

**4<sup>th</sup> International Conference on Emerging Trends  
and Approaches: Creative Thinking and Innovation  
in Knowledge based Economy**

**University of Pitesti  
Faculty of Economics and Law**

**Romania  
09-10 November, 2018**

***Conference Schedule***

*The 4<sup>th</sup> ETAEc Conference is organized by The Faculty of Economics and Law, University of Pitesti - Romania in collaboration with The Jan Wyzkowski University, Polkowice - Poland, Doctoral School in Economic Sciences, University of Craiova - Romania, Faculty of Economic Sciences, Valahia University of Targoviste - Romania, Business and Information Technologies Institute, Odessa State Academy of Civil Engineering and Architecture - Ukraine, School of Management and Technology, Polytechnic of Porto - Portugal*



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## CORPORATE GOVERNANCE IN OECD MEMBER COUNTRIES

PhD Alina HAGIU, PhD Marinela BĂRBULESCU, University of Pitesti

**Abstract:** Corporate governance reflects how a company is managed and controlled. In defining this concept it goes on the idea that the global performance of the company is based on the theory of interest holders. The value of the firm is maximized to the extent that managers manage to identify and harmonize conflicts of interest that arise between the company's social partners, especially between shareholders and managers. Harmonization of these interests is ensured through the corporate governance system. In this paper we aim to analyze the corporate governance in the OECD member countries with a focus on the rights of shareholders and key ownership functions.

**Keywords:** corporate governance, shareholders, performance, conflicts, interest;

## ANALYSIS AND STUDY CITY PROCESSES AS NECESSARY TOOLS SPATIAL CITY DEVELOPMENT

PhD Anastasiia PANDAS,

Odessa State Academy of Civil Engineering and Architecture

**Abstract:** The development of regions and cities is a key element in achieving national goals: economic growth, quality of life, resource efficiency and environmental friendliness. A modern city is a complex urban environment that should be convenient, above all, for the life and activity of the population, which entails well-organized, well-located and harmonious territories. Rational development is the basis for the effective use of the space of large cities, which requires the study, comprehension and scientifically based recommendations for management of urban processes for the disclosure of the potential of cities, taking into account new technological opportunities, the organization of infrastructure and integration into the world economy. Necessary new approaches to the development of cities, not only as centers of resettlement, but also as reference points of spatial organization. Only the new paradigm of spatial development will help to cope with the problems that have accumulated over the course of many years of history and modern crises.

**Key words:** urbanization, city, spatial organization, spatial development, smart city

is particularly important, the progress of society is absolutely necessary for its fruits to be felt through a better living. The complex process through which economic growth takes place in a close unity with social progress is called economic development. In the last decades, it has become increasingly clear that the economic development process is experiencing great difficulties, and economic growth does not ensure the progress of exigencies for a normal human existence remains long over expectations, generating dissatisfaction and protests everywhere. Concerns to finding solutions to these issues have resulted in the emergence of a sustainable development concept that is increasingly taking its place in government politics and practice. In current theory and practice, economic development is best revealed by the human development index that reflects three sets of factors: health, education and average per capita income.

**Keywords:** innovation, creativity, economic development, sustainability, objectives, Romania.

#### **RETIREMENT RISKS OF THE ROMANIA'S "DECREE" GENERATION**

PhD Student Adrian Lucian SALA, University of Craiova

**Abstract:** After the Second World War, Romania population saw a decrease in numbers due to a high male death ration resulting from casualties. As the country started to recover from the social and economic effects of the war, the new political ideology - the socialism, started to steer the country in a new direction. Under its leadership, a boom in growth started occurring resulting in new economic production infrastructure being constructed. Thus, the necessity appeared for a much larger labor force to occupy the rising demand. To address this necessity, legislative changes were introduced to "encourage" childbirth, primarily through signing into law Decree 770 on the 2<sup>nd</sup> of October 1966. This resulted in approximately 1.5 Million newborns between 1967-1969, which will retire after 2030. In this paper, I will summarise the effects of this large portion of the population will have on the economy by applying the adequate statistical methods. The expected results would generate a rise in social security expenditures and an increase in older dependency ratios resulting in a higher burden on younger generations and causing a more significant drain of public resources. On these perspectives, I underline the main solutions in order to overcome or to reduce them.

**Keywords:** Baby boomer; Decree generation; Birth rates; Pensions; Dependency ratio.

## **International Conference on Emerging Trends and Approaches: "Creative Thinking and Innovation in Knowledge based Economy"**

**University of Pitesti, Romania**

**09-10 November, 2018**

### **SCHEDULE FOR EVENTS**

**FRIDAY, November 09, 2018**

**10H30- 11H00**

**Registration**

**Faculty of Economics and Law, University of Pitesti  
B-dul Republicii nr. 71, Pitești, judetul Argeș**

**Welcome to the 4th Edition Of International Conference on  
Emerging Trends and Approaches!**

**Welcome to the University of Pitesti!**

**FRIDAY, November 09, 2018**

**11H00– 13H00 Plenary session**

**ROOM: Amphitheater CC1**

**Introduction & Welcoming to the EtaEc2018  
Conference**

**Invited Key note speakers presentations**

**PhD Amalia DUȚU**, University of Pitești

THE PRODUCT-HARM CRISIS: THE BRAND IMAGE AND THE  
STRATEGIES TO COPE WITH CRISIS

**PhD Zdzislaw POLKOWSKI**, Jan Wyzykowski University  
BLOCKCHAIN IMPLEMENTATION IN SMALL AND MEDIUM  
ENTERPRISES

**PhD Cristi SPULBĂR**, University of Craiova  
CONSIDERATIONS ON THE IMPACT OF FINTECH ON FINANCIAL  
STABILITY

**PhD Nildag Basak CEYLAN**, Ankara Yildirim Beyazit University  
MULTIDIMENSIONAL SCALING FOR CREDIT DEFAULT  
SWAP: EVIDENCE FROM OECD COUNTRIES

**PhD Włodzimierz OLSZEWSKI**, Jan Wyzykowski University  
RELATIONSHIP MANAGEMENT AS A FACTOR SUPPORTING THE  
DEVELOPMENT OF A REGIONAL UNIVERSITY

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**13H00 – 14H00**

**\*\* LUNCH BUFFET \*\***

positive experiences that meet his needs. Learning experience is more important than its content.

**Key words:** creative thinker, experiential learning cycle, metacognition, holistic development, outdoor education

**THE IMPACT OF UNEMPLOYMENT ON LIVING STANDARDS**

PhD Consuela DICU, PhD Nicoleta DASCĂLU, University of Pitesti

**Abstract:** This paper looks at the impact of unemployment on the standard of living. The subject of the research is the analysis of the link between the unemployment rate, the poverty rate and the salary incomes, using econometric models of factorial and multifactorial regression. Unemployment is a socio-economic phenomenon in which part of the labor force (the active population from an economical point of view) is not involved in the production of goods and services. Unemployment acts as an excess of labor supply to market the demand in the economy of a country. Unemployment has a direct influence on the individual, because the lack of employment for the majority of the population means a drop in living standards. Also, the unemployment rate is an important indicator for the analysis of the economic situation existing in a country.

**Key words:** unemployment rate, poverty rate, salary incomes

**CREATIVE THINKING AND INNOVATION IN ECONOMIC SCIENCES IN  
THE CONTEXT OF SUSTAINABLE DEVELOPMENT IN ROMANIA**

PhD Student Leontina Codruța ANDRIȚOIU,

PhD Student Andrei Florin BĂBĂȚ,

PhD Student Teodora Andreea GĂINARU (OLAH)

PhD Student Florin GHIOCEL, PhD Student Delia IANCU  
University of Craiova

**Abstract:** Innovation and creativity are the key to the standards of our future life. Romania needs to be more inventive, to innovate more and to respond better to market trends. The capacity for innovation depends on a large number of factors. Creativity is one of these factors, and is not exploited to the fullest. The "creativity-innovation" relationship requires smart investments that can bring new, sustainable solutions and benefits to our economy and society. Partnerships between different sectors such as culture, education, research, technology, industry and public services should be encouraged, and qualifications strengthened to enable the development of a society geared to innovation. Community tools support business partnerships as a means of stimulating creativity, together with mobility and information transfer. The achievement of economic growth

the knowledge degree in this area. The purpose of this article is represented by the improvement of the level of knowledge in banking financial activity by making some contributions to ensure information security within the financial banking organizations.

