

## **PROGRAMME**

MAY 17, 2018

**14.00 - 18.00**

### ***Section: Stable development in European Union - Hall 020***

#### ***Moderators:***

**Prof. Maria Negreponti Delivanis, PhD - Rector of Macedonian University of Greece**

**Prof. Constanta Popescu, PhD – Valahia University of Târgoviște**

**Prof. Ion Cucui, PhD – AOSR President – Targoviste Branch**

### **1. Trois "mondialisations" de contenu différent: sont-elles en lutte entre elles?**

Prof. Maria Negreponti Delivanis, PhD  
Rector of Macedonian University of Greece

**Mots-clés :** la mondialisations, le *commerce international*, les formes émergentes, le changement,

#### **Résumé**

Un nouvel ordre économique international s'ouvre devant nous, que l'on peut appeler l'anti-mondialisation, qui se caractérise surtout par une forte hostilité aux frontières ouvertes et qui se montre favorable au protectionnisme.

Or, tandis que la mondialisation traditionnelle décline, deux autres formes apparaissent dans sa sphère. Dans le premier paragraphe de cet article, je vais m'intéresser à la mondialisation traditionnelle qui se retire, et dans le deuxième, je vais m'intéresser aux nouvelles formes émergentes de la mondialisation.

#### ***I. La mondialisation "traditionnelle" nous quitte***

*A. Les quelques signes du recul de la mondialisation sont:*

- a) Le ralentissement du commerce international*
- b) La chute des transactions financières*
- c) L'effondrement des flux de capitaux*
- d) La baisse des importations des économies en développement*
- e) Le retour des entreprises qui avaient été délocalisées*

*B. Les raisons de l'étendue de l'anti-mondialisation*

qui se retire, et dans le deuxième, je vais m'intéresser aux nouvelles formes émergentes de la mondialisation.

*La mondialisation a produit une armée de perdants et très peu de gagnants. C'est évidemment la raison pour laquelle la mondialisation a été partout remise en cause.*

On peut unanimement attribuer le changement de la scène internationale qui est en train de s'opérer, aux excès de la mondialisation depuis presque 50 ans.

*Les conséquences de la mondialisation, à titre indicatif, sont:*

- aa) L'inégalité sans précédent dans la répartition des richesses mondiales ;
- bb) Après l'établissement de la mondialisation, le facteur «travail» a été plus ou moins considéré comme le *mouton noir*, et l'absence notoire d'intervention de l'État n'a pas rétabli sa position qui s'est peu à peu détériorée, en faveur du capital ;
- cc) La dette globale s'est accrue de 57 trillions de dollars entre 2007 et 2015 en dépit de la politique d'austérité qui a été suivie un peu partout dans le monde ;
- dd) L'investissement en prix constants a diminué de 22% entre 2007 et 2015.
- ee) Le chômage s'est accru de 4,4% entre 2008 et 2013. Néanmoins, la conséquence la plus grave que nous laisse le déclin de la mondialisation est ce qu'Alvin Hansen a appelé la stagnation séculaire et cette théorie a été récemment renouvelée par Larry Summers.

L'antimondialisation, est le résultat de la réaction des plus faibles de la planète, surtout ceux qui n'ont pas d'emploi à cause de la libéralisation du commerce international ou ceux qui ont subi une dégradation de leur niveau de vie à cause de la compétitivité des salaires avec ceux des migrants et des réfugiés

## ***II. Deux nouvelles formes de mondialisation voient le jour***

### ***A. L'essor de la mondialisation numérique***

Le recul de la mondialisation traditionnelle donne sa place à une forme différente, qui ne connaît pas de frontières: la mondialisation numérique. Selon l'OCDE, l'analyse de la valeur ajoutée des produits

échangés montre que la part des services n'était pas, seulement de 23%, pour 2016, comme il apparaissait officiellement, mais de 64%. Il s'agit des flux internationaux de données (data flows) qui ont été multipliés par 45 depuis 2005 (50% par an), pour atteindre 400 000 gigabits par seconde, fin 2016. Selon une étude de l'Institut McKinsey Global, la contribution de ces flux à la croissance du PIB mondial sera plus importante que celle du commerce des biens. Ces flux sont composés d'informations, de recherches, de communications, de vidéos et de transferts de données intrafirmes. Ils propagent des idées et animent une nouvelle mondialisation qui attribue un rôle important aux plates-formes numériques telles qu'Amazon ou eBay. Elles mettent en contact acheteurs et vendeurs des 5 continents.

### ***B. L'essor de la mondialisation chinoise***

La Chine encourage une mondialisation dont la philosophie est complètement différente, qui abolit toutes les formes précédentes. Avec un budget qui se compte en trillions de dollars, la Chine cherche à faire renaître la "route de la soie", réalisant des projets d'infrastructure aux dimensions gigantesques au Laos, au Pakistan, au Kenya. La Chine projette déjà des lignes ferroviaires, qui commenceront à Budapest, Belgrade et formeront ainsi une artère supplémentaire pour la diffusion des produits chinois en Europe, par le biais des ports du Pirée en Grèce, qui a été acheté par la Chine. Le plan "Une zone, une route" promu par le président Chinois M. Xi Jinping, prévoit la construction de milliers d'infrastructures en Asie, en Afrique et en Europe, qui seront la colonne vertébrale d'un vaste plan de la Chine et concernera une soixantaine de pays. Un nouveau plan Marshall.

## **Conclusion**

1) L'économie mondiale traverse une période qui se caractérise par de grandes transformations, imprévisibles pour la plupart, qui la rendent extrêmement instable mais aussi très intéressante.  
2) Tout montre que trois formes de mondialisation vont coexister et fonctionner en même temps pendant longtemps, et que la mondialisation dans sa forme traditionnelle va reculer face à la montée du protectionnisme. Même s'il est prématuré de tirer des conclusions définitives, la mondialisation chinoise, si aucun bouleversement n'intervient, semble avoir toutes les chances de s'imposer au monde.

## **2. GP method for calculating production costs in the furniture industry**

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Drd . Aurelia GHEORGHE (DAMIAN)  
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**Keywords:** Georges Perrin (GP) method, performance, furniture industry

## **Abstract**

The selection of methods and techniques with practical applicability in the furniture industry depends on the organizational character and the way the activity of the analyzed entity is performed, so the use of the GP method involves knowledge of the categories of expenