

QUALITY MANAGEMENT

- Oana Iamandi, Sorin Popescu, Mihai Dragomir, Cristina Morariu, *A Critical Analysis of Project Management Models and its Potential Risks in Software Development*

The software development field, both in general and also specific to the Romanian socio-economic space, has received a lot of traction over the past years. One of its specific traits is a specific management style that has evolved along with the rapid development of the field, enabling the industry actors to face ever increasing delivery requirements. In this context, the matter of risk management inside the agile project management is one of great interest for both practitioners and academia.

The research presented in this article proposes a bivalent analysis of the current state of risk management inside the discipline of software development project management, once from the existing literature's perspective and secondly through a questionnaire based study aimed at isolating the practices and processual preferences related to risk management of companies from the metropolitan area of Cluj-Napoca.

Keywords: project management, risk management, software development, agile.

- Codruța Dura, Oana Dobre Baron, *Best Practices in Romanian CSR: Petrom OMV's Strategy*

Corporate social responsibility (CSR) is a concept that involves voluntary implementation, by enterprises, of social and environmental concerns in their business operations, as well as in the relationships that they develop with their stakeholders.

Globalization phenomenon and the fast-paced internationalization of Romanian multinationals compelled these entities not only to assume the leading role within the process of changing over the aboriginal business environment but also to align with international practice in terms of sustainability reporting. Our paper reviews the core forms of CSR and, starting from this reference point, carries on an ample case study on CSR strategy implemented within Petrom OMV. The largest company in Romania, Petrom OMV is also the most significant investor in CSR projects at the national level. The company can be considered among the few Romanian firms which are able to conceive and to put into practice an articulated and coherent strategy of social responsibility, with a positive impact on the sustainable development of the Romanian society. Conclusions based on our study make out a case in favor of the idea that best practices in the field of CSR do exist in our country and these routines should be disseminated to all levels of economic and social life.

Keywords: corporate social responsibility, multinational companies, forms of corporate social responsibility, sustainability report, Resourcefulness strategy.

- Sergei Titov, Evgeny Nikulchev, Gregory Bubnov, *Learning Practices as a Tool for Quality Costs Reduction in Construction Projects*

Rework remains a significant problem for construction projects. It is widely recognized that the cost of rework can have an adverse impact on project budgets and companies' performance. The issue of rework costs in construction projects can be addressed by the implementation of learning practices pertaining to quality management. However, the number of empirical studies that have sought to determine the impact of learning practices on reduction of amount of rework is limited. The research presented in this paper tries to analyze the correlation between the extent to which learning practices are implemented in companies and the impact on the rework costs reduction. Using a questionnaire survey, the data was obtained from 30 construction companies from Russia. The findings show the notable negative correlation between the extent of learning practices implementation and the changes in the costs of rework. The fuller the learning practices are implemented, the more the rework costs reduction occurs. At the same time, the extent to which the learning practices are used in Russian construction companies is from low to moderate. Therefore, the learning activities in the area of quality management should be fuller implemented in order to reduce the rework costs

and ultimately improve projects and companies performance.

Keywords: quality management, rework, costs of rework, project, project management, construction.

ENVIRONMENT MANAGEMENT

- Remus-Ion Hornoiu, Ionel-Gabriel Hociung, Laurențiu Gabriel Frâncu, *The Analysis of Climate Change Effects on Ecotourism in Local Communities in Protected Areas*

Climate change is one of the major threats to biodiversity in protected areas. The impact can be seen in changes to the agenda of species and habitats, altering periods and patterns of migration, fragmented habitats and increasing the frequency and intensity of storms, wildfires and floods, raising the sea level and increasing coastal erosion, rising temperatures at the sea surface and ocean acidification, desalination etc. Attractiveness and activities in a protected area depends on a various number of factors, which, directly or indirectly, are related to climate: favorable temperatures, adequate intensity of sunlight, snow in sufficient quantity for winter sports, biodiversity, etc.

In the context of climate change it is justified to identify the impact of climate change on ecotourism activities in protected areas, because they have a key role in minimizing the impact on ecosystems if they are viable, functional and with an effective management.

Keywords: ecotourism, local communities, climate change, protected areas, climatic parameters.

FOOD SAFETY MANAGEMENT

- Maria Carmela Aprile, Angela Mariani, *Young People's Propensity to use Sustainability Labels on Food Products: A Case Study in the South of Italy*

This study analyses young people's awareness of and attitudes towards environmental sustainability labels on food products as a basis for suggesting recommendations to promote a more widespread use of such labels in the future. To achieve this aim, a survey was conducted on a sample of 400 university students in Naples (South of Italy). The data were processed in two different stages. First, we performed descriptive analysis to determine: (i) socio-demographic aspects; (ii) students' propensity to read labels before consuming food products; (iii) the degree of knowledge regarding sustainability labels. A multivariate analysis approach was then implemented. We adopted a segmentation approach, performing factorial and cluster analysis to identify different segments of students based on their attitude to using sustainability labels.

Keywords: sustainable consumption, label, marketing strategies, multivariate analysis.