**Key words:** security management, security, information

#### **IMPROVING PROCUREMENT PROCESS FROM THE PERSPECTIVE OF USING NEW TECHNOLOGIES AND SIMULATION PROGRAMS**

PhD Mircea Constantin DUICA, PhD Nicoleta Valentina FLOREA,

PhD Anisoara DUICA,

Valahia University of Targoviste

**Abstract:** Internet breaks the barriers of time and space influencing the evolution of every process, including the procurement process. Using the Internet into the procurement process are resulting many benefits and many facilities as: reducing costs, time of deliverance, gaining new knowledge, a better communication, a better control and approval, a faster receiving process, faster payments and their processing, a new and elaborate catalog management. E-procurement is not trying to replace the traditional process, but to be a continuity of the process, to improve it and to reduce costs.

In this article we present the literature in this filed, the advantages brought by using Internet into the procurement process, and its benefits. We also analyses the impact is having the use of Internet on procurement process at enterprise level, from the two perspectives: the European one and the Romanian one, using simulation and an IT program.

**Key words:** procurement, Internet, simulation process, regression function, Spearman coefficient, performance.

#### **NEW TRENDS AND APPROACHES IN EDUCATION**

PhD Student Ramona-Cristina GHIȚĂ, University of Craiova

**Abstract:** The concept of learning tends to new approaches and meanings, and learning methodology has become more important than the content itself, and is thus directed to a learning to learn, to learn to do, to learn to work with others, to learn to be, to learn to change yourself to improve society. Experiential learning is a student-centered didactic strategy focusing on experimenting with novel situations and transferring acquired knowledge into new learning situations. These situations may be positive or negative. People are always attracted by

## **Panel 1: Finance, Banking System and Accounting in Knowledge Based Economy**

**Session Chairs:** PhD Gheorghe MATEI, PhD Daniela PÎRVU

**FRIDAY, November 09, 2018**

**14H00 - 18H00: Presentations in panels**

**Room: CC1**

1. STOCK MARKET DEVELOPMENT AND ECONOMIC GROWTH: EVIDENCE FROM A SET OF EMERGING MARKET COUNTRIES, PhD Ayhan KAPUSUZOGLU, PhD Nildag Basak CEYLAN, Ankara Yildirim Beyazit University
2. CONSIDERATIONS ON THE IMPACT OF FINTECH ON FINANCIAL STABILITY, PhD Cristi SPULBAR, PhD Student Andrei ȚENEĂ, PhD Cristian STANCIU, University of Craiova
3. ANALYSIS OF COUNTY GOVERNMENT BUDGETS IN ROMANIA, PhD Daniela PÎRVU, PhD Claudia STANCIU-TOLEA, University of Pitesti
4. THE ANALYSIS OF ROMANIAN GOVERNMENT INVESTMENT EXPENDITURE IN 2008 – 2017 INTERVAL, PhD Student Narcis BRÎNDUȘESCU, University of Craiova
5. CONSIDERATIONS REGARDING DIGITAL ONBOARDING IN BANKING SECTOR, PhD Student Cristian REBEGEA, University of Craiova
6. THE APPLICABILITY OF THE UNIFACTORIAL MODEL FOR BRD SHARES QUOTED ON THE BUCHAREST STOCK EXCHANGE, PhD Luiza Mădălina APOSTOL, PhD Alina HAGIU, University of Pitesti
7. CONSIDERATIONS REGARDING THE EXPOSURE OF EMERGING COUNTRIES TO MONETARY POLICY SHOCKS, PhD Student Monica-Ionelia MARGARIT, University of Craiova

8. FINANCING PRE-LIVING STUDY ON THE BASIS OF COST PER PUPIL/PRESCHOOLER. CASE STUDY, PhD Student Irina Maria ALEXANDRU, PhD Gheorghe MATEI, University of Craiova

9. ESA DEFICIT AND STRUCTURAL DEFICIT: CONCEPTS AND DEVELOPMENTS IN ROMANIA, PhD Student Marius Dalian DORAN, PhD Nicoleta Mihaela FLOREA, University of Craiova

10. FOREIGN DIRECT INVESTMENTS - SUSTAINABLE DEVELOPMENT FACTOR, PhD Student Marius Daniel STĂNESCU, PhD Gheorghe MATEI, University of Craiova

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**19H30-21H00**

**\*\* DINNER \*\***

**SATURDAY, November 10, 2018**

**09H00 - 14H00: Presentations in panels**

***Room: CC1***

1. THE SYSTEM APPROACH TO ACCESSING AND IMPLEMENTING STRUCTURAL FUNDS IN ROMANIA, PhD Student Cristina Maria OBRETIN, University of Craiova

2. MULTIDIMENSIONAL SCALING FOR CREDIT DEFAULT SWAP (CDS): EVIDENCE FROM OECD COUNTRIES, PhD Ayhan KAPUSUZOGLU, PhD Nildag Basak CEYLAN, Ankara Yildirim Beyazit University

3. CARDS DEMATERIALISATION, A TREND ON ROMANIAN MARKET, PhD Student Toni CALUGARU, University of Craiova

4. THE NEW ROLE OF THE BANCASSURANCE SYSTEM AND THE EFFECTS IT WILL PRODUCE ON THE INSURANCE MARKET IN ROMANIA, PhD student Stefania-Sonia ZAMFIR, University of Craiova

## **REVERSE MENTORING – WHEN GENERATION Y BECOMES THE TRAINER WITHIN A MULTI-GENERATIONAL WORKFORCE**

PhD Victoria-Mihaela BRÎNZEĂ, University of Pitesti

**Abstract:** Nowadays, the aging of the workforce is an obvious phenomenon, and, at the workplace, the Baby Boomers and the Y generation will have to work together. So, the professionals in the human resources domain are forced to find ways to homogenize, to retain and to keep active the members of these generations. The paper aims to tackle the reverse mentoring as a way to share knowledge that can fructify the knowledge and the experience of both generations. To achieve this objective, a literature review was conducted, starting with the presentation of the generations that constitute the current workforce, continuing with the definition of the reversed mentoring as a revolutionary mechanism of knowledge transmission, from a junior to a senior and with the presentation of a few examples of effective use of the reverse mentoring. Thus, we could conclude that reverse mentoring is proving to be an essential tool to cancel the gap between multi-generational relationships and to achieve organizational success.

**Key words:** Millennials, reverse mentoring, knowledge, multi-generational workforce.

## **ENSURING INFORMATION SECURITY MANAGEMENT WITHIN BANK FINANCIAL ORGANISATIONS**

PhD Student Ionuț RIZA, PhD Student Camelia-Maria OLARI PERJU, PhD Cătălina SITNIKOV, University of Craiova,

**Abstract:** Nowadays, information is one of the key pillars in making the best decisions for the financial banking organizations. Information means power, it helps managers in the decision-making process. Generally, in a dynamic socio-economic context, but especially during a crisis period, any financial banking organization must invest in training the human resources to develop skills, but also in the security of the information the organization is working with. The organization must act proactively and must take into account the fact that there are several options to solve the same information security problem, what to do and how to do it, requiring both knowledge and experience. This issue regarding the information security within financial banking organizations is related to the vast field of industrial engineering and it can have a multidisciplinary character. There are technical, procedural, and managerial aspects that need to be considered in order to maximize

## **INSTITUTIONAL DEVELOPMENT OF MODERN UNIVERSITY AND THE BUSINESS MODEL CANVAS**

PhD Mihaela DIACONU, PhD Amalia DUȚU,  
University of Pitesti

**Abstract:** Under the current conditions of the higher education market, the university as an institution with an important role in the development of the community must assume the goal of developing the orientation towards innovative entrepreneurship and the entrepreneurial ecosystem to increase the trust of the stakeholders and the competitiveness. The purpose of this paper is to analyze the theoretical and practical possibilities of using the Business Model Canvas elements in creating the model of institutional development of the modern university starting from the fact that the business model is considered a form of innovation to gain value for all stakeholders.

