

**UNIVERSITATEA „EFTIMIE MURGU” DIN REȘIȚA**

**ANALELE UNIVERSITĂȚII „EFTIMIE MURGU” REȘIȚA.  
FASCICOLA II. STUDII ECONOMICE**

**ANUL XXIII, 2016**

**ISSN 2344 – 6315**

**ISSN-L 2344 – 6315**

**Reșița, 2016**

### *Despre Revistă...*

*Analele Universității „Eftimie Murgu” Reșița, Fascicola II. Studii Economice, se află la numărul XXIII, număr aniversar care marchează totodată și o maturizare a rezultatelor științifice cultivate de către această revistă.*

*De-a lungul timpului, în această revistă au publicat cu succes articole științifice cadrele universitare din domeniul economic și cercetători de prestigiu din țară și străinătate. O dată cu dezvoltarea UEMR, a Facultății de Științe Economice, revista noastră a câștigat în consistență, atât din punct de vedere cantitativ, cât și calitativ. Recunoașterea a venit treptat, facultatea noastră demarând legături și activități științifice în consorții internaționale și totodată diseminând rezultatele, atât a cadrelor didactice interne, cât și a partenerilor străini prin intermediul revistei, care a câștigat notorietate. Validarea rezultatelor științifice în prezent se realizează de profesori universitari de anvergură internațională. Aceștia susțin promovarea unor rezultate științifice de actualitate și de utilitate dovedite pentru economia României și pentru alte economii emergente sau dezvoltate.*

**- COMITETUL DE REDACȚIE -**

### *About the Journal...*

*The Annals of „Eftimie Murgu” University Reșița, Fascicle II. Economic Studies, encounters itself at its XXIII number, anniversary number that celebrates a certain ripening of the scientific results nurtured by this journal.*

*Along the time, in this journal, have been published scientific papers belonging to the academic researchers from the economic field as well as well-known researchers from all over Romania and abroad. Once with the process of development of the UEMR, of the Faculty of Economic Sciences, our journal gained in consistency, both in a quantitative and a qualitative way. The recognition came gradually, with the development of scientific connections and common activities that took place in the international consortium that our faculty accomplished and in the same time, with the dissemination of results, that came from researchers from inside the country and from abroad. Currently, the validation of the scientific papers is realized by professors with a high international reputation. They are interested in promoting current and useful scientific results, both for the Romanian economy and for the other emergent or developed economies.*

**- EDITORIAL BOARD -**

## EDITORIAL BOARD

### **MANCIU VENERA CRISTINA – DIRECTOR**

Assoc.Prof.PhD., University „Eftimie Murgu” of Reșița, Romania

### **MILOȘ LAURA RAISA – EDITOR IN CHIEF**

Assoc. Prof. PhD., University „Eftimie Murgu” of Reșița, Romania

### **DEMYEN SUZANA - ASSISTANT EDITOR IN CHIEF**

Assist. PhD., University „Eftimie Murgu” of Reșița, Romania

|                                   |                                                                   |
|-----------------------------------|-------------------------------------------------------------------|
| <b>Antonova Diana</b>             | Prof. PhD., Rouse University „Angel Kanchev”, Bulgaria            |
| <b>Andreș Solomia</b>             | Assoc. Prof. PhD., University „Eftimie Murgu” of Reșița, Romania  |
| <b>Bretcu Angela</b>              | Assoc. Prof. PhD., University „Eftimie Murgu” of Reșița, Romania  |
| <b>Chybalski Filip</b>            | Assoc. Prof. PhD., Technical University of Lodz, Poland           |
| <b>Ciurea Jeanina</b>             | Lect. PhD., University „Eftimie Murgu” of Reșița, Romania         |
| <b>Costencu Mirela</b>            | Assoc. Prof. PhD., University „Eftimie Murgu” of Reșița, Romania  |
| <b>Ferreira Marques Helena</b>    | Assoc. Prof. PhD., University of the Balearic Islands, Spain      |
| <b>Graef Michael</b>              | Prof. PhD., Fachhochschule Worms, Germany                         |
| <b>Kume Vasilika</b>              | Prof. PhD., University of Tirana, Albania                         |
| <b>Lesconi-Frumușanu Nătălița</b> | Lect. PhD., University „Eftimie Murgu” of Reșița, Romania         |
| <b>Letonja Marina</b>             | Lect. PhD., GEA College of Entrepreneurship, Slovenia             |
| <b>Miloș Marius</b>               | Assoc. Prof. PhD., University „Eftimie Murgu” of Reșița, Romania  |
| <b>Minică Mirela</b>              | Assoc. Prof. PhD., University „Eftimie Murgu” of Reșița, Romania  |
| <b>Pavlov Daniel</b>              | Assoc. Prof. PhD, Rouse University „Angel Kanchev”, Bulgaria      |
| <b>Pirtea Marilen</b>             | Prof. PhD., West University of Timișoara, Romania                 |
| <b>Popovici Gheorghe</b>          | Prof. PhD., University „Eftimie Murgu” of Reșița, România         |
| <b>Schulte Peter</b>              | Prof. Phd.PhD., INEA, Dusseldorf, Germania                        |
| <b>Sîrghi Nicoleta</b>            | Assoc.Prof. PhD, West University of Timisoara, Romania            |
| <b>Singer Slavica</b>             | Prof. PhD., Josip Juraj Strossmayer University of Osijek, Croatia |
| <b>Tănase Adrian</b>              | Assoc. Prof. PhD., University „Eftimie Murgu” of Reșița, Romania  |
| <b>Wassenberg Gerd</b>            | Prof. PhD., Fachhochschule Aachen, Germania                       |
| <b>Zeidan Rodrigo</b>             | Assoc. Prof. PhD., University of Nottingham, China                |

