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INFO/EVENT

- *ISO/IEC 27013:2012 – A New International Standard for Integration of Information Security and Service Management*

QUALITY MANAGEMENT

- Madalina-Silvia Ignatov, Daniela Morar, *How to demonstrate the QMS Efficiency in Time*

Almost any enterprise passed one audit process along its existence, but the most parts of these audits were finished only with an audit report that usual includes: general conclusions, unconformities and recommendation. Simplifying the audit conclusions way of transmitting using graphs and colours code associated with a different degree of ISO 9001:2008 requirements' implementation within an enterprise represents a defining aspect in building the big picture of the audit report and sending messages to recipients. In other words, communicating the audit's results to the stakeholders (the audit client, enterprise's CEO, QMS Manager, and employers, too) must develop a permanent informational channel between the auditor and his client. The authors of the paper are proposing one model for auditing report that is able to give to the customer a complete view about enterprise's QMS performances between two consecutive audits.

Keywords: quality management system – QMS, ISO 9001:2008, implementation, audit, efficiency, model for auditing report.

- Cezar Simion-Melinte, *Quality Management in Construction II. Quality of Design*

By design it provides all the necessary transposition in the field of construction, according to functional, technological and economic criteria. In our view, the quality of design has five key factors: research, technical regulations, human resource involved, beneficiaries and quality management requirements in business design. System of indicators used to date do not reflect only the quality of design, and so in this article we proposed a system of indicators that include: number of design errors, errors due weight penalty value design engineering contract value, the share of time additional design used to correct errors found in the design firm total execution time of the design, share the cost of work to be redone due to design errors in the total cost of construction work to be performed, additional work cost share during operations and final stage of the life cycle cost of the

building, the weight of extra time spent to correct design errors in the total time of execution of construction works.

Keywords: quality, management, construction, design.

- Doina Popescu, Ion Popa, *Managing Organizational Change and Innovation VII. Innovation in Advertising*

The paper presents the characteristics of the different mass media used in advertising and the necessity of choosing the appropriate advertising message. The concept of „corporate“ advertising is presented, which makes the communicating company, highlighting its importance as a management tool.

The paper presents innovation in advertising through examples of company concerns embodied in the drawing up of promotional messages and of some creative, original and provocative advertising campaigns. Also, the concept of viral marketing is introduced, along with its advantages and limitations.

Keywords: innovation, advertising, corporate advertising, shock-advertising, viral marketing.

- Vasile Deac, Mihai Vrîncuț, *Qualitative Techniques for Project Management IV.a. Notable Results of Critical Chain Use in the International and National Project Management Environments*

The present paper aims to create an overview of the impact that Critical Chain planning method development had on the practice of project management and on areas associated with it. To achieve this overview, we present the most significant achievements of the Critical Chain applications in companies operating in the field of international project management, and the impact it had on international companies engaged in project management consultancy. The goal is to demonstrate the applicability of the method in a real work environment. We also discuss the Critical Chain method visibility in Romania and begin a larger discussion on an experiment conducted by the authors two years ago, experiment whose aim was to determine the chance of achieving better results through Critical Chain project planning in the Romanian environment.

Keywords: critical chain project management, theory of constraints, design of experiments, ANOVA analysis.

- Gabriel I. Năstase, Dan C. Badea, *Innovative Models of Economic and Social Development through Science*

Innovation as a complex phenomenon concerned by its globalism, the assets and business units defined systems: marketing, product adoption, technology. Technology transfer as part and parcel of the innovation is the key to materializing research and development results.

Keywords: innovation, product adoption, technology, technology transfer, information systems assets and business systems.

ENVIRONMENT MANAGEMENT

- Călin Neamțu, Vasile Tompa, Dan Hurgoiu, Mihai Dragomir, Online Temperature Monitoring in the 3D Measurements Laboratory

The accreditation of a measurement and 3D scanning laboratory according to ISO/IEC 17025:2005 involves a series of organizational efforts and investments that refer not only to the measuring and scanning equipment. Thus, an important condition to be fulfilled is that which refers to monitoring, control and record environmental parameters that can influence the quality of the results achieved in the laboratory. The paper presents the development method and a system for monitoring environmental parameters used in the Laboratory of Measurement and 3D Scanning within the Technical University of Cluj-Napoca. The system is an alternative to the commercial versions existing on the market, the development cost is less than 600 Euros; it is scalable and based on wireless technology for communication between sensors. The system's architecture is modular and scalable based on mobile measuring points which communicate with a central unit via Bluetooth. The system provides alerting and reporting functions, allows the display of the measured values both locally and on the web, functions on-line and off-line allowing the recording of the measured values even when your internet connection is interrupted. The measuring points are built using Lego NXT controllers that can manage up to four sensors per measuring points, and the software is written in LabView.

Keywords: measurement and 3D scanning laboratory, ISO/IEC 17025:2005, monitoring system, environmental parameters.

- Cristina Emilia Ciovică, Cristian Florea, *Considerations on the Development of a Sustainable Urban Transport in Romania. Congestion Pricing and Development of Pedestrian Areas*

Due to a change of lifestyle in people's behavior of preferring the urban life in the detriment of a rural one, urbanization has major implications on transport systems, as well as on climate change in general and air quality in particular. Under the conditions in

which urban mobility plays an important role in a city's sustainable development, the current paper wishes to present two viable solutions for the sustainable urban transport, that is congestion pricing and the development of pedestrian areas, reviewing in the same time some examples encountered at world level, as well as the first steps taken by the Romanian authorities regarding these measures.

Keywords: congestion pricing, pedestrian area, sustainable urban transport.

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- Roland Iosif Moraru, Gabriel Bujor Băbuț, *Occupational Risk of Engineered Nanoparticles. Assessment and Prevention-Control Measures*

A new revolution based on nanotechnology is currently booming. Nanotechnology and nanoparticles applications will substantially improve the performance of numerous products, promoting economic development, quality of life improvement and environmental protection. The extremely small size of nanoparticles that undergo engineering processes gives them their unique properties overwhelmingly differing from those of the larger products made of materials having the same chemical composition. Meanwhile, ever increasingly numerous evidence shows that this materials science revolution can generate significant health, safety and environmental hazards, in addition to the social, economic and ethical challenges involved. In Romania there was no clear policy in this area, but there were significant accumulations in recent years. To support the safe development of nanotechnology, both in industry and in research, this paper aims to summarize the main strategic guidelines on hazard identification, assessment and management of risks from nanoparticles synthesis, providing a basis for further development of good practice at national level.

Keywords: nanotechnology, nanoparticle, exposure, precautionary principle, risk management.