**Key words:** higher education market, Business Model Canvas, institutional development, entrepreneurial ecosystem

## **DIGITAL ENVIRONMENT - AS A STRESS FACTOR**

PhD Constanța POPESCU,  
PhD Student Georgiana-Tatiana BONDAC,  
PhD Student Oana-Mihaela ILIE,  
Valahia University of Târgoviște

**Abstract:** At present, people make a compromise every day between being permanently connected or keeping their privacy. The more Internet services are used, the more difficult it is to keep confidential personal information. People start to feel overwhelmed by the amount of information that exists about them in the online environment and wonder whether or not they are adequately protected. Digital world has become as important as physical and even gives us stress, just like the real one: too many passwords to remember or the fear that we might be the victims of cyber-attacks. So, we believe that each user needs a special protection that suits their digital lifestyle, because if we do not take protective measures, this lack of action can lead to stress.

**Key words:** digitalization, NICT, techno-stress, online environment, information security.

5. OPINIONS REGARDING CUSTOMER SEGMENTATION IN RETAIL BANKING USING BIG DATA, PhD Student Adrian Ionut PASCU, University of Craiova

6. PARADIGM SHIFT IN THE RETAIL BANKING BUSINESS MODEL, PhD Student Paul Ovidiu HANDRO, University of Craiova

7. CONSIDERATIONS REGARDING THE IMPACT OF FISCAL POLICY MEASURES ON THE ROMANIAN BUSINESS ENVIRONMENT, Ph.D. Student Daniel Iulian DOAGA, University of Craiova

8. THE ANALYSIS OF THE RECEIPTS OF REVENUE FROM VAT IN ROMANIA AND AT THE LEVEL OF THE ARGEȘ COUNTY, PhD Student Elena Gabriela TOTEANU (GEORGESCU), PhD Student Mariana Luminița COMAN (LINȚĂ), PhD Student Carmen ENĂCHESCU (MOGOIU), University of Craiova

9. TOOLS OF MONETARY POLICY. STUDY CASE FOR COUNTRIES ON THE ROAD TO ADOPTION OF SINGLE EUROPEAN CURRENCY, PhD Student Patricia Amalia MERCEA (HANDRO), University of Craiova

10. THE EVOLUTION OF THE GOVERNMENTAL REVENUE COLLECTION IN ARGEȘ COUNTY - THE IMPACT OF THE LEGISLATIVE CHANGES IN THE FISCAL FIELD, PhD Student Mariana Luminița COMAN (LINȚĂ), PhD Student Carmen ENĂCHESCU (MOGOIU), PhD Student Elena Gabriela TOTEANU (GEORGESCU), University of Craiova

11. DIRECT TARGETING OF INFLATION - THE MONETARY POLICY STRATEGY OF THE BNR, PhD Violeta Elena DRAGOI, PhD Larisa Elena PREDA, Postgraduate student Adelina Nicoleta NICOLESCU, Postgraduate student Andreea Mihaela SIRBOIU, Valahia University of Târgoviște

12. TAX ADMINISTRATION OF ARGES COUNTY - APPROACHES FROM THE PERSPECTIVE OF HUMAN RESOURCES, PhD Student Carmen ENĂCHESCU (MOGOIU), PhD Student Elena Gabriela TOTEANU (GEORGESCU), PhD Student Mariana Luminița COMAN (LINȚĂ), University of Craiova

13. COMPARATIVE STUDY OF FINANCIAL PROFITABILITY OF ROMANIAN TOURISM COMPANIES, PhD Maria Daniela BONDOC, PhD Mihaela Iuliana DUMITRU, University of Pitești

## **Panel 2: New Approaches in Management, Marketing and Tourism in Knowledge Based Economy**

*Session Chairs:* PhD. Amalia DUȚU, PhD Daniela MIHAI

**FRIDAY, November 09, 2018**

### **14H00 - 18H00: Presentations in panels**

***Room: C104***

1. APPROACHING MODEL OF THE STRATEGIC MANAGEMENT PROCESS OF THE COMPANY, PhD Puiu GRADINARU, PhD Doruleț GRADINARU, University of Pitesti

2. THE IMPORTANCE OF AUDIT AND INTERNAL CONTROL IN AN ORGANIZATION, PhD Student Silvia Mioara ILIE, University of Craiova

3. AN ANALYSIS MODEL OF THE SPATIAL ORGANIZATION OF PRODUCTION, BASED ON THE ISOMORPHISM WITH THE PERMUTATION SYMMETRIC GROUP  $S_n$ , PhD Doruleț GRĂDINARU, PhD Puiu GRĂDINARU, University of Pitești

4. EFFECT COMMUNICATION - A KEY FACTOR IN THE MANAGEMENT OF PRE-UNIVERSITY EDUCATION ORGANIZATIONS, PhD Student Ionica-Diana PIRVU (MAZILESCU), PhD Student Gabriela LAZAR (SOARE), Valahia University of Targoviste

5. TOURISM MANAGEMENT AND PLANNING OF CLIMATIC AND SPA RESORTS IN ROMANIA, PhD Student Smaranda TOMA, The Bucharest University of Economic Studies, PhD Daniela MIHAI, University of Pitești

6. USE OF THE TCO METHOD FOR DETERMINING THE CURVE OF LIFE IN MINING MACHINES, PhD Mirosław LEWICKI, Jan Wyżykowski University

## **Panel 3: Sustainable Development in Knowledge**

### **COMPARISON OF THE RELATIONSHIP BETWEEN ENERGY CONSUMPTION, ECONOMIC GROWTH AND CO<sub>2</sub> EMISSIONS OF TWO COUNTRIES: EVIDENCE FROM TURKEY AND THE UNITED KINGDOM**

PhD Ayhan KAPUSUZOGLU, Ankara Yildirim Beyazit University

PhD Xi LIANG, University of Edinburgh

PhD Nildag BASAK CEYLAN, Ankara Yildirim Beyazit University

**Abstract:** The trade volume between Turkey and the United Kingdom shows a significant improvement in recent years. In this development process, energy also has a very important place. Today, many international UK firm has been operating in Turkey, of which some of them are the energy companies. In this study, it is aimed to examine the relationship between energy resources and economic development of the two countries in this strong trade relationship. In addition, the relation of the carbon emission due to the excess and / or the quality of the energy source used in the usage of energy and economic growth has also been the subject of the study. There are only a few studies that consider Turkey and the UK based on energy economy and this study aims to provide an important contribution on this area. In this direction, the aim of the study is to examined both the short-term and long-term relationship between GDP growth, carbon emission, natural gas and electricity consumption are analyzed for Turkey and the UK. The period studied is quarterly between 2008:Q4-2016:Q4. As a first step, a unit root test is applied to the variables. Subsequently Johansen Co-integration and Granger Causality tests are applied. The findings of the test results suggest that there are no long-term co-integration relationships between the three energy groups, but short-term causality relationships exist. The findings show that changes in natural gas and electricity consumption levels in Turkey are dependent on economic growth

**Keywords:** Energy consumption, economic growth, carbon emission, Turkey, United Kingdom

Romanian tourists being increasing. The offer of religious tourism is becoming more and more varied, with more and more pilgrimages being organized today in these monasteries, makes religious tourism demand to grow more and more, with positive implications in Romania's tourism.

**Keywords:** religious tourism, tourism impact, tourist offer, tourist request

### **QUALITATIVE RESEARCH OF THE PERSONNEL CRISIS IN THE AUTOMOTIVE INDUSTRY IN THE ARGES COUNTY**

PhD Mădălina BRUTU,  
University of Pitești

**Abstract:** The paper starts from the current reality, namely, the difficulties faced by the entities in the automotive industry in relation to the recruitment and retention of the required personnel. We seek to identify the causes that generated this crisis, and also the efforts the companies need to make in order to ensure the required personnel. To this aim, a qualitative research was carried out, using the interview as tool, applied to the human resources managers of the main local players in the industry, but also to the representative of a training and recruitment company in the Arges County.

