

STUDIA

UNIVERSITATIS BABEȘ-BOLYAI

NEGOTIA

1

Desktop Editing Office: 51ST B.P. Hașdeu, Cluj-Napoca, Romania, phone + 40 264-40.53.52

CUPRINS - CONTENTS - SOMMAIRE

NIKOLA KNEGO , Students and Entrepreneurship: an Example	3
JOS J. VAN DER WERF , Would-be Problem Improvers in Action: Tackling Ambiguity in Organizational Issues.....	19
OLIMPIA STATE, GABRIELA ȚIGU, CLAUDIA - ELENA ȚUCLEA , Etude de marché sur la culture des organisations de l'industrie touristique	29
KRZYSZTOF WACH, IVETA UBREŽIOVÁ, ELENA HORSKÁ , Foreign Trade in Poland and Slovakia in the Process of European Economic Integration	47
HENRIQUE MANUEL PIMENTEL REIS, MARIA TERESA GOMES VALENTE DA COSTA , Economic Development and Social Responsibility. The Portuguese Food Banks	67
IRENA SZAROWSKÁ , Financing of Public Services Through Public Private Partnership Projects	91
MARIUS GAVRILETEA , The Effects of Terrorism on the Insurance Sector	105
MARIN-PANTELESCU ANDREEA, POPESCU DELIA , A Research on Tourists' Preferences Regarding the Romanian Travel Agencies	111
CARMEN MARIA GUȚ , Participation to Professional Training Courses of the Employees Belonging to Companies from the Romanian Manufacturing Industry	125
ESMAEEL EZAT , The Impact of Foreign Direct Investmen (FDI) on Domestic Firm's Product and Service Quality in Czech Republic	135

STUDENTS AND ENTREPRENEURSHIP: AN EXAMPLE

NIKOLA KNEGO¹

ABSTRACT. This paper is the result of lectures given over a number of years on the practical course "Establishment and Business of Small Enterprises" carried out during the second year of professional graduate studies in Trade at the Faculty of Economics & Business, University of Zagreb. The purpose of the course is to make students more familiar with the place, role and importance of small enterprises and crafts, or/ and with the small economies within a country's economy. It is up to the students to present the problems related to the establishment or operation of crafts, small and medium-large enterprises by using practical examples. At the very beginning, those taking the course are required to answer a questionnaire divided into three parts, which aims to provide an in-depth knowledge of their eventual goals in starting up a personal business, an assessment of personal attributes and assessment of business skills and knowledge. This was also carried out at the start of the summer semester in 2007/2008. The results of this survey will be presented in this paper.

Key words: *students, entrepreneurship, survey, practical course "Establishment and Business of Small Enterprises", business goals, personal attributes, business skills and knowledge.*

¹ Ph.D, Full Professor, University of Zagreb, Faculty of Economics & Business-Zagreb, Croatia,
E-mail: nknego@efzg.hr

WOULD-BE PROBLEM IMPROVERS IN ACTION: TACKLING AMBIGUITY IN ORGANIZATIONAL ISSUES

JOS J. VAN DER WERF¹

ABSTRACT. Would be improvers or anybody who is involved in the debate over problematical organizational situations, are faced with a methodological question. How to make a plausible, defensible connection between the problematical situation and the actions for bringing improvement? If it is true that people express themselves about organizational issues in ambiguous terms then one needs to address this ambiguity instead of the 'problems' to find an answer on the methodological question.

Key words: *would-be problem, improvers, situation, actions, methodological question*

¹ Professor in Healthcare business at Saxion Universities of Applied Sciences, Knowledge Centre of Innovation and Entrepreneurship j.j.vanderwerf@saxion.nl and professor in Pharmacy business at the Faculty of Natural Sciences, department Pharmacy, University of Groningen. The Netherlands j.j.van.der.werf@rug.nl

ETUDE DE MARCHÉ SUR LA CULTURE DES ORGANISATIONS DE L'INDUSTRIE TOURISTIQUE

OLIMPIA STATE¹, GABRIELA ȚIGU², CLAUDIA - ELENA ȚUCLEA³

RESUME. L'étude de la culture des organisations connaît une ampleur croissante qui va de pair avec le développement des sociétés transnationales. Dans les conditions de l'internationalisation et du mix culturel on rencontre de telles études dans le domaine du tourisme international et aussi dans celui de Roumanie.

Après une incursion dans quelques études de la culture organisationnelle dans le monde, nous allons présenter dans cet ouvrage quatre types d'études sur la culture organisationnelle dans le tourisme, les méthodes employées, les résultats obtenus et aussi leurs implications sur l'industrie du tourisme.

Notre recherche apporte comme nouveauté la mise en relief des particularités culturelles qui aient de l'importance dans le tourisme et la possibilité de trouver des modalités pour valoriser les informations (qui résultent de la recherche) dans le but d'accroître la satisfaction des touristes et les performances des firmes de tourisme, en introduisant, aussi, dans la prise des décisions, l'importance des valeurs culturelles nationales et organisationnelles.

