIRICAL APPROACH OF COFOG PUBLIC EXPENDITURES. THE CASE OF EUROPEAN UNION MEMBER STATES**

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Romania

### **ABSTRACT**

*The theme of public expenditure has been of great interest in the latest years. Focusing on government size, role of government and the efficiency of the public sector becomes an even more important issue nowadays when the financial crisis has covered severly almost all economies worldwide. The debate has as starting point the keynesian belief (state intervention overcomes recession periods) but also the division of the economy between the public and the private sector. Goods and services could be provided by the state, but many times the private sector seems to be more efficient. Using a specific econometrical analysis, the authors try to establish the optimal size of the public sector regarding the structure of the expenditures in both old and new member states of the European Union, a level that fosters economic growth and suggest that, following this point, GDP should be left in the hands of the private sector.*

## **THE ACTIVISM WITHIN THE MONETARY POLICY AS ANTI-CYCLIC MEASURE**

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### **ABSTRACT**

*The article aims at highlighting the manner in which the policy of central banks should adapt to the dynamism of the economy. By means of a parallelism between the ensemble of the European economy and the enconomy of the USA, we attempt to point out both their common points and their specific strategies of intervention in the monetary policy.*

## **"OSTROGORSKI PARADOX" AND PUBLIC OPTION**

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### **ABSTRACT**

*Unfortunately, in modern democratic systems the governing bodies do not observe always the prescriptions set out by the voting citizens, and their decisions, having as grounds the delegation principle, do not offer always a general welfare increase. That is why the results of the election process do not coincide in the direct democracy, as against the representative one, due especially to behaviors of the public decision actors: voting citizens, governing politicians and bureaucrats. Results do not always inscribe in some strictly behavioral factors. Moise Ostrogorski emphasized this in 1903, in his paper "La democratie et l'organisation des parties politiques" (Democracy and organization of political parties) and it is known in literature under the name de "Ostrogorski Paradox".*

## **CONSIDERATIONS ON THE PENETRATION OF THE ENGLISH LANGUAGE OVER THE INTERNET**

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### **ABSTRACT**

*The article presents the ascent of the English language in relation to the Internet and it attempts to explain its predominance in the use of English as 'lingua franca' (ELF) over the Internet. The concept of ELF is discussed from the point of view of its penetration over the Internet and from the point of view the particularities of this variety in contrast with other varieties.*

## **ENVIRONMENTAL CONTROL-FACTORS**

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### **ABSTRACT**

*Environmental control strongly influences the way in which business activities are structured, objectives are set and risks are assessed. Also determine control activities, information systems and communication and monitoring activities ordered by management companies. The way environmental control is structured and exploited depends on the expected success.*

## **ADAPTING THE GROWTH-SHARE MODEL FOR PLANNING PURPOSES IN SMES**

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### **ABSTRACT**

*Modern small and medium-sized enterprises (SMEs) are faced with the need to adapt constantly to the dynamic realities of the market, including the changing effects of competition, demand for new products and services, etc. Under these conditions it is important to bear in mind the specific character of a SME: a small company is not a reduced image of a huge one. The adaptation of methods and tools applied under the conditions in which small businesses operate is obligatory. This paper presents options for modification and application of one of the most popular planning techniques, the growth-share matrix, for analytical purposes in SMEs.*

## **DEVELOPMENT OF NEW INSTRUMENT FOR LINKAGE RESEARCH OF RIVER ECONOMIC COMPLEX**

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### **ABSTRACT**

*The purpose of this article is to present two new tools for studying the linkages of River Economic Complexes: River Linkages Sustainability Index and River Linkages Sustainability Coefficient. The assumption of the sustainability is based on the origin of the linkages and their ability to remain in the time and in the space of the studied territorial unit. These achievements are precondition of a developing the Comprehensive River Linkages Sustainability Table, which shows the status of linkages in one or more flows. It is part of a PhD thesis research.*

# **THE GROWTH MACHINE CONCEPT IN A RURAL AREA (THE CASE OF DVE MOGILI MUNICIPALITY, BULGARIA)**

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## **ABSTRACT**

*In this paper it is given the basic theoretical background of the Growth Machine Concept in the ex-socialist countries in Eastern Europe. The findings are related to the case of the Bulgarian rural municipality of Dve Mogili describing the level of collaboration which the local political and economic elites have achieved and thus they have developed a rural growth coalition leading to a regional development.*

## **CONCEPTUAL DELIMITATION ON INTERNAL CONTROL**

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## **ABSTRACT**

*The ability of management in economic entities is influenced by the context of action converging components of the free market to organize and the quality and operational system of internal control existing in each of them. Given the different interpretations for the concept of internal control, standardization is required, built on the objectives and modalities for the exercise starting from the objectives and ways of exercising it.*

## **FORMS OF ENTREPRENEURSHIP IN TOURISM**

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### **ABSTRACT**

*Agro-tourism is a mild form of sustainable tourist development and multi-activity in rural areas through which the visitor has the opportunity to get acquainted with agricultural areas, occupations, local products, traditional cuisine and the daily life of people. Many countries have as main income the revenues from tourism, decisive for the levelling of the import-export balance. The fact that this is not happening in Romania is caused by the very serious crisis of tourism. In this study the authors present some facts concerning the current state of agro-tourism in Romania, as well as the main results of a survey realized in one Romanian county with high potential in agro-tourism.*

## **SOCIAL LEGISLATION IN THE ROMANIAN INTERBELLIC CONTEXT**

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### **ABSTRACT**

*The Roman statesman Gaius Julius Caesar said that collecting dues and taxes are the most important activity of a ruler. Fifteen centuries after his age the Sultan Suleyman Kanuni recommended his pashas to govern well if they desired profits. This Padishah of the Ottoman Dynasty swayed his ministers to keep control of the food supplies and of the commerce and to leave the rest to the foolish people. It was vitally important, however, that this control be exercised with subtlety so as not to give the population cause for revolt. In the following pages we shall make an analysis of the social life of the governments' involvement in dealing with the grievances presented by the citizens during the interbellic period.*

## **THE ROLE OF ENTREPRENEURSHIP IN ECONOMIC DEVELOPMENT**

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### **ABSTRACT**

*The role of entrepreneurship and an entrepreneurial culture in economic and social development has often been underestimated. Over the years, however, it has become increasingly apparent that entrepreneurship does indeed contribute to economic development.*

*Transforming ideas into economic opportunities is the crux of entrepreneurship. History shows that economic progress has been significantly advanced by pragmatic people who are entrepreneurial and innovative, able to exploit opportunities and willing to take risks.*

## **ENTREPRENEURSHIP DEVELOPMENT – AN IMPORTANT PILLAR OF NATIONAL COMPETITIVENESS**

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### **ABSTRACT**

*Most industries that are labor-intensive and science and technology intensive, are very easily imitated, and unable to maintain their competitive advantage for long. Enduring competitive advantage can only be created within an economic system that is founded upon a rich culture. But such a system requires innovativeness as its core skill in order to lend momentum and value to economic development*

*This is why the cultural innovation industry has become an important indicator of national competitiveness all over the world.*

## **LEGISLATIVE INITIATIVES, EVOLUTIONS AND CONTRASTS IN THE ROMANIAN INTERBELLIC ECONOMY**

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### **ABSTRACT**

*The historian Fernand Braudel was of the opinion that geography dictates history due to the fact that it imposes on a certain region or states a particular characteristic of the economic life. Trade and*

*commerce were often called in the mercantile period the blood flow of a nation. The vitality of this element during the interbellic era can be observed during the next pages.*

**QUANTITATIVE ANALYSIS OF THE INNOVATIVE PERFORMANCE  
INDICATORS  
CASE STUDY: MINING AND METALLURGY INSTITUTE BOR  
(SERBIA)**

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**ABSTRACT**

*Innovative activity depends on the characteristics of organization and different indicators influences achieving good results in the firm business. Since the purpose of innovation is improvement of a firm, it is very important to examine innovative activity in the company. The results of quantitative analysis of the innovative performance indicators in the example of the Mining and Metallurgy Institute Bor (Serbia) are presented in this paper. The input in innovation process was examined through expenditure and income of R&D, number of researches, number of researches compared to the total number of employees in the company, the number of high educated experts; then the output of innovation process was examined through the number of inventions, technical solutions, licenses, projects, published studies; and finally, the output of innovation process was examined – through the valorisation of what have been found, exploited, in other words - new technological procedures, processes, means and methods which had an effect in new technology, product or service.*