**Keywords:** automotive industry, human resources, recruitment

7. THE TOURIST DEMAND AND THE TOURISTIC OFFER OF THE ROMANIAN CLIMATIC AND SPA RESORTS, PhD Cristina MICU, PhD Loredana TUȚĂ, University of Pitești

8. A CORPORATE CULTURE ANALYSIS IN A MULTINATIONAL COMPANY (MNC), PhD Eliza ANTONIU, University of Pitești

9. QUALITATIVE RESEARCH OF THE PERSONNEL CRISIS IN THE AUTOMOTIVE INDUSTRY IN THE ARGES COUNTY, PhD Mădălina BRUTU, University of Pitești

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**19H30-21H00**

**\*\* DINNER \*\***

**SATURDAY, November 10, 2018**

**09H00 - 11H00: Presentations in panels**

***Room: C104***

1. THE USE OF DIGITAL MARKETING AT THE EXPENSE OF TRADITIONAL MARKETING, PhD Student Ion BOBEICĂ, Valahia University of Targoviste

2. THE PRODUCT-HARM CRISIS: THE BRAND IMAGE AND THE STRATEGIES TO COPE WITH CRISIS, PhD Amalia DUȚU, PhD Mihaela DIACONU, University of Pitești

3. RELATIONSHIP MANAGEMENT AS A FACTOR SUPPORTING THE DEVELOPMENT OF A REGIONAL UNIVERSITY, PhD Włodzimierz OLSZEWSKI, Jan Wyżykowski University

4. THE IMPACT OF THE RELIGIOUS TOURISM IN BUCOVINA ON ROMANIA'S TOURISM, PhD Maria Crisina STEFAN, PhD Andreea ANDREIANA, PhD Dorin IANCU, Valahia University of Targoviste

5. BLOCKCHAIN IMPLEMENTATION IN SMALL AND MEDIUM ENTERPRISES, PhD Zdzisław POLKOWSKI, Jan Wyżykowski University

6. THE BENCHMARK ANALYSIS OF TURISM IN ROMANIA AND JAPAN, PhD Georgiana BADICU, PhD Iancu DORIN, Valahia University of Targoviste

### **Panel 3: Sustainable Development in Knowledge Based Economy**

**Session Chairs:** PhD Mihaela DIACONU, PhD Alina HAGIU

**FRIDAY, November 09, 2018**

**14H00 - 18H00: Presentations in panels**

***Room: C103***

1. COMPARISON OF THE RELATIONSHIP BETWEEN ENERGY CONSUMPTION, ECONOMIC GROWTH AND CO<sub>2</sub> EMISSIONS OF TWO COUNTRIES: EVIDENCE FROM TURKEY AND THE UNITED KINGDOM, PhD Ayhan KAPUSUZOGLU, Ankara Yildirim Beyazit University, PhD Xi LIANG, University of Edinburgh, PhD Nildag BASAK CEYLAN, Ankara Yildirim Beyazit University

2. INSTITUTIONAL DEVELOPMENT OF MODERN UNIVERSITY AND THE BUSINESS MODEL CANVAS, PhD Mihaela DIACONU, PhD Amalia DUȚU, University of Pitesti

3. DIGITAL ENVIRONMENT - AS A STRESS FACTOR, PhD Constanța POPESCU, PhD Student Georgiana-Tatiana BONDAC, PhD Student Oana-Mihaela ILIE, Valahia University of Târgoviște

4. REVERSE MENTORING – WHEN GENERATION Y BECOMES THE TRAINER WITHIN A MULTI-GENERATIONAL WORKFORCE, PhD Victoria-Mihaela BRÎNZEĂ, University of Pitesti

5. ENSURING INFORMATION SECURITY MANAGEMENT WITHIN BANK FINANCIAL ORGANISATIONS, PhD Student Ionuț RIZA, PhD Student Camelia-Maria OLARI PERJU, PhD Cătălina SITNIKOV, University of Craiova

6. NEW TRENDS AND APPROACHES IN EDUCATION, PhD Student Ramona-Cristina GHITĂ, University of Craiova

includes assumptions regarding further development of this technology with particular emphasis on business.

**Keywords:** Blockchain, SMEs, implementation, business, innovation

### **THE PRODUCT-HARM CRISIS: THE BRAND IMAGE AND THE STRATEGIES TO COPE WITH CRISIS**

PhD Amalia DUȚU, PhD Mihaela DIACONU,  
University of Pitești

**Abstract:** At the international level there is an entire body of literature regarding the product-harm crisis. The researchers have approached different crisis episodes with different research purposes. Thus, during the time the researchers have identified the consequences of the product-harm crisis over the brand image, over the company, even over the product category. The product-harm crises are some unexpected situations that generate consequences over the customers, in some situations these consequences being very serious for people health or safety. On the other hand, the consequences of this type of crisis over the brand image and over the company are also very important. In this context, the strategies adopted by the company in order to overcome the brand image crisis are the key drivers of the survival on the market. The present study had the purpose to analyze the consequences of the product-harm crises in the context of the public health crisis episode generated by the E-coli infestation in Romania during 2016. Thus, a quantitative research was conducted in Arges County, the place of the infestation spreader, in order to find out the perception of the citizens over the company that was identified by the Romanian Government as being responsible for the public health crises. Also, in this study there was analyzed the efficiency of the strategies adopted by the company in order to cope with the brand image crisis.

**Keywords:** product-harm crises, public health, strategy

### **THE IMPACT OF THE RELIGIOUS TOURISM IN BUCOVINA ON ROMANIA'S TOURISM**

PhD Maria Crisina STEFAN, PhD Andreea ANDREIANA, PhD Dorin IANCU, Valahia University of Targoviste

**Abstract:** The Bucovina area is the second tourist area of Romania, along the Black Sea coast, being the region with the highest religious tourism yield, with a special importance. Religious tourism has been further developed as a result of the affirmation of faith, free circulation, and tourism promotion programs. Thus, the number of Romanian and foreign tourists is increasing from one year to another, the share of

## **THE USE OF DIGITAL MARKETING AT THE EXPENSE OF TRADITIONAL MARKETING**

PhD Student Ion BOBEICĂ, Valahia University of Targoviste

**Abstract:** Nowadays, the digital technology is developing at a very high pace – so is the science behind marketing. More and more people are moving online, surfing the web looking for the information that they need. From reading the news to buying clothes, people of all ages are integrating modern technology and the internet especially in their lives. This creates the premises for creating a new, more performant and efficient way of marketing, which is being developed since the boom of the internet at the end of the '90. Compared to the traditional ways of marketing and advertising, the digital marketing offers much more possibilities of making your business more accessible to potential customers. The main advantage of the digital marketing consists of its capacity of targeting the perfect audience for your products or services – which is much more efficient than the traditional ways of marketing. This paper aims to analyze the advantages and the disadvantages of the digital marketing, always comparing it to the traditional marketing.

**Keywords:** Modern Marketing, Digital Marketing, Social Media, Technology

## **BLOCKCHAIN IMPLEMENTATION IN SMALL AND MEDIUM ENTERPRISES**

PhD Zdzislaw POLKOWSKI, Jan Wyżykowski University

**Abstract:** The paper concerns the issue of the implementation of Blockchain technology in Small and Medium Enterprises. Blockchain is considered to be one of the most recent technological innovations. This technology can be used in the public sector, health care, education, logistics and business. The potential of this technology has not been fully examined yet. Initially, Blockchain was mainly used for cryptocurrencies, but it is only part of the possible applications. A wider range of possibilities for its practical use result, among others, from the fact that making any change in historical records is impossible. There is no central server that could be vulnerable to cyber-attacks. This technology allows to execute immediate financial transactions without intermediaries.

