

CONTROLLERUL FILIALEI DE CONCERN CONCERN BRANCH AUDITING.

**Controller Andor Alexandru
Lect. univ. Dr. Oargă Valentina
Universitatea de Vest Timisoara**

This paper is about the controller work in the Vertical Limits Company Bucharest. This company is a part of the Vertical Limits A.G. Group from Australia which activity deals not only with the transparency of the financial results at the level of company but also at the group level. The focus is on the planning activity, expressing the relation between the concern and the consumption through the controller's activity.

MANAGEMENT ȘI LEADERSHIP ÎN ORGANIZAȚIA CONTEMPORANĂ. MANAGEMENT AND LEADERSHIP IN CONTEMPORARY ORGANIZATION.

**Lect. univ. dr. Andres Solomia
Universitatea Eftimie Murgu Resita**

*The symbiotic leadership encourages a maximum of contribution of each component of the organisation, develops a powerful team-spirit base don the strengthening the identification of the individual to the group, an full reliability, creating conditions for the up spring of new, superior levels of achievements and performances within the organisation.
The leadership points out all the domains and major performances of the organisation, it becomes more than all the methods and techniques of management in the present restless world.*

NOI ABORDĂRI ALE CONTROLULUI MANAGERIAL NEW APPROACHES TO MANAGER'S CONTROLL

**Lect. univ. dr. Andreș Solomia
Universitatea Eftimie Murgu Resita.**

Une abordation contemporaine du management je la considere plus rigoureuse, par-ce que la delimitation des managers est reflecté d`une manière adequate au specific du precesees de manager.

Les premieres considerations ont deficitaires, car elles ne font pas la difference entre les specialist set les fonctionnaires qui apartiennent aux appareil managerial et les managers – progrement dis, don`t la mission la pus importante c`est d`exerciter la previsionne, l`organisation, la decision, la coordonation, motivation et controle – l`evaluation du travail du premiers.

CONTROLUL ACTIVITĂȚILOR AFERENTE UNUI PROIECT DE INOVARE THE ACTIVITIES CONTROL FOR INNOVATION PROJECT.

**Prof. univ. dr. Băileșteanu Gheorghe
Conf. univ. dr. Șipoș Gabriela
Universitatea de Vest Timisoara**

The innovation process is complete and it's development take into consideration some activities, starting with the identification of the new ideas about containing a new product, selection the new ideas summarizing the ideas of the new product, technical, economical and financial evaluation of the concepts, financial evaluation of the new product, manufacturing the new product and finally, testing and advertising the product.

STILURI DE NEGOCIERE ÎN CONTEXTUL DIFERENȚELOR CULTURALE NEGOTIATION STYLES IN DIFFERENT CULTURES CONTEXT.

**Conf. univ.dr. Botescu Ion
Universitatea Ovidius Constanta**

The process of negotiation in an international context demands the orientation of the partners towards certain possibilities if communication. When the partner belongs to another culture the procedures imposed by negotiation change. As the differences between the two cultures increase, the difficulties in communication between them amplify. In this way, it is imposed that the international negotiators study the style of negotiation of the partner

LIMBAJUL TRUPULUI ÎN NEGOCIERILE INTERNAȚIONALE BODY LANGUAGE IN INTERNATIONAL NEGOCIATION

**Conf. univ. dr. Botescu Ion
Universitatea Ovidius Constanta**

Some behavior manifestations offer authentic information about the people that do them. It is about the gestures, which are not controlled by the brain. When you have to choose between what a person expresses verbally and what results from the interpretation of the manifestations that cannot be consciously controlled, always you have to choose the second option.

CONCEPEREA MULTIFUNCȚIONALITĂȚII AMBALAJELOR ȘI PROMOVAREA LOR EFICIENTĂ PACKING MULTIFUNCTIONAL CONCEIVEING AND THEIR EFFICACIOUS PROMOTE.

**Conf. univ. dr. Bretcu Angela
Universitatea Eftimie Murgu Resita**

The paper dials with the new trends in the packing way, underling the aspects of their multifunctioning. As a base for buying, the packing is thought in present in a logical reduction of material, combine with intrinsec performances of reducing the demeges consid by garbadge but the seduce the consumers.

**EFECTELE ECONOMICE ALE REMITENȚELOR (CAZUL
REPUBLICII MOLDOVA)
DELIVERES ECONOMIC EFFECTS**

**Prof. univ. dr. Caraganciu
Conf. univ. dr. Fetiniuc Valentina
ASEM Chisinau**

The dependency of Moldavia of the different echange transfers which come from the activity abroad is of the greatest in the world. The majority of this variations are used for the payment of the consumption. Few of this variation are used for the financing of the investition is bussiness.

**CU PRIVIRE LA MOBILITATEA FORȚEI DE MUNCĂ (CAZUL
REPUBLICII MOLDOVA)
CONCERNING THE MOBILITY OF THE CAPACITY FOR WORK.**

**Prof. univ. dr. Cărare Viorica
Prof. univ. dr. Caraganciu Alexandrin
ASEM Chisinau**

The problem about the migration of the capacity for work from Moldavia need a special attention from the Gouverment and from the different International Organization. We deal also with demografical financial and social aspects. The good of this article is to underline the evolution diementions and the impact of the migration forcess from Moldovia.

**RIDICAREA STANDARDELOR RELAȚIEI BANCĂ-CLIENT
THE STANDARDS RISING OF BANK-COSTUMER RELATIONSHIP**

**Conf. univ. dr. Cechin-Crista Persida
Universitatea Europeana Dragan Lugoj**

Bank-customer relationship is a process that should develop continues in order to satisfy the demands. For this, the customer is in the center of attention, the bank customer relationship becoming an attitude that must be embrace by the all employers.

**ASPECTE PRIVIND ETICA BANCARĂ ÎN RELAȚIILE CU
CLIENTII
ASPECTS OF BANKING ETHICS IN RELATIONSHIP WITH
CUSTOMERS.**

**Conf. univ. dr. Cechin-Crista Persida
Universitatea Europeana Dragan Lugoj**

The rigorous banking ethic is imposed by the privileged position the impose occupied by the bangs in the economical-social life and it does not dial only with the demands imposed by legislation and the banks make their own regulation.

**MOBILITATEA MAINII DE LUCRU PRIN PRISMA TEORIEI ZONEI
MONETARE OPTIME
THE HAND WORKING MOBILITY THROUGH THE OPTIMAL
MONETARY ZONE THEORY ANGLE**

**Prof. univ. dr. Cerna Silviu
Universitatea de Vest Timisoara**

:
The phenomenon as old as humanity and the vital part of its future, the migration of the population is the object of many theories that try to explain and predict the phenomenon. In “The theory of the segmental market”, the international migration is the effect of the functioning mode of the forces of work in the develop economies.

