

QUALITY MANAGEMENT

- Cristina Buturoagă, *The Importance of Assuming Social Responsibility*

This article aims to highlight the importance of assuming social responsibility and to present research results conducted to collect opinions, attitudes and behaviors of Romanian consumers, regarding the involvement of public, private and nonprofit organizations in socially responsible actions.

The research was conducted by questionnaire-based survey during September – November 2013 and allowed to outline some opinions and to formulate some consumers' trends. The methodology used in developing the questionnaire was a composite (quantitative and qualitative). The survey data were processed using SPSS.

Results emphasize the need to increase the organisations' awareness on the importance of assuming social responsibility, because the Romanian consumers expectations regarding social responsibility tend to have a significant influence in the acquisition process.

Keywords: social responsibility, consumer, organization, integration of social responsibility.

- Remus Chină, *Quality in Education versus Quality of Education (I) Aspects of Quality Management in the Education System and School Organization*

Although concern for quality, worldwide began, really, at the end of the Second World War, after years '90 frequency of concerns about "quality management" has grown considerably, including in education systems. The problem of implementing quality management in education soon became a global one so that, now, there are few educational systems that does not address or tries to implement this demarche. It is interesting to note that, in educational settings, the term "quality management" was generally avoided, being preferred the expressions – usually undifferentiated – "Quality Assurance in Education" and "Quality Assurance of Education". In this paper we analyze an important aspect of the approach: "Quality Assurance in Education" is the same as "Quality Assurance of Education"? There are differences between the two phrases? Means the same thing? Our analysis will attempt clarifying exactly these dilemmas, referring, of course, firstly on the subject approaches the Romanian education system.

Keywords: system, process management, quality, product.

- Maria Virginia Iuga, Claudiu Vasile Kifor, *Lean Manufacturing and its Transfer to Non-Japanese Organizations*

The transfer of know-how between organizations very often involves the risk of information loss and/or dilution, therefore causing a decrease in expected performance at its destination compared with the source. On the one hand the more complex the transferred information or process, the higher the possibility of losses and/or misinterpretations of information. On the other hand the danger of this loss is directly proportional to the amount of tacit knowledge for the transferred object. Speaking about Lean Manufacturing (LM) transfer, which involves an immense amount of organizational culture and tacit knowledge, the risk of dilution or false interpretation of information increases exponentially. How much of the initial knowledge and know-how regarding lean manufacturing has been lost through its transfer from Toyota to the European and American organizations? What is left of the original Japanese model? This paper aims to summarize methods and strategies of the Japanese know-how transfer to other cultures, presenting case studies demonstrating that LM philosophy can be successfully applied within several types of organizations from productive organizations to services. Furthermore, it presents the results of these implementations as an answer to the question "why lean manufacturing?"

Keywords: lean manufacturing, Toyota Production System (TPS), knowledge

transfer, strategy.

- Mihai Vrîncuț, *Qualitative Techniques for Project Management V.b. Study on the Compatibility of MS Project with the Critical Chain Philosophy (IV)*

The current paper discusses one of the attempts to automate critical chain philosophy implementation procedures in MS Project that we have described in previous parts of this series. We refer to PD-Trak Solutions Company, and their specialized Critical Chain module which automates all procedures we have previously discussed. We see that although this product really automates the application of critical chain planning procedures, its price and lack of information on the benefits of such software turn Romania into a closed market to the PD-Trak company.

Keywords: critical chain, theory of constraints, project management software tools, project planning.

- Gheorghe Cârstea, Oana Păun, *Management of Procurement and Material Resources – A Guarantee for Quality III. Supplier Relationship Management*

This article aims to analyze how, through a quality-oriented management approach, the management of procurement and material resources contributes to achieving sustainable success for the organization by identifying the needs and expectations of the suppliers and establishing mutually beneficial relationships with the latter.

Keywords: supplier relationship management, mutually beneficial relationships, sustainable success.

- Maurizio Lanfranchi, Carlo Giannetto, Agata Zirilli, Angela Alibrandi, *Analysis of the Demand of Wine in Sicily through Ordinal Logistic Regression Model*

In the last decade the demand for wine in Italy has contracted a considerably linked to changes in eating habits and in the evolution of consumption patterns. These developmental aspects in the buying habits of consumers are linked to socio-economic changes that have affected the Italian economy. The new patterns of consumption have shown a trend by consumers towards better quality wine products. The preference for high quality products has caused a contraction in total consumption by switching from daily consumption to occasional consumption. The aim of this work is to trace the major factors in the main wine consumption habits and patterns and to verify the degree of knowledge of high quality wines with original brands.