This article consists of an introduction after which the definitions of Blockchain have been presented. The most important part of the paper presents the results of an analysis related to Blockchain implementation in Small and Medium Enterprises. In addition, the work

7. IMPROVING PROCUREMENT PROCESS FROM THE PERSPECTIVE OF USING NEW TECHNOLOGIES AND SIMULATION PROGRAMS, PhD Mircea Constantin DUICA, PhD Nicoleta Valentina FLOREA, PhD Anisoara DUICA, Valahia University of Targoviste

8. THE IMPACT OF UNEMPLOYMENT ON LIVING STANDARDS, PhD Consuela DICU, PhD Nicoleta DASCĂLU, University of Pitesti

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**19H30-21H00**

**\*\* DINNER \*\***

**SATURDAY, November 10, 2018**

**09H00 - 11H00: Presentations in panels**

***Room: C103***

1. CREATIVE THINKING AND INNOVATION IN ECONOMIC SCIENCES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT IN ROMANIA, PhD Student Leontina Codruța ANDRIȚOIU, PhD Student Andrei Florin BĂBĂȚ, PhD Student Teodora Andreea GĂINARU (OLAH), PhD Student Florin GHIOCEL, PhD Student Delia IANCU, University of Craiova

2. RETIREMENT RISKS OF THE ROMANIA'S "DECREE" GENERATION, PhD Student Adrian Lucian SALA, University of Craiova

3. CORPORATE GOVERNANCE IN OECD MEMBER COUNTRIES, PhD Alina HAGIU, PhD Marinela BĂRBULESCU, University of Pitesti

4. ANALYSIS AND STUDY CITY PROCESSES AS NECESSARY TOOLS SPATIAL CITY DEVELOPMENT. PhD Anastasiia PANDAS, Odessa State Academy of Civil Engineering and Architecture

## **Panel 1: Finance, Banking System and Accounting in Knowledge Based Economy**

### **STOCK MARKET DEVELOPMENT AND ECONOMIC GROWTH: EVIDENCE FROM A SET OF EMERGING MARKET COUNTRIES**

PhD Ayhan KAPUSUZOGLU, PhD Nildag Basak CEYLAN,  
Ankara Yildirim Beyazit University

**Abstract:** The purpose of this study is to analyze the relationship between stock market and economic growth for a set of emerging market countries. In the study, both country groups in Asia (China, India, Korea and Taiwan), in Eastern Europe (Czech Republic, Poland, Russia and Turkey), in Latin America (Argentina, Brazil, Chile and Mexico,) and in Middle East and North Africa (Israel and South Africa) are analyzed as well as the analyses is carried out including whole emerging countries in the analysis. In this direction, as a proxy of stock market development the stock market indices of Argentina (Buenos Aires Merval Index), Brazil (Brazil Bolsa de Valores de Sao Paulo – Bovespa), Chile (Chile Santiago Indice General de Precios de Acciones), China (Shanghai Composite Index), Czech Republic (Prague PX Index), India (Bombay SE Sensitive Index), Israel (Tel Aviv Maof-35 Large Cap Index), Korea (KOSPI), Mexico (Mexico Indice de Precios y Cotizaciones (IPC)), Poland (Warsaw 20-Share Composite), Russia (Russia MICEX Composite), South Africa (FTSE/JSE All-Share Index), Taiwan (Taiwan Capitalization Weighted Index) and Turkey (Borsa Istanbul National 100 Price Index) and GDP data of each of the country are included in the study. The study covers the period between 30/06/1997 - 30/06/2016 and the data used are quarterly. For the analysis, unit root tests are applied to all stock indices as well as the GDP data and as a result all variables are found stable at the level. In order to examine the long-term co-integration relationship Johansen Co-integration test is applied. The findings show that there is a long-run relationship between stock market indices and GDP both for the whole sample and on group basis. Next, Granger Causality test is applied to examine the short-run causality relationship. The test results show that there is a bi-directional causality relationship on the basis of whole sample, Asia, East Europe and Latin country groups, but in the MENA country group, uni-directional causality is observed from economic growth to stock market. The results suggest that the real sector and the financial markets are the determinants of the country groups. These country groups are interacting with each other except MENA countries. In addition to this,

## **EFFECT COMMUNICATION - A KEY FACTOR IN THE MANAGEMENT OF PRE-UNIVERSITY EDUCATION ORGANIZATIONS**

PhD Student Ionica-Diana PIRVU (MAZILESCU),  
PhD Student Gabriela LAZAR (SOARE), Valahia University of  
Targoviste

**Abstract:** Effective communication is the primary factor in the success of an organization in pre-university education, as it is in any organization, being the only way for people to work together synergistically. That is why the processes of communication and their quality are major concerns of the organization's management. Besides, the exercise of each managerial function and the carrying out of any activity involve direct and indirect forms of communication.

**Keywords:** effective communication, operational external communication, strategic external communication, external communication, performance.

## **THE TOURIST DEMAND AND THE TOURISTIC OFFER OF THE ROMANIAN CLIMATIC AND SPA RESORTS**

PhD Cristina MICU, PhD Loredana TUȚĂ, University of Pitești

**Abstract:** The exceptional balneological and climate potential of our country is proven by the existence of more than 160 localities with natural therapeutic factors (mineral and thermal springs, therapeutic lakes, salines, therapeutic muds, mofettes, the Black Sea water and the seaside bioclimate), but only some of them have been declared tourist resorts, spas or climatic resorts, according to the legislation in effect. Romania has 108 certified tourist resorts, 47 of national interest and 61 of local interest, out of which 59 spa and climatic resorts, 37 climatic resorts and 6 spas (but not all of them are certified as spas or climatic resorts yet). The accommodation units in spa resorts represent 7.3% of the total number of accommodation units in Romania, respectively 577 units, but their number has increased significantly in the latest three years. Tourists' arrivals in the Romanian spa resorts account for only 6.48% of total tourists' arrivals in Romania, meaning 787,947 tourists (most being Romanian tourists, 94.5%), due to a modest and undiversified offer and a poor promotion of the Romanian balneological tourism.

**Key words:** Romania, tourist demand, touristic offer, climatic resort, spa and climatic resort.

## **TOURISM MANAGEMENT AND PLANNING OF CLIMATIC AND SPA RESORTS IN ROMANIA**

PhD Student Smaranda TOMA, PhD Daniela MIHAI<sup>2</sup>

<sup>1</sup>The Bucharest University of Economic Studies

<sup>2</sup>University of Pitești

**Abstract:** This paper refers to the certification and authorization of climatic and spa resorts, as well as to the organizing activity of using the natural therapeutic factors in Romania. The certified climatic and spa resorts are delimited by urbanism and territory planning plans. The predominant type of natural therapeutic factors determines the specificity of a resort and the therapeutic profile. Romania has 108 certified tourist resorts. The statute of climatic and spa resort is granted by Government decisions. The functioning authorization of the natural therapeutic factors, of medical-spa and recovery units in climatic and spa resorts, is issued by the National Institute of Recovery, Physical Medicine and Balneoclimatology. The current legislation provides a series of technical rules on systemizing and organizing climatic and spa resorts.

**Key words:** tourism management, tourism planning, spa, climatic resort, Romania

## **USE OF THE TCO METHOD FOR DETERMINING THE CURVE OF LIFE IN MINING MACHINES**

PhD Mirosław LEWICKI, Jan Wyżykowski University

**Abstract:** Purchases of mining machinery in the area of replacement of the existing resource base constitute a significant part of the purchasing budget of KHM Polska Miedź S.A. The TCO (Total Cost of Ownership) method allows for quick and comprehensive comparative analysis of self-propelled mining machines operating in a copper mine. It is run based on selected comparison parameters. Setting their value for particular periods of operation allows for effective selection of machine manufacturers. IT tools available to collect historical data are particularly helpful in this area. In addition, the specialist software based on data warehouse allows for an effective and comprehensive cost assessment of the mining machines available. The determination of a cost-based and production-based operation curve based on the TCO method allows for proper selection of producers and a high level of indicators reflecting the technical condition of the mining machines in operation. It also means the ability to maintain the desired level of control indicators.

**Keywords:** TCO method, SMG life curve

only for MENA countries as the demand-driven hypothesis suggests the growth of the real sector contributes to the growth of the financial markets.

**Keywords:** Stock Market, Economic Growth, Co-integration, Causality

## **CONSIDERATIONS ON THE IMPACT OF FINTECH ON FINANCIAL STABILITY**

PhD Cristi SPULBAR, PhD Student Andrei ȚENEA,

PhD Cristian STANCIU,

University of Craiova

**Abstract:** Specialty literature and practice at international level attach importance to FinTech phenomenon, including from the perspective of identifying and assessing the implications for financial stability. In this paper we aim to identify the potential impact of FinTech on financial stability, by assessing the contagion risk, procyclicality risk, excessive volatility risk and relating to the collapse of some entities of systemic importance, under the conditions in which the financial sector is one of the most important users of digital technologies and one of the main vectors of the digitized transformation of the economy. Vulnerabilities associated with technological innovations are also addressed in the paper. Finally, opinions on the impact of new technologies on financial services as well as on the findings are presented.