**ECONOMIA DE AGLOMERARE ȘI DEZVOLTAREA INEGALĂ – O
ABORDARE CONCEPTUALĂ
THE CROWD ECONOMY AND UNEQUAL DEVELOPMENT – AN
CONCEPTUAL APPROACHMENT**

**Prof. univ. dr. Cișmaș Laura
Asist. Univ. drd. Părean Mihai
Universitatea de Vest Timis**

Generally, the economy is study at a micro and macro level. In reality there are a lot of problems which are between these levels. The external economies linked with the resources of the industry from a specific zone play an important role in the regional and urban economy being known under the agglomeration name.

CREATIVITATE ȘI INOVARE CREATIVITY AND INNOVATION

**Asist. Univ. dr. Ciurea Jeanina
Conf. univ. dr. Szatmary Miclea Camelia
Universitatea Eftimie Murgu Resita
Universitatea de Vest Timisoara**

All analyses of industrial revolution features the finish of our century and that it is developed for one single word new. We work with new industrial branch, technology and material, creation a new products after a new conception, products which replay every exigencies and realizes a new function. As we reorganization a firm on a new background which replay to the needs of environment protection. The word new had in the last years something magic.

ROLUL TEHNICILOR DE COMUNICARE IN GESTIONAREA CRIZELOR DE COMUNICARE THE COMMUNICATION TECHNIQUES ROLE IN THE FINANCIAL ADMINISTRATE OF THE COMMUNICATION CRISIS.

**Lect. univ. dr. Cristache Nicoleta
Universitatea Dunarea de Jos Galati**

The acceleration of globalization process and the necessity for the organizations to understand and react upon the complex requirements of consumers strengthen the essential link between business and society. While the experience proves that, there are impediments in the adequate management of future's changes impact, the way in which the risk situations appear, develop and are solve at the economical, social and political level can affect an organization capacity to adopt an adequate behavior.

**ROLUL RELAȚIILOR PUBLICE ÎN CONCEPTUALIZAREA
RESPONSABILITĂȚILOR SOCIALE A FIRMELOR ROMÂNEȘTI.
THE PUBLIC RELATIONSHIP ROLE IN CONCEPTION OF THE
SOCIAL RESPONSIBILITIES OF ROMANIAN FIRMS.**

**Lect. univ. dr. Cristache Nicoleta
Universitatea Dunarea de Jos Galati**

The integration of the organization in the environment it operates, the improvements of relationships with its target public provide value, competition power and create differentiation elements towards concurrence. Any organization must be conscious that such approach can bring benefits, both by the creation of a competitive advantage and by the promotion of a favorable image and strong relationship with all partners, aspects that argue the introduction of social responsibility in the development strategy of any company.

**ROLUL TEORIEI COSTURILOR DE TRANZACȚIE ÎN ALEGEREA
MODULUI DE GUVERNARE A UNEI TRANZACȚII
THE ROLE OF TRANSACTION COSTS IN THE SELECTION OF THE
GOVERNANCE MODE OF TRANSACTION.**

**Lect. univ. drd. David Sofia
Universitatea Dunarea de Jos Galati**

Since the first beginning Transaction costs economics has been concerned with the reason and the circumstances in which the firms use hierarchy rather than market to organize a transaction. In fact, the most empirical research was based on vertically integration. According to transaction cost economics, the choice between market and hierarchy is determined by efficiency regards. Considering the production costs equal for all governance alternatives, the transaction costs are the decisive factor. The present paper proposes a transaction analysis grid. Its purpose is to assist managers when they decide the governance mode of the transaction: hierarchy, hybrid arrangements or market.

**MARCA – INSTRUMENT EFICIENT DE PROMOVARE
THE MARK – EFFICACIOUS INSTRUMENT OF PROMOTION**

**Asist. univ. drd. Dinu Gabriel
Cadru asociat Vamvu Loredana
Universitatea Eftimie Murgu Resita**

The brands are away of differentiating the products and the services of the one company from the products of the others. There are many proves which show the inclination of the client for a specific brand, they being ready to pay on important sum for a well-known brand.

**MOTIVATIA – PION AL DECLANSARII DECIZIEI DE
CUMPARARE
THE MOTIVATION – PAWN OF THE BUYING UNLEASH
DECISION**

**Asist. Univ. drd. Dinu Gabriel
Cadru asociat Vamvu Loredana
Universitatea Eftimie Murgu Resita**

Behind the decision of buying, a product or a service there is a complex of motifs. The client causes the rejection of a product.

**IMPACTUL TIMPULUI ASUPRA NEGOCIERII
TIME IMPACT ABOVE NEGOTIATION**

**Cadru asociat Dobrescu Claudia
Universitatea Eftimie Murgu Resita**

The negotiation process starts under the pressure of necessities and as an ending it has a result with generates consequences. The central part of the negotiation process is communication. With is accomplished for the satisfaction of necessities of the parts involved in the negotiation. The undisputed truth about time is that it is passing with the same quickness for every one of us. The passing of the time affects the communication process even if it's not controlled by it's participants with are present at the negotiation process, because the majority of the people are talking about negotiation. As if they are talking about the event with a beginning and an ending.

**DIAGNOSTICAREA MODULUI DE ADMINISTRARE A
IMPOZITELOR
THE DIAGNOSTIC OF TAXES ADMINISTRATION MODE**

**Prof. univ. dr. Donath Liliana
Cadru asociat drd. Miloş Marius
Universitatea de Vest Timisoara
Universitatea Eftimie Murgu Resita**

The main role of taxes administration is to be legal in an efficient condition. The efficiency of administration means having a great production and efficiency tries to corroborate the stable objective.

**STRUCTURA ECONOMIEI ROMANESTI IN PERSPECTIVA
INTEGRARII EUROPENE
THE STRUCTURE OF THE ROMANIAN ECONOMY IN EUROPEAN
FITTING IN PERSPECTIVE**

**Prof. Univ. dr. Duţă Alexandrina
Lect. univ. dr. Negruţ Lucia
Universitatea de Vest Timisoara**

Finally, the European, economical integration means the defining of specific place of the Romanian economy in the European structures. The paper wants to show a dynamic analyze of the Romanian economy. This analyze want to show the type of economical problem and on the other hand the place of the Romanian economy in the European division of working.

