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AN ENVIRONMENTAL PROTECTION AT THE ENTERPRISE LEVEL

Marcela Kožená¹

Abstract:

An environmental protection is one of the global goals of mankind nowadays. An sustainable development strategy is a new direction of an evolution that has to be used especially at a level in witch most of the environmental weight arise – in the companies. There was used a method of marketing audit for an evaluation of the company's approach to an environmental protection that identifies a level of strategy of sustainable development application in internal and external company environment. This method was verified on the complex of Czech chosen companies.

Key words: *sustainable development, strategy, key factors, verification, entrepreneurial environment.*

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PERCEPTION OF ATTITUDES OF GENERAL PUBLIC AND COMMUNICATION WITH MUNICIPALITIES

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Abstract

The knowledge of citizens' attitudes, needs and interests seems to be a baseline of research analyses of public opinion and communication in public administration. Correct conclusions derived from such research can become a starting point for successful communication of institutions with communities. The article focuses on an empirical study of public opinion relating to the work of public administration, and of typical negative phenomena in communication of their representatives with the general public.

Key words: *communication in public administration, social status, social interaction, communication of an institution, general public*

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PROCEDURAL APPROACH IN PUBLIC ADMINISTRATION

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Abstract

This paper deals with issues of procedural management in organisations of public administration. It presents restructuring as one of important determinants for implementation of amendments in new conditions and presents interconnections with possibilities of application of procedural method- based approach.

Key words: *procedural management, organisations, restructuring, public administration*

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PORTALS IN PUBLIC ADMINISTRATION AND ASSUMPTIONS OF ITS EFFICIENCY

Eva Mihaliková¹

ABSTRACT: Electronization of public administration what means offering information and services to public on-line gets into foreground in many countries including the Slovak republic. The article deals with conditions of effective portals which are standard instruments of e-government.

Key words: *informatization, public administration, e-government, portal*

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TOURIST DESTINATION CLUJ-NAPOCA, ROMANIA

Smaranda Adina Cosma¹

Abstract

The city of Cluj-Napoca is one of the biggest from Romania, an important academic, cultural and business centre, combine with a various tourist offer - cultural and historical monuments, a diversified portfolio of accommodation establishments, restaurants, clubs, tourist agencies and an attractive natural-geographic space. All those make from Cluj-Napoca an interesting tourist destination for various type of tourist. The paper analyses the tourist supply and identifies the demand for the destination. The study underlines possible differentiation elements for the city comparing with its main competitors. In conclusion, we try to find a correlation between the offer and the customer needs.

Keywords: *tourist marketing destination, regional development, positioning map, perception map*

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DISCLOSURE OF RELATED PARTY TRANSACTIONS IN SOME EAST EUROPEAN COUNTRIES

Adriana Tiron Tudor¹

Abstract: This paper purpose is to analyze how are respected the disclosure requirements under OECD Corporate Governance Principles and also under the 24 International Accounting Standard about reporting related party transactions in some East European countries, knowing that a strong disclosure regime that promotes real transparency is a pivotal feature of market-based monitoring of companies and is central to shareholders' ability to exercise their ownership rights on an informed basis.

Keywords: *related parties, compulsory and voluntary disclosures, East European countries*

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SOME TRAITS OF INTERACTION BETWEEN SOCIAL AND INSTITUTIONAL SELECTION

Dan C. Stegaroiu¹

ABSTRACT. The author tried to point out main traits, common as well as different, between selections at social level versus selection at institutional level. Based on this analysis it is easy to understand why evolution depends mostly of the value of people promoted in rank and file based on social selection as well as on the pattern of institutional selection. So, throughout selection type will be promoted leaders as well as managers or pseudo-leaders as well as pseudo-managers. Selection is well known and broadly applied within agriculture process and mostly ignored and contested within human environment. It was easy, at the end, to accept selection within institution just because, in time, became obvious that person nominated in rank and file had a huge influence on the profit of that institution. So, in our days selection of managers became a common process. Contrary, at social level nobody speaks about selection in spite of its outcome: quality of elected leaders. The social responsibility may be considered as a main trait in order to find out the quality of leaders. So, to measure this responsibility of leaders represent “a stick” to point out the quality of any leaders. The responsibility for people within theirs span of authority could be also a stick to measure the quality of managers. At social level, that is a space of interaction between different groups of interest as well as of self interest, represented by parties, trade union, owners associations and so on as well as the common interest of citizens represented by nongovernmental organizations and of course the interest of the main social actors. At social level are made the most important decisions, at this level is built up the social environment. The quality of human environment largely depends on the quality of leaders. The quality of leaders is a main factor for the quality of common life of citizens. As any where, quality depends on selection. Of course the selection process, as it is organized, will lead to a certain quality of leaders as well as managers elected/nominated. Quality of leaders as well as managers is the core condition for rising up a human environment in which individuals feels that is worthy to live, that they have pretty good chances to contribute with theirs full creativity for the betterment of community.

Key words: *selection, social responsibility, pseudo-leader, pseudo-manager, quality*

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HUMAN CAPITAL IN ROMANIA AN INTEGRATED AND A MULTIFACTOR CONCEPT

Carmen Maria Guț ¹

Abstract: Human capital status has become, in nowadays Romania, a matter of general interest, considering the perspectives of aligning to and joining the EU structures. Romania's preparation for the EU integration involves, from the educational point of view, the taking over, the adaptation and the implementation of community acquis in respect of the formation and usage of human capital.

The transition towards market economy has generated in Romania a process different through its dimension and intensity, a waste of human potential through disqualification, a worsen of the health situation, an expansion of poverty and even a breaking-up of the family structure.

The authors intend to analyze the reasons and the results of this tendencies of impoverishment, which may lead to the loss of Romania's one of the most important comparative advantages, as an EU candidate state; our country began its transition with a well-qualified labor force, that was associated with lower wage costs, in opposition to the other Eastern-European states.

Keywords: *human capital, poverty, education*

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FOREIGN VISITORS' PERCEPTION OF TRANSYLVANIA AS AN INTERNATIONAL DESTINATION

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Abstract

The present paper aims to present and discuss some of the results obtained through a research study carried out in Cluj-Napoca between May 7th and June 18th 2006. We have investigated the manner how the foreign visitors of our city perceive Transylvania as an international tourism destination. This research study is part of a larger project of branding our region. Our main concerns were to identify the region's main attraction points from the foreign tourists' perception as well as also those elements they consider being negative.

Key words: *tourism, research, perception of the region, foreign tourists.*

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