

INFO/EVENT

- *ISO Standards – State of the Art for the Construction Industry*

QUALITY MANAGEMENT

- Cezar Simion-Melinte, *Quality Management in Construction I. Ways to a New Approach to the Problem of Quality*

Quality in construction is significantly influenced by the particular production process in this area. Quality in construction concept is much broader than in other industries, as it relates to issues such as: utility, technical, economic, functional and aesthetic (architectural) requirements of construction objects. Quality is the result of the totality of their performance in service, in order to satisfy in the entire period of existence, the demands of users and communities. Whether it is addressed at building company, whether addressed to the construction project, quality management involves the same processes: quality planning, quality assurance, quality control and quality improvement. The quality of a construction project must be addressed throughout its life cycle, the output of one stage elements constituting the other input elements. The main ways to increase the quality of construction, facilitated by the development of construction technologies in the contemporary period, are: increasing industrialization by extending precast construction, mechanization and specialization by type of construction contractors, job types and stages of execution.

Keywords: quality, management, constructions, lifecycle.

- Doina Popescu, Ion Popa, *Managing Organizational Change and Innovation VI. Marketing Attitude and Product or Service Innovation*

The paper presents the types of marketing used by companies led by the market or that are market leaders. Both examples of techniques of achieving a lateral jump for the innovation of a product or service, as well as an example of new product development by identifying the needs that are not found in the current market demand (unmet needs) are presented. The article also emphasizes the role of integrated innovation in the long-term success of the company.

Keywords: product innovation, service innovation, marketing attitude, unmet needs in the current market demand, lateral jump, integrated innovation.

- Amalia Venera Todoruț, Moise Bojincă, *Total Quality Management and Quality Culture*

In this paper we approached aspects related to the importance of the quality culture as a developing vector for higher education institutions in the context of implementing the total quality management. The comparative researches made following the observations and the analysis of best practice from universities, allowed us to elaborate an integrated model concerning the relation the organizational quality culture and the total quality management, taking into consideration the new perspectives of innovation and technological development that are specific for the new era, thus, adding new value to the educational approach.

Keywords: total quality management (TQM), quality culture, high education.

- Steliana Cojocariu, Iuliana Dăngulea, *Implementation of „European Destinations of Excellence” Project in Romania*

This work sets into value the results of the project “European Destinations of Excellence”, developed by the Ministry of Regional Development and Tourism and co-financed by the European Commission, through the Directorate General for Enterprise and Industry, during the years 2008-2012.

Keywords: European destinations of excellence, tourism, durable development, diversity, Romania.

- Irina Alina Popescu, Mihaela Neculiță, *Increasing the Quality of Customer Relationship Management through Web-Based Social Platforms*

All marketing specialists agree that it is much more difficult to gain a new customer than to keep an existing one. Customer satisfaction is the main goal envisaged by all organisations, irrespective of their branch of activity. The rise of the Internet and the emergence of new technologies have provided marketers with powerful tools to increase the quality of customer relationships. Web-based social platforms are nowadays the ultimate media channel used, due to their wide acceptance, numerous benefits, challenge for innovation and creativity, and customer's appetite for digitalisation and feeling of emotional connection with brands. This new reality requires a revision of the customer relationship management systems in the light of their adaptation to the new digital social media. Strategies for increasing the quality of customer relationships are revised, and new strategies are proposed in the light of the current explosion of web-based social platforms usage.

Keywords: customer relationship management (CRM), customer satisfaction, social media, social platforms.

- Claudia Maria Oprescu, Emil Militaru, *The Relationship between Employee Empowerment and Employee Professional Satisfaction. Case Study from Sport Betting Industry*

The paper examines the relationship between employee empowerment and his professional satisfaction and presents a case study regarding sports betting industry, being identified the main issues related to empowerment and ways to solve them. There are presented different challenges that both employees and managers may face and ways to overcome them. The idea of this article has started from a project that the authors coordinated at a company having as main activity sports betting and in which, in order to increase customer satisfaction, it was implemented the concept of empowerment, the result being also an increased professional satisfaction of the employees.

Keywords: empowerment, involvement, job satisfaction, transfer of the power, turnover, customer satisfaction, increased autonomy.

- Vasile Deac, Mihai Vrîncuț, *Qualitative Techniques for Project Management*
III.c. Critical Chain – Modern Technique for Planning Projects

We finish in this article discussing the way in which Critical Chain functions. We focus on explaining how this planning method can be efficiently used in a project portfolio, and also on the requirements for an efficient implementation in an organization, such as the paradigm shift necessary within the organizations in order to accept this new planning technique and the steps it should follow to ensure a successful implementation of the method. The article ends with a conclusion on the advantages and work mechanisms of the Critical Chain that we presented over the last three articles, this one included.