**Key words:** FinTech, financial stability, contagion risk, procyclicality risk, volatility risk

## **ANALYSIS OF COUNTY GOVERNMENT BUDGETS IN ROMANIA**

PhD Daniela PÎRVU, PhD Claudia STANCIU-TOLEA, University of Pitesti

**Abstract:** Lately, local public administrations at county level in Romania have become more visible for citizens-taxpayers due to the deepening of the decentralization process. The interest in knowing how local government resources are used at county level has increased, especially after diversifying and increasing funding sources. The paper presents a detailed analysis of the public revenues and expenditures of the 42 counties (including Bucharest) in Romania. Local and regional peculiarities were revealed and the role of local public administrations at county level in certain areas of activity was highlighted.

**Key words:** local public administrations, county government budgets, public revenues and expenditures

## THE ANALYSIS OF ROMANIAN GOVERNMENT INVESTMENT EXPENDITURE IN 2008 - 2017 INTERVAL

PhD Student Narcis BRÎNDUȘESCU  
University of Craiova

**Abstract:** First, I introduce the concept of government investment expenditure in the context of macroeconomic evolution of last decade (2008 - 2017). We had a terrible crisis in the beginning of analysed period of time prolonged into stagnation and a solid economic growth in last years. Based on Eurostat statistics database I will aggregate the data into eloquent charts to explain the evolution of the government investment expenditure between 2008 and 2017. Beyond those charts I pursue to emphasize the macroeconomic effects of public sector investments so we can draw pertinent conclusions related to the synergic role of government investment expenditure in establishing a sustainable economic growth we all benefit from.

**Key words:** government investment expenditure, macroeconomic context, growth, future, data analysis.

## THE APPLICABILITY OF THE UNIFACTORIAL MODEL FOR BRD SHARES QUOTED ON THE BUCHAREST STOCK EXCHANGE

PhD Luiza Mădălina APOSTOL, PhD Alina HAGIU, University of Pitesti

**Abstract:** The single index model or one factor model was generated by William Sharpe (1963), who developed his research based on the idea of simplifying the Markowitz portfolio selection model. Sharpe has proposed a solution whose essential feature is to suppose that the returns of different financial titles are linked exclusively to one another through their common relationship with a basic factor. This purely empirical hypothesis has subsequently become of considerable importance. The Sharpe hypothesis can be formalized by the simple linear regression model. Thus, the profitability of each security is considered to have only one exogenous determinant, common to all values, usually the general index of the stock market. All other factors that can cause changes in return on a value are specific (endogenous) factors for the investment projects managed by the company issuing the security. In this article we tested the applicability of the market model for the shares issued by BRD - Groupe Societe Generale S.A.

**Keywords:** single index model, systematic risk, BET index

## THE BENCHMARK ANALYSIS OF TURISM IN ROMANIA AND JAPAN

PhD Georgiana BADICU, PhD Iancu DORIN,  
Valahia University of Targoviste

**Abstract:** In the last decades, the turism developed a lot, especially due to technological advances and access to an ever-increasing range of means of transport that allow convenient and fast travel over long distances and their increasingly affordable costs. Tourism is an important factor in both promoting countries and cultures, as well as in the economy. Every culture is unique and an effective strategy to attract tourists can benefit both in the country's economy and in creating a diverse population. Benchmarking is a valuable tool for managing companies, local governments, governments in their development strategies. Companies, settlements, regions, states, governments that compare their performance with others and identify best practices get strategic, operational and economic benefits, leading to increased competitiveness. Thus, this paper proposes comparative analysis by benchmarking of four categories of aspect related to tourism in Romania and Japan: Tourist Indicators, Human Resources in Tourism, Business Environment, Competitiveness of Tourism Prices

**Keywords:** benchmarking, turism, competitiveness, performance

## AN ANALYSIS MODEL OF THE SPATIAL ORGANIZATION OF PRODUCTION, BASED ON THE ISOMORPHISM WITH THE PERMUTATION SYMMETRIC GROUP $S_n$

PhD Doruleț GRĂDINARU, PhD Puiu GRĂDINARU, University of Pitești

**Abstract:** The notion of a group, defined as one of the most important generalizing notions of modern mathematics, provides a strong basis to study the problems of organizing production in time and space. The analysis of the group of technological operations based on isomorphism with the symmetric  $S_n$  group offers the possibility to assimilate them with this group, ignoring the set and the operation for each group.

**Key words:** group, symmetric group  $S_n$ , alternate group of  $n$  degree, subgroup, permutations, spatial organization of production, production link.

## THE IMPORTANCE OF AUDIT AND INTERNAL CONTROL IN AN ORGANIZATION

PhD Student Silvia Mioara ILIE, University of Craiova

**Abstract:** The information provided by the audit and the internal managerial control offers to the management of the organization the possibility to consolidate its managerial decisions regarding the activity plan, the organization and coordination of the organization's structures, the exact determination of the responsibilities on structures and persons involved in the activities of the organization. The construction and proper functioning of this process, which is a long-lasting one, requires collective and individual efforts so that it can be adapted to the specificity and size of the organization as much as possible, but with due respect for applicable legal provisions and general principles of good practice. The Code of Internal Control of Public Entities has been revised and currently includes 16 Management Standards. Starting from these standards, the entity organizes its own internal management control system, adapted to its specificity and size, according to the particularities of the legal framework of organization and functioning, establishing the necessary measures for the implementation and development of the internal managerial control system, including updating of risk registers and process procedures. Finally, the result of this research is to identify the implementation strategy of the internal managerial control system with the support of internal audit so that it becomes effective and reduce risk-mitigation at an acceptable level and regularly monitor its effective functioning within the organization.

**Keywords:** internal audit, internal managerial control, risks, standards, procedures.

## ESA DEFICIT AND STRUCTURAL DEFICIT: CONCEPTS AND DEVELOPMENTS IN ROMANIA

PhD Student Marius Dalian DORAN, PhD Nicoleta Mihaela FLOREA  
University of Craiova

**Abstract:** Issues related to the evolution of the budget deficit among the Member States of the European Union generate a major interest as this is an imperative requirement under the Stability and Growth Pact. In the literature, the total budget deficit registered by a state in one year can be divided into two components: structural deficit and cyclical deficit. In addition, once our country joins the European Union, Romania calculates and reports a budget deficit in the ESA system. In the first part of this article we propose to define the concept of budget deficit and its components, and in the second part to analyze the evolution of the structural deficit and the ESA deficit registered by Romania in the period 2007-2017, emphasizing the causes that led to the increase in the deficit, but also the measures to be taken to reduce it. In the last part of the research, we will highlight Romania's position to the other EU member states regarding the budget deficit registered in the last ten years.

**Key words:** budget deficit, structural deficit, cyclical deficit, ESA deficit

## THE SYSTEM APPROACH TO ACCESSING AND IMPLEMENTING STRUCTURAL FUNDS IN ROMANIA

PhD Student Cristina Maria OBRETIN,  
University of Craiova

**Abstract:** This article addresses the topic of accessing and implementing structural funds in Romania during the two programming periods, 2007-2013 and 2014-2020 respectively. Quantitative and qualitative estimates of economic effects generated by the use of regional structural funds in our country are included in the study. The data and information presented on the gross impact of the allocated resources were used to determine an average level of the effects obtained. Using currently qualitative and quantitative information and some internationally recognized techniques related to the territorial convergence analysis, the study presents trends that have taken place at regional and local levels in certain areas of activity. Since Romania joined the European Union, our country has benefited from all the rights attaching to this status of belonging to a united community, characterized by the solidarity of the member states. Over time, there

have been many expectations from our country due to gaps compared to other countries.

An analysis of the legal regulations on this issue for the programming periods in Romania will be carried out and presented. The implementation of the Partnership Agreement is of particular importance for the second period; this agreement being applied both at the system level and at the level of the beneficiaries of this project.

**Keywords:** regional structural funds, economic effects, programming period

### **CARDS DEMATERIALISATION, A TREND ON ROMANIAN MARKET**

PhD Student Toni CALUGARU, University of Craiova

**Abstract:** In the past years, virtual cards were implemented across Europe in the context of mobile devices evolution corroborated with NFC standard and European legislation adjustments. Romania, as part of the European Union, is compliant with EU Regulations including Payments Services Directive and Electronic Identification and trust Services and in this context Romanian banks are taking in consideration or already implementing cards dematerialization. The benefits of virtual cards in regards to costs reduction as well as time to market in terms of delivering the card to client were investigated. Furthermore, user experience in case of dematerialized card on mobile devices, including payment security was analyzed. Romanian banks may use the findings on decision process to adopt such instruments.