### ***EDITORIAL COLLEGE – ASSISTANCE***

Assist.PhD. Roșu Monica

Assist. PhD. Bizău Viorel

Assist.PhD. Candidate Lolea Raluca

## SCIENTIFIC COMMITTEE

|                              |                                                     |
|------------------------------|-----------------------------------------------------|
| <b>Cătoiu Iacob</b>          | Prof.PhD, ASE București                             |
| <b>Cechin Crista Persida</b> | Prof.PhD., European University Drăgan, Lugoj        |
| <b>Cismaș Laura</b>          | Prof.PhD., West University of Timișoara             |
| <b>Cocriș Vasile</b>         | Prof.PhD., „Al. I. Cuza” University, Iași           |
| <b>Corduneanu Carmen</b>     | Prof.PhD., West University of Timișoara             |
| <b>Cristescu Ilie</b>        | Prof.PhD., University „Eftimie Murgu” of Reșița     |
| <b>Donath Liliana</b>        | Prof.PhD., West University of Timișoara             |
| <b>Frunzăverde Doina</b>     | Prof.eng.PhD., University „Eftimie Murgu” of Reșița |
| <b>Hurduzeu Gheorghe</b>     | Prof.PhD., ASE București                            |
| <b>Olteanu Valerică</b>      | Prof.PhD., ASE București                            |
| <b>Matiș Dumitru</b>         | Prof.PhD., „Babeș-Bolyai” University Cluj-Napoca    |
| <b>Pirtea Marilen</b>        | Prof.PhD., West University of Timișoara             |
| <b>Pop Alexandru</b>         | Prof.PhD., ASE București                            |
| <b>Popovici Gheorghe</b>     | Prof.PhD, University „Eftimie Murgu” of Reșița      |
| <b>Stancu Ion</b>            | Prof.PhD., ASE, București                           |
| <b>Ștefea Petre</b>          | Prof.PhD., West University of Timișoara             |
| <b>Talpoș Ioan</b>           | Prof.PhD., West University of Timișoara             |

**Web design:**

Bizău Viorel

**Redaction address:**

320085 – Reșița, Traian Vuia, nr.1-4

Tel/fax: 0255210214

**Contact address:**

l.milos@uem.ro

# CONTENT

|     | AUTHOR/S                                         | Title of the paper                                                                                                                       | Page |
|-----|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------|
| 1.  | ANDREȘ SOLOMIA                                   | <i>An analysis regarding the implementation of human resources management in a Caras-Severin Town Hall</i>                               | 8    |
| 2.  | ANTONOVA DIANA<br>STOYCHEVA BOZHANA              | <i>Methods for testing the management process of new products developing in enterprises of manufacturing industry in Bulgaria</i>        | 18   |
| 3.  | ANTONOVA DIANA<br>STOYCHEVA BOZHANA              | <i>Methods and tools in development of new products in Bulgarian industrial enterprises - general, sectoral and comparative analysis</i> | 27   |
| 4.  | BEJINARIU ANDREEA<br>CRISTINA<br>MATEESCU ADRIAN | <i>Investment alternatives on the Romanian capital market</i>                                                                            | 44   |
| 5.  | BIZĂU VIOREL                                     | <i>The comparative analysis of the changes regarding the income of PFA, PFI, II, IF until 2016 and in 2016</i>                           | 53   |
| 6.  | BOSÂNCEANU<br>ALINA ELENA                        | <i>The relation between ethics, social reasonability and economic crises</i>                                                             | 59   |
| 7.  | COLȚA ADELA SUZANA<br>NAGY CRISTINA MIHAELA      | <i>Outcome indicators - essential component in analyzing the performance of insurance companies</i>                                      | 64   |
| 8.  | COLȚA ADELA SUZANA<br>NAGY CRISTINA MIHAELA      | <i>Solvency control an instrument in supervising the activity of insurers</i>                                                            | 69   |
| 9.  | DEMYEN SUZANA<br>LALA POPA ION                   | <i>On the importance of organizational objective awareness for the future performance assessment of the enterprise</i>                   | 76   |
| 10. | DEMYEN SUZANA<br>CIUREA JEANINA                  | <i>Study regarding the bankruptcy risk for an industrial enterprise</i>                                                                  | 83   |
| 11. | DOGARU VASILE                                    | <i>The decrease of cultural performance - the case of EU Metropolitan region NUTS 3 424 TIMIS</i>                                        | 91   |
| 12. | GEORGESCU DANIELA                                | <i>The accounting systems' diversity and its causes</i>                                                                                  | 100  |
| 13. | GHERGHINA LILIANA                                | <i>Marketing research regarding the consumers' attitude to the non-food products offered by the supermarkets in Resita</i>               | 104  |
| 14. | JIVAN ALEXANDRU                                  | <i>Co-production in the servicity approach, on the grounds of knowledge economy</i>                                                      | 116  |