**IMPLICAȚIILE UNOR MĂSURI DE POLITICĂ BUGETARĂ
ASUPRA EVOLUȚIEI PRODUCȚIEI INDUSTRIALE ÎN ROMÂNIA
ÎN PERIOADA 1997-2005
THE IMPLICATION OF SOME BUDGETARY POLITICAL
MEASURES ABOUT THE EVOLUTION OF THE INDUSTRIAL
PRODUCTION IN ROMANIA IN 1997 – 2002 PERIODS**

**Lect. univ. dr. Enache Eugen Cosmin
Universitatea de Vest Timisoara**

To show the effects on the dynamic of the industrial production made by the Government from Romania, we have made econometrical tests of auto regress, a model of VAR type on statistic date from January 1997 – May 2005

**ORGANIZAREA EVIDENTEI CONTABILE SEPARATE IN CADRUL
CONTABILITATII INTERNE DE GESTIUNE LA ROMTELECOM
THE ORGANIZATION OF THE SEPARATED BOOK-KEEPING AS
PART OF THE INTERN FINANCIAL ADMINISTRATION BOOK-
KEEPING AT ROMTELECOM**

**Prof. univ. dr. Epuran Mihail
Asist. univ. drd. Almășan Alina
Universitatea de Vest Timisoara**

In the case of telecommunication, these have the obligation to deal with the accountancy in a different way for the activities linked with the services of electronically communication, in the same way in which this thing would solve if these activities should be developed by different persons.

**CALCULAȚIA COSTURILOR INCREMENTALE PE TERMEN
LUNG
THE INCREMENTALLY COSTS CALCULATION ON LONG TERM**

**Prof. univ. dr. Epuran Mihail
Asist. univ. drd. Almășan Alina
Universitatea de Vest Timisoara**

The practice of using long run incremental costs – LRIC, to fundament the tariffs of interconnections is recognize as being the best in domain being used by most of the US states.

**SEGMNETAREA PENTRU COMUNICAREA VALORII ȘI LIVRARE
THE SEGMENT FOR THE VALUE COMMUNICATION AND
DELIVERY**

**Conf. univ. dr. Epure Dănuț Tiberiu
Universitatea de Vest Timisoara**

The paper emphasizes the importance of avoidable costs in a price decision-making process of any company, through some examples that focus on their identification. We try to prove the fact that an efficient price strategy can't be realized in different stages. The best way in view to avoid the wrong orientation of a strategy is to develop a management system for financial reporting; any business process must concentrate on incremental and avoidable costs in order to.

**DESFĂȘURAREA FUNCȚIEI CALITĂȚII – INSTRUMENT DE
MANAGEMENT ȘI MARKETING PENTRU ÎMBUNĂTĂȚIREA
CONTINUĂ A PERFORMANȚEI
THE UNFOLDING QUALITY FUNCTION – INSTRUMENT OF
MANAGEMENT AND MARKETING OR THE CONTINUE
IMPROVEMENT OF PERFORMANCE**

**Prof. univ. dr. Falniță Eugen
Universitatea de Vest Timisoara**

The development of QFD function in an instrument which help the team to make the product, to correlate the demands of the user. QFD is a technique which wants the direct implication in the improvement of the product's performances.

**NECESITATEA STUDIERII PERIODICE A IMAGINII INSTITUȚIEI
EDUCAȚIONALE
THE NECESSITY TO RECURRENTLY STUDY OF THE IMAGE OF
EDUCATIONAL INSTITUTION.**

**Prof. univ. dr. Fekete Ildiko
Universitatea Eftimie Murgu Resita**

The paper aims at briefly approaching the image of the educational institution highlighting the elements of identification of an educational institution. A special attention was given to study of the image of the University „Eftimie Murgu” Reșița. The research was implemented in this year.

**INVESTITIILE STRAINE SI IMPACTUL LOR ASUPRA
ECONOMIILOR IN TRANZITIE
THE FOREIGN INVESTMENT AND THEIR IMPACT ABOVE THE
TRANSITIONAL ECONOMY.**

**Cadru asociat Frant Florin
Universitatea Eftimie Murgu Resita**

The need of the investment supposes to appeal to the foreigner capital for the attraction of the direct capital investment. It is underlined the importance of the international co-operation especially with advanced states and an accelerated transition at the market economy.

**NOUA ECONOMIE. ORIZONT ȘI SCHIMBĂRI
THE NEW ECONOMY. HORIZON AND CHANGES.**

**Cadru asociat Frant
Universitatea Eftimie Murgu Resita**

The new economy must start for the principles that whorl outline in many studies realized for the international organism that reflect alike the existent situation and the directly aspirations but also the long term aspirations. The new economy represent an economy rely on information and knowledge.

AMENAJAREA TURISTICĂ A ZONELOR MONTANE TOURISTY ARRANGEMENT OF THE MOUNTAIN ZONES.

**Prep. univ. Gherghina Liliana
Universitatea Eftimie Murgu Resita**

The present paper treats the observance, as rigorous as possible, of the set-up of mountain areas in tourist purposes, with the respect of the differentiating criteria regarding the placement of equipment against the mountain and the specific characteristics for the resorts location. The goals is thus to obtain a controlled and progressive arrangement which should be a part of the global policy of mountain protection, a physical, economic and social protection.

PREMISE ALE MODELĂRII SPAȚIALE ÎN PARCUL NAȚIONAL CHEILE NEREI – BEIUȘNIȚA THE PREMISES OF SPATIAL MODELING IN THE NATIONAL PARK CHEILE NEREI BEIUȘNIȚA

**Prep. univ. Gherghina Liliana
Universitatea Eftimie Murgu Resita**

The paper highlights the premises of spatial modeling, due to natural, entropic and historic resources existing in the area, aiming at promoting the National Park Cheile Nerei – Beiușnița as a touristy product on the internal and international market. The main goals are the conservation and preservation of the natural patrimony, together with the rigorous control of tourists' circulation within its perimeter.

FACTORII DE RISC ȘI VOLATILITATEA MARE A PIETELOR FINANCIARE GLOBALE THE RISK FACTORS AND THE BIG VOLATILITY OF THE GLOBAL AND FINANCIAL MARKET

**Asist. univ. drd. Heteș Roxana
Universitatea de Vest Timisoara**

The volatility problem linked with the global market is dealt in different ways in the literature. If the risk is measured by the risk prime this situation would be similar to a reduction of the debts at an international level.

LEASINGUL PENTRU SOFTWARE SOFTWARE LEASING

**Conf. univ. dr. Hurbean Călin
Universitatea de Vest Timisoara**

The software leasing is more and more accepted by organizations as an advantageous alternative to the unique payment of the expensive solutions to aplicate for the business. This is because buying the software in leasing means to pay periodically some taxes.

POSSIBILITĂȚI DE CUANTIFICARE A BENEFICIILOR UNUI SISTEM ERP POSSIBILITIES OF BENEFIT'S QUANTIFICATION FOR AN ERP SYSTEM

**Conf. univ. dr. Hurbean Luminita
Universitatea de Vest Timisoara**

Despite the high cost and the duration of development project stretched on many months, the Enterprise Resource Planning Systems had found their honor place in the informational system of the organizations thanks to their benefits. Many of these are not quantifiable or difficult to measure.

DECALAJELE ECONOMICE ȘI NOILE OBIECTIVE ALE FONDURILOR STRUCTURALE ALE UE ECONOMIC SHIFTING AND NEW OBJECTIVES OF THE UE STRUCTURAL FUNDS

**Cadru asociat drd.Irimia Horia
Universitatea Eftimie Murgu Resita**

The problem of the difference between the poor and the riches is put between people, families, states, districts and cities. These difference were analyzed in terms of competition in different interest, in UE in the last decades is promote the Economical, Social and Territorial Cohesion Principles.

TRANSLATION PRACTICES IN INTERNATIONAL ADVERTISING

Lect. univ. drd. Istodor Daniela
Universitatea de Vest Timisoara

The intensification of international exchanges involves a growing need for communication and thus of translation. The amount of advertising translations is already substantial, and keeps increasing. In this regard, it follows the opening of new linguistic areas to international trade. The media are more and more varied: the press, the radio, television, and the Internet. The multinational advertising agencies, the cross-border television networks, and the success achieved by multilingual publications have contributed to the expansion of this phenomenon.

CORUPTIE SAU PRINCIPII DE PIATA? CORRUPTION OR LIFE PRINCIPLES?

Prof. univ. dr. Jivan Alexandru
Universitatea de Vest Timisoara

The legal foresights are often encroached upon, at the least in their substance because the passing to a second plan of moral principles, the professional deontology. The moral fundamental doesn't ignore the character of this reality deficiency.

PARTICULARITATI ALE MANAGEMENTULUI RESURSELOR UMANE IN FIRMELE DIN SECTORUL DE COMERT PECULIARITIES OF THE HUMANE RESOURCES MANAGEMENT FROM TRADE SECTOR

Lect. Univ. drd. Luț Dina Maria
Lect. Univ. drd. Sava Cipriana
Universitatea Crestina Dimitrie Cantemir Timisoara

The commercial activity depends in a big measure of the manner that the commercial personal come true their obligations. This thing does not depend only of the employer's intentions but also of the existence of some psychical quality. For this reason is necessary to specify the psychical structure of the merchant.

COMERTUL ECHITABIL FAIR TRADE

**Cadru asociat drd. Malos Raul Cezar
Universitatea Eftimie Murgu Resita**

In this paper, I tried to reach out the issue of fair trade, beginning with the definition and the key principles of fair trade, pointing out the criticism for this kind of trade and showing the evolution of fair trade selling in Europe and United States of America.

ALIANȚE STRATEGICE ÎN MANAGEMENTUL FIRMEI TRANSNAȚIONALE. STRATEGIC ALLIANCES IN TRADITIONAL FIRM MANAGEMENT

**Cadru asociat drd. Malos Raul Cezar
Universitatea Eftimie Murgu Resita**

I tried in this paper to speak about the strategic alliances of transnational corporations. I tried to define and point out some characteristics of strategic alliances, continuing with showing the advantages and disadvantages of this kind of alliances.

CICLUL DE VIATA AL PRODUSULUI IN MARKETINGUL INTERNATIONAL PRODUCT LIFE'S CYCLE IN INTERNATIONAL MARKETING

**Lect. univ. drd. Man Mihai Liviu
Universitatea Eftimie Murgu Resita**

The paper presents the concept of product life cycle, its duration and impact, the policy of new products launching.

**STRATEGII DE PREȚ UTILIZATE DE CATRE FIRMELE CU
ACTIVITATE DE COMERT EXTERIOR
THE PRICES STRATEGY USED BY FIRMS WITH AN EXTERIOR
TRADE ACTIVITY.**

**Lect. univ. drd. Man Mihai Liviu
Universitatea Eftimie Murgu Resita**

The paper presents the goals of the price strategy, of the export prices policy, as well as the main price strategies.

**ROLUL TIC ÎN DEZVOLTAREA ECONOMICĂ
TIC ROLE IN ECONOMY DEVELOPMENT.**

**Conf. univ. dr. Mărginean Silvia
Universitatea Lucian Blaga Sibiu**

One of the most well-known acceptations of the TIC that we can mention refers at electronic service, such as radio, telephony and internet. In one large acceptance we understand that TIC is a rage of services tied by communications and informatics from the traditional ways of communication, like posters and newspapers, till old technology.

**CONSIDERAȚII PRIVIND MĂSURAREA GLOBALIZĂRII LA
NIVEL INTERNAȚIONAL
CONSIDERATIONS AS FOR GLOBALIZATION MEASURE AT
INTERNATIONAL LEVEL**

**Asist. univ. drd. Megan Ovidiu
Universitatea de Vest Timisoara**

The globalization is a worldwide phenomenon active in many fields of activities. Globalization challenges and places new demands on statistics and indicators designed to help public authorities and firms to assess developments and formulate appropriate policies. This paper's purpose is to study the maters of existing traditional economic statistics and indicators in globalization area.

EFFECTUL PREȚ-CALITATE THE PRICE QUALITY EFFECT.

**Lect. univ. dr. Micu Adrian
Universitatea Dunarea de Jos Galati**

:

The paper emphasizes the importance of avoidable costs in a price decision-making process of any company, through some examples that focus on their identification. We try to prove the fact that an efficient price strategy cannot be realized in different stages. The best way in view to avoid the wrong orientation of a strategy is to develop a management system for financial reporting; any business process must concentrate on incremental and avoidable costs in order to.

EFFECTUL PREȚULUI DE REFERINȚĂ THE REFERENCE PRICE EFFECT.

**Lect. Univ. dr. Micu Angela-Eliza
Universitatea Dunarea de Jos Galati**

The paper emphasizes the importance of avoidable costs in a price decision-making process of any company, through some examples that focus on their identification. We try to prove the fact that an efficient price strategy can't be realized in different stages. The best way in view to avoid the wrong orientation of a strategy is to develop a management system for financial reporting; any business process must concentrate on incremental and avoidable costs in order to.

UNIUNEA ECONOMICĂ ȘI MONETARĂ THE ECONOMIC AND MONETARY UNION.

**Conf. univ. dr. Minică Mirela
Universitatea Eftimie Murgu Resita**

The article made a short presentation of the theory about integration in economic and monetary fields, and the periods of this process.

