

STUDIA

UNIVERSITATIS BABEŞ-BOLYAI

NEGOTIA

2

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

CUPRINS - CONTENTS - SOMMAIRE

ŠÁRKA BRYCHTOVÁ , SPA Healing Sources in Czech Republic	1
ADINA LETIŢIA NEGRUŞA, OANA ADRIANA GICĂ , Analysis of Potential SME's Role for Developing Tourism in Transylvania	19
TIBERIU CRISTIAN AVRĂMESCU , Romanian Tourism: a Regional Approach.....	29
PARTENIE DUMBRAVĂ, IOAN POP, ENIKŐ FAZAKAS, JOZSEF FAZAKAS , The Environmental Impact of Beer Production.....	44
MAGDALENA VORZSAK, CARMEN MARIA GUŢ , Constraints Concerning Investment and Participation in Professional Training in the Companies from the Romanian Manufacturing Industry	56
MANOLE VELICANU, GHEORGHE MATEI , Decision Support Systems: Present and Future Trends	63
MIHAELA DRĂGAN, ZENOVIA CRISTIANA POP , Criteria for Product Quality in the Frame of Intercultural Market Strategies of Small and Medium Sized Enterprises.....	77
CRISTINA SILVIA NISTOR, CRINA IOANA FILIP, ADELA DEACONU , Derivative Instruments – Alternatives to Cover the Foreign Exchange Rate in the Case of Import-Export Operations – Accounting Approach for Romania	87
ADRIAN GROŞANU, PAULA RAMONA RĂCHIŞAN , The Implementation of Profit Centres Inside an Economic Entity	103
CRISTINA CURUTIU , Methods of Portfolio Management - a Review of Literature	112

SPA HEALING SOURCES IN (THE TERRITORY OF) CZECH REPUBLIC

ŠÁRKA BRYCHTOVÁ¹

Abstract: The article deals with natural healing sources in the territory of the Czech Republic that are used in balneology and their economic impact at regional level. First of all they include the following sources: natural healing waters (e.g. mineral waters, acidulous waters, thermal springs, etc.); peloids (humolites – i.e.: peat, fen, silt, mud); gases (carbon dioxide, hydrogen sulphide); climate. The article aims at analysing their geographical locations according to regions of cohesion and administrative regions; the individual tables show natural healing sources in combination with indications as well and the article consequently gives a summary of health resorts in our territory, their natural healing sources and medical treatment of certain diseases.

Key words: Spa industry, natural healing sources, health resort, peloids, indications, regions of cohesion, administrative regions.

¹ RNDr., Ph.D. Institute of Public Administration and Law, Faculty of Economics and Administration, University of Pardubice, Czech Republic, sarka.brychtova@upce.cz

ANALYSIS OF POTENTIAL SME'S ROLE FOR DEVELOPING TOURISM IN TRANSYLVANIA

Adina Letiția Negrușă¹
Oana Adriana Gică²

ABSTRACT

The tourism sector is probably the only service sector that provides concrete and strong trading opportunities for all nations, regardless of their level of development. However, it is also a sector where there is clearly an uneven distribution of benefits, which is threatening the social, economic and environmental sustainability of tourism in some developing countries. For many developing countries tourism is an fundamental sector of their economy and for other it is only a source of foreign currency and employment. The paper analyzes the current stage of development of tourism sector from Romania in general, and from Transylvania, in particular. This research intended also to find out the most specific features of this sector, the strengths and weaknesses identified here. Due to the fact that rural tourism is one of the fast developing fields in the Eastern European countries, the paper identifies which are the most important areas from Transylvania with a high potential in this field. Also based on the SME's development the paper tried to select the most important steps which should be taken in the tourism sector in order to increase its role in the Romanian economy and for attracting new customers for this offers.

Key words: SME's, tourism, sustainable development, strategies

¹ Associate Professor, PhD, Babeș-Bolyai University Cluj-Napoca, Faculty of Business, România, adina.negrusa@tbs.ubbcluj.ro

² Teaching Assistant, Babeș-Bolyai University Cluj-Napoca, Faculty of Business, România oana.gica@tbs.ubbcluj.ro

ROMANIAN TOURISM: A REGIONAL APPROACH

Tiberiu Cristian Avramescu¹

ABSTRACT: The present paper analyzes the situation of the Romanian tourism at regional level, starting with 1991. This is because the sustainable regional development must correlate and integrate the tourism in Romania, among other components of the local economy, taking also into account the lower impact on the environment and the investments needed for its development. The purpose of this analysis is that of identifying the problems that the field of tourism faces at the regional level, the development potential of this field and of establishing the aspects which must be taken into account by the tourism development policies.

Key words: regional economy, sustainable tourism, regional development.

