

# S T U D I A

## UNIVERSITATIS BABEȘ-BOLYAI

### NEGOTIA

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#### CUPRINS – CONTENT – SOMMAIRE – INHALT

ROXANA STEGEREAN, CORINA GAVREA, ANAMARIA MARIN, The Application of a Diagnostic Model: An Empirical Study .....	3
MARIA-ANDRADA GEORGESCU, DANA MIHAELA MURGESCU, The Architectural Design of the Cohesion Policy within the EU Budget .....	13
OVIDIU I. MOISESCU, DŪNG ANH VŨ, A study of the Relation between Brand Loyalty and Consumer Involvement with purchase Decision and Product Class.....	27
MONICA MARIA COROȘ, MARIUS EMIL COROȘ, The Role of Public Administration in City Branding the Case of Cluj-Napoca.....	37
CRISTINA SILVIA NISTOR, An Empirical Research about the Contain of Balanced Scorecard Concept in Public Sector .....	51
ADRIAN GROȘANU, PAULA RAMONA RĂCHIȘAN, Challenges of the Auditing Profession in the Context of Economic Crisis .....	69
SIMONA - CLARA BARSAN, MIHAELA - GEORGIA SIMA, ANCUȚA - MARIA PUSCAS, AUREL-GHEORGHE SETEL, Technology Audit - General and Practical Lines.....	77
MARIUS DAN GAVRILETEA, Insurance Consumer Protection in Romania.....	89
OLCAY ÇETINER, Examining the Firm Buildings of the News Printing Sector from the Point of Architecture and Construction .....	101
ŠÁRKA BRYCHTOVÁ, Crisis – Time for Purification and Change .....	113
ERIKA KULCSÁR, Tourists Attitudes, Preferences and Opinions Regarding the Services Provided by Hotels Located in the Romanian Center Development Region.....	121

## THE APPLICATION OF A DIAGNOSTIC MODEL: AN EMPIRICAL STUDY

ROXANA STEGEREAN<sup>1</sup>, CORINA GAVREA<sup>2</sup>, ANAMARIA MARIN<sup>3</sup>

**ABSTRACT:** The vast majority of managers and consultants use in conducting organizational diagnosis specific models to identify the organizational aspects that proved to be essential in the past. The object of this paper is to apply such a model within a Romanian organization. More specifically we extended the well known Six Box Model to include, besides the six variables (purpose, structure, rewards, mechanisms, relation and leadership), other interest variables such as external environment and organizational performance in order to evaluate the organizational performance based on employees' perceptions. The results obtained show that three of the 8 variable registered a significant and positive impact on organizational performance (purpose, mechanisms and external environment, the latter was not considered as a distinct variable in the Six Box Model).

**Keywords:** organizational diagnosis, Six Box Model, organizational performance, external environment.

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# THE ARCHITECTURAL DESIGN OF THE COHESION POLICY WITHIN THE EU BUDGET

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**Abstract:** The cohesion policy of the European Union reflects the communitarian financial priorities. As all public policies of the EU, the cohesion policy is financed from the EU budget. Therefore, it has a major role in shaping the budget. The paper analyzes the interdependence between the cohesion policy and the EU budget, indicating the direct connection between the expenses made from the communitarian budget and the architectural design of the cohesion policy.

The paper presents the parallel evolution of the European Union budget, on the one hand, and of the cohesion policy, on the other hand. At the same time, the changes brought about by the accession of new Member States are described and analyzed, as well as the multi-annual financial programming periods. The focus of the research and analysis will fall on the 2000-2006 and 2007-2013 financial frameworks.

Finally, the paper will attempt to identify the possible changes predicted for the 2014-2020 period, brought about by the new challenges faced by the European Union, both in terms of budgetary construction and regarding the architecture, objectives and programs of the cohesion policy. Hence, the dynamism and mutual influence in the relationship between the cohesion policy and the EU budget will be once more demonstrated.