AVANTAJE SI INCONVENIENTE ALE MONEDEI EURO ADVANTAGE AND DISADVANTAGE OF EURO CURRENCY

**Conf. univ. dr. Minică Mirela
Universitatea Eftimie Murgu Resita**

A single, common European currency, the Euro, is issued by the European Central Bank (ECB) in Frankfurt, Germany. Its adoption is the final step in the Economic and Monetary Union (EMU), the European Union's plan for economic integration of its member states. The Euro is used in 11 of the 15 EU member states, and will replace all EU currencies by January 1, 2002.

FORMELE MODERNE ALE COMERȚULUI CU AMĂNUNTUL ȘI CONSUMATORUL MODERN PE PIAȚA ROMANEASCA RETAIL TRADE'S AND MODERN COSTUMER'S MODERN FORMS ON ROMANIAN MARKET

**Prof. univ. dr. Negruț Constantin
Asist. univ. drd. Alt Monica Anetta
Universitatea de Vest Timisoara**

Detail trade it does not been always in the attention of marketing specialists. The big producers of the open consuming products were considerate market university. This point of view centered on the producer diminished meaningful the power, the role and the importance of sales people with details within the framework of the distribution canal.

ALEGEREA ELEMENTELOR MĂRCII – DEMERS FUNDAMENTAL AL ELABORĂRII STRATEGIEI DE MARCĂ THE CHOICE FOR MARK ELEMENT'S BASIC STEP FOR WORK STRATEGY'S ELABORATION

**Prof. univ. dr. Negruț Constantin
Asist. univ. drd. Moiescu Ovidiu
Universitatea de Vest Timisoara**

The creation of a mark is a fundamental step of marketing, which requires the elaboration of a precise strategy in this way and a coherence dosing of a varied set, which compound together this strategy. The specialty literature is very divers in what involves the approaching of the elaboration and the development of the creation strategy for a powerful mark.

**IMPACTUL POLUĂRII ASUPRA RESURSELOR DE APĂ DIN
MUNICIPIUL REȘIȚA
POLLUTION IMPACT FOR WATER RESOURCES FROM RESITA
CITY**

**Lect. Univ. dr. Negruț Viorel
Lect. univ. dr. Popovici Adina
Universitatea de Vest Timisoara**

In the campaign for the protection of milieu, the knowledge of reality is essential. In this work, we will present the pollution impact on the hydrographic network, respective on the superior hydrographic basin of Barzava 'river.

**REGULI DE POLITETE IN POSTA ELECTRONICA FOLOSITA IN
MEDIUL DE AFACERI
EMAIL ETIQUETTE IN THE BUSINESS ENVIRONMENT.**

**Conf. Univ. dr. Nistorescu Alina
Universitatea Europeana Dragan Lugoj**

The article presents the main problems of email etiquette in the business environment. The introductory part of the article mentions the studies on email etiquette and the importance of email etiquette in modern world. Electronic communication is viewed as a newly emerged genre, one that is a unique combination between speaking and writing. Then the analysis focuses the particularities and the structure of the email, each element being presented from the point of view of politeness rules.

**POSTA ELECTRONICA IN COMUNICAREA PROFESIONALA SI IN
INVATAREA LIMBILOR STRAINE
ELECTRONIC MAIL IN PROFESSIONAL COMMUNICATION AND
IN FOREIGN LANGUAGE.**

**Conf. univ. dr. Nistorescu Alina
Universitatea Europeana Dragan Lugoj**

The article presents the importance of electronic mail in language learning and in professional communication. The particularities of electronic mail are analyzed by contrast with traditional mail and oral communication, thus the ways in which this medium of communication can be used in the two mentioned areas are pointed out.

CONTROLLING AT VERTICAL LIMIT, BUCHAREST

**Lect. dr. Oargă
Controller Alexandru Andor
Universitatea de Vest Timisoara**

Beginning with the year 1990, the new managerial instrument – controlling makes his appearance and the company's applications from ROM, especially in the concern's branches. Controlling role is highly important because this come in the manager's help, giving all the information necessary to take decisions in a very short time.

**SCURTĂ ISTORIE A IDEII DE DEZVOLTARE ECONOMICĂ ÎN
PERIOADA MODERNĂ
SHORT HISTORY OF AN ECONOMIC DEVELOPMENT IDEA IN
MODERN PERIOD**

**Drd. Ocnean Sergiu
Universitatea de Vest Timisoara**

Since the beginning of the economic science, economic development was one of the principal finalities. The development of economic theory known a sinuous evolution with a lot of paradigms and orientations established the promoter's appearance at different economic thinking schools or even diverse ideologies.

**MODELE ISTORICO-EVOLUȚIONISTE DE DEZVOLTARE
ECONOMICĂ
HISTORIC-EVOLUTION MODELS OF ECONOMIC
DEVELOPMENT**

**Drd. Ocnean Sergiu
Universitatea de Vest Timisoara**

Evolution of the development process traversed by a country does not always respect a certain way of the development. Some below evolving countries can have a very good tertiary sector thanks to the prosperity of tourism industry, without the development previously of a secondary industry.

**ASPECTE ALE DISPARITĂȚILOR REGIONALE. REGIUNEA V
VEST ȘI REGIUNEA NORD-EST
REGIONAL SCATTERING ASPECTS VEST REGION AND NORD-
EST REGION.**

**Drd. Oțil Maria Daniela
Universitatea de Vest Timisoara**

The regional politics of development is one of the most complex and important of the EU, because by its objective to reduce the economic and social disparities that exists between the different regions of Europe.

**ASPECTE TEORETICE PRIVIND GESTIUNEA RISCURILOR
ACTIVITATEA BANCARE
THEORETIC ASPECTS CONCERNING FINANCIAL
ADMINISTRATION OF BANK ACTIVITY RISKS.**

**Drd. Oțil Maria Daniela
Universitatea de Vest Timisoara**

The point of the risk's financial administration is to estimate the risks, to track it and control it. The risk's financial administration ensures the institution durability. This financial administration constitute a real concurrencies advantage and it's intended to take in consideration the risk of the decisions.

**ASPECTE ALE RESURSELOR UMANE IN ROMANIA IN ULTIMUL
DECENIU.
ASPECTS OF HUMAN RESOURCES IN ROMANIA IN LAST
DECADE.**

**Asist. univ. drd. Părean Mihai
Universitatea de Vest Timisoara**

Demographic growth has quantitative and qualitative consequences in the development of the economic plan. It is obvious that, like any other invention is followed in a concurrent way, the need's growth and the ways to satisfy them.

