

QUALITY MANAGEMENT

- Vasile Deac, Oana Paun, Sorin Paun, *Paradoxes of the Romanian Market Prices*

The effects of the recent global financial crisis are, unfortunately, felt the most when it comes to prices, which have recorded a paradoxical increase, an aspect affecting the whole country both economically and socially. From this perspective, a new approach to price substantiation through a better comprehension, understanding, mastery and revaluation of all elements both initial and newly emerged, which have been or must be subsequently considered, can substantially contribute to solving this problem.

After the 1990s, the Romanian market witnessed exclusively atypical behaviours of the price level, but these were possible given the Romanian market characteristics of the respective time.

However, we believe that an approach of increasing prices in a difficult environment (recession, crisis and post-crisis) represented and can represent a suicidal action for a company.

Keywords: *pricing paradoxes, price strategy, internationalisation of sales, price harmonization, price discrimination.*

- Alexandru Giura, Mariana Vasile, *Systematic Investigation of Loss Types and their Causes in Industrial Processes. LOSS FMEA Methodology*

The development of the industrial organisations claims pragmatic and systematic approaches of the fields problems in which they operate – the capitalisation of the resources, value flows etc. The definitory situation of this kind of organisations is that in which pre-existent processes are always evaluated and improved taking into account the efficiency and the efficacy. This situation requires a methodology that must identify, inventory and evaluate the mechanisms of losses that affect the analysed. The main difficulty in making such a methodology consists in assuring the systematic, programmatic and exhaustive character. This study tries to solve the enunciated difficulty proposing an approach based on a well-known and wide spread methodology: Failure Mode and Effect Analysis (FMEA), exploiting the systematic character and the quantification of FMEA results. The systematic character is consolidated by emerging in the process of methodology, the internal processes catalogue, the diagram of the individual process, the Ishikawa systematization of the 6M and the typology of the calculated losses by using the Japanese concepts MUDA-MURA-MURI. An example of analysis regarding the types and the causes on the structure of the processes ALRO SA is presented to emphasize the suggested method – ALRO SA an industrial organisation from the field of the aluminium metallurgy.

Keywords: *losses, quality, process, FMEA, 6M.*

- Valentina Mihaela Ghinea, *Organizational Culture Dynamics. Factors that influence the Organizational Culture*

As time passes, a multitude of factors, both internal and external, exert their influence on the company, making it practically impossible to continuously function without being a subject of change. Seven of these factors are considered by Bratianu capable of including the influence generated by two or more factors, and thus creating relevant synergic forces. These factors, namely technology and its associated processes, management and leadership, vision, mission and organizational culture, have been considered in the literature “integrators” (Bratianu et al., 2007).

Although the integrator theory is most popular in the issues related to the intellectual capital of the organization, its broad character can make it applicable in the area of the organizational culture, as well. Given this, the present paper purpose is to analyze

whether these integrators have a relevant influence on the organizational culture.

Keywords: *influencing factors, integrators, organizational culture, dynamics.*

- Ion Verboncu, Mihai Vrincut, *Managerial Tools for Performance Evaluation IV. Diagnosis (II)*

In the present article we will continue the theoretical and methodological presentation of one of the most used instruments in evaluating the managerial and economic performance – the diagnosis. Also known as “diagnostic analysis”, the method is used to determine the viability potential of the organization, basically establishing a diagnosis of the said organization, and based on that diagnosis strategic and tactical recommendations are formulated, which are then used in the strategic projection of its future. In the present article we will focus on the last two methodological stages of realizing a diagnosis, namely determining the viability potential of the organization and formulating recommendations.

Keywords: *diagnosis, strengths, weaknesses, analysis of the organization’s economic and managerial viability, viability potential, SWOT analysis.*

- Mihai Vrincut, Mihaela Daniela Mocanu, *Qualitative Techniques for Project Management VI.c. Particularities of Romanian Project Management. Health Care Industry Projects*

The current article covers the classification from the health care industry and a series of characteristics of the Romanian projects from this domain. Starting with the definition of the general frame of health care industry in Romania, the authors are trying to identify, as a result of a quantitative research, the number of projects that fail and the main reasons for the said failure. Likewise, the article presents the main areas that could be improved, for the purpose of raising the level of competitiveness of the Romanian health care industry projects.

Keywords: *project management, Romanian health care industry projects, research projects, competitive advantage.*

- Todor Nedev, *Alternatives for the Development of the Bulgarian Electricity Market*

The price of electricity in the Republic of Bulgaria was always a topic and permanent food for thought for both businesses and households as final consumers. The paper aims to show the specificity of trade in electricity – in principle and in particular features and imbalances on the Bulgarian market. To demonstrate the need for organized and working stock market for electricity and the need for their daily work transparent. The accession of Bulgarian electricity market to the European Energy Exchange EEX would be the best alternative for solving problems.

