



THE FACULTY OF TOURISM AND COMMERCIAL MANAGEMENT
BUCHAREST

in collaboration with
“DIMITRIE CANTEMIR” MULTIDISCIPLINARY SCIENTIFIC RESEARCH INSTITUTE

**Proceedings of the 6th Edition
of
International Conference on**

“GLOBALIZATION AND COMPETITIVENESS IN KNOWLEDGE-BASED ECONOMY”

April, 13th – 15th, 2016
Bucharest, Romania



Supplement of Quality - Access to Success Journal

Vol. 17, S3, July 2016

**„DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY
ROMANIA**

**THE FACULTY OF TOURISM
AND COMMERCIAL MANAGEMENT
BUCHAREST**

in collaboration with

**„DIMITRIE CANTEMIR”
MULTIDISCIPLINARY SCIENTIFIC RESEARCH INSTITUTE**

**Proceedings of the 6th Edition
of
International Conference
on**

**“GLOBALIZATION AND COMPETITIVENESS
IN
KNOWLEDGE-BASED ECONOMY”**

**April, 13th – 15th, 2016
Bucharest, Romania**

Proceedings Coordinator: Camelia Pavel

**Supplement of “Quality - Access to Success” Journal
Vol. 17, S3, 2016**

**The journal is published by the Romanian Society for Quality Assurance,
it is acknowledged by the National University Research Council (CNCSIS) as
B+ category
and it is included in SCOPUS, EBSCO Publishing, CABELL’S Directories
and PROQUEST databases**

ISSN 1582-2559

SCIENTIFIC COMMITTEE

Chairs:

Professor Momcilo Luburici, PhD, President and founder of UCDC
Professor Corina Adriana Dumitrescu, PhD, President of the UCDC Senate

Co-Chairs:

Professor Cristina Cristureanu, PhD, Rector of UCDC
Professor Georgeta Ilie, Vice-rector of UCDC
Senior Lecturer Marinella Turdean, PhD, Vice-rector of UCDC
Senior Lecturer Grațiela Ghic, PhD, Vice-rector of UCDC
Senior Lecturer Emilia Pascu, PhD, Dean of MTC, UCDC, Bucharest
Professor Gheorghe Lepadatu, PhD, Director of “Dimitrie Cantemir” Multidisciplinary Scientific Research Institute

Members

Prof. Valentina Zaharia, PhD, Vice-president of the UCDC Senate
Prof. Viorica Ionascu, PhD, Vice-Director of “Dimitrie Cantemir” Multidisciplinary Scientific Research Institute
Prof. Nicolae Neacsu, PhD, Vice-Director of “Dimitrie Cantemir” Multidisciplinary Scientific Research Institute
Prof. Eugen Nicolaescu, PhD, UCDC, Bucharest
Prof. Manoela Popescu, PhD, UCDC, Bucharest
Prof. Giulio Querini, PhD, "La Sapienza" University Rome, Italy
Senior Lecturer, Cezar Militaru, PhD, UCDC, Bucharest
Senior Lecturer Andreea Baltaretu, PhD, MTC, UCDC, Bucharest
Senior Lecturer Oana Milea, PhD, Vice-dean of MTC
Senior Lecturer Sorinel Căpușneanu, PhD, UCDC, Bucharest
Senior Lecturer, Andreas A. Assiotis, PhD, University of Cyprus
Senior Lecturer Nicolae Bârsan-Pipu, PhD, UCDC, Braşov
Senior Lecturer, Jose M., Merigo, PhD, Lindahl, University of Barcelona, Spain
Senior Lecturer Costel Stanciu, President of the APC, Bucharest
Senior Lecturer Herve Defalvard, PhD, Paris –Est Marne –la Vallee University, France
Senior Lecturer Daniela Nenciu, PhD, UCDC, Constanța
Prof. Borys Budka, PhD, Karol Adamiński Economic University, Katowice, Poland
Senior Lecturer Anca Cristea, PhD, UCDC, Bucharest
Senior Lecturer Daviva Jureviciene PhD, Mycolas Romeris University, Lithuania
Senior Lecturer, Emilia Gogu, PhD, ASE, Bucharest
Mădălina Deaconu, Inria Research Center Nancy - Grand Est & Élie Cartan Institute of Lorraine
Senior Lecturer, Arminia Cicală-Racu, PhD, Academy of Economic Studies, The Republic of Moldavia
Prof. Ion Pârțachi, PhD, Academy of Economic Studies, The Republic of Moldavia
Senior Lecturer Viorelia Moldovan-Bătrânac, PhD, Vice-rector of ULIM, Republic of Moldavia