**POLITICA FAȚĂ DE CAPITALUL STRĂIN DUPĂ INTEGRAREA ÎN
UNIUNEA EUROPEANĂ
THE POLITICS COMPARATIVELY WITH FOREIGN CAPITAL
AFTER THE UE INTEGRATION.**

**Conf. univ. dr. Pațac Filip
Universitatea Crestina Dimitrie Cantemir Timisoara**

The economic evolution in the second half of nineteen century and first half of twenty century was conditioned by many points of view by foreign corporate funds. It's actions and consequences has generated a strong influence over the Romanian society.

**PROCESUL ADERĂRII ROMÂNIEI LA UE – CONVENȚIILE DE
EVITARE A DUBLEI IMPUNERI
ROMANIAN ADHESION PROCESS TO UE – THE AVIODED
CONVENTION OF THE DOUBLE IMPOSING**

**Drd. Petrică Andrei Dan
Universitatea de Vest Timisoara**

In condition that Romania covered the long process of joining, gain the experience the interstate international cooperation, the understanding subjects of avoiding of the double assessment becomes aggressive and with a great impact in economic and politic future, not only of the members but even of the EU.

**MODALITATEA DE GESTIUNE A RISCURILOR PRIN
UTILIZAREA DE INSTRUMENTE DERIVATE
FINANCIAL ADMINISTRATION MODALITY OF RISKS THROUGH
DERIVATIVE INSTRUMENTS USING.**

**Conf. univ. dr. Pirtea Marilen
Drd. Iovu Laura Raisa
Universitatea de Vest Timisoara**

The use of derivate financial instruments noted lately a spectacular development because on my opinion, of the development of local market for efficient support, infrastructure legal development of the contracts that are standing at the foundation of transaction with derivate financial instruments and eliminate the restriction in this way by local and extern entities.

**PROVOCĂRI PRIVIND TURISMUL DIN BANATUL MONTAN PRIN
INTEGRAREA LUI ÎN TURISMUL EUROPEAN
CHALLENGES CONCERNING MOUNTAIN BANAT TOURISM
THROUGH IT'S INTEGRATION IN EUROPEAN TOURISM.**

**Prof. univ. dr. Popovici Gheorghe
Prof. univ. dr. Cristescu Ilie
Universitatea Eftimie Murgu Resita,
Universitatea de Vest Timisoara**

In this paper, the author argue with the marketing management which are the key to vigorous touristic development from Mountain Banat

**CONTRIBUȚII PRIVIND STRATEGIA MANAGERIALĂ A
„JUCĂTORULUI DE ȘAH” ÎN NOUA ECONOMIE BAZATA PE
CUNOASTERE
CONTRIBUTION CONCERNING MANAGERIAL STRATEGY OF
THE “SHAH PLAYER” IN THE ECONOMY BASED ON
INFORMATION.**

**Prof. univ. dr. Popovici Gheorghe
Ec. Popovici Marinela
Universitatea Eftimie Murgu Resita**

In this paper, the author argue whit the marketing management which are the key to vigorous economic development from Rumanian company that it apply the strategy „chess player”

**ALEGEREA UNUI ECHIPAMENT DE PRODUCTIE, INTR-O FIRMA,
PE BAZA COSTULUI MINIM DE FOLOSINTA
THE CHOICE OF PRODUCTION EQUIPMENT IN FIRM BASED ON
MINIMUM COST UTILIZATION.**

**Prof. univ. dr. Popp Constantin
Universitatea Eftimie Murgu Resita**

It is supposed that a company has the possibility to choose from among four manufacturing installations, with the same technical efficiency, in view of obtaining its output according to the long-term strategy. Based on an econometrical reasoning, the optimum decision will be made, so that the annual utilization cost be minimum. In this respect, first we discuss the problem from the economic view and then formulate the criterion for the selection of the most efficient equipment.

**GLOBALIZAREA - PROCES GEOECONOMIC, GEOPOLITIC ŞI
GEOCULTURAL
THE GLOBALIZATION – AN GEO-ECONOMICS, GEOPOLITICAL
AND GEOCULTURAL PROCESS.**

**Prep. univ. drd. Popp Lavinia
Asist. univ. drd. Pană Claudia
Universitatea Eftimie Murgu Resita**

The strategically target of UE established at the summit that took place at Lisbon is to re-establish the full holding of labor force by carrying out a new global strategy, the economical reform and social cohesion as integrating part of the society based on knowledge. In our country, due to the existent inheritance (deficit in labor force under regional, occupational and educational - professional, frustrated segmentation), the human resource was marginalized. The human capital was not advantage in transition unlike other economical mediums.

SPECIFICUL POLITICILOR SOCIALE ÎN ROMÂNIA THE SOCIAL POLITICS SPECIFICALLY IN ROMANIA

**Prep. univ. drd. Popp Lavinia
Prof. univ. dr. Popp Constantin
Universitatea Eftimie Murgu Resita**

Romania has entered a profound process of transformations called "transition" in the social sciences and political ideology as well. The consequences in social plan of this process of transformation of the socialist society into a capitalist society are connected to the decrease of the poverty due to: the social disintegration, decrease of the number of work places, increase of the unemployment, social polarity, and replacement of the salaries with incomes from the underground economy.

MONITORIZAREA ŞI EVALUAREA PROGRAMELOR SOCRATES CU PROMOTER EUROPEAN - PROIECTUL STARS SOCRATES PROGRAM'S MONITORING AND EVALUATION WITH EUROPEAN PROMOTER - STARS PROJECT.

**Prof. univ. dr. Potoceanu Nadia
Conf. univ. dr. Gilich Rainer Gilbert
Corneanu Marius Gheorghe
Universitatea Eftimie Murgu Resita**

Authors analyses the generally procedures of evaluation and monitoring, also putting in two metrical events "logical frame" needed for a quick estimate of the project.

SOLUȚII PRIVIND UTILIZAREA OPTIMĂ A CULORILOR ÎN LOCAȚIILE COMERCIALE SOLUTIONS CONCERNING OPTIMAL UTILITY OF COLORS IN COMMERCIAL PLACES.

**Lect. univ. dr. Prada Sorin
Universitatea de Vest Timisoara**

The present work it is proposing to dignify the commercial signification that the colors have. It's started from the conclusion that the colors have a huge influential upon physiology spirit of organism, psychic processes and our affective emotion.

