

CONTENT

Economics

1. THE IMPACT OF GLOBAL CRISIS ON ROMANIA'S ECONOMIC DEVELOPMENT ...	611
Zaman Gheorghe, Georgescu George	
2. MINIMUM WAGE INSTITUTION IN THE FINANCIAL AND ECONOMIC CRISIS. POLICIES AND PRACTICES	625
Valentina Vasile	
3. THE PERFORMANCE MANAGEMENT IN PUBLIC INSTITUTIONS OF HIGHER EDUCATION AND THE ECONOMIC CRISIS	639
Rodica Gherghina, Florin Văduva, Mirela Anca Postole	
4. THE ROLE OF EDUCATION IN THE KNOWLEDGE-BASED SOCIETY DURING THE ECONOMIC CRISIS	646
Ion Pârgaru, Rodica Gherghina, Ioana Duca	
5. DETERMINATION OF USERS SATISFACTION LEVEL REGARDING THE QUALITY OF E-SERVICES PROVIDED BY “BOGDAN-VODĂ” UNIVERSITY	652
Sidonia Otilia Cernea, Janetta Sîrbu, Nicolae Mărginean	
6. EUROPEAN PERSPECTIVES ON COMPETITIVENESS AND RESEARCH IN A KNOWLEDGE-BASED ECONOMY. WHERE DOES ROMANIA STAND?	662
Monica Boldea, Maria Otil, Ionut Dragoi	
7. CURRENT ECONOMIC CRISIS IN ROMANIA	672
Liviu-Stelian Begu, Laura Patache, Alexandra Irod	
8. “YESTERDAY’S” NATALITY – “TOMORROW’S” WORKFORCE	678
Roxana Mihaela Pivodă, Camelia Boarcăș	
9. MIGRATION OF THE WORKFORCE – PANORAMIC VIEW	687
Roxana Mihaela Pivodă, Camelia Boarcăș	
10. EUROPEAN CRISIS’ EFFECTS UPON THE ROMANIAN ECONOMY	698
Ionela Gavrila-Pavén	
11. STRUCTURAL FUNDS AND OVERCOMING THE ECONOMIC CRISIS	704
Emilian M. Dobrescu, Cristina Barnă	
12. CLIMATE CHANGES – ESSENTIAL CHALLENGE FOR THE ECONOMY OF KNOWLEDGE	712
Emilian M. Dobrescu, Diana-Mihaela Pociovălișteanu, Gabriel Popescu	
13. THE POWER’S MECHANISM OF A MONOPOLY IN A MARKET ECONOMY	722
Antoniu Predescu, Iuliana Predescu, Stela Aurelia Toader, Mihai Aristotel Ungureanu	
14. ROMANIA'S REAL CONVERGENCE TO THE EUROPEAN UNION	732
Dragoș Mihai Ungureanu, Ruxandra Dana Vilag, George Horia Ionescu, Florian Bogdan Stoian	
15. OPPORTUNITY COST OF EDUCATIONAL HUMAN CAPITAL INVESTMENT. APPLICATION FOR THE POSITION OF BENEFICIARY-INVESTOR	744
Floreia Voiculescu	
16. PROMOTING ENTREPRENEURSHIP AND DEVELOPING AN ENVIRONMENT FAVORABLE TO SMES	755
Carmen Nastase, Mihai Popescu, Carmen Boghean	

17. THE DEGREE OF PARTICIPATION IN THE GLOBAL MARKET – A FINANCIAL MARKETS GLOBALISATION CRITERION.....	761
Ioana Duca, Ion Pârgaru, Florin Văduva	

Management

18. ANALYSIS OF PRODUCT FLOW DURING THE PROCESS OF WAREHOUSING.....	773
Anna Wisniewska-Salek	
19. PROCUREMENT PROCESS IN POWER ENERGY ENTERPRISE.....	780
Janusz Grabara , Aleksandra Nowakowska	
20. ALLIANCE MANAGEMENT.....	788
Diana Elena Ranf, Elida Todăriță	
21. THE NECESSITY AND EFFICIENT USAGE OF MANAGERIAL COMMUNICATION WITHIN ORGANISATIONS DURING CRISIS SITUATIONS. DRAWING-UP THE CONTENT OF A CRISIS PLANNING.....	796
Elida-Tomița Todăriță, Diana Elena Ranf	
22. DECENTRALIZATION AND LOCAL AUTONOMY - LOCAL PUBLIC MANAGEMENT DEFINING PRINCIPLES.....	805
Petronela Zaharia, Irina Bilouseac	
23. BENCHMARKING - A VALID STRATEGY FOR THE LONG TERM?.....	813
Larisa Dragolea, Denisa Cotîrlea	
24. MODERN MANAGEMENT METHODS FOR EQUIPMENT MAINTENANCE.....	827
Ioan Cucu, Ciprian Cucu	
25. TYPES OF STRATEGIES FOR THE TOURISTIC FIRMS.....	833
Mălina Cordoș	
26. PARTICIPATORY RESEARCH IN THE MANAGEMENT OF TERRITORIAL DEVELOPMENT. INVESTIGATIONS IN LIVEZILE-RIMETEA MICRO-REGION (2001-2002 and 2007-2008).....	839
Mihai Pascaru	
27. ON THE ROLE OF BENCHMARKING IN THE HIGHER EDUCATION QUALITY ASSESSMENT.....	850
Moise Ioan Achim, Lucia Căbulea, Maria Popa, Silvia - Ștefania Mihalache	
28. ENSURING THE QUALITY OF SERVICES BY MAKING COSTS EFFECTIVE IN THE MANAGEMENT OF RURAL TOURIST BOARDING HOUSES.....	858
Larisa Dragolea, Radu Matei Todoran	
29. SOME ACTUAL AND PERSPECTIVE PROBLEMS OF THE ROMANIAN SEASIDE - THE BLACK SEA SEASIDE.....	864
Mioara Borza, Daniela-Neonila Mardiros	
30. STRATEGY OF DISTRIBUTION IN FOOD INDUSTRY COMPANIES.....	875
Joanna Nowakowska-Grunt	
31. SYSTEMS OF SUPPLY AND DISTRIBUTION IN LOGISTIC MANAGEMENT IN COMMERCE ENTERPRISES.....	881
Tomasz Lis, Marek Lis, Janusz Grabara	
32. LOGISTIC MANAGEMENT IN COMMERCE ENTERPRISES.....	890
Tomasz Lis, Marek Lis	