ORGANIZING COMMITTEE

Senior Lecturer Camelia Pavel, PhD, “Dimitrie Cantemir” Christian University, Romania
Senior Lecturer Roxana Ionescu, PhD “Dimitrie Cantemir” Christian University, Romania
Lecturer Alexandru Burda, PhD, “Dimitrie Cantemir” Christian University, Romania
Lecturer Luminita Defta, PhD, “Dimitrie Cantemir” Christian University, Romania
Lecturer Adina Pavel, PhD “Dimitrie Cantemir” Christian University, Romania
Lecturer Cristina Mihăescu, PhD “Dimitrie Cantemir” Christian University, Romania

CONTENTS

The analysis of factors that influence the direct exports of the footwear industry in Romania Dimi OFILEANU	8
Knowledge Economy - the Economy Networks Vadim DUMITRAȘCU Marinella Sabina TURDEAN Roxana Arabela DUMITRAȘCU.....	20
Empirical Analysis of Economic Growth in Romania Camelia MORARU.....	29
The Evolution of EU Funds Financial Indicators Roxana IONESCU Adina Petruța PAVEL.....	36
Defining electronic commerce as a practical concept Alexandru BURDA.....	43
OLSR – Mobile Ad-Hoc Networks Luminița Costinela DEFTA Nicoleta Magdalena IACOB	49
AODV - Authentication Mechanism in MANET Luminița Costinela DEFTA Nicoleta Magdalena IACOB	59
The Use of Fuzzy Sets and Elements of the Information Theory for Assessing the Resilience Level of Business Organizations Vadim DUMITRAȘCU Roxana Arabela DUMITRAȘCU	69
Commercial Competition and its Implications in International Affairs Dorel Mihai VLAD.....	86
The Perception of Inhabitants upon the Economic Development of the Călimănești - Căciulata Resort (the Vâlcea County, Romania) through the Balneary Tourism Ana-Maria ROANGHEȘ-MUREANU Elena BOGAN Dana Maria (OPREA) CONSTANTIN Gabriela DÎRLOMAN	92
European Union Competences in Tourism Promotion in Member States Daniela Iuliana RADU Andrei-Eduard VASILE.....	107
Governmental and Non-governmental Strategies for Protecting the Environment in Coral Reefs Areas, with Impact on Tourist Packages. Case Study: Australia versus the Philippines Gabriela Cecilia STĂNCIULESCU Aurora Costina LINCĂ Adrian Cătălin VOINILĂ	113

General Considerations Regarding Health Tourism Andreea BĂLTĂREȚU Cristina MIHĂESCU	125
Relationship Marketing of Stage Development in Romanian Touristic Sector Mirela Cătălina TÜRKEŞ (VÎNT)	135
Creating Opportunities for Developing Tourism in Călărași Danube Region Andreea BĂLTĂREȚU Cristina MIHĂESCU	152
Concept Stores: A Strategic Approach for creating a Destination Experience Camelia PAVEL.....	169
Organizational Communication Audit – Plus Value in Business Manoela POPESCU Luminița CRENICIAN.....	173
Analyzing the Dummy Variable in Econometric Models Highlighting the Binary Choice Regression Models Carmen Judith POENARU – GRIGORESCU GrațIELA GHIC	182
The Promotion of Tourism Destinations through Animation Programs (Alba Iulia) Mihaela Simona APOSTOL Adriana Anca CRISTEA Tatiana Corina DOSESCU.....	188
Internet Users and Usage. Implications and Risks Anamaria Cătălina RADU Andra Victoria RADU Ivona STOICA Mihai Cristian ORZAN.....	197
Compared analysis of the business environment in USA vs. EU from the competition policy point of view Irina NICOLAU Emilia PASCU Oana MILEA.....	204
Project Risk Management – Reasons Why Projects Fail Ana-Maria DINU	208
Best Practices in Continuous Training of Human Resources Mariana IATAGAN	214
Manipulation and Emotional Intelligence in Business Manoela POPESCU Alexandru Virgil TAȘCU Diana COCONOIU.....	225
Predictive Analytics - the Future of Data-Driven Social Marketing Claudiu Valentin NIȚU.....	231
Providing the Well-Being and the Increase of the Life Quality of Vulnerable People through Social Economy Floarea GEORGESCU	239
Studying the Consumer Behavior through Big Data Diana DINU Ivona STOICA Andra Victoria RADU.....	246
Analysis Training Staff Using Statistical Hypothesis Testing Petru BALOGH Pompiliu GOLEA	255
Underground Economy – a Risk Factor for the National Economy	

and Security of Romania Adina-Petruța PAVEL Roxana IONESCU Bogdănel-Marian DRĂGUȚ.....	263
--	-----

