CONTENT

	AUTHOR/S	Title of the paper	Page
1.	ANTONOVA DIANA	Common understanding of corporate social responsibility in Bulgaria	7
2.	BILOOCAIA SVETLANA	Role of alternative sources of financing in attracting investments by small and medium-sized enterprises: experience of European Union countries and prospects for the Republic of Moldova	23
3.	BRETCU ANGELA BOSÂNCEANU ALINA	Organisations, between social responsibility and greenwashing	34
4.	CORNEANU – LIPOU LAVINIA RALUCA	The influence of employee loyality and stress management upon the organizational performance	43
5.	COLȚA ADELA SUZANA NAGY CRISTINA MIHAELA	The contribution of accounting in customer relations management	53
6.	COLȚA ADELA SUZANA NAGY CRISTINA MIHAELA	Commercial diagnosis based on economic indicators	61
7.	DEMYEN SUZANA CIUREA JEANINA	Study regarding the evolution of innovative enterprises in Romania	68
8.	DEMYEN SUZANA LOLEA RALUCA	Analysis of the influence of female management upon the macroeconomical results of a country – the EU 28 perspective	75
9.	GALEA MIHAELA	Theoretical aspects regarding entrepreneurship	83
10.	GHERGHINA LILIANA	The analysis of the economic operators' matriculations in Romania and in Caraş-Severin county, in January in 2011-2017	89
11.	KUNEV SVILEN KOSTADINOVA IRINA STOYCHEVA BOJANA	Business governance and corporate social responsibility in Bulgaria	99
12.	HÎNCU RODICA LITOCENCO ANA	Development particularities and investment trends of the telecommunication sector in the Republic of Moldova	116
13.	HRISTOVA IRINKA KOLEVA GRETA GEORGIEVA DESPINA	The invasive cardiovascular procedures as a factor for economic efficiency in healthcare	127
14.	MANCIU VENERA CRISTINA	Study regarding the attitude of citizens from Resita towards public transportation	135
15.	MANCIU VENERA CRISTINA	Perspectives of development for the catering business in the city of Resita	143
16.	MARIN ANDREEA MIHAELA LAZĂR CRISTIANA DANIELA	Formulation of an econometric model for the calculation of the consequences of direct procurement risk materialisation in hospitals	148

	AUTHOR/S	Title of the paper	Page
17.	MARIN ANDREEA MIHAELA LAZĂR CRISTIANA DANIELA	Establishment of the type and intensity of the relationship between the variables of the risks related to direct purchase conducted in the public procurement electronic system (SEAP) by hospital units	155
18.	MINICĂ MIRELA	Approach of the manager – leader - entrepreneur relation from the viewpoint of applied microeconomics	162
19.	NAGY CSABA	Performance of the public sector based on IPSAS	172
20.	NAGY CSABA	Environmental aspects in managerial accounting	181
21.	POPOVICI GHEORGHE	The need for passing from balneary tourism to spa tourism in Mountainous Banat	191
22.	RADA DOINA	Internal preventive financial control in the phases of budgetary execution of expenditure	198
23.	STOICA ADRIAN FLORIN	Particularities of the competitive intelligence process	206
24.	TRIŞCĂ GELU	The affective nature of customer expectations and their constitutive impact on customer experience	211