Keywords: *market pricing, electric energy market, energy prices, European Energy Exchange – EEX.*

- Maurizio Lanfranchi, Carlo Giannetto, Ionela Carmen Pirnea, *Rural Tourism: Corporate Social Responsibility and Sustainable Tourism*

Tourism is one of the most important industries in the EU economy, having a high contribution to the general dynamics of the integration process and to the strategic objectives of the Union. Thus, in the last two decades it has been increasingly associated more often with European tourism policies in a context defined doctrine option for sustainable regions, sustainable tourism and sustainable businesses in an integrated concept in tourism. The aim of this paper is to make an analysis of the concept of corporate social responsibility and responsible tourism. The paper starts with the evolution of the concept of corporate social responsibility. Further the paper presents some approaches regarding the responsible tourism and ends with the analysis of some economic effects of rural tourism and responsible tourism.

Keywords: *corporate social responsibility, responsible tourism, rural tourism, sustainability, multifunctional agriculture, farm.*

- Remus-Ion Hornoiu, *Ecotourism – Climate Change Adaptation Tool within the Sustainable Management of Protected Areas*

Ecotourism, beyond the widely agreed definitions, creates change in the perception of the tourism product, in consumer attitudes, but especially in shaping and developing strategies for biodiversity conservation, as well of cultural values and the way of life of the communities in areas protected. Currently, this form of tourism can be the chance to adapt to climate change and to mitigate its effects. This paper aims to highlight the steps in developing a sustainable management in protected areas, where ecotourism is a tool for climate change adaptation.

Keywords: *ecotourism, climate change, sustainable management, protected areas, adaptation, mitigation.*

FOOD SAFETY MANAGEMENT

- Delia Russo, *Relationship Between Genetically Modified Foods And Mass Retail*

With the development of the genetic engineering, genetic modification of organisms raises today a lively debate about the dangers of such transformations. In particular, the genetic changes that occur in food have generated distrust by consumers who are concerned about their health hazards arising ingestion of these substances. In relation to the fear expressed by consumers, some mass retail companies offer own brand products declared free of Genetically Modified Organisms (GMO). In this context, this article aims to analyze the main reasons behind the major mass retail companies to adopt an attitude of anti-GMO. In particular, a study conducted on the French Carrefour Group, shows that the market presence of GM-free products, respond to a marketing strategy rather than ethical choices.

Keywords: *food, private label, mass retail, genetically modified organism.*

- Andrea Marchini, Chiara Riganelli, *The Quality Management in the Olive Oil SMEs: An Analysis in the Southern Italy*

The certified quality ensures full recognition from consumers and the firm competition in the market. The certification can be understood as a net of relationships along the supply chain able to guarantee a transparency of the product, in order to reduce the information asymmetries. The research focuses on the olive oil sector, excellence of Italian food market, through the viewpoint of small and medium firms of South Italy. It aims to investigate the management mechanisms behind certified quality and firm choice to implement traceability systems or quality certification. The analysis is carried out through a logistic modelling. From the results the strategic factors in the management and recognition of the quality of oil products are outlined. The study aims to contribute to the analysis of management of quality products and their impact in a competitive market.

Keywords: *food quality, olive oil, certified quality, Logit model.*

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- Gabriel Bujor Babut, Roland Iosif Moraru, Dura Codruta, *Conceptual and Methodological Framework for Risk Analysis and Evaluation on Seveso Industrial Sites (II) Critical-comparative Study and Development of New Approaches Regarding the Risk Analysis and Evaluation Methods*

Based on a thorough analysis of the literature, this paper aims to present conceptual and methodological framework that allows analyzing and assessing risk of major accidents occurrence. In the first part of the paper is presented the terminology used to assess the risk level of an industrial site, within this purpose being used both the latest international standards in the field, as well as documents prepared by prestigious national and international organizations. Conceptual delimitations were performed and were highlighted several incorrect translation/transposition of terms in Romanian. Next, following a logical sequence, there are described the objectives and approach phases of risk analysis and evaluation. The most consistent section of the paper is devoted to achieving a critical comparative study of the current state of methods of risk analysis and evaluation applicable to Seveso industrial sites, with a view to develop an integrated

technological risk analysis and evaluation method, for better consideration of various parameters inherent in an industrial plant and its environment. The risk analysis and evaluation methods were studied from a functional perspective, presenting the main stages of implementation, the necessary input, types of outputs, scope and limits of application and the tools and scales used to rank risks. The systematic study of the interdependence of the components of the risk analysis and evaluation methods allowed the development of a new classification, having an innovative and original character, that is different structurally, conceptually and methodologically from other classifications described in the Romanian literature.

Keywords: *major accident, risk analysis, risk evaluation, risk assessment, industrial site, Seveso directive.*