The Multiple Faces of Globalization Preface to the Proceedings of the 6th International Conference on “Globalization and Competitiveness in Knowledge-Based Economy”

Camelia PAVEL, PhD

“Dimitrie Cantemir” Christian University, Bucharest
camelia.pavel@ucdc.ro

Globalization has become one of the most debated subjects of recent times. It has been hailed as one of the best things to happen to the world by its proponents, while opponents have labeled it as neo-imperialism. Despite its challenges, the positive role it has played in changing the lives of millions of people around the world is commendable.

As has been presented at previous editions of International Conference on „Globalization and Competitiveness in Knowledge-Based Economy”, globalization is an ongoing process but with a long history, that is linking people, cities, regions and countries. This has resulted in our lives being intertwined with people in all parts of the world via the food we eat, the clothing we wear, the music we listen to, the information we get and the ideas we hold. In other words, globalization means in essence free trade of commodities and services, but also free flows of capital, of factors of production, and free exchange of knowledge, culture, laws and rules, etc. The term "globalization" actually refers to every aspect of life-economic, cultural, social, psychological and of course, political.

Due to technological advances, especially in telecommunications infrastructure and the growth of the internet, this process has speeded up dramatically in the last decades and its impact is visible and affects largely the politics and the economy of all countries but its effect on the mindset and the culture is noticeable gradually in the way people think and react.

The process is driven economically by international financial flows and trade, technologically by information technology and mass media entertainment, and very significantly, also by very human means such as cultural exchanges, migration and international tourism. This means that we live in a ‘global village’ where the barriers of national and international boundaries become less relevant and the world, figuratively, a smaller place.

Globalization became an increasing common feature of world economics and does have several advantages on the economic, cultural, technological, and social fronts. Economies became more connected to other economies, and something that happens in one area can have knock on effects worldwide. Others positive effects of globalization include more opportunities for employment, increased foreign trade, as well as the spread of technical know-how and education.

On a different note, specialists point out that globalization includes the outsourcing of jobs, new avenues for terrorism, increases in pollution in developed and developing countries, and the spread of worldwide diseases.

Only this year we have some visible effects that are subsumed under the umbrella concept of globalization. They are three of the stories dominating headlines around the world. They are insidious, shocking, and destructive, in wildly disparate ways: Brexit, the terrorist group ISIS and Zika virus.

But while there’s not much the three phenomena have in common, they do have some instructive similarities: They are all modern-day versions of older phenomena, made more virulent by globalization. Zika, ISIS, and Brexit are all to some degree products of globalization. For example, the origins of the current Zika virus outbreak aren’t known for sure, but a leading theory has it that the virus was brought to Brazil from French Polynesia, likely on an airplane, in 2013. Easy travel and increased tourism to Brazil, may have helped the virus spread. There are now reported cases of Zika in more than 30 different countries, even in Romania. ISIS, too, is a

phenomenon of globalization in part through sophisticated use of modern media, it has managed to recruit jihadists from more than 80 countries; it has sent trained fighters back to the West through the means of modern travel; and the connectedness of international oil markets means the Islamic State's smuggled oil may have found its way to numerous other countries via Turkey. Britain's Brexit vote, is not so much about Europe as about a globalized future – a future that globalization's losers are rejecting all over the world.

In this context, benefiting from a particular scientific prestige and large national and international attendance, our conference that is now at its 6th edition, aims at examining both pros and cons of the globalization arguments and providing the framework for relevant scientific debates concerning the challenges that “Globalization and competitiveness in knowledge-based economy” raise for any economist or researcher in the larger field of Economics.

The Conference was designed as a symposium with crystallized, brief presentations as a stimulus for longer participant discussion. The invited speakers presented new and sometimes unpublished data, as well as ongoing controversies. Topics ranged different areas, from international affairs and European economy and business development and competitiveness to tourism and sustainable development and management and marketing in knowledge economy. The proceedings of these talks and the subsequent discussions are summarized in this volume.

July, 2016