## **Contents**

Camelia PAVEL	Preface	4
Alexandru BURDA	Considerations on the control and provision of food quality through traceability	9
Corina MICULESCU	Managerial accounting and decision-making in terms of sustainable development	14
Luminița Georgeta JALBĂ Daniela Georgiana STANCU Cristina MIHĂESCU	The managerial accounting role in the accomplishment of management functions within a commercial enterprise	21
Cătălina POPA Alexandru JIVAN	Reflections on quality of life of the productivity transfers between economic entities	28
Oana Mihaela ORHEIAN	Factoring, special technique of financing international trade transactions	40
Pietro DAVID Ferdinando OFRIA	Non-observed economy and public finance: the impact of legal drug market	45
Andreea Gabriela PONORÎCĂ Adriana Florina POPA Georgiana Oana STĂNILĂ	Comparative study of budgeting systems within various European universities	53
Andreea Gabriela PONORÎCĂ Adriana DUȚESCU Georgiana Oana STĂNILĂ	Impact of CEO remuneration on financial performances of fast moving consumer goods market	66
Daniela-Iuliana RADU	Role in banking supervision and financial stability	72
Marius Eugen RADU	Protecting consumers against unfair terms in contracts with banks	79
Marius Eugen RADU	Electronic payment instruments	85
Cezar MILITARU Adriana ZANFIR	Corporate Governance – model of business excellence	91
Dan-Marin BOAJĂ Alin Ionuț CIURLĂU	The productive nature of education	96
Cristian Florin CIURLĂU Alin Ionuț CIURLĂU	Cybernetic valences of the competitive economy	103
Marcel ISAC Adina-Petruţa PAVEL	Considerations regarding Romania's national objectives for the EU's growth strategy, Europe 2020	109
Ion Gr. IONESCU	Community agricultural policy between 2003 and 2013	114
Maurizio LANFRANCHI Carlo GIANNETTO	Analysis of the economic evaluation of an Italian farm in response to the economic-financial crisis that the EU is going through	119
Gabriel I. NĂSTASE	Innovative models of increasing competition and competitiveness in science	125
Victor MUNTEANU Virgil ŞTEFAN Cristina Maria GHEORGHIAN	Developing an efficient model for reflecting environmental impact in organizational accounting	130
Cezar MILITARU Adina-Petruţa PAVEL	Leadership and quality culture in achieving excellence in the Romanian higher education	139
Daniel-Laurențiu ŞTEFAN	Entrepreneurship – post-crisis development engine in Romania	145
Dragoș Marian RĂDULESCU Violeta RĂDULESCU	Strategies to promote mediation	150

I CTANCIII		
Ion STANCIU	Agnosta recording the intermedianal quality standard	
Bogdănel DRĂGUŢ Oana Mihaela ORHEIAN	Aspects regarding the international quality standards	155
	ISO 9000 applied in services	
Luminița Cecilia CRENICEAN	C	
Ion STEGĂROIU	Corporate governance – a new form of business	162
Luminița Cecilia CRENICEAN	development?	1.67
Daniel-Laurențiu ŞTEFAN	Entrepreneurial leadership a necessity for survival	167
Dominic PEREZ-		
DANIELESCU	The pharmaceutical product market in Romania	171
Andreea-Ileana DANIELESCU		
Paulina DINA	Ethics and corruption in public administration	176
Ileana NICULA	Financial institutions behaviour in the competition	181
Tieuna TVICOLIT	arena	101
	The trade balance, as part of the receivables and	
Daniela-Neonila MARDIROS	liabilities balance and its risk of chronic deficit. The	185
Dameia-reomia WARDINOS	analysis of the balance's result on the main categories	103
	of goods for Romania's emerging economy case	
Mihaela MOCANU		
Elena VASILIU	Same considerations on alphalization and its affects	
Ana-Maria Ramona STANCU	Some considerations on globalization and its effects on education	195
Gilda RUSU-ZAGAR	on education	
Cătălin RUSU-ZAGAR		
Gilda RUSU-ZAGAR		
Andrei IORGA		
Octavian IORGA	The importance of the European ecological education	202
Cătălin RUSU-ZAGAR	within the globalization of the educational systems	
Mihaela MOCANU		
Emilia PASCU		
Oana Maria MILEA	Counterfeiting - violation of intellectual property	209
Petronela-Sonia NEDEA		
Ionela Carmen PIRNEA	Social implications of social responsibility with the	214
Mihaela GHENŢA	purpose of increasing the enterprise competitiveness	214
Adriana Florina POPA		
Ramona LAPTES	Accounting normalization between option and	221
Florin DOBRE	restriction. Is there a Romanian accounting law?	
Sorin RADU	Investment versus speculation on stock exchange	229
Alexandra-Gabriela ROLEA	The legal procedures of capital increase	234
Maria Mădălina SALOMIA	Financial audit and the credibility of financial	
Eugeniu TURLEA	situations	250
	Business English training and information and	
Adriana TEODORESCU	communication technologies in the digital age	255
	Non-verbal communication in intercultural business	
Adriana TEODORESCU	negotiations	259
	Main aspects in analyzing the new technologies in	
Maria TOTH		262
Alexandru JIVAN	connection with the development and productivity of	263
T. I. DODEGGU	health services	2.60
Tudor POPESCU	A success story: S.C. Terapia S.A. Cluj-Napoca	269
Mihai Dorel VLAD	International judicial cooperation on intellectual	276
	property	
Mihai Dorel VLAD	Unfair terms in contracts	281
Roxana IONESCU	The leasing – company's financial method	288
Manoela POPESCU	Reflections on the role of corporate governance in	
Luminița Cecilia CRENICEAN	improving communication in knowledge-based	295
Lummia Coma CRENICEAN	society	