¹ Lecturer, Faculty of Economic Studies, Pitești University, Romania

THE ENVIRONMENTAL IMPACT OF BEER PRODUCTION

Partenie DUMBRAVA¹

Ioan POP²

Enikő FAZAKAS³

Jozsef FAZAKAS⁴

Abstract

After a short presentation of the URSUS brewery, including the enlargement of the products scale, the paper presents the study and the management of wastes resulted from the technological process and their environmental impact.

There are pointed out the studies of the impact on water, air and soil. The results of these studies are presented by charts and diagrams, and in a quantifiable way, with the acquiescence of some bonuses.

The conclusion is that the environment is affected by the URSUS brewery's activity within acceptable limits, with no irreversible negative effects.

Key words: *beer, pollution, air, noise, vibrations, water.*

¹ Prof. PhD., Faculty of Business, UBB Cluj-Napoca

² Lecturer PhD., Faculty of Business, UBB Cluj-Napoca

³ Lecturer PhD, Faculty of Economics and Business Administration, UBB Cluj-Napoca, Sfantu-Gheorghe Extention

⁴ Prof. PhD, Faculty of Economics and Business Administration, UBB Cluj-Napoca, Sfantu-Gheorghe Extention

CONSTRAINTS CONCERNING INVESTMENT AND PARTICIPATION IN PROFESSIONAL TRAINING IN THE COMPANIES FROM THE ROMANIAN MANUFACTURING INDUSTRY

MAGDALENA VORZSAK¹
CARMEN MARIA GUT²

***ABSTRACT.** Life long learning represents a determinant factor in the adaptation process of the business to market changes and it contributes to the increase of peoples' chances to be employed. The introduction of new technologies in economy imposes the need of improving the level of labor force qualification. Education and training courses become more important than ever when refer to persons' chances to realize in life. Learning opens the possibility to make a productive life and full of satisfactions even out of employed person statute. The present paper aims to analyze the main constraints met by employees and employers concerning investment and participation in professional training in the companies from the Romanian manufacturing industry. For this analyze data were collected based on questionnaires and were processed with SPSS 11.0 software.*

Key words: professional training, employment, unemployment.

¹ Professor, "Babeş-Bolyai" University Cluj-Napoca, Faculty of Business, Horea Street, No. 7, Tel. 0264599170, email: magda.vorzsak@tbs.ubbcluj.ro.

² Teaching assistant, "Babeş-Bolyai" University Cluj-Napoca, Faculty of Business, Horea Street, No. 7, Tel. 0264599170, email: Carmen.gut@tbs.ubbcluj.ro.

Decision Support Systems: Present and Future Trends

Manole Velicanu¹
Gheorghe Matei²

ABSTRACT. *As competition gets tougher and tougher, companies have to implement new management systems to stay efficient. Along business performance monitoring application, executive information systems, business intelligence systems and decision support systems (DSS) help managers to lead their companies successfully and survive into the future. They are interactive, flexible and adjustable systems that offer support in solving unstructured or semistructured management problems, meant to improve the decision process. They are developed to assist the tactical and strategic level of management. The classic architecture of a DSS contains the database management system, the model base management system and the interface management system. The evolved DSS have also a knowledge component that provides the information needed for solving certain aspects of the problems. According to D. J. Power, at a conceptual level the DSS can be classified into the following categories: data-driven systems, model-driven systems, knowledge-driven systems, document-driven systems, communication-driven systems, intra and inter organizational systems, specialized systems and Web-based systems. At the end of the paper some opinions concerning the future of DSS are presented.*

Keywords: Decision support system; Structured, semistructured and unstructured problems; Database; Model base; Knowledge base; User interface.

¹ Professor, PhD, Informatics in Economy Department, Academy of Economic Studies, Bucharest, Romania, mvelicanu@yahoo.com

² Romanian Commercial Bank, Accounting Division, Bucharest, Romania, george.matei@bcr.ro

CRITERIA FOR PRODUCT QUALITY IN THE FRAME OF INTERCULTURAL MARKET STRATEGIES OF SMALL AND MEDIUM SIZED ENTERPRISES

MIHAELA DRAGAN¹
ZENOVIA CRISTIANA POP²

Abstract

The paper shows that a successful sale of a product is determined not only by the quality but also by the country-specific differences in the field of quality management. Although these criteria are world-wide similar, the priorities are national defined differently. Being an essential component of international management, the intercultural aspects of quality management are acting as a science that is common-shared by all nations and has a great influence on the social behavior of the costumer.

The quality term is treated in respect with reference to the user, to the criteria of product quality such as: design, functionality, image of the manufacturer, service, many – sided applicability, economic efficiency and reliability on the one hand as well as to intercultural market strategies on the other hand.