**Key words:** dematerialization, payments, NFC

### **THE NEW ROLE OF THE BANCASSURANCE SYSTEM AND THE EFFECTS IT WILL PRODUCE ON THE INSURANCE MARKET IN ROMANIA**

PhD student Stefania-Sonia ZAMFIR, University of Craiova

**Abstract:** The current legal rigor in the definition of Bancassurance, namely their ability to sell insurance only as agents, determined the new direction of the legislator to regulate the right of banks to be direct intermediaries, just like brokerage companies. This new legislative change will immediately result in the exclusion from the insurance market of those brokers who will not be able to financially support the new costs of engaging in senior management positions of directors with a certain level of professional training, of the professional training of agents. These new financial costs of insurance are requirements

### **APPROACHING MODEL OF THE STRATEGIC MANAGEMENT PROCESS OF THE COMPANY**

PhD Puiu GRADINARU, PhD Doruleț GRADINARU, University of Pitesti

**Abstract:** Strategic management as a specific form of predictive leadership appeared as a natural reaction to accelerating changes and enhancing its effects. The success of the strategic management process is conditioned by the observance of the procedures, succession of the actions and their staging. The shared model is iterative which includes the following steps: strategic analysis, strategy formulation, implementation of the strategy, surveillance and evaluation of the strategy. This model meets some imperious requirements as harmonization and organic integration into a unitary concept of strategic management elements; effective involvement on all hierarchical levels of the managers into strategy formulation and implementing strategic plans; the possibility of making corrections and improvements during the implementation of the strategy. By approaching the strategic management process as a leading and self-regulating system, attempts were made in explaining the optimization of the system's operation related to the environment, the self-regulation being an indispensable condition in ensuring the balance and the stability of the firm system.

**Keywords:** strategic analysis, GINI indicator, SWOT analysis, MARKOV chains, PORTER Model, evaluation of the strategy, self-regulating system

### **A CORPORATE CULTURE ANALYSIS IN A MULTINATIONAL COMPANY (MNC)**

PhD Eliza ANTONIU, University of Pitești

**Abstract:** Corporate culture is a particularly important organisational attribute for companies operating in an international environment. The concept of corporate culture has gained attention in MNC (multinational companies) management practice and research since the 1970s. The main purpose of this paper is to explain the phenomenon and development of corporate culture and describes its contribution to the development of an MNC, in particular Apple Company.

**Key words:** corporate culture, mission, values, development.

## COMPARATIVE STUDY OF FINANCIAL PROFITABILITY OF ROMANIAN TOURISM COMPANIES

PhD Maria Daniela BONDOC, PhD Mihaela Iuliana DUMITRU,  
University of Pitești

**Abstract:** The objective of our paper is to examine the performance of companies in the Romanian tourism sector based on profitability indicators and to highlight the possible correlations between them. Financial performance was studied based on the average values of Return on Total Assets (ROTA), Return on Equity (ROE) and Return on Sales (ROS) calculated over a 10-year period. Our analysis is focused on tourism companies listed on the Bucharest Stock Exchange, which obtained net profits throughout the period. The database was built on the annual financial reports for the period 2008-2017, available on the Bucharest Stock Exchange website and on the website of the Ministry of Public Finance.

**Key words:** profitability ratios; tourism; financial performance; quantitative methods; Pearson correlation.

## Panel 2: New Approaches in Management, Marketing and Tourism in Knowledge Based Economy

### RELATIONSHIP MANAGEMENT AS A FACTOR SUPPORTING THE DEVELOPMENT OF A REGIONAL UNIVERSITY

PhD Włodzimierz OLSZEWSKI, Jan Wyżykowski University

**Abstract:** Taking into account the forecasts indicating a large drop in the number of students in Poland by 2025 and analyzing the external environment of the University, there is a need for an even more intense orientation towards relationship management. Universities managing the transfer of knowledge and conducting scientific and research activities are important instruments for the development of socio-economic life, often being the causative factor of the so-called "stickiness of the region". Performing the role of a knowledge center according to the so-called "carousel of knowledge" (center of carousel know-how) requires establishing and maintaining proper relations with stakeholders. The greater the university's ability to act as a center of know-how, to cooperate with the environment, the stronger and more attractive for customers the university itself will be.

**Keywords:** relationship management, carousel center, know-how, regional development

imposed by the legislative amendments under public debate. The bancassurance system will become, in the short term, a basic distribution channel of insurance in Romania, especially in the case of life insurance products, supported by the new legislative amendments that will transpose the provisions of the EU Directive 97/2016 into Romania. But, at the same time, the balance on the insurance market must be found, so that it does not become a threat or even the end for many intermediaries.

**Key words:** bancassurance; insurance; brokers; the banking system

## CONSIDERATIONS REGARDING DIGITAL ONBOARDING IN BANKING SECTOR

PhD Student Cristian REBEGEA, University of Craiova

**Abstract:** Digital onboarding is the process of transforming banking activities when addressing remote and physical onboarding services by using digitalization. In this article I will treat empirically how digital onboarding will change part of banking activities, new way of service delivery to banks customers. I will detail current status of banking activities regarding remote digital onboarding with focus on manual and automated activities performed by customers, face-to-face meetings. With predilection I will explain business opportunity, customers and banks gains after implementation of the solution that will enable the remote digital onboarding functionalities. A very important part of the solution is the security area, which is a big challenge in terms of implementation correlated with the norms of the national regulatory authorities (eg BNR). The security area will be addressed by providing electronic signatures during onsite/online customer onboarding, electronically signing thru digital channels any form of agreement or contract between the bank and the client.

The final part of the article will contain the conclusions, we will see in detail the remote digital onboarding process and how will help clients and banks have a stronger and better relationship.

**Keywords:** digital onboarding, security, customers.

## FOREIGN DIRECT INVESTMENTS - SUSTAINABLE DEVELOPMENT FACTOR

PhD Student Marius Daniel STĂNESCU, PhD Gheorghe MATEI,  
University of Craiova

**Abstract:** Foreign direct investment (FDI) represents a way to supplement domestic sources of financing an economy. It can contribute to the sustainable development of the host country. In the article, we propose to highlight, based on the analysis and synthesis, the positive effects of foreign direct investment that can contribute to the sustainable development of the host country. We will also present the directions where foreign direct investments are needed in Romania to support a sustainable development of our country.

**Key words:** foreign direct investments, sustainable development, economic growth

## CONSIDERATIONS REGARDING THE EXPOSURE OF EMERGING COUNTRIES TO MONETARY POLICY SHOCKS

PhD Student Monica-Ionelia MARGARIT, University of Craiova

**Abstract:** This paper focuses on identifying the main monetary shocks to which the emerging countries from Europe are exposed. Even though the successful integration of Central, Eastern and Southeastern Europe (CESEE) into Western Europe within the European Union has generally been considered a beneficial interaction for both parties, at the same time, this has also increased the vulnerability of each region to the shocks that the other region faces. The first part of the paper focuses on financial transmission and the factors that determine the level of transmission. As a result of the study, two important factors were identified: factors common to all emerging economies and factors specific to each country. The second part of the paper presents the main shocks as being: demand shocks, supply shocks, interest rate shocks and monetary policy shocks, as well as their implications. The end of the paper presents the conclusions. They highlight the fact that studying this transmissions (how fast they works and to what extent) has a great relevance to the CESEE countries in terms of their European agreements and the possibility of them joining the European Monetary Union.

**Keywords:** monetary shocks, emerging economies, European agreements

## DIRECT TARGETING OF INFLATION – THE MONETARY POLICY STRATEGY OF THE BNR

PhD Violeta Elena DRAGOI, PhD Larisa Elena PREDA,  
Postgraduate student Adelina Nicoleta NICOLESCU,  
Postgraduate student Andreea Mihaela SIRBOIU,  
Valahia University of Târgoviște

**Abstract:** The fundamental objective of the monetary policy of the NBR is to ensure and maintain the price stability. To achieve this goal, the NBR has approached as a monetary policy strategy the direct targeting of inflation, which has had a great influence on the macroeconomic variables of Romania. The paper aims to investigate the macroeconomic forecasting models used by the NBR and to what extent the monetary instruments applied by the NBR are close to the targeting of inflation.