The methodology followed to conduct the research project was quantitative and random. The random search refers to the identification of the prominent factors from which springs the buying behavior of consumer. The tool used for processing data consisted of the creation of a double entry table and estimation of the log-likelihood ratio test with relative p-value. The fixed level of significance for the overall statistical analysis was $\alpha = 0.05$. The log-likelihood ratio test, referred to in statistics literature as the G test, was used to evaluate the association between the two qualitative variables.

In order to assess whether the frequency of wine consumption is significantly influenced by age was estimated by ordinal logistic regression model.

Keywords: wine, marketing, market analysis, statistical analysis, log-likelihood ratio test.

- Alina Zaharia, Ionuț-Victor Rătezanu, *Analysis of the Degree of Achievement of "Europe 2020" Targets*

"Europe 2020" emerged as a result of government attempts to mitigate possible effects of the economic crisis that arose in 2008 and to ensure economic, social and environmental growth in all EU Member States. The objective of this study is to analyze how evolved until now the degree of achievement of the main indicators that highlights the performance targets of "Europe 2020" Strategy. We conducted a European comparison between the EU countries with a maximum and minimum value of indicators and Romania, but also, where statistical data have allowed, we conducted a comparison

for some global indicators between EU and non-EU developed countries from an economic point of view. This study concluded that EU countries must intensify the measures taken in order to fulfill the assumed targets and also that will be very hard for them to be achieved. A problem in this regard is that the countries have very different starting points.

Keywords: comparative analysis, research and development, education, employment, social inclusion and poverty reduction, climate change and energy, "Europe 2020" targets.

ENERGY MANAGEMENT

- Roxana Pătrașcu, Eduard Minciuc, Mihaela Norișor, Diana Tuțică, Victor-Eduard Cenușă, *Energy Efficiency Evaluation using the Audit for a Complex Industrial Contour – Case Study*

For an Industrial Company, the final decision on the increase of efficiency in a technical, economical and environmental manner will be made on the basis of an energy audit followed by a technical and economic calculation. The main paper's objectives are, from the theoretical point of view: establishing the main steps and characteristics of an audit, and from the practical sight: applying the methodology in a case study, for an automotive manufacturer.

Keywords: audit, efficiency increase, thermal energy, electric power.

FOOD SAFETY MANAGEMENT

- Salvatore Tudisca, Anna Maria Di Trapani, Filippo Sgroi, Riccardo Testa, *Economic Evaluation of PDO Introduction in Sicilian Orange Farms*

The south-western part of Sicily is the largest Italian production area of Navel oranges where in 2008 it was established the Arancia di Ribera Protected Designation of Origin (PDO). The aim of the paper was to analyze the effect that the PDO introduction determined on farm profitability and sustainability. To this end, it was carried out an economic analysis on some representative orange farms of PDO area.

The estimate of the production costs and farm productivity highlighted unsatisfactory economic results and in some cases the production costs (ranged between 7,916.05 € ha⁻¹ and 10,308.23 € ha⁻¹) were not remunerated.

In this context, to improve the profitability of farms that cultivate the Arancia di Ribera PDO, it appears necessary a restructuring of the supply chain associated with an effective promotion policy.

Keywords: economic analysis, farm sustainability, orange supply chain, production costs.

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- Roland Iosif Moraru, Gabriel Bujor Băbuț, Mihai Popescu Stelea, *Approaching Occupational Safety and Health Emerging Risks Categories and Prevention*

This paper summarizes the available information on major common concerns in Europe and worldwide, regarding the occupational hazards known as emerging risks, in terms of bodies responsible for risk prevention and risk assurance and also, of control institutions and social partners involved in work processes. It can thus be outlined an overview on how the various stakeholders are perceived nowadays this subject of definite importance in occupational safety and health. If certain consensus-oriented elements can be released, then they are based on the fact that the definition and identification of considered emerging risks are, by default, a challenge. Certainly it is not enough to address them from the perspective of opponents to the "classic" risks. The article also emphasizes the principles that should underpin the emerging occupational risk prevention approaches.

Keywords: emerging risk, nanotechnology, foresight, prevention, precautionary principle.