Les conclusions montrent quelques directions d'action, tant de la part des autorités roumaines impliquées dans la bonne démarche de l'activité touristique, que de la part des hôteliers, préoccupés en permanence de la croissance de la performance des entreprises qu'ils conduisent selon de la croissance de la satisfaction des touristes.

Mots clé: *valeurs culturelles, culture organisationnelle, satisfaction des touristes, tourisme.*

¹ Docteur, Maître de conférences, L'Académie des Etudes Economiques de Bucarest, Faculté de Commerce, Département de Tourisme et Services, Roumanie

² Docteur, Maître de conférences, L'Académie des Etudes Economiques de Bucarest, Faculté de Commerce, Département de Tourisme et Services, Roumanie

³ Docteur, Maître de conférences, L'Académie des Etudes Economiques de Bucarest, Faculté de Commerce, Département de Tourisme et Services, Roumanie

FOREIGN TRADE IN POLAND AND SLOVAKIA IN THE PROCESS OF EUROPEAN ECONOMIC INTEGRATION

KRZYSZTOF WACH¹, IVETA UBREŽIOVÁ², ELENA HORSKÁ³

ABSTRACT. Integration processes in Europe as well as globalization trends create new possibilities for enterprises. The accession of ten new Member States in 2004 and additional two in 2007 create new possibilities for enterprises, especially as far as foreign trade is concerned. The paper elaborates on internationalizing of exchange sphere of enterprises in Poland and Slovakia, which is mainly realized by foreign trade. Thus, the paper focuses on export and import transactions as the most popular form of internationalization of enterprises. The Paper presents two case studies of new Member States, that is Poland and Slovakia. For both countries the authors analyzed the foreign trade turnover volumes in the period before and after the enlargement (especially in the years 2002-2006). The aim of the paper is to investigate the impact of the accession on the value and structure of foreign trade in two selected new Member States, that is Slovakia and Poland.

Key words: *foreign trade, europeanization, integration, Poland, Slovakia*

¹ Adjunct Professor **Krzysztof Wach**, Department of Entrepreneurship and Innovation, Faculty of Economics and International Relations, Cracow University of Economics, ul. Rakowicka 2, 31 510 Kraków, Poland, phone: +48 12 293 5327, fax: +48 12 293 5042, e-mail: Krzysztof.Wach@uek.krakow.pl. For further contact information visit my website www.uek.krakow.pl/wachk.

² Associate Professor **Iveta Ubrežiová**, Department of Management, Faculty of Economics and Management, Slovak University of Agriculture, Tr. A. Hlinku 2, 949 76 Nitra, Slovakia, phone: +421 37 641 4134, e-mail: Iveta.Ubreziova@fem.uniag.sk.

³ Associate Professor **Elena Horská**, Department of Marketing, Faculty of Economics and Management, Slovak University of Agriculture, Tr. A. Hlinku 2, 949 76 Nitra, Slovakia, phone: +421 37 641 4134, e-mail: Elena.Horska@fem.uniag.sk.

ECONOMIC DEVELOPMENT AND SOCIAL RESPONSIBILITY **The Portuguese Food Banks**

HENRIQUE MANUEL PIMENTEL REIS¹,
MARIA TERESA GOMES VALENTE DA COSTA²

ABSTRACT. The elimination of poverty and the fight against social exclusion became one of the main challenges of the development and human rights since the end of 20th century and continues in the 21st.

In the last decades we have observed how development has brought new social events to the world, introducing new realities in modern societies and giving them very peculiar characteristics, typical of the days we are living on.

The increase of internationalization and globalization of several economies, the world markets and great regional markets trends, the evolutions in the employment market and the very recent migratory flows have brought to the world new social events, each time more complex and more demanding, concerning the appeal they set up to international community action.

Finding new answers, which are also dependent on the efficacy of new approaches, becomes a very urgent matter, and promotion of social inclusion and reducing social asymmetries depends not only on the State and government agencies, but also on civil society initiatives.

The Portuguese Food Banks are important organizations with relevant contribution to a more social and environmental economy, developing a very effective action in a pro-sustainable way, linking the constant increase of social responsibility of economic agents to public commitment and to the promotion of human solidarity. Simultaneously they are contributing to the reduction of waste of food and level of garbage. The aim of this paper is to analyse social and economic impacts of these organizations all over the country.

KEY WORDS: *social responsibility, economic development, waste, solidarity, social exclusion, local development.*

¹ MsC in Management/Lecturer, Politechnic Institute of Stugal – High School of Management – Management and Economic Department, Campus do ISP, hreis@esce.ips.pt

² MsC in Management/Lecturer, , Politechnic Institute of Stugal – High School of Management – Management and Economic Department, Campus do ISP, tcosta@esce.ips.pt

FINANCING OF PUBLIC SERVICES THROUGH PUBLIC PRIVATE PARTNERSHIP PROJECTS

IRENA SZAROWSKÁ¹

ABSTRACT. The recent years have spread, in many countries, projects of cooperation between the public and the private sector known as Public Private Partnership (PPP) and pierced into many spheres of activity of public administration bodies. An increased interest in utilization of the projects of public and private sector partnership in providing infrastructure and public services was caused especially due to limited resources of public budgets and also by an effort to increase quality and efficiency of provided public services. Any possibility of PPP utilization should be always very thoroughly considered with regard to other alternatives of a project, as there a number of resources exist and also ways of providing the public services. This paper resumes and discusses keystones, advantages and disadvantages of the PPP projects and suggests possibilities of their utilization in the Czech Republic.