Marcel ISAC	The role of the underground economy in diminishing the performance of the national economy	301
Janeta WEISZ, Alexandru JIVAN	Positive effects of services sector. Customization to the case of externalities of education services	306
Manoela POPESCU	Behavioral communication consequences on business competitiveness growth	312
Irina Eleonora MELINTE	Co-opetition – competitive cooperation, a new and meaningful paradigm in the current communitarian context	318
Mihaela Simona APOSTOL	The pilgrimage at Santiago of Compostela between tradition and modernity – a statistical approach	326
Georgiana ARON Gheorghiţa CĂPRĂRESCU Daniela Georgiana STANCU	Organization of human resources in tourism company - job evaluation, based on method score	330
Andreea BĂLTĂREȚU	Attitudes and solutions on environmental impact of tourism	336
Andreea BĂLTĂREȚU Ana Maria DINU	Considerations regarding Romania's country brand	345
Marian Florin BUSUIOC Ion ANDREI	Management of tourism destinations	358
Adriana Anca CRISTEA	Human resources training in tourism in Romania	363
Elena Mădălina DEDU	The role and importance of tourism to the economy	368
Dina Maria LUŢ Alina LAZOC	Environmental policy – a major component of the corporate social responsibility concept in Romanian companies	374
Roxana Mihaela IONIŢĂ	The relationship between quality management and human resources in tourism Spas	381
Aurora Costina LINCĂ Gabriela Cecilia Julieta STĂNCIULESCU Daniel BULIN	The importance of niche tourism in sustainable development	385
Oana Maria MILEA Emilia PASCU Petronela-Sonia NEDEA	The analysis of tourism's technical-material base of Suceava county tourism	391
Gabriela NEACŞU	Strategies to improve air quality on the Romanian Black Sea Coast	399
Petronela-Sonia NEDEA Emilia PASCU Oana Maria MILEA	The economical importance and the environmental impact generated by the construction of Calafat - Vidin Bridge	407
Gianluca NOVAK	Some principles relating to the protection of the environment	412
Iuliana POP Mădălina Teodora ANDREI	Tourism in the age of turbulence	416
Cipriana SAVA	Possibilities to develop rural tourism in the plain area	423
Beatrice SION Cezar MIHĂLCESCU Alexandra MĂRGINEAN	Blogs – an instrument of the social media and its Google indexation in view of improving the quality of Romanian tourism services	429
Daniela Georgiana STANCU Gheorghiţa CĂPRĂRESCU Georgiana ARON	The prediction model of the human resources in a tourism organization	438
Veronica STIGNEI PAŞA	Analysis of public investments implemented in tourism for sustainable development in Constanta County	442
Mihaela Simona APOSTOL	Online religious television – a new dimension of mass-media	450

Alexandra IANCU	User's role in public service rendering and the measurement of his satisfaction	454
Cătălin Mihail BARBU Flaviu MEGHIŞAN	Brands internationalization	464
D. BARILLA G. CARISTI A. FEMINÓ E. SAITTA Bogdan TOADER	A Laplace type problem for regular lattices with circular section and rhombus obstacles	472
Bogdănel DRĂGUŢ Dominic PEREZ – DANIELESCU	Methods and techniques of the statistical survey data analysis	477
Camelia PAVEL	What is behind the lovemark concept?	482
Carmen Gabriela SECARĂ Flaviu MEGHIŞAN	Sales force salary – right or motivation?	490
Mihaela-Lavinia CIOBĂNICĂ	Methodology for evaluation quality in higher education	501
Eleonora Mihaela CONSTANTINESCU Gheorghe CIOBOTĂ	Globalization and restructuring in the information society	514
Adriana Anca CRISTEA	Particulars of management sale forces in the current economic context	520
Daniel DĂNECI-PĂTRĂU	Access application for recording of invoices and beneficiaries in debt	526
Ana-Maria DINU	The role and the importance of enterprise risk management	536
Ionel DUMITRU	The influence of graduates professional experience over general business perception	540
Alina Lazoc Dina Maria Luţ	An investigation of the experience theory in the context of tourism research	545
Nicolae Adrian MATEIA	Modeling of production systems with petri nets	552
Irina NICOLAU	Characteristics of the European and the American economic systems and their influence on the marketing activity	559
Camelia PAVEL	Tendencies on the Romanian media market	564
Ciprian PAVEL	The need to develop online marketing	575
Elena PÎNDICHE	The management of trade companies in Romania	581
Roxana PIVODĂ	Work in Romania. From agrarian society to the knowledge society	585
Roxana Manuela DICU	Concepts and indicators used in the management of intellectual capital	595
Mircea-Iosif RUS	"Research and innovation" in a knowledge-based society	604
Aurora-Liliana CONSTANTINESCU	Intercultural communication in business	610
Valentina ZAHARIA Mirela M. DOGARU	Culture of enterprise versus administrative culture - need for strategic management in the chemical industry	615