**Keywords:** inflation, target, monetary policy, GDP, unemployment, exchange rate

## TAX ADMINISTRATION OF ARGES COUNTY - APPROACHES FROM THE PERSPECTIVE OF HUMAN RESOURCES

PhD Student Carmen ENĂCHESCU (MOGOIU), PhD Student Elena Gabriela TOTEANU (GEORGESCU), PhD Student Mariana Luminița COMAN (LINȚĂ) University of Craiova

**Abstract:** The implementation of the Romanian Tax Administration Modernization Project (RAMP) and the frequent legislative changes have influenced over the last years the activity and, implicitly, the performance of the National Agency for Fiscal Administration. The Romanian Tax Administration Modernization Project, funded under a loan agreement between Romania and IBRD, has had syncope in its implementation and has not generated the expected results to date. The present paper presents the perception of the Argeș County Public Administration's employees regarding the results of the fiscal administration reform process in Romania, by carrying out a case study of an X-ray of the human resources situation in the field.

**Keywords:** tax administration, reform, human resource

## **THE EVOLUTION OF THE GOVERNMENTAL REVENUE COLLECTION IN ARGEȘ COUNTY -THE IMPACT OF THE LEGISLATIVE CHANGES IN THE FISCAL FIELD**

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**Abstract:** An accurate and realistic planning and monitoring of the governmental revenue is essential for a correct budgetary execution. Current preoccupations related to stimulating the budget income collection are closely connected to the Government's preoccupations of reaching the objectives of the Governing Program. This paper presents the evolution of the governmental revenue collection during 2016-2017 and the estimates for the year 2018 in Argeș county. Furthermore, it is carried out an analysis of the impact that the legislative changes have had in the fiscal field over the incomes in question. Highlighting the collection activity per fiscal services has enabled us to reveal some correlations between the economic and social indicators at a territorial level.

**Key words:** governmental revenue, fiscal legislation, collection activity

## **THE ANALYSIS OF THE RECEIPTS OF REVENUE FROM VAT IN ROMANIA AND AT THE LEVEL OF THE ARGEȘ COUNTY**

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**Abstract:** The current concerns about stimulating the increase in VAT collection are linked to the current economic and social challenges our country faces. This paper aims to present the evolution of VAT collection at Argeș county level during 2016-2018, under the impact of changes in tax legislation in the field and to stress the importance of this tax for the local tax system. The study revealed the increase in VAT revenue collection over the entire analyzed period as a result of the implementation of several measures to stimulate consumption. There have been noticed periods characterized by the failure of the net revenue collection program from VAT, being highlighted the causes of this situation.

**Key words:** value added tax, net program, economic context, tax legislation

## **TOOLS OF MONETARY POLICY. STUDY CASE FOR COUNTRIES ON THE ROAD TO ADOPTION OF SINGLE EUROPEAN CURRENCY**

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**Abstract:** The operational objectives of the Central Banks are realized on a specific market: the market of the primary currency. The Central Bank, as the sole issuer of banknotes and bank reserves, is the monopoly supplier of the monetary base. By virtue of this monopoly, it is able to influence the conditions of the money market and direct interest rates for the short term. For highly industrialized countries, the main monetary policy instrument is the short-term interest rate. For the others, the instruments by which they exercise influence are minimum reserves requirement, credit and interest rate controls. With regard to exchange rate intervention, in the case of countries with exchange rate-targeting strategy, direct foreign exchange interventions take precedence in maintaining the fixed exchange rate. This is not a tool used regularly in a direct inflation targeting strategy, where the standard instrument is the interest rate.

**Key words:** Monetary Policy; Central Banks; Monetary tools; Monetary instruments.

## **OPINIONS REGARDING CUSTOMER SEGMENTATION IN RETAIL BANKING**

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**Abstract:** Segmentation is analyzed from the appearance of the first notions in 1957 to the modern techniques capable to create a holistic image of the individuals. The evolution of segmentation is viewed from two perspectives, the legislative and the commercial one, both having the common purpose to identify groups of clients with similar needs offering products and services at low costs.

Technology is the main customer data generator and makes possible the intake, the processing and the interpretation of these data by the companies in order to create a positive customer experience. These large amounts of data are generated every day and Big Data techniques manage to gather all this information, to analyze, to interpret and to offer a global image about the clients. Based on these techniques, targeted marketing campaigns are being implemented, the price is optimized, products are improving and, the most important thing is that it helps build relationships.

**Key words:** Big Data, Segmentation, Customer Segmentation, Retail Banking.

## PARADIGM SHIFT IN THE RETAIL BANKING BUSINESS MODEL

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**Abstract:** The paradigm of traditional business model in retail banking based on intermediating between consumer depositors and consumer loans request it is subject to be change. Mainly three factors are the drivers of the change: the technology, new players that are entering in the market and the customer expectations. The article is making a literature review regarding the retail banking terminology and explains how business models evolved. Coming in nowadays, in the era of the forth industrial revolution, the financial innovation through fintechs and bigtechs is creating products and services that are driving to the new business models. The pressure on the traditional retail banking is higher than ever and the scholars and practitioners are thinking new scenarios regarding the future of the retail banking.

**Key words:** Retail Banking; Business Model; Fintechs; Bigtechs.

## MULTIDIMENSIONAL SCALING FOR CREDIT DEFAULT SWAP (CDS): EVIDENCE FROM OECD COUNTRIES

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**Abstract:** The aim of this study is to analyze the similarities and dissimilarities between the OECD countries in terms of the change in CDS risk premiums. Accordingly, CDS risk premiums of the related countries are taken on a monthly basis for the 30/06/2011 - 30/09/2018 period. The Euclidean distances are calculated using Multidimensional Scaling Analysis. As a result of the study, the top five country pairs in terms of similarity and dissimilarity in CDS are determined according to their Euclidean distances. The results of the analysis show that New Zealand-Australia, Estonia-Austria, Slovakia-Netherlands, Finland-Denmark and Germany-France are the most similar country pairs whereas Slovenia-Turkey, Netherlands-Turkey, Russia-Norway, Russia-Mexico and Slovakia-Turkey are the most dissimilar country pairs. According to the results obtained; Chile, Mexico, Russia, Slovenia and Turkey are the countries which are decomposed significantly from the other OECD countries. Moreover, it can be stated that the countries which are geographically close to each other are also very similar in terms of the change in their economic risk level.

**Keywords:** Multidimensional Scaling, Credit Default Swap, OECD

## FINANCING PRE-LIVING STUDY ON THE BASIS OF COST PER PUPIL/PRESCHOOLER. CASE STUDY

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**Abstract:** The study analyzes the expenses for education in Romania compared to other EU countries, providing useful reference points to improve the financial management, providing also a punctual analysis of the evolution of the budget proper to the pre-university educational institutions. We will compare the assigned amount based on the cost per pupil/preschooler and the requirements resulting from the budgetary implementation data. At the same time, the study generates a series of challenges concerning the financial management that the educational institution experienced during this period, offering solutions for carrying out an activity under normal conditions.

**Key words:** financial management, public institution, budget, budget system, cost.

## CONSIDERATIONS REGARDING THE IMPACT OF FISCAL POLICY MEASURES ON THE ROMANIAN BUSINESS ENVIRONMENT

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**Abstract:** Starting from the recent and at the same time the continuous changes in the fiscal policy in Romania, this paper intends to analyze the main changes that the fiscal legislation has faced in the last years and their impact on the business environment. In the first part of this paper, I presented the main fiscal changes that Romania has experienced in recent years. This part of paper also analyzes the effectiveness of these measures in terms of increasing or decreasing the level of tax collection and increasing or decreasing tax evasion. In the second part, I did an analysis of the impact that the fiscal changes had on the Romanian economic agents and how they made their activity easier or not. The end of the paper contains the conclusions. Following the study, these changes could be considered as having a positive impact as well as a negative impact on the Romanian business environment.

**Key words:** fiscal policy, fiscal changes, fiscal legislations, business environment