**STUDIU COMPARATIV PRIVIND AMENAJAREA MAGAZINELOR
MODERNE ÎN TIMIȘOARA
COMPARATIVELY STUDY CONCERNING THE MODERN
FITTING OUT STORES IN TIMISOARA.**

**Lect. univ. dr. Prada Sorin
Universitatea de Vest Timisoara**

The present work begins with radiography of the modern trade forms in Romania to reach to the conclusion that all forms from our country are present in Timisoara city. In second part, this work wants to mark out the difference that exists between the main forms of modern trade that are present in Timisoara as regards the arrangements.

**SISTEME LOGISTICE
LOGICALLY SYSTEMS**

**Prof. univ. dr. Putz Ecaterina
Asist. Univ. drd. Bîzoi Gabriel
Universitatea de Vest Timisoara**

In foreign consulted literature, the logical system is defined as being the system that includes all material fluxes from raw materials acquisition to the delivered of finished goods to the last consumer, as it can see, this definition is quite restricted as regards the surface by the logistic activity, related only at raw material fluxes excluded the energy fluxes and a part of informational system.

**CONTROLUL PREVENTIV ASUPRA CHELTUIELILOR
EFECTUATE DE ENTITATILE PUBLICE.
THE PREVENTIVE CONTROL ABOUT THE EXPENSIVE MADE BY
PUBLIC ENTITY.**

**Conf. univ. dr. Rada Danut
Universitatea Europeana Dragana Lugoj**

The budgetary execution is based by principle of attribution separate, which have the capacity of ordinate the credits by the distribution of the persons that have the book-keeper capacity, the credit ordinates of public entities are authorized to employ, to sell out and ordinate expenses during the budgetary exercise, at the limit of approval budgetary credits.

**UNELE ASPECTE PRIVIND EVAZIUNEA FISCALĂ ÎN DOMENIUL
TAXEI PE VALOAREA ADĂUGATĂ.
SOME ASPECTS CONCERNING FISCAL FRAUD IN TVA DOMAIN.**

**Conf. univ. dr. Rada Danut
Universitatea Europeana Dragana Lugoj**

Many subjects of TVA payers, take the risk of fraud, in consideration of economic and social impact of this exercise tax cannot be appreciate without taking in consideration the tax avoidance.

**EVALUAREA STOCURILOR ȘI MIȘCĂRII MĂRFURILOR ÎN
COMERȚ
STOCKS ESTIMATED AND WARES MOVEMENT IN TRADE.**

**Lect. univ. drd. Rada Doina
Universitatea Eftimie Murgu Resita**

No matter the evaluating method practiced by a patrimonial unit, this should be the same during the exercise and the ones that succeed to guarantee the information comparability and the possibility of a dynamic analyze.

**ORGANIZAREA SI CONDUCEREA CONTABILITATII
STOCURILOR SI OPERATIILOR CU MARFURI IN CADRUL
FIRMEI.
THE ORGANIZATION AND THE LEADERSHIP OF THE STOCKS
BOOK-KEEPING AND WARES OPERATION INTO A FIRM**

**Lect. univ. drd. Rada Doina
Universitatea Eftimie Murgu Resita**

The supplies comparability methods allow the creation of a system, starting from certain rules, so supplies and the operations that are influence them, respectively goods circulation.]

**EVALUAREA ȘI RISCUL INVESTIȚIILOR DE CAPITAL
THE ESTIMATED AND THE RISK OF THE CAPITAL
INVESTMENTS.**

**Masterand Regep Horațiu Dan
Universitatea de Vest Timisoara**

An investment represents the changing amount of many, present and real in hope of obtaining possible future incomes, superiors, during the economic investment.

**CELE MAI IMPORTANTE PROVOCARI CU CARE SE CONFRUNTA
RETAILUL MONDIAL
THE MOST IMPORTANT CHALLENGES WITH CONFRONT
INTERNATIONAL RETAIL**

**Conf. univ. dr. Rindasu Venera
Universitatea Eftimie Murgu Resita**

The economic global phenomenons become an important support for business .That thing created new tendencies in trade affairs.

**INTRODUCEREA NOII ECONOMII ÎN ROMÂNIA
THE INTRODUCTION OF THE NEW ECONOMY IN ROMANIA**

**Conf. univ. dr. Rindasu Venera
Universitatea Eftimie Murgu Resita**

Die Neue Ekonomie wierd die Macht haben zur dezwoeltierung der Welt Ekonomie auch wenn sie arm oder reiche Lönder sind.

**TURISMUL IN CONTEXTUL DEZVOLTARII DURABILE
THE TOURISM IN DURABLE DEVELOPMENT CONTEXT**

**Lect. univ. drd. Sava Cipriana
Lect. univ. drd. Luț Dina Maria
Universitatea Crestina Dimitrie Cantemir Timisoara**

The performed studies on milieu emphasize that the answerable in destroying this milieu are two group of agents and namely the one is economical development and the other is the destroying milieu for tourism.

**APLICAREA PRINCIPIULUI CELEI MAI BUNE UTILIZARI IN
EVALUAREA TERENURILOR
THE APPLICATION OF THE BEST UTILIZATION PRINCIPLE IN
GROUND ESTIMATE.**

**Conf. univ. dr. Săcui Violeta
Universitatea de Vest Timisoara**

The lands evaluation rules, no matter its usage, are the same. The evaluator mast to analyze and identify the best way to use the land, that is the most profitable use that can be allocated to the respective immobile.

**CONSIDERAȚII PRIVIND PIAȚA MUNCII ÎN ROMÂNIA DIN
PERSPECTIVA INTEGRĂRII ÎN UE
CONSIDERATIONS CONCERNING WORK MARKET IN ROMANIA
FOR EU INTEGRATION PERSPECTIVE.**

**Conf. univ.dr. Sîrghi Nicoleta
Universitatea de Vest Timisoara**

The Romanian's work market has an instability degree which answer to the general coordinates of any country that is in transition.

COSTURI SI BENEFICII ALE INTEGRARII ROMANIEI IN UE COSTS AND BENEFITS OF THE EU ROMANIA INTEGRATION

**Conf. univ. dr. Sirghi Nicoleta -
Universitatea de Vest Timisoara**

The Romanian integration in EU is a normal option, in present conditions of interdependence pronounced between the countries and economic regionalism development. The adhesion is necessary for our economy for realize new structures, mechanism and economical politic instruments.

ELEMENTE STRATEGICE PENTRU PROTECTIA MEDIULUI SI SILVICULTURA 2006–2010. STRATEGIC ELEMENTS FOR ENVAREMENT PROTECTION AND SYLVICULTURE 2006-2010

**Cadru asoc. dr. Stepanescu Mihai
Universitatea Eftimie Murgu Resita**

In pronounced conditions of multiple pollution, the environmental protection has and will have a major importance. In sylviculture sector “lung of earth” by an intensive wise household, by forestation has a major redound on environment quality necessary for life.