**Key words:** EU budget, cohesion policy, financial resources.

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**A STUDY OF THE RELATION BETWEEN BRAND  
LOYALTY  
AND CONSUMER INVOLVEMENT WITH PURCHASE  
DECISION AND PRODUCT CLASS**

**OVIDIU I. MOISESCU<sup>1</sup>  
DŨNG ANH VŨ<sup>2</sup>**

**Abstract:** This paper aims to analyze the correlations between the components of brand loyalty – brand repurchase intention and brand recommend intention – and consumer purchase involvement, which is reflected by the degree to which consumers seek information about different brands and compare them during their purchase decision-making process. Being conducted in a comparative manner, the research considered the cases of two product classes – durables and nondurables – with an investigation of statistics on the population of urban Romanian consumers. The results show that the more involved the consumers are in the purchase decision for a durable good, the more loyal they are in terms of repurchase intention to a certain preferred brand in that product class. However, there is no similar relation in the case of nondurable goods. The study also shows that the consumers are more loyal, in terms of recommend intention the consumers willing to make in the future, to a certain preferred brand in both durable and nondurable goods when they are more involved in the purchase decision. However, the relation is found stronger in the case of nondurable goods.

**Key words:** involvement, brand loyalty, repurchase & recommend intention, purchase decision, durables & nondurables

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# THE ROLE OF PUBLIC ADMINISTRATION IN CITY BRANDING THE CASE OF CLUJ-NAPOCA

MONICA MARIA COROȘ<sup>1</sup>  
MARIUS EMIL COROȘ<sup>2</sup>

**Abstract:** This paper focuses on two different topics that apparently do not seem to be linked: city branding and the perception of public administration services. The authors intend to briefly sketch the framework of the manner how public administration institutions can get involved in researching how citizens and private entrepreneurs perceive the services provided by the local authorities of the Municipality of Cluj-Napoca, how the image of these services influences the perception of the city, and how public administration servants can contribute to the development of the city's brand. We have chosen to focus on Cluj-Napoca, as it is one of the most important cities of Romania, which has also enjoyed a spectacular economic development throughout the past decade. A question may be raised: *Is there a linkage between the manner how local public administration institutions are perceived and the way how citizens regard the city from the perspective of branding?* We are interested to identify how public services interfere with the branding of a city.

**Key words:** Cluj-Napoca, perception of public services, evaluation, local public authorities, city branding.

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# **AN EMPIRICAL RESEARCH ABOUT THE CONTAIN OF BALANCED SCORECARD CONCEPT IN PUBLIC SECTOR**

**CRISTINA SILVIA NISTOR<sup>1</sup>**

## **ABSTRACT**

Balanced Scorecard is a newly recognized concept applied in the public institutions system. The purpose of this paper is to bring forward a concise perspective over the experience of other countries regarding the implementation of this concept and, as a result, stating a conclusion about the opportunity to apply the concept in Romanian universities, starting from the global identification of the specific conditions and rules of the notion Balanced Scorecard (BSC).

In this respect we have chosen to identify, using a content analysis of 50 articles written on the subject of Balanced Scorecard in universities, the ideal model of this concept for a Romanian public university, whose actual implementation will be the subject of a future paper. The analysis was an underlying themes type and it focused on clusters of words regarding the same theme or element/group in relation to the Balanced Scorecard perspectives, respectively the objectives stated for each perspective; along with the analysis we also used the comparison procedure.

**KEY WORDS:** Balanced Scorecard Concept, Perspectives, Goals, Underlying Themes, Public University

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# CHALLENGES OF THE AUDITING PROFESSION IN THE CONTEXT OF ECONOMIC CRISIS

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PAULA RAMONA RĂCHIȘAN<sup>2</sup>

**Abstract.** The crisis that influences the contemporary worldwide economy is the result of the manner in which the financial-economic system is built and of the manner in which the patrimonial situation and the performances of the economic entities are evaluated and presented. As a result of the public interest for the auditing profession, the financial auditor develops his/her activity by respecting some regulations particularly elaborated for this profession (the code of ethics and the audit standards) in order for his/ her opinion to have a solid background and, most important, to be trustworthy.

While the accounting conventions (national and international) are based on two concepts that support the entire accounting structure, **the going concern activity and the accrual accountancy**, structure which is built with the help of **cash flow**, the international audit standards (in accordance with which the audit activity is being developed) are built around two main concepts: **professional judgement and professional skepticism**.

In the economic crisis context, the auditor's professional judgement receives a fundamental importance in order to provide to the users of audited accounting information an acceptable level of trust. Also, the appreciation of the going concern activity is an element which receives different valences in the new context in comparison with previous periods of time.

Therefore, in this paper, we propose to analyze the role of the professional judgement and professional skepticism in the development of audit activity within the current economic context. By its nature, the professional judgement is a concept that reflects the idea of subjectivity, but the opinion that the auditor expresses by using the professional judgement must be objective. Thus, an objective anchor must be found in order to transform the subjectivity of professional judgement into an objective audit opinion.

**Key words:** professional judgement, professional skepticism, going concern activity, auditor's opinion.

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# TECHNOLOGY AUDIT - GENERAL AND PRACTICAL LINES

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ANCUTA-MARIA PUSCAS<sup>1</sup>, AUREL-GHEORGHE SETEL<sup>3</sup>

**Abstract:** The present paper is a mixture between the theoretical notions regarding the procedure of technology audit (TA) and the experience the authors have gained from actually applying it on SMEs, so that the provided viewpoint shall be a realistic one. It starts with a general presentation of the technology audit process (TA), its main parts and subdivisions, emphasizing the role and importance of each single one. There are detailed descriptions of the benefits recurring from performing a TA, as well as the implication of the analyzed company in these activities. We have considered useful to resume the process into a graphic representation, showing the interconnection between all the parts of a TA, as well as their order. At the end, one has mentioned the action plan, the component of the TA that provides specific solutions for the deficiencies determined with the help of a SWOT analysis. Last but not least, extending the procedure to macro level, one has presented some of TAs general utilities and impacts, correlated with the cooperation with the local and central authorities.

**Key words:** SMEs, Technology Audit, SWOT, Action Plan

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# INSURANCE CONSUMER PROTECTION IN ROMANIA

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## Abstract

A very active sector in recent years (2002-2008) for Romania is the insurance industry. Both individuals and companies need protection that should become more accurate. Given these aspects, sustained by a steady growth of the insurance market, in Romania the issue of protection of policyholders - as consumers of services (insurance) appeared. Inside this paper we will focus on the regulatory body which supervise the insurance business in Romania and the insurance contract – the main factor for triggering complaints. Having access to various statistics between 2002 and 2008, we provide an analysis of complaints relating to insurance; the analysis is split by classes, causes at the origin of complaints and the modality of their finalization. There will be presented case studies under the criterion of confidence and the conclusions reached are useful for both insurance companies (to improve the quality of the services) and policyholders (awareness of their rights as consumers of insurance).

**Keywords:** consumer protection, insurance, insurance contract, complaint.

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# EXAMINING THE FIRM BUILDINGS OF THE NEWS PRINTING SECTOR FROM THE POINT OF ARCHITECTURE AND CONSTRUCTION

OLCAY ÇETİNER<sup>1</sup>

**ABSTRACT:** The functional features of the news printing and the systems they use reflect the printing centers' architectural building characteristic. The function of news printing and the organization schema affects the news printing buildings' urban locations, plan types, facade design, construction techniques and material choices.

In the article, the Izmir Hurriyet Business Center building that had been constructed in the years 1987-1988 and which had been attended at the construction phase and also the DPC Doğan Print Facility Center which has been brought in to use in 2006 were examined.

**Key words:** Izmir, News printing, Firm Organization, Business Center, Building Features, Construction Techniques and Material in Architecture.

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## CRISIS – TIME FOR PURIFICATION AND CHANGE

ŠÁRKA BRYCHTOVÁ<sup>1</sup>

**Abstract:** The present article aims to provide an uneconomic view of the current economic crisis. The text deals with the substance of the crisis in its wide connections and creates a parallel between a general crisis and the economic crisis. It perceives the economic crisis like a kind of illness and indicates a possible solution in the future. The article also contains a hidden philosophical meaning.

**Keywords:** *economic crisis, crisis like an illness, the causes of crisis, the way out of the crisis, balance.*

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# **TOURISTS ATTITUDES, PREFERENCES AND OPINIONS REGARDING THE SERVICES PROVIDED BY HOTELS LOCATED IN THE ROMANIAN CENTER DEVELOPMENT REGION**

**ERIKA KULCSÁR<sup>1</sup>**

**Abstract:** This paper belongs to the category of quantitative marketing researches, because its objective is the systematic description and analysis of multiple features and relationships specific to marketing in tourism. I relied on quantitative descriptive research to find out the characteristics of the target segments of the market, estimating the percentage within the population of participants with certain characteristics or behavior, defining opinions and perceptions about the features of the offered products or services, determining the degree of association between marketing variables and the dependence and interdependence among them, etc. The present research was based on the survey method that involved a comprehensive questionnaire (39 questions) and an established probability sampling, representative for the studied population.

**Key words:** attitudes, preferences, bivariate analysis, multivariate analysis.

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