

CUPRINS / CONTENT

	<i>AUTOR / AUTHOR</i>	<i>LUCRARE / PAPER</i>	<i>PAGINĂ /PAGE</i>
1.	Andreș Solomia	PUBLIC MANAGEMENT. CHALLENGES OF THE ADMINISTRATIVE SYSTEM REFORM	9
2.	Andrițoi Claudia	ARGUMENTS IN FAVOUR OF THE RECEPTION OF THE RHETORIC INTERPRETATION	16
3.	Bănuț Ionel Dănuț	A MODALITY OF ECONOMIC IMPROVEMENT BASED ON DIRECT FOREIGN INVESTMENT	22
4.	Barbu Romina	CONSIDERATIONS REGARDING THE ECONOMIC IMPACT OF TOURISM	28
5.	Brătulescu Marin	SUSTAINABLE RURAL DEVELOPMENT IN ROMANIA – NECESSITY AND PRIORITY GOAL OF STRATEGIC MANAGEMENT	33
6.	Bucur Oana Nicoleta	GAME ME THEORY BUSINESS	43
7.	Cechin-Crista Persida Dumescu Timeea Maria Braga Loredana Mihaela	THE EXTENSION AND DIVERSIFICATION OF BANKING SERVICES THE BANK ACCORDING TO THE NEEDS OF THE CUSTOMERS	48
8.	Chiș-Toia Dorina Vișan Alina	THE ADVERTISEMENT IMAGE – VISUAL MESSAGE, WAY OF EXPRESSION AND COMMUNICATION	56
9.	Ciomaga Adrian	ELABORATION OF THE CASH FLOW STATEMENTS	61
10.	Ciurel Mariana Regep Horețiu Teodorescu Cristian	DIMENSIONS OF CORPORATE GOVERNANCE PRACTICES UNDER THE GLOBAL FINANCIAL CRISIS	65

11.	Corduneanu Carmen Miloş Laura Raisa	DEVELOPMENT OF FINANCIAL SECURITIZATION, OF DERIVATIVES MARKET AND OF HEDGE FUNDS, INTEGRATION OF CAPITAL MARKETS – FOUR MAJOR EFFECTS OF THE FINANCIAL GLOBALIZATION	74
12.	Cosma Dorina Schneider Suzana	FINANCING INSTITUTIONS OF HIGHER EDUCATION	84
13.	Costencu Mirela	UNIQUENESS OF ELEMENTS AND QUALITY STRATEGY IN ECOTOURISM	93
14.	Dinu Gabriel	ENTREPRENEURHIP IN CARAŞ- SEVERIN	101
15.	Dinu Loredana	A NEW BUSINESS - NEW TECHNOLOGY	105
16.	Dobrei Florin	THE INDEPENDENT PRINCIPALITY OF TRANSYLVANIA (1541-1688). ASPECTS OF THE SOUTH-WEST TRANSYLVANIAN’S HISTORIAN	111
17.	Dobrescu Claudia-Nicoleta	POSSIBILITIES OF IDENTIFYING SITUATIONS FOR INTEGRATED ORGANIZATIONAL COMMUNICATION	123
18.	Dobrescu Mihail	SOCIAL CORPORATIST RESPONSIBILITY A FORM OF SOCIAL INVOLVEMENT	128
19.	Dragomir Ioan	LOCAL AUTONOMY – TERRITORIAL DEVELOPMENT FACTOR	132
20.	Drut Roxana	ASPECTS CONCERNING THE TOURIST MARKET IN ROMANIA	142
21.	Frañ Florin Furdui Laurențiu	TRAVEL PROFILES OF EU CITIZENS IN 2008	148
22.	Frumușanu Lesconi Mihaela Ciurea Janina Biliana Breuer Adela	THE AUDIT OF PROJECTS FUNDED BY STRUCTURAL FUNDS	158

23.	Gagian Liliana	YIELD MANAGEMENT IN HOTEL INDUSTRY	166
24.	Gherghina Liliana	ASSESSMENT STUDY OF THE CONSUMERS' BEHAVIOUR REGARDING THE "COMMUNITY POLICE" PUBLIC SERVICE OF THE TOWN OF REȘIȚA	171
25.	Hălmăgeanu Florentina	QUALITY SERVICE – THE GUARANTEE OF CUSTOMER SATISFACTION	186
26.	Iovicescu Poliana Alexandra	PROFESSIONAL DEVELOPEMENT IN THE FINANCIAL AUDIT ACTIVITY	192
27.	Isac Claudia Dura Codruta	THE GUARANTEE FUND FOR THE PAYMENT OF SALARY CLAIMS – A REQUISITE DURING FINANCIAL CRISES	198
28.	Ispas Roxana	THE FLAT TAX – TAX EVASION OR BUDGET INCOMES	204
29.	Kirova Milena Ruskova Svilena	BARRIERS TO THE INNOVATION ACTIVITIES OF THE COMPANIES	210
30.	Maloș Raul	REGIONAL DEVELOPMENT'S CONCEPTS	216
31.	Maties(Varga) Mihaela Anca	ROUTE OF ROMANIA TO THE EURO AREA	224
32.	Miloș Marius	EMPIRICAL APPROACH OF COFOG PUBLIC EXPENDITURES. THE CASE OF EUROPEAN UNION MEMBER STATES	229
33.	Minică Mirela	THE ACTIVISM WITHIN THE MONETARY POLICY AS ANTI-CYCLIC MEASURE	240
34.	Mutașcu Mihai	"OSTROGORSKI PARADOX" AND PUBLIC OPTION	252
35.	Nistorescu Alina	CONSIDERATIONS ON THE PENETRATION OF THE ENGLISH LANGUAGE OVER THE INTERNET	255
36.	Olari Ionel	ENVIRONMENTAL CONTROL-FACTORS	262

37.	Papazov Emil Mihaylova Lyudmila	ADAPTING THE GROWTH-SHARE MODEL FOR PLANNING PURPOSES IN	268
38.	Pavlov Daniel	DEVELOPMENT OF NEW INSTRUMENT FOR LINKAGE RESEARCH OF RIVER ECONOMIC COMPLEX	277
39.	Pavlov Daniel Kulcsar László J.	THE GROWTH MACHINE CONCEPT IN A RURAL AREA (THE CASE OF DVE MOGILI MUNICIPALITY, BULGARIA)	286
40.	Rada Doina Rada Dănuț	CONCEPTUAL DELIMITATION ON INTERNAL CONTROL	292
41.	Rîndașu Venera Nițulescu Lavinia	FORMS OF ENTREPRENEURSHIP IN TOURISM	297
42.	Rudolf Cristian	SOCIAL LEGISLATION IN THE ROMANIAN INTERBELLIC CONTEXT	302
43.	Tănase Adrian	THE ROLE OF ENTREPRENEURSHIP IN ECONOMIC DEVELOPMENT	308
44.	Tănase Diana	ENTREPRENEURSHIP DEVELOPMENT – AN IMPORTANT PILLAR OF NATIONAL COMPETITIVENESS	312
45.	Zaberca Vasile Mircea	LEGISLATIVE INNITIATIVES, EVOLUTIONS AND CONTRASTS IN THE ROMANIAN INTERBELLIC ECONOMY	316
46.	Živković Dragana Štrbac Nada Kostov Ana Živković Živan Mihajlović Ivan Manasijević Dragan Ilić Irena	QUANTITATIVE ANALYSIS OF THE INNOVATIVE PERFORMANCE INDICATORS CASE STUDY: MINING AND METALLURGY INSTITUTE BOR (SERBIA)	324