Key words: *cooperation of public and private sector, Public Private Partnership, concession, risk.*

Acknowledgement: *This paper ensued thanks to the support of the grant – GA R 402/06/0204.*

¹ Irena Szarowská, Assistant Professor, Silesian University in Opava, School of Business Administration in Karviná, Department of Finance, Czech Republic, e-mail: szarowska@opf.slu.cz

THE EFFECTS OF TERRORISM ON THE INSURANCE SECTOR

MARIUS GAVRILETEA¹

ABSTRACT. Nowadays worldwide is exposed to terrorism risk. The attacks from September 11th 2001, the incidents from Madrid and London have shown us that even if one have a performant security systems and prevention measures in place, terrorism risks can not be entirely eliminated. Worldwide economy is in decline as many time as the terrorist attacks occurred. As a management solution, companies can use insurance products. All these negative events determine the insurers and reinsurers to reconsider the entirely procedure of partial or total of catastrophic coverage, including terrorism.

Key words: *terrorism, risk, insurance, reinsurance*

¹ Associate Professor, PhD, Faculty of Business, Babe_ Bolyai University, Cluj Napoca, Romania, mgavriletea@yahoo.com

A RESEARCH ON TOURISTS' PREFERENCES REGARDING THE ROMANIAN TRAVEL AGENCIES

MARIN-PANTELESCU ANDREEA¹, POPESCU DELIA²

ABSTRACT. The Romanian travel agencies, acting currently on Romanian market, are facing a variety of new marketing realities. The changes in demographic aspects, stronger competitors and the excess of touring offers present on the market - all these factors make us understand how difficult it is to satisfy and attract the customers. Also, they have now the possibility to book holidays on their own, which involves an amplified threat for the travel agencies. Considering all these aspects, this study proposes to obtain a direct marketing research concerning the tourists' preferences among the existing travel agencies involved on the Romanian market, to present its results and future directions so that the travel agencies will remain on the top of customers' preferences for the organization of tourist voyages.

Key words: *marketing research, travel agencies, tourists' preferences, tourism services.*

¹ Teaching assistant, PhD. student., The Academy of Economic Studies, Bucharest, The Faculty of Commerce, The Chair of Tourism- Services, marindeea@yahoo.com

² Assoc. Prof. PhD., The Academy of Economic Studies, Bucharest, The Faculty of Commerce, The Chair of Tourism- Services, deliapopescu2@yahoo.com

PARTICIPATION TO PROFESSIONAL TRAINING COURSES OF THE EMPLOYEES BELONGING TO COMPANIES FROM THE ROMANIAN MANUFACTURING INDUSTRY

CARMEN MARIA GUT¹

ABSTRACT. The educational and training policy is important for employees' formation and knowledge transmission. It represents an important factor for every nation's potential offer for innovation. With the elaboration of the Lisbon Strategy, European Union (EU) sets the orientation toward an economy and a society based on knowledge; this is why the need of life-long learning is a priority for the EU.

For Romania, as a new member-state of the EU, the employment at a high level of labor force is one of the most important priorities. The present paper aims to analyze the employees' attitudes concerning continuous professional training and their participation to such programs. For this analysis data were collected based on questionnaires and were processed with SPSS 11.0 software.

Key words: *professional training, employment.*

Acknowledgement. *The paper was prepared with the support of CNCSIS research grant, type TD, no. 63, 2007-2008.*

¹ Teaching Assistant, Faculty of Business and PhD Student, Faculty of European Studies, "Babe_-Bolyai" University Cluj Napoca, email: carmenmaria_gut@yahoo.com.

THE IMPACT OF FOREIGN DIRECT INVESTMEN (FDI) ON DOMESTIC FIRM'S PRODUCT AND SERVICE QUALITY IN CZECH REPUBLIC

¹ESMAEEL EZAT

ABSTRACT. This paper analyze the effect of foreign direct investment on the growth and survival of domestic firms quality product and service especially, and the effect of FDI on the overall economy of Czech Republic. Foreign investment brings technology spillover for the domestic firms and helps them to improve the quality of the goods they produce. In addition, numerical statistics shows that there is a positive relation between FDI and most of the macro economic variables like (export, wages and GDP), which means inflowing FDI to Czech economy increased most of these macro variables.

Keywords: *Foreign investment, firm's product and service quality, spillover technology*

¹ PhD Student, Faculty of Economics and Management, University of Pardubice, Czech Republic.
E-mail: azizsabr@yahoo.com