

S T U D I A

UNIVERSITATIS BABEȘ-BOLYAI

NEGOTIA

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ROMANIAN TOURIST BRAND

Smaranda Cosma¹

Abstract

After the communist period Romania made few steps to present itself as a tourist destination at international level after a long time. Romania has an important tourist potential due to its geographical position and its complex natural environment. This richness of potential tourist products generated a wrong idea that at international level Romania is a desired and popular tourist destination. The WTTC recommendations in 2006 report were to urge the branding process and within it to promote Romania's diverse and tourist unique regions.

The goal of the paper is to present the international context from country brand point of view and to analyse Romania's actions in this complex process of branding. Romania offers a complete package (mountain, cultural destination, Danube Delta, Black Sea) and tourist destinations are situated near one to each other. Also, Romania has several national and international values which should be exploited properly.

The study highlights competitive advantages of the country as a tourist destination, strengths of Romanian's tourist products and analyses actions made for the branding process of our country as a tourist destination.

Branding process for Romania is making only the first, timid, step.

Keywords: country brand, branding process, tourist destination, branding, Romania

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THE HOTEL COMPANIES AND THEIR RELATIONSHIP WITH THE CAPITAL MARKETS

Cornelia Pop¹

Abstract: The present paper tries to present briefly the relationship between the hotel companies and the capital markets. This study uses results published since 2002 in order to show how the financial resources available for hotel companies evolved, and – based on the data provided by New York Stock Exchange – to assess the strength of the relationship with the capital markets.

Key words: hotel industry, capital markets, listed companies, financial resources

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THE PLACE AND ROLE OF TOURISM IN ROMANIA'S ECONOMY

Magdalena Vorzsák¹

Abstract: Still, at global level, tourism as an industry represents perhaps the most dynamic activity sector, the most important generator of workplaces, and a great source of recovery for the national economy. Despite the stages of conjuncture and the mutations of tourism demand, tourism services will permanently attract a continuously increasing quota of the world's population. Thus, specialists consider that, in the global perspective, travel and tourism, together with information technology and telecommunications will be the three industries of services with the highest turnover. The author analyzes the causes of the poor impact of tourism upon the Romanian economy and sketches the main perspectives of the development directions of Romania's tourism.

Key words: tourism, analysis, development strategies, development perspectives, Romania.

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RESEARCHING TRANSYLVANIA'S TOURISM POTENTIAL

Monica Maria Coroş¹

Abstract: The present paper aims to briefly discuss the potential of Transylvania as a tourist destination. It discusses the region's tourism offer as part of a larger and more demanding project, that of elaborating a brand of the region. Throughout the past five years the author has carried out and was involved in different researches concerning tourism in Romania (at regional level, concerning Transylvania, or at local level, regarding the County of Cluj). The paper starts with a short presentation of Transylvania's tourism offer, discusses the place of tourism within the architecture of a destination brand, and concludes with those elements of the tourism offer that are relevant to the region's visitors, according to the results of the different researches that were carried out.

Key words: tourism offer, tourism potential, destination, Romania, Transylvania.

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THE USE OF INFORMATION SYSTEMS IN HOTEL MARKET OF CLUJ-NAPOCA

Rozalia Veronica Rus¹

Abstract: *The main objective of this paper is to review of the information systems used by hotels in their activity. Also, we want to determine the information systems used in hotels from Cluj-Napoca, Romania and to present their main characteristics and capabilities.*

Key words: Hospitality Information Systems, software, Property Management Systems, hotel industry

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THE ROMANIAN SME'S DIFICULTIES IN THEIR INTERNATIONALIZATION PROCESS

Adina Letiția Negrușă¹

ABSTRACT: The role of SMEs in the Romanian economy is indisputable. They are those that provide clearly continue development of the industry. The development of this sector has brought a problem regarding the internationalization of their activities. This process is very important for improving their competitiveness, export beign considered vital to increase Romanian SMEs activity. Therefore, the purpose of my paper is to investigate and describe the internationalization process of SMEs from Transylvania, what methods they applied for developing this process and understand which are the main barriers which limited this process.

Key words: SME's, internationalization, strategies, weaknesses, difficulties

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ECONOMICAL ENVIRONMENT AND ORGANIZATIONAL CULTURE

IOAN POP¹

ABSTRACT: The aim of this paper is to present the characteristics of the organizational culture at URSUS Breweries SA, Romania. Cultural transition from the centralized planning economy to the market economy has started along with technological improvements. The capacity of anticipating the transformations within the external environment as well as the appropriation of specific analyzing techniques and methods of external and internal environments are nowadays vital. But the transition process towards values and behaviors adjusted to the free market is extremely complex and long, and requires the involvement of all the employees of the organization. The results indicate clearly that when it comes to changing the firm's culture, from managers it is expected the most (75%), followed by the stockholders (53.8%) and then by technology (51.8%). The perception of the sales department as being very important by 61, 29% of responders and their consideration that the quality is very important (77, 4%) is the proof that changes occurred in the organizational culture towards understanding the market economy.

