



*„VASILE ALECSANDRI”
UNIVERSITY OF BACAU
FACULTY OF ECONOMIC SCIENCES &
CENTRE FOR ECONOMIC STUDIES AND RESEARCH*



PROGRAMME
of The International Conference on
“CONTEMPORARY ECONOMY AND
ROMANIAN REALITIES”
- 7th Edition -

BACAU, 21 - 22 november 2013

P R O G R A M M E
of the International Conference on
"CONTEMPORARY ECONOMY AND
ROMANIAN REALITIES"
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BACAU, ROMANIA
21 - 22 november 2013

Faculty of Economic Sciences & Centre for Economic Studies and Research
"Vasile Alecsandri" University of Bacau

International Conference on "Contemporary Economy and Romanian Realities", 7th Edition

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PROGRAMME

Thursday, 21 november 2013

- 9,00 – 10,00 – Welcome of Participants (Faculty of Economic Sciences, "Vasile Alecsandri" University of Bacau, Spiru Haret no. 8)
- 10,00 – 11,00 – Opening the conference - in C1 Lecture room
- 11,00 - 11,15 – Coffe break
- 11,15 – 12,45 – Paper sessions
- 13,00 – 14,30 – Lunch break
- 15,00 – 17,00 – Paper sessions
- 19,00 – Gala dinner

Friday, 22 november 2013

- 9,00 – 11,00 – Paper sessions
- 11,00 - 11,15 – Coffe break
- 11,15 – 14,00 – Paper sessions. Closing the conference

Faculty of Economic Sciences & Centre for Economic Studies and Research
"Vasile Alecsandri" University of Bacau

International Conference on "Contemporary Economy and Romanian Realities", 7th Edition

Economics, Statistics and International Affairs

SUBSTANTIATING THE DEVELOPMENT STRATEGIES FOR TOURISM
IN PROTECTED AREAS

Mirela Costencu, Claudia-Nicoleta Dobrescu

EUROPEAN URBANIZATION – BETWEEN STRENGTHS AND RISKS

Marcela Danu

TASK FOR POST-CRISIS IN ROMANIA: THE DEVELOPMENT OF
INDUSTRY

Marcela Danu

TERRITORIAL DISPARITIES OF THE POPULATION OF BACĂU
COUNTY

Eugenia Harja

THE MAIN DEMOGRAPHICS CHANGES IN THE POPULATION OF
BACĂU COUNTY AT THE LAST CENSUS

Eugenia Harja

STATISTICAL ANALYSIS OF THE VARIATION OF MOLDOVAN
MIGRANTS' REMITTANCES DURING THE PERIOD 2007-2013

*Elisabeta Jaba, Boris Chistrugă, Ion Pârțachi, Christiana Brigitte
Balan*

THE EU ACCESSION AND THE IMPACT ON ROMANIA'S FOREIGN
TRADE AND COMPARATIVE ADVANTAGE

Adrian Negrea

AUTOMOTIVE MARKET- FROM A GENERAL TO A MARKET
SEGMENTATION APPROACH

Liviana Andreea Nimineț

REGIONALIZATION, ELEMENT OF ECONOMIC AND SOCIAL
DEVELOPMENT

Florina Popa

EQUALITY OF OPPORTUNITY BETWEEN MEN AND WOMEN ON THE
LABOUR MARKET – THE GENDER PAY GAP WITHIN THE EU
MEMBER STATES

Oana Ancuța Stângaciu

THE REGIONAL ASSESSMENT OF MARGINAL INTRA-INDUSTRY
SPECIALIZATION

Oana Ancuța Stângaciu

POLISH AND EUROPEAN ECONOMIC CULTURE – A COMPARISON

Izabela Ścibiorska-Kowalczyk

CIVIL AND CRIMINAL RULES OF THE BABYLONIAN LAW

Ion Țuțuianu

Finance, Accounting, Banks

STUDY REGARDING DIFFERENT TYPES OF AUDITOR'S MISSIONS

Daniel Botez

BASIC ASPECTS CONCERNING THE SINGLE CONCEPTUAL
FRAMEWORK

Ionela Cristina Breahnă Pravăț

NEWS AND INSIGHTS ON THE CONVERGENCE OF IFRS - U.S. GAAP

Ionela Cristina Breahna Pravăț

AN ANALYSIS OF THE FISCAL CONVERGENCE CRITERIA IN THE
EUROPEAN UNION IN TERMS OF THE SUSTAINABILITY

Iulia Andreea Bucur, Simona Elena Dragomirescu

PLACING ACCOUNTING AMONG SCIENCES

Mihai Deju

THE FINANCING OF R&D: CHALLENGES FOR ROMANIAN FIRMS

Mihaela Diaconu

THE ROLE OF THE PERFORMANCE DASHBOARD IN THE
MANAGEMENT OF MODERN ENTERPRISES

Simona Elena Dragomirescu, Daniela Cristina Solomon

THE ROLE OF ACCOUNTING PROCEDURES IN WRITING /
IMPLEMENTING EUROPEAN PROJECTS

Natalița Mihaela Lesconi-Frumușanu, Adela Breuer, Mihaela Martin

SOME CONSIDERATIONS ON CLOUD ACCOUNTING

Doina Păcurari, Elena Nechita

TAX ON PROFIT OR INCOMES - A CHOICE FOR FISCAL OPTIMIZATION
OF ROMANIAN SMALL COMPANIES?