Key words: product quality, criteria of quality, quality management, intercultural market strategies

¹ Associate Professor, Ph.D., Faculty of Economics and Business Administration, Babes-Bolyai University Cluj-Napoca, Romania mihaela.dragan@econ.ubbcluj.ro

² Student, Ph.D., Faculty of Economics and Business Administration, Babes-Bolyai University Cluj-Napoca, Romania, pzenovia@yahoo.com

DERIVATIVE INSTRUMENTS – ALTERNATIVES TO COVER THE FOREIGN EXCHANGE RATE IN THE CASE OF IMPORT-EXPORT OPERATIONS - ACCOUNTING APPROACH FOR ROMANIA

CRISTINA SILVIA NISTOR¹
CRINA IOANA FILIP²
ADELA DEACONU³

ABSTRACT *The present dynamics of the economic environment imply the existence of permanent exchange between the world states' economies. This fact is benefic for and desired by all the participants on the international economic transactions market, but it also may imply some risks. Thus, they must have the capacity, in the current conditions of financial evolutions and involutions, to protect themselves against the risk generated by foreign currency fluctuations in the case of international business. In this paper, our attention is focused on the possibilities of diminishing the foreign currency risk of the import-export operations, through usage of derivative instruments. We singularized the research for two components of the derivative instruments: futures and options. We added an accounting approach to the theoretical approach singularized for Romania. In order to be relevant, our study was build in parallel, by highlighting the effects of the foreign currency fluctuations in both case of using and not using derivative instruments. The research findings will demonstrate and sustain the fact that usage of derivative instruments is an admissible way to cover the risk generated by foreign currency fluctuations in the case of import-export operations.*

Key Words: derivative instruments, foreign currency risk, import-export, accounting approach, Romania

¹ Lecturer, PhD, Department of Accounting, Faculty of Economics and Business Administration, Babes-Bolyai University, Cluj-Napoca, Romania, cristina.nistor@econ.ubbcluj.ro

² Lecturer, PhD, Department of Accounting, Faculty of Economics and Business Administration, Babes-Bolyai University, Cluj-Napoca, Romania crina.filip@econ.ubbcluj.ro

³ Assistant Professor, Phd, Department of Accounting, Faculty of Economics and Business Administration, Babes-Bolyai University, Cluj-Napoca, Romania, adela.deaconu@econ.ubbcluj.ro

THE IMPLEMENTATION OF PROFIT CENTRES INSIDE AN ECONOMIC ENTITY

Adrian Grosanu¹
Paula Ramona Rachisan²

Abstract:

We started the present paper from a conceptual point of view regarding the responsibility centres and we used a theoretical and methodological approach that allows us to understand the role generally played by the responsibility centres, profit centres in particular, concerning the optimization of economic efficiency of a business.

According to the existing particularities of economic entities in the industry of cosmetics, we delimited some responsibility centres and we identified some of the relations between them. This way we determined two categories of expenses centres:

- ✓ *The centre of general expenses of the entity which include the expenses of the administrative function of the entity (including the financial accounting departments, human resources, quality control, environmental protection, research department and so on);*
- ✓ *The centre of expenses with the auxiliary activity of the entity (central heating).*

At the same time, we determined two categories of profit centres:

- ✓ *Level I profit centres – for the productive activity of the entity;*
- ✓ *Level II profit centres – for the sales activity of the products obtained in the level I profit centres.*

We also underlined the fact that there are some transfers between these responsibility centres which take place through the prices of inner cession of the transfer prices.

Key words: economic efficiency, economic entity, efficiency, profit centres, budget.

¹ Teaching Assistant, Doctoral Student, Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, adrian.grosanu@econ.ubbcluj.ro

² Teaching Assistant, PhD, Babeş-Bolyai University of Cluj-Napoca, Faculty of Business, ramona.rachisan@tbs.ubbcluj.ro

METHODS OF PORTFOLIO MANAGEMENT - A REVIEW OF LITERATURE -

CRISTINA CURUTIU¹

Abstract: *In recent years, a growing body of literature in portfolio management has devoted a great deal of attention for this subject. The teoretical foundation to portfolio management was offered by Harry Markowitz at the beginning of the 1950s. The limitations of the original Markowitz model have stimulated the occurrence of extended or modified models – two of the best known (and critisized) being the equilibrium models: CAPM (capital asset pricing model) and APT (arbitrage pricing theory). Alternative optimization methods were also developed; among them must be mentioned: the utility function optimization, condidional value-at-risk optimization, multiple benchmark traking, scenario-based optimization, robust statistical methods and the Bayesian methods. The present paper provides a selective overview of existing models and methods regarding portfolio management and optimization since 1952 (Markowits model) and synthesizes the academic research to date.*

Key words: portfolio management, risk, portfolio models, volatility

¹ Teaching Assistant, PhD Student, Faculty of Business, Babeş-Bolyai University of Cluj-Napoca, cristina@tbs.ubbcluj.ro