- Maria Zampi, *Innovation into Agri-Food System: The Case of Nutrition & Santé*

Lately there has been a change in the customers buying behavior, who are paying more and more attention to quality, freshness, healthiness and authenticity of food, making sure also that these products are manufactured in respect of the environment. Following the growing attention of consumers to the purchase of very healthy food that there has been a strong increase in organic products, as these are able to meet the consumers needs, both in terms of healthy products and in terms of environmentally sustainable production. In this context, a key role is played by research and development to improve the competitiveness of a sector such as the agri-food sector considered by everyone as a mature industry. Innovation and research help, in fact, companies to be in line with the times and to anticipate new trends. These trend changes are immediately recognized by Nutrition & Santé, a French company, which has become a European leader in the production and marketing of organic products and dietary supplements.

Keywords: competitiveness, organic products, research.

- Emma Merola, *Quality, Food Safety and Innovation in Agri-Food Enterprises: The Ferrero Case*

Quality and food safety are issues that attract more and more attention, given the importance of them is recognized by businesses and consumers. Indeed, if on the one hand there has been a considerable increase of the interest of the latter to the quality and safety of the products they purchased and consumed, on the other hand, competing businesses try to work towards the full satisfaction of the needs of its customers. The article in question focuses on three basic concepts: food quality, safety of the same and innovation. Food safety and quality are unquestionable importance, considering the repercussions on the health of people. The last concept, innovation, may be the answer to the needs of the two categories, the consumers and the companies: ensure the highest desirable levels of food safety and quality and contribute decisively to the achievement of the internal efficiency of enterprises. The purpose of this paper is to highlight how companies who decide to focus on quality and safety of its products are able to establish itself successfully in international markets, achieving leading positions and numbers, with the support of innovation. To this end, I will present the case of a famous Italian multinational.

Keywords: quality, food safety, innovation, competitiveness, tradition, evolution.

ENERGY MANAGEMENT

- Roxana Pătrașcu, Eduard Minciuc, *Energy Management for Industrial Processes*

Today the issue of increasing energy efficiency in industry has become justifiable from economic point of view due to the fact the prices for fossil fuels will a constant uptrend for a long period of time. The paper presents different types of energy efficiency projects that can be implemented in industry. The authors have presented examples of implementation of energy efficiency project in industry.

Keywords: management, energy audit, energy efficiency, fuel savings.

INFORMATION SECURITY MANAGEMENT

- Marian Firoiu, *General Considerations on Risk Management and Information System Security Assessment According to ISO/IEC 27005:2011 and ISO 31000:2009 Standards*

The paper presents a general view on risk management, information security risks analysis and assessment, respectively, which can be applied to an information system. There are also considerations made for managing information security systems and a description of the information security risk management and assessment as presented in ISO/IEC 27005 and ISO 31000:2009 standards.

Keywords: security, risk, risk management system, information security, risk assessment.

OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT

- Gabriel Bujor Băbuț, Roland Iosif Moraru, Mihai Popescu Stelea, *Critical Analysis and Ways to Improve the Terminology Employed in the Machinery Safety Field*

Currently, machinery safety is an extremely complex and dynamic field, with major implications in terms of ensuring the safety and health of workers. This domain is characterized by a high level of regulation resulting, in particular, in a large number of standards addressing detailed safety requirements for a particular machine or a particular group of machines. Even if the technical and methodological aspects benefited and continue to benefit from all stakeholders involved in assessing and reducing the risks associated with the use of machines by workers it can be emphasized, both at European and at national level, a lack of concern regarding clarity and uniformity of terminology used in this area. In Romania, this lack of concern is coupled with language difficulties encountered in transposing Community legislation and the adoption of harmonized European standards on machinery. In this context, the present article aims to achieve a critical and comparative analysis of terminology used in Romania the field of machinery safety in order to systematize information in this area and to establish concrete ways by

which one can achieve its improvement.

Keywords: machinery, safety, risk, terminology, occupational health and safety.

GENERAL MANAGEMENT

- Ion Verboncu, Cristina Iorga, *Business Opportunities with Project Managements*

The effective exercise of management processes and functions of each of them, from foresight, organization, coordination, to training and control-assessment, requires professionals, competent managers. Those who lead and manage the organization or organizational structural or procedural components of this must have sufficient knowledge, qualities and managerial skills to enable them, on the one hand, the foundation and management decisions and, on the other hand monitoring their operationalization. The main condition of management professionalization is represented by managers professionalization, the most important category of "actors" in the "scene of the organization". A manager no matter his position is, must know management and have favorable conditions to harness this knowledge in management practice.

Transforming occupants management positions in professionals and management into a profession is conditioned by the manner of conceiving and exploiting distinct ways, which we will refer further.

Keywords: managerial methodologisation, management training, consulting, bureaucracy, managerial competence.

- Viktor Kovelskiy, *New Opportunities for HR Managers in a Modern e-Business Environment*

This paper addresses the pitfalls of traditional and classical hiring methods, as well as the overall state of the global workforce and employee satisfaction. Through the use of new technology and updated hiring process, HR managers can ensure that job candidates are correctly matched with their ideal job and improve the state of the global workforce and employee satisfaction.

Keywords: HR, management, application, technology.