KEY WORDS: organizational culture, technological changes, cultural transition, URSUS Breweries

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STRATEGIC PLANNING IN SMALL AND MEDIUM SIZED ENTERPRISES-CASE OF CLUJ COUNTY

Oana Adriana Gică¹

ABSTRACT: The purpose of our study is to investigate to what extent do SMEs from Cluj County conduct planning activities, what is the time period covered by these plans, how often the plans are reviewed. The success of strategic planning depends on the proper use of strategic tools so we want to find out what strategic instruments do the SMEs from our sample use in their planning activities. If a company wants to develop and even to stay in business it need to pay attention to the environment in which it operates. In this respect we were interested in the factors analyzed by the SMEs in their strategic activities.

KEY WORDS: strategic planning, SMEs, Cluj County, strategic tools

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INVESTMENT IN PROFESSIONAL TRAINING COURSES OF THE EMPLOYERS FROM THE ROMANIAN MANUFACTURING INDUSTRY

CARMEN MARIA GUT¹

ABSTRACT. The introduction of new technologies in economy imposes the need of improving the level of labor force qualification. Life long learning represents, on one hand, a determinant factor in the adaptation process of the business to market changes and, on the other hand, it contributes to the increase of peoples' chances to be employed. The paper aims to analyze the present level of employer's investment in the employees' education and professional training. For this analyze data were collected based on questionnaires and were processed with SPSS 11.0 software.

Key words: professional training, employment, unemployment.

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AGE DISCRIMINATION IN HUMAN RESOURCE RECRUITING PROCESS

Aurelian Sofică¹

Abstract: Age discrimination in human resource recruiting is a present but culturally ignored problem. The boundaries of this social phenomenon are constructed by few social actors accordingly to their power, knowledge, resources and interests. In order to have a real social justice and an efficient recruiting process we have to understand in a phenomenological manner all the various perspectives and to integrate them in a coherent public policy.

Key words: age discrimination, recruiting, social construction

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THE ROMANIAN CLOTHING MARKET

Marius BOTA¹

Abstract: Today, more than ever, the business environment is continually changing. Competition intensifies in almost every industry, so companies must develop innovative products and business processes to survive. The Romanian clothing market is a crowded one with a lot of powerful competitors, especially Asian firms with their cheap products. Companies are today aware that they must offer the right product, in the right place, at the right price and at the right moment of time in order to be competitive. In order to survive on this market the Romanian clothing companies should adapt their products offer to the customer needs and wishes, and taking into account the competition.

Key words: Romanian clothing market, supply on clothes, demand on clothes, customer needs and wishes, customer's profile

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A EUROPEAN PERSPECTIVE OVER ROMANIA'S ECONOMIC INTEGRATION IN THE EU

Melinda Pleşcan¹

ABSTRACT: The present economic climate is openly acknowledged as worsening in all EU countries of the region, cooling further in Central and Eastern Europe. Expectations for world trade in the close future indicate that on a worldwide scale export and import volume will strongly decline during the following year. The individual countries' performances, both current and projected, are not uniform. Countries such as Bulgaria and Romania, registered a huge negative trade balance due to excessive consumer credits used for buying imported goods. Consumption grew instead of the investments.

Keywords: global economy, Romania, economic integration

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THE ANALYSIS OF TOTAL LOSS REIMBURSEMENT FOR VEHICLES' INSURANCE

MARIUS GAVRILETEA¹

ABSTRACT: The purpose of this paper is to demonstrate how negative and unpleasant for insured persons is the total losses in case of vehicles' insurance. Vehicle insurance is the most used insurance product in Romania. The insurance contracts for this type of insurance enhance different aspects. These are referring to the total losses and the way the insurance company reimburses it. We present in the paper how this reimbursement evolve and what are the steps followed by the insurance companies. The reimbursement differs from an insurance company to other. In order to prove the theoretical aspects we present two different studies. The most delicate and complex situation appears in case of a vehicle financed by leasing. In the end, we conclude what the insured people should do in order to decrease the negative aspects of a total loss.

KEYWORDS: insurance, total loss, leasing, reimbursement

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PERSPECTIVES REGARDING THE TAXATION SYSTEM IN ROMANIA

SORIN BERINDE¹

ABSTRACT: Regarding the perspectives for the accounting-taxation ratio in Romania, it was mentioned that they are according to the international tendencies regarding the disconnection. Taking into account some of the recent evolutions (adopting the IV Directive of the European Economic Communities) we can say that the seeds that lead (at least theoretically in the beginning) to the possibility of gradually opening the road towards an efficient accounting system, where accountancy and taxation work independently from one another, exist. This tendency becomes more certain if we take into consideration Romanian's opportunity to join the European Union. This event implies also joining the official position of the Union, regarding the acknowledgement and utilization of the international accounting norms, and at the same time the desconnection between accountancy and taxation

KEY WORDS: disconnection, taxation, inflationary phenomenon, creative accounting

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THE ANALYSIS OF THE ROMANIANS' KNOWLEDGE ON INFLATION PHENOMENON

Valentin Toader¹

Abstract: The modern monetary policy approach sustains that increased transparency and enhanced communication are essential for the success of the central banks decisions. The National Bank of Romania is conducting a transparent monetary policy, releasing to society a considerable amount of information. The problem is that the public does not always receive correct all these information. The reasons for these inconvenient may be multiple, but in this paper we will focus firstly, on the transmission channels which may not be suitable and secondly, on the receivers, which may not have the capacity to understand the information. According to NBR, the inflation reports represent the main communication tool with the public, so our goal is to verify if they are fulfilling their role or there are other information sources which are more appropriate. Beside all the factors that influence the public capacity to understand the inflation phenomenon, we will concentrate our analysis on the impact of age, income and education. The necessary data for our analysis were collected using a questionnaire.