SPATIUL EUROPEAN DE ÎNVATAMANT SUPERIOR EUROPEAN SPACE OF SUPERIOR EDUCATION

**Prof.univ.dr. Suciu Marta Christina
Academia de Studii Economice Bucuresti**

The experience analyses gained in EU countries by Bologna process present a special interest at the decision implicated factors level.

**RELATIILE PUBLICE SI ROLUL LOR IN PROMOVAREA
TURISMULUI ROMANESC
PUBLIC RELATIONSHIPS AND THEIR ROLE IN ROMANIAN
TOURISM PROMOTION**

**Conf. univ. dr. Susanu Irina Olimpia
Universitatea Dunarea de Jos Galati**

Tourism is the brilliant and efficient combination of the natural elements existing in a geographical space, of the general components of human existence (language, culture, traditions, folklore, hospitality), of the human factor and of the infrastructure. If one of these elements is inefficient, then their combination will be an unfortunate one. What Romanian tourism needs is the infrastructure, efficiency in the exploitation of its rich natural elements. But the target public must be informed about all these. Without an optimum policy of communication, no organization is able to resist in the market, and public relations in an organization, as a component of communication policy, aim at acquiring indirectly and without any charge renown complementary to that offered by advertising.

**STUDIU PRACTIC PRIVIND MOTIVATIA TURISTICĂ PE PIAȚA
GĂLĂȚEANĂ
PRACTICAL STUDY CONCERNING TOURISTY MOTIVATION ON
GALATI MARKET**

**Conf. univ. dr. Susanu Irina Olimpia
Universitatea Dunarea de Jos Galati**

The solution of a good adaptation of the offer to the demand is constituted by the knowledge of the elements of attractiveness, of consume habits, and not the last, of the motivation and behavior towards the component elements of the tourist product. In this sense, research must attach a special attention to the promotion of the conception of adaptation of the Romanian tourist offer to the international performances, in a close correlation to the demands of tourist resources' superior capitalization. Trough a practical study, the work highlights the tourist motivation that is more and more varied

E-PUBLICITATEA UN INSTRUMENT REVOLUTIONAR DE MARKETING E-PUBLICITY – AN REVOLUTIONARY INSTRUMENT FOR MARKETING

**Șerbănescu Sorina
Universitatea de Vest Timisoara**

La publicité en général et la e-pub en spécial s'internationalisent et représentent l'une des conséquences de la mondialisation. L'Internet, devenu un média indépendant et spécifique, a conduit à une révolution dans le domaine de la promotion par la création d'un nouveau genre publicitaire, la e-pub (abréviation de e-publicité). La e-pub a, avant tout, le rôle de faire vendre une marque et, implicitement, de promouvoir l'image de la marque pour attirer et fidéliser les consommateurs. La promotion d'une marque impose en même temps un style de vie, une attitude, un ensemble de valeurs, une idée.

DISCURSUL CYBERMESAJULUI PUBLICITAR THE CYBER MESSAGE ADVERTISING SPEECH.

**Șerbănescu Sorina
Universitatea de Vest Timisoara**

Le cybermessage publicitaire doit tenir compte des traits caractéristiques de l'Internet : l'essentialisation et la focalisation vers un but précis. L'annonce publicitaire doit correspondre à l'objectif et aux préoccupations du cyber-visiteur pour lui éveiller le désir d'accéder l'information. Les controverses des sémioticiens du XXe siècle concernant la suprématie sémantique du texte ou de l'image s'apaisent, en quelque sorte, dans les analyses du cybermessage publicitaire car l'intérêt des créateurs de e-publicité est dirigé vers la communication et la persuasion, ce qui fait que le texte et l'image s'y associent dans un rapport d'intersémiotité. L'image devient, donc, un support complémentaire du texte sans aucune subordination.

PERSPECTIVE ALE ASIGURĂRILOR AGRICOLE DIN ROMÂNIA PROSPECT OF THE AGRICULTURAL INSURANCE FROM ROMANIA.

**Prof. univ. dr. Șeulean Victoria
Universitatea de Vest Timisoara**

In agriculture, natural disasters and other major forced risks represents elements that some times affect decisively the human and material results of businessman.

**POSSIBILITĂȚI DE UTILIZARE A METODELOR ECONOMETRICE
CU TIME-LAG
POSSIBILITIES OF ECONOMIC METHODS UTILIZATION WITH
TIME LAG.**

**Conf. dr. Șipoș Ciprian
Universitatea de Vest Timisoara**

Most of the known econometric models suppose an instant transmission of the influence of variable agents to variable effect. Though, many times in economy, the effects are transmitted by a certain delay, which lead to a little or big difference between the modification of factorial variable and the moment of modification of the effect variable.

**ASIGURAREA ȘI MENȚINEREA IMAGINII FINANCIARE A
ÎNȚREPRINDERII
THE INSURANCE OF THE MAINTAINING OF THE ENTERPRISE
FINANCIAL IMAGE.**

**Prof. univ. dr. Ștefea Petru
Prep. Univ. drd. Brindescu Daniel
Universitatea de Vest Timisoara**

The mechanisms of the market are going to put out the out of pocket enterprises the imminence of the exclusion is an inversely proportional principle with the market power that belongs to the enterprise appertaining inside a certain branch. The theory of a perfect competition presents, for instance, the exclusion of the enterprises as a normal process contributory for the rationalization and making the economy an efficient one; the enterprises that disappear are those that have superior output costs than the costs of the market.

**MARCILE ROMANEȘTI ÎN UNIUNEA EUROPEANĂ
ROMANIAN MARKS IN UE**

**Asist. Univ. drd. Tănase Adrian
Ec. Tănase Diana
Universitatea Eftimie Murgu Resita**

The trademark, an economic force. The legal protection of Romanian trademarks and their preparing for penetrating the EU market. I sues the two markets are confronted with the internal and external markets. The hologram: methods of fighting eliminating fake products. The Romanian trademarks the most frequently searched on the Internet. The home market after 1989. Leaders on the big market ... or just champions for a market segment.

**COMPETITIVITATEA PRODUSELOR ȘI SERVICIILOR –
INSTRUMENT DE CREȘTERE A VANZARILOR
PRODUCTS AND SERVICES COMPETITIVELY – SALE GROWTH
INSTRUMENT.**

**Asist. Univ. drd. Tănase Adrian
Ec. Tănase Diana
Universitatea Eftimie Murgu Resita**

A big problem for all firms with an trade activity is represent by conditions after the EU integration. It is a great problem for this firms because in EU the produces competitivities and services is very great.