Doina Păcurari

THE AUDIT OF FINANCIAL STATEMENTS PREPARED BY THE
BENEFICIARIES OF EU GRANT

Dănuț Rada, Doina Rada

ABOUT THE FINANCIAL REPORTING ON THE CAPITAL MARKETS IN
THE EUROPEAN UNION: REQUIREMENTS OF USING THE IFRS AND
THE EQUIVALENCE OF THIRD COUNTRY ACCOUNTING STANDARDS

Aristița Rotilă

ASPECTS OF FINANCIAL EQUILIBRIUM ANALYSIS AND ITS
IMPLICATIONS FOR MANAGEMENT DECISION

Daniela Cristina Solomon, Iulia Andreea Bucur

Management

OVERVIEW ABOUT PROJECT QUALITY MANAGEMENT

Cătălin Drob

FEATURES OF THE INTELLECTUAL CAPITAL WITHIN ROMANIAN
SMES

Andreea Feraru

PROJECT MANAGER SKILLS, RISK MANAGEMENT TOOLS

Vlăduț Iacob

THE IMPORTANCE OF MANAGEMENT AND LEADERSHIP IN A
CHANGING BUSINESS ENVIRONMENT

Roxana Mironescu

STRATEGIES FOR SMALL ENTERPRISES NEGOTIATING WITH LARGE
FIRMS

Ștefania Anca Stan

E-BUSINESS- A CONTEMPORARY REALISTIC FORM OF SUCCESSFUL
BUSINESS

Ovidiu Turcu, Andreea Feraru

Marketing

RELATIONSHIP MARKETING IN THE INNOVATION PROCESSES

Rodica Boier

AN EXPLORATORY RESEARCH ON RELATIONSHIPS WITH STAKEHOLDERS IN INNOVATION

Rodica Boier

LOYALTY – THE NUCLEUS OF BRAND CAPITAL. CASE STUDY: ROM CHOCOLATE BAR

Brîndușa Mariana Amălăncei

THE POLITICAL ACTOR'S BRAND IN THE 2012 BACĂU ELECTORAL CAMPAIGN

Cristina Cirtîță-Buzoianu

INFORMATION CAMPAIGNS – MEANS OF COMMUNICATION WITH CUSTOMERS

Claudia-Nicoleta Dobrescu, Mirela Costencu

QUALITATIVE RESEARCH IN NORTH EAST REGION PRIVATE ADMINISTRATIONS REGARDING THE IMPLEMENTATION OF PUBLIC RELATIONS PROGRAMS AND CAMPAIGNS

Simona Haidău

THE DETERMINANTS OF E-GOVERNMENT RELATIONAL MODELS CONSTRUCTION: INTERACTION, COMMUNICATION, PARTICIPATION AND COLLABORATION

Florentina Neamțu, Bogdan Nichifor

THE COORDINATES AND TYPOLOGY OF RELATIONSHIP BETWEEN THE PUBLIC SISTEM AND THE DIFFERENT CATEGORIES OF STEKEHOLDER

Florentina Neamțu, Luminița Zaiț

CONCEPTUAL ISSUES REGARDING REVERSE LOGISTICS

Ioana Olariu

SELLING, DELIVERY AND TRADE MARKETING – AN OPERATIONAL TRIDENT OF THE DISTRIBUTION SYSTEM

Ioana Olariu

A FRAMING OF FUTURE EUROPEAN PARLIAMENT ELECTIONS 2014
IN A SOCIAL MEDIA CONTEXT

Dorian Pocovnicu, Mădălina Manolache

"FIRST HOME" - BANKING PRODUCT OR SOCIAL PRODUCT?

Diana Prihoancă

ESTIMATES ON MEASURING THE CONSUMER'S SATISFACTION

Cătălina Puiu, Romulus Iagăru, Vasile Puiu

INFLUENCES OF THE PURCHASING POWER CHANGE ON THE
EVOLUTION OF THE AGROALIMENTARY MARKETS ON EUROPEAN
UNION LEVEL

Laura Cătălina Țimiraș

THE EVOLUTION OF THE MARKETING RESEARCH MARKET ON THE
LEVEL OF THE EUROPEAN UNION COUNTRIES, AFTER 2000

Laura Cătălina Țimiraș