Keywords: inflation, knowledge level of inflation, inflation reports, transparency, survey

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ANALYSIS OF THE PORTFOLIO MANAGEMENT METHODS

Cristina Curuțiu¹

Abstract: *The research provides a selective overview of existing models since Markowitz model (1952) and synthesizes the academic research to date. Following, a comparison between 5 of these models will be made from the point of view of their advantages/ disadvantages and limits. The last part of the research will present the results that will be obtained after applying the models on the Romanian capital market and will also observe which of the five models will be more suitable for the Romanian market.*

Key words: portfolio management, portfolio models

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AGRICULTURAL DIRECT MARKETING AND RURAL DEVELOPMENT

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Abstract:

Agricultural direct marketing implies the selling of agricultural, mainly horticultural products directly to the public either through on-farm markets (farm-shops), community-based farmers' markets, or post, electronic mail and internet web order. These types of distribution channels can supply customers with fresh, ripen and healthy produce without the physical and social costs of transportation. In our view direct marketing alone is not competitive enough, as it should combine innovation with the complexity of multifunctional agriculture, rural development and countryside management. The synergies from decreasing local unemployment, entertainment and rural education (edutainment) of city dwellers, local craft products, organic production, pick-your-own (PYO) and agritourism can balance out the above mentioned disadvantages. The important barriers are the increasing rural traffic, a certain degree of environmental contamination and the limitation of the role of professional marketers and dealers. Direct marketing deserves state subsidies in the preliminary phase of implementation.

Key words: direct marketing, rural development, agricultural products

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AN ENCYCLOPEDIA OF SOFTWARE RESOURCES – A POSSIBLE AND REALISTIC PROJECT?

Liciniu A. Kovács¹

Abstract: Personally, I strongly believe that it is very difficult to imagine today's civilized world without computers and Information Technology. Within a relative short period of time, computing has been implemented in all the possible domains of activity. Technology has developed rapidly and the notions of information society and knowledge-based society have become familiar. In my view, there is no doubt that the humanity's future goals cannot be accomplished without a solid understanding of how to use a computer properly and of the art of computer usage. In this sense, all of us who aim to be well informed and productive need to understand not only a limited number of specific software applications to work with, but also to have the possibility to access valuable information about software packages of all kinds. Starting from the definition of an encyclopedia as "A book, or set of books, or digital version of such, containing authoritative information about a variety of topics"², in this paper I will try to show that this Encyclopedia of Software Resources which I envisage will be a collection of information related to all possible software applications, very useful for students, for developing specific lessons/courses, for the research community, the industry, and the general public.

Key words: knowledge-based society, computer-based training, software resources, software classification

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² <http://faculty.valencia.cc.fl.us/jdelisle/lis2004/glossary.htm>

INTERNET USERS - STATISTICAL PICTURE, COMPARISONS AND TRENDS

Mihaela Tutunea¹

Abstract:

The widening of the digital medium into all the branches of human activity raised a challenge for marketing online experts. We know all that in cyberspace consumers from two different world, on and offline meet. Consequently the cyber marketer should know very well the profile and preferences of the cyber consumers in order to generate coping efficient actions specific for the new medium.

Keywords: Internet, digital environment, cyber consumers, cyber marketing

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THE INFLUENCE OF GENDER ON ECONOMIC BEHAVIOR IN A STANDARD TRUST GAME EXPERIMENT

LARISSA-MARGARETA BĂTRÂNCEA¹

Abstract: My paper tries to see if there are any economic behavioral differences between male and female senders/receivers in a standard one-shot trust game played by international students at Università degli Studi di Brescia, Italy. During twenty-four experimental sessions, participants, both senders and receivers, have not discriminated against when playing with partners of different gender.

Key-words: trust, trustworthiness, gender, economic behavior, experiment

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THE INTERACTION OF ECONOMY AND ENVIRONMENT: CONSEQUENCES, AWARENESS, REMEDIES. THE FOREST

Dacina Crina Petrescu¹

ABSTRACT

The paper aims to highlight the importance and the role of the forest for environment, society and economy and to draw attention to some of the most significant negative consequences of deforestation. It also presents the situation of the forests in Romania and brings some information concerning the relationships of silviculture and the entire forestry sector with other sectors of national economy. The paper shows the importance of individual and corporate education, responsibility for the sustainable management of forest.

KEY WORDS: forest land, deforestation, afforestation, sustainable management of forest

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