Keywords: critical chain project management, project portfolio, capacity buffer, resource leveling.

ENVIRONMENT MANAGEMENT

- Ovidiu Țuțuianu, *Ecodesign of Electrotechnical Equipments*

In the last time, some factors and especially the environmental protection requirements have determined to aide the ecological criterion for design of electro technical equipments, within a new Ecodesign concept. The essence of this concept consists in the integration of environmental aspects at project phase, taking into account full life cycle of product. The work presents some theoretical and practical aspects of Ecodesign for electrotechnical equipments.

Keywords: electrotechnical equipments, environmental regulation, environmental management system, environmental aspects, environmental indicators, ecodesign, life cycle assessment.

- Estera Laura Nemoianu, Dorel Mihai Paraschiv, Claudia Adriana Olaru, Roxana Voicu-Dorobanțu, *Green Marketing Strategies Applied in the Romanian Construction Sector*

A growing number of organizations active in the Romanian construction sector increased concern for sustainable activities and for promoting their efforts through environmental marketing actions. However, these green marketing activities have different meanings and different degrees of integration into the corporate strategy of organizations in the construction sector. For this reason, the authors considered appropriate to study the environmental concerns in the marketing practices of organizations in the Romania construction sector, especially among manufacturers and suppliers of building materials, equipment and solutions for sustainable buildings. This paper aims to identify the key environmental marketing activities related to the product strategy undertaken by organizations active in the construction sector in our country.

Keywords: product strategy, ecological products, green marketing, environmental marketing, construction sector, eco-innovation, sustainability.

FOOD SAFETY MANAGEMENT

- Monica Patricia Ardeleanu, Maria Grasso, Sara Ianuario, *Health, Young Generation and Functional Food*

The nutrition is the main variable that affects the health of the individual. In developed countries, diet-related diseases are increasing in all age groups of the population. In particular, young people have poor dietary habits because they eat too many foods high in fat or sugar. In the agrifood sector, new consumer trends have led to the development of products that support health as the functional products. Functional foods are found virtually in all food categories, however products are not homogeneously scattered over all segments of the growing market. The paper aims to understand the motivations of purchase and consumption for these products and deepen the knowledge of the relationship between diet and own health. The article presents the results of Maria Grasso Ph.D thesis and the project idea is part of IN.BE.SA. project of the University of Naples "Parthenope".

Keywords: health, nutrition, young generations, functional foods, focus groups.

- Flavio Boccia, Virginia Sarno, *Consumer Perception and Corporate Social Responsibility. An Explorative Survey on Food Italian Market*

In the food industry, the choice of goods and services requires the consumer decisions that seem to be increasingly dependent on factors not attributable only to the quality/price relationship: instead, they also involve issues directly related to ethics, environment and protection of labor. Today, companies do not limit themselves to undertake Corporate Social Responsibility, but often they choose to bring the stakeholders aware of such conduct, in an attempt to improve corporate reputation and business results. Therefore, it is to outline a synergy between businesses and consumers: consumer's choices affect companies' policies, which (if properly communicated) are able to influence purchases. This work has a purpose: considering the profile of modern consumer (careful to consequences of its purchasing decisions in terms of social, ethical and environmental aspects), to identify the role of Corporate Social Responsibility for consumer through a study on critical, ethical and responsible purchase of food products.

Keywords: corporate social responsibility, food, consumer.

CONFORMITY ASSESSMENT

- Stela Mihai, *The Marketing of Construction Products. A New European Regulation from 1 July 2013*

Starting 2013, the manufacturers or their authorised representatives, the importers, the distributors and other stakeholders in construction products area need to take all measures necessary to fully apply the provisions of the new European Legislative Framework for the marketing of construction products, on July 1st 2013.

This Regulation appeared on March 9th 2011 called Regulation (EU) No. 305/2011 of the European Parliament and of the Council, laying down harmonised conditions for the

marketing of construction products (Construction Products Regulation – CPR) and repealing Council Directive 89/106/EEC (Construction Products Directive – CPD), was published in the Official Journal of the European Union on April 4th 2011.

The new CPR, entered into force on April 24th 2011, was developed in order to clarify and simplify the applicable legislation for construction products and in order to increase the credibility of CE marking too.

This new European Regulation signifies “evolution not revolution” on the construction products market based on the experience over 20 years for application to the CPD and has mandatory character and is directly applicable in all Member States.

There is a considerable improvement relating to the implementation of measures necessary for the marketing of construction products using appropriate the European harmonised rules applicable for construction products, guaranteeing safe constructions which does not endanger the safety of persons, animals or property nor damage the environment.

Keywords: basic requirements, essential characteristics, performance, harmonised technical specifications, European Technical Assessment, assessment and verification of constancy of performance system.