33. MANAGEMENT OF HEAT ENERGY CONSUMPTION IN POLAND FOR THE PURPOSE OF BUILDINGS' HEATING AND PREPARATION OF USEABLE, HOT WATER.....	895
Stefan Nowak	
34. MANAGEMENT OF MAIN THREATS DURING REALISATION OF BIG SPORT EVENTS.....	902
Agnieszka Ulfik, Stefan Nowak	
35. HORIZONTAL INDUSTRIAL POLICY IN POLAND.....	910
Beata Ślusarczyk	
36. MULTIMEDIA INTERFACE AS A SUPPORT TOOL FOR LOGISTICS DECISION-MAKING.....	918
Iwona Grabara	
37. PROCESS SIMULATION IN SUPPLY CHAIN USING LOGWARE SOFTWARE.....	932
Sebastian Kot, Beata Ślusarczyk	
38. INCREASING SERVICES QUALITY THROUGH ENVIRONMENTAL PERFORMANCE MANAGEMENT.....	938
Vasile Burja, Camelia Burja	
39. THE SYSTEMIC APPROACH TO NATIONAL INNOVATION SYSTEMS IN A KNOWLEDGE-BASED ECONOMY.....	946
Ioan Moise Achim, Teodora Popescu	
40. THE ROLE OF STRATEGIC PLANNING IN MODERN ORGANIZATIONS.....	953
Marilen Pirtea, Cristina Nicolescu, Claudiu Botoc	
41. KNOWLEDGE RELATED ACTIVITIES IN ROMANIAN SMES.....	958
Ovidiu Nicolescu, Sebastian Ceptureanu, Eduard Ceptureanu	

Marketing

42. THE IDENTIFICATION OF THE ROMANIAN COMPANIES' MARKETING NEEDS AND MEANS OF COMMUNICATION - A MARKETING RESEARCH.....	969
Iacob Cătoi, Tudor Edu	
43. TRAVEL AND TOURISM COMPETITIVENESS OF THE WORLD'S TOP TOURISM DESTINATIONS: AN EXPLORATORY ASSESSMENT.....	979
Diana Bălan, Virgil Balaure, Călin Vegheş	
44. EUROPEAN UNION CONSUMERS' VIEWS ON THE PROTECTION OF THEIR PERSONAL DATA: AN EXPLORATORY ASSESSMENT.....	988
Călin Vegheş, Carmen Pantea, Diana Bălan, Bogdan Lalu	
45. EMOTIONS THAT INFLUENCE PURCHASE DECISIONS AND THEIR ELECTRONIC PROCESSING.....	996
Domenico Consoli	
46. FUNDAMENTAL ASPECTS REGARDING YOUTH AND THEIR DECISION TO PRACTICE TOURISM.....	1009
Rodica Minciu, Claudia Olimpia Moisă	
47. CULTURE - MAJOR DETERMINANT OF THE EUROPEAN CONSUMER BEHAVIOR.....	1019
Constantinescu Lucreția Mariana, Goldbach Ioana Raluca, Gavrilă Grațiela	

48. ON THE INTERNATIONALIZATION OF THE FIRMS – FROM THEORY TO PRACTICE.....	1025
Filimon Stremțan, Silvia - Ștefania Mihalache, Valeria Pioraș	
49. STUDY CONCERNING THE HONEY QUALITIES IN TRANSYLVANIA REGION....	1034
Maria Popa, Mihaela Vica, Roxana Axinte, Mirel Glevitzky, Simona Varvara	
50. DEVELOPMENT DIRECTIONS FOR THE TOURISM OFFER OF THE ALBA IULIA FORTRESS. QUALITATIVE ASSESSMENTS.....	1041
Lucian Marina, Andreea Muntean, Claudiu Stefani	
51. VIRAL MARKETING IN THE INTERNET. CHARACTERISTICS OF AN EFFECTIVE VIRUS.....	1047
Joanna A. Kwiatkowska	
52. MARKETING ON THE CONSTRUCTION MARKET IN A ECONOMIC CRISIS.....	1055
Dinu Cristina	
53. INTEGRATED COMMUNICATION – CREATING THE RIGHT RELATIONS WITH THE RIGHT CUSTOMERS TITLE.....	1060
Stoica Ana-Maria, Cretoiu Raluca-Ionela	
54. THE BRAND: ONE OF THE UNIVERSITY'S MOST VALUABLE ASSET.....	1066
Andreea Muntean, Lucia Căbulea, Dan Dănuțeiu	
55. COMPANIES WITH MARKET POSITIONING BRANDS.....	1072
Ruxandra Radoviciu, Filimon Stremțan	