|     | <b>AUTHOR/S</b>                            | <b>Title of the paper</b>                                                                                                                    | <b>Page</b> |
|-----|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 15. | KOSTADINOVA IRINA<br>EVGENIEV NIKOLAI      | <i>Changes in economic effectiveness of medical organizations through emotional and social competence (E&amp;SC) development of doctors</i>  | 124         |
| 16. | LALA GIANINA ALINA                         | <i>Influence of attitude in the process of new product adoption. Case study: Romanian consumer's context</i>                                 | 133         |
| 17. | LALA GIANINA ALINA                         | <i>The importance of knowledge in the consumer's decision making process</i>                                                                 | 147         |
| 18. | LAZĂR CRISTIANA DANIELA                    | <i>The socially responsible public procurement – the objective of the “Europe 2020” strategy</i>                                             | 159         |
| 19. | LAZĂR CRISTIANA DANIELA                    | <i>The „green” economy- an objective of „Europe 2020” strategy, a priority for the public authorities</i>                                    | 166         |
| 20. | LESCONI – FRUMUȘANU<br>NĂTĂLIȚA – MIHAELA  | <i>Role and importance of professional accountants in organising managerial accounting</i>                                                   | 173         |
| 21. | LOLEA RALUCA LUANA<br>MĂRIOARA LĂPĂDAT     | <i>Trichotomy concepts for noninvertible discrete dynamical systems in Banach spaces</i>                                                     | 184         |
| 22. | MANCIU VENERA                              | <i>Prospects regarding entrepreneurial development for young people in the area of Caras Severin</i>                                         | 191         |
| 23. | MANCIU VENERA                              | <i>Possibilities of development for commercial businesses in Resita – the vision of young people</i>                                         | 196         |
| 24. | MARIN ANDREEA MIHAELA                      | <i>The economic entity's performance – model for the calculation of indicators</i>                                                           | 200         |
| 25. | MARIN ANDREEA MIHAELA                      | <i>The analysis of economic entities' performances based on the accounting information included in the profit and loss account</i>           | 211         |
| 26. | MILOȘ MARIUS CRISTIAN<br>MILOȘ LAURA RAISA | <i>Regulatory framework and stock market development. An empirical approach on 13 CEE countries</i>                                          | 217         |
| 27. | MINICĂ MIRELA                              | <i>Initiative for local employment – ILE</i>                                                                                                 | 224         |
| 28. | NAGY CSABA                                 | <i>Public debt financing methods in Hungary and Romania</i>                                                                                  | 229         |
| 29. | NAGY CSABA                                 | <i>International financial reporting standards in today's Romanian accounting</i>                                                            | 236         |
| 30. | POPA CĂTĂLINA – LIVIA<br>JIVAN ALEXANDRU   | <i>”Transfer” links analysed from the point of view of quality of life connected with economic growth, in the context of the Europa 2020</i> | 244         |
| 31. | POPOVICI GHEORGHE                          | <i>RESITA 245- How can Resita become an attractive city?</i>                                                                                 | 254         |
| 32. | RADA DOINA                                 | <i>Harmonisation and normalisation in public accountancy</i>                                                                                 | 261         |

|     | <b>AUTHOR/S</b>                    | <b>Title of the paper</b>                                                                       | <b>Page</b> |
|-----|------------------------------------|-------------------------------------------------------------------------------------------------|-------------|
| 33. | TODOROVA MILENA<br>RUSKOVA SVILENA | <i>Influence of learning on consumer behavior</i>                                               | 268         |
| 34. | TĂNASE DIANA<br>TĂNASE ADRIAN      | <i>Marketing communication through sales promotion</i>                                          | 279         |
| 35. | TĂNASE ADRIAN<br>TĂNASE DIANA      | <i>The role of psychological factors in the shaping of consumer behavior</i>                    | 285         |
| 36. | URSULESCU – LUNGU ANDA<br>LAURA    | <i>Controversies regarding the contribution of transnational corporations to social welfare</i> | 292         |