

## **THE MATTER OF OPTIMAL PROCESS CONTROL**

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*A series of technical or economical problems requires, in the practice, for the dynamic system to behave in a wanted manner. The matter of the optimal control, associated to the dynamic system, intervenes in its evolution with commands that lead to the satisfaction of certain indexes. The paper describes the optimal control theory of the evolutionary systems and, in the end, it presents an application regarding the production process planning.*

## **MANAGEMENT OF COMPETITIVENESS IN TOURISM**

**Lecturer PhD Nicoleta Asaloş**  
**Senior Lecturer PhD Elena Cerasela Spătariu**  
**Faculty of Economic Sciences**  
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*Management of competitiveness seems to be a connection managerial concept between the strategic management and the operative one being in the same time the management of quality and productivity on short, middle and long term. The object of the researches in tourism economy is represented by the determinant factors of the competitiveness of the tourism products: natural and anthropogenic factors, general infrastructure, objectives of tourism interest, tourism equipment (tourism technical-material basis) on which it has to be acted with competitiveness, energy and persuasion.*

## **FINANCIAL MANAGEMENT OF THE COMPANY**

**Conf. univ dr. Persida Cechin-Crista,  
Faculty of Economics  
European University Drăgan Lugoj**

*The main target of any company's financial management is maximising the shareholders' profit. A financial manager must focus on the financial target of the company before he / she starts to examine the business plan.*

*Planning must answer to questions such as: what? how? at what price? . Strategic financial planning is the process which rationally analyses , systematically makes, and permanently supervises decisions.*

## **ON THE MANAGEMENT OF CASH FLOWS IN SMALL BUSINESSES**

**Conf. univ dr. Persida Cechin-Crista,  
Faculty of Economics  
European University Drăgan Lugoj**

*This item contains essential elements regarding the general issues of a strategy for enterprises. For the small companies, cash represents the most important asset it owns.*

## **GEOGRAPHY AND THE CHALLENGES OF THE CONTEPORARY WORLD**

**Conf. univ. dr. Mirela Mazilu  
University of Craiova  
Universitary Centre Drobeta Turnu Severin**

*The new evolution of the world economy showed the net advantage in favour of the countries that invest into research and education. Or, Europeans realized the fact that between their countries and US or Japan is a imbalance that has all the chances to stress itself if they don't do anything to create so wanted European University, a*

*competitive one in the world and much receptive to the requirements of economical, social-cultural environment, geography having a private and definite role.*

## **LE TOURISME ET LA SOCIETE DE CONSOMMATION DANS L'ESPACE EUROPEEN**

**Maître de Conférences Mirela Mazilu  
Assistante drd.Roxana Marinescu  
Université de Craiova, Faculté de Sciences Economiques**

*Having the same social finality both economical branches described in analysis have the same objective in the market: the quality of the products suffering both of them by direct and indirect effects induced in their development which everyone wishes it lasting in order to answer to the intentions of those who practise them. Both of the economical fields supposed to analysis in this article support the effects of the globalization, each of them in its way encouraging the consumer society.*

## **A CONTRASTIVE ANALYSIS REGARDING EBRD FINANCING ACCESS ROMANIA – BULGARIA**

**Lecturer PhD. Irena Munteanu,  
Lecturer PhD. Norina Popovici,  
OVIDIUS University of Constanta, Romania**

*The European Bank for Reconstruction and Development is a financial institution created with the purpose of sustaining the private sector, in view of creating an economical development framework. Attracting funds from Western Europe towards Easter Europe is one of the missions of the Bank. In this context, we regard as interesting and opportune the quantitative approach to the comparison between Romania and Bulgaria concerning the access to EBRD financing projects. The study was developed over a three years period and analyses the dynamic and structure of the funds obtained by the two countries. Direct comparison allows for the deduction of cardinal conclusions.*

## **THE MANAGEMENT AND THE MOTIVATION**

**Lecturer PhD. Norina Popovici,  
Lecturer PhD. Irena Munteanu  
OVIDIUS University of Constanta, Romania**

*It is currently stated, but wrongly that motivation is a feature of the personality. Some persons demonstrate these statements, other do not. This attitude of motivation acceptance as being strictly a feature of the individual personality corresponds to those managers that consider that a collaborator or another of his team cannot be motivated. It is known that motivation is not an object. It results from the interactions among the individuals and the situations with which they are confronted. If each person differs by its behaviour, the motivation of the individual varies according to each situation he faces also.*

## **HOW MUCH TO INVEST IN INNOVATION ?**

**Conf.univ.dr Rîndaşu Venera  
Faculty of Economics and Administrative Sciences  
Eftimie Murgu University Resita**

*It is useful to take three- step approach to getting the maximum out of an innovation management programme; Uncover, Unlock and Unleash, However, before getting into an outline of the three stages, two things must be done. Commit, and decide how much to commit.*

*First, and most important, is to decide that you do in fact want to develop an ongoing, innovative company.*

*If there is no clear commitment- and it needs to come from the top of the company (or autonomous division) – then there is no point in getting started. Commitment requires a decision to commit a quantified amount of resource to the programme.*

## **RULES IN INNOVATION**

**Conf.univ.dr Rîndașu Venera**  
**Faculty of Economics and Administrative Sciences**  
**Eftimie Murgu University Resita**

*Managers of incremental innovation know that any product possesses four Ps: product (incremental), price, place, and promotion. But any manager of radical innovation should also know that there is another group of four Ps to be managed to produce the product: product (radical), process, people, and politics. Managing all eight Ps requires understanding a whole new set of innovation rules.*

## **ASPECTS REGARDING THE MANAGEMENT OF CAPACITIES AND INCREASING STRATEGY IN SERVICES**

**Conf. univ.dr. Anica Iancu**  
**Lect.univ.dr. Luminita Popescu**  
**University of Craiova**

*The rentability estimation on the behalf of the results and organizational resources requires different measures for checking up the accomplishment of the objectives in the different services, beginning with the concepting of the service. Regarding this aspect, the operations management is very important as it implies directly in the productivity. In the services field it is very important relevant to compare your own efficacy with the competitive firms.*

## **THE FINANCIAL STRUCTURE OF COMPANIES BASIC CONCEPT**

**Lect. univ. Cadariu Bogdan  
Faculty of Economics and Administrative Sciences  
Eftimie Murgu University Resita**

*The financial structure of a company shows the composition of its capitals. The capital is defined from a financial point of view as a sum of money brought by the shareholders or stockholders plus the one generated by its own activity. The structure of a company's capital reflects the relative proportion between share capital and debts, which are used to finance its assets.*

## **STRATEGIES OF DEVELOPING THE TOURIST PRODUCT „NATIONAL PARK”**

**Lect. univ.dr. Mirela Costencu  
Faculty of Economics and Administrative Sciences  
Eftimie Murgu University Resita**

*This paper debates the types of marketing strategies possible for the national parks, considered tourist products, correlated with the phase of the life cycle. Most importantly a review is made to the strategies characteristic to the national parks, of developing the tourist products based on nature.*

## **CONSIDERATIONS ON ALTERNATIVE TOURISM**

**Lect. univ. dr. Mirela Costencu  
Faculty of Economics and Administrative Sciences  
Eftimie Murgu University Resita**

*This paper brings on the tapis/forward (presents/underlines/stresses out/points out) the contradiction about the definition of “alternative tourism”, the points of convergence and divergence between alternative and conventional tourism as well as the advantages of alternative tourism.*

## **DETERMINANT FACTORS OF THE STRUCTURAL MODIFICATIONS WITHIN THE ECONOMIC ACTIVITY**

**Lect.univ.dr. Grozea Cristina  
Conf.univ.dr. Condrea Elena  
Ovidius University Constanta**

Any structure will suffer a transformation process that is the result of the adaptation reaction of the economic companies to the modification of the socio –economic environment terms for different time horizons. Most of the specialists consider that the fundamental factors that generate the structural modifications are the determinant factors of the offer ,demand ,the scientific and technical progress.

## **CONSIDERATIONS CONCERNANT LE RENDEMENT FISCAL EN ROUMANIE**

**Lect.univ.dr. Ispas Roxana  
University of Craiova  
Universitary Centre Drobeta Turnu Severin**

*Une politique fiscale « efficiente » vise tantôt l'agrandissement du degré de récupération des revenus budgétaires, que la réduction du coût avec la récupération de ces revenus. Au cadre de l'administration publique fonctionne nombreuses institutions qui ont des responsabilités dans le domaine d'établissement et de la récupération des revenus budgétaires qui par l'activité déployée et la structure organisationnelle doivent viser la réalisation de ces objectives. Dans cet article on vise la réalisation d'une analyse du rendement fiscal en Roumanie.*

## **POLITIQUE FISCALE ET FINANCEMENT DU SECTEUR PUBLIC EN ROUMANIE**

**Lect.univ.dr. Ispas Roxana**  
**University of Craiova**  
**Universitary Centre Drobeta Turnu Severin**

*Le secteur public suit les fonctions, le comportement et l'implication de l'État dans l'économie, en se concentrant sur les transactions qui ne se déroulent par l'intermède du marché et qui suivent le fournissement de biens susceptibles à satisfaire des besoins collectifs. C'est pourquoi, le secteur public n'est pas financé par l'intermède du marché, mais par l'intermède des budgets publics de l'État, c'est-à-dire d'une manière prépondérante en base de la fiscalité.*

## **ECONOMIC EDUCATION AND ENTREPRENEURSHIP**

**Asist. univ. drd. Ciurea Jeanina Biliانا**  
**Faculty of Economics and Administrative Sciences**  
**Eftimie Murgu University Resita**

*The evolution of world economy depends to a great extent on the educational aspect. Therefore the capacity to generate, preserve and use in the most efficient way the information for the economic activity becomes a basic element of the activity and innovation, qualities without which you can't be efficient in the context of the knowledge economy. The economic power of a firm and of a national economy is evaluated at present more than ever through the capacity of human capital to innovate, produce and make products and services on the internal and external market compatible with the economic requirements and not only advanced. It's relevant in this respect the relation between the economic education and the successful entrepreneurship.*

## **IMPLICATIONS OF PRICES AND INCOMES UPON THE CONSUMER BEHAVIOUR**

**Assistant Professor Adrian TĂNASE  
Faculty of Economic and Administrative Sciences  
Eftimie Murgu University Resita**

*Aiming at satisfying the population's material and spiritual needs, consumption has witnessed an ascendant evolution in time, as a result of the increase and diversification of needs, but also of the increasingly wider possibilities of society to satisfy them; along with the qualitative growth, consumption has also undergone a series of structural mutations, triggered by the process of demand hierarchisation and the level and rhythms of economic and social development. As a result of the survey performed, we can affirm that, after more than fifteen years of transition, **the average consumption pattern** of Romania's population is still strongly focussed on satisfying certain basic needs rather than on the human development requirements from the area of culture, education and different leisure activities.*

## **INTERNATIONAL MARKETING STRATEGIES MANAGERIAL STRATEGIES FOR ENTERING EXTERNAL MARKETS**

**Prep.univ.Banut Daniel  
Faculty of Engineering  
Eftimie Murgu University Resita**

*The managerial strategies regarding the penetration onto external markets and the concrete forms of the above are presented in the literature and in the practice of companies with international activities in relatively different visions, each possible strategic option represents a part of an organic whole of the increase of the firms' engagement on the international markets.*

## **IMPLEMENTATION OF MANAGERIAL STRATEGIES TO PUBLIC, PRIVATE, PROFIT AND NON-PROFIT INSTITUTIONS**

**Prep.univ.Banut Daniel  
Faculty of Engineering  
Eftimie Murgu University Resita**

*By definition, the institutional and private management constitutes the object of legis, so that the legislator intends to highlight the capacity of managers to put into practice managerial strategies both at the level “leader – subordinate – target audience” and at the level of co-operation with the competent institutions.*

## **THE FUNDAMENTAL CONCEPTS ECONOMICS OF EUROPEAN INTEGRATION**

**Prep.univ.drd. Frant Florin  
Faculty of Economics and Administrative Sciences  
Eftimie Murgu University Resita**

*Economic integration is basically the integration of markets. Economists make a distinction between markets of goods and services on the one hand, and markets of production factors (labour, capital, entrepreneurship) on the other.*

## **THE PROCESS OF EUROPEAN FINANCIAL INTEGRATION**

**Prep.univ.drd. Frant Florin  
Faculty of Economic and Administrative Sciences  
Eftimie Murgu University Resita**

*The ECB's definition of financial integration uses the term "market" in a broad sense, covering all possible exchanges of financial instruments or services, be it on an organised market, such as a stock exchange, or an over-the-counter market created by a financial institution's supply of a financial instrument or service.*

### **ANALYSIS OF THE MARKETING ENVIRONMENT IN THE FIELD OF SERVICES**

**Prep. univ. drd. Gherghina Liliana  
Faculty of Economic and Administrative Sciences  
Eftimie Murgu University Resita**

*The main goal to be reached by the marketing activity, besides earning a profit, is satisfying the clients' needs, desires and requirements in the domain of services. Consequently it is necessary to effect a systematic analysis of the marketing environment, i.e. the environmental forces acting both within and outside the services-providing company. Moreover, the firm should follow up the application of the external, internal and interactive marketing.*

## **MAIN STEPS IN THE RISK MANAGEMENT PROCESS**

**Prep. Univ. drd. Maloş Raul Cezar  
Faculty of Economics and Administrative Sciences  
Eftimie Murgu University Resita**

*In ideal risk management, a prioritization process is followed whereby the risks with the greatest loss and the greatest probability of occurring are handled first, and risks with lower probability of occurrence and lower loss are handled in descending order. In practice the process can be very difficult, and balancing between risks with a high probability of occurrence but lower loss versus a risk with high loss but lower probability of occurrence can often be mishandled.*

## **ANALYSIS MODEL OF THE TAXATION RATE REDUCTION EFFECT ON THE ECONOMICAL GROWTH. DYNAMIC LAFFER CURVE**

**Ec.drd. Nedan Ianici**

*The objective of this model is to analyze the potential welfare growth obtained through the taxes reduction. In this way we have analyzed the effects on long term on the budget and of increasing the taxes reduction in order to identify the consequences of the modification of a certain taxes structure along the life of a representative private agent.*

# **THE TESTING OF THE TAXATION IMPACT ON THE ECONOMICAL GROWTH IN ROMANIA**

**Ec.drd. Nedan Ianici**

*We realized this econometric testing of the correlations between taxation, measured as a balance of fiscal income in GDP and the economical growth, measured as the rate of the GDP real growth or the real GDP per inhabitant, in order to highlight the taxation impact on the economical growth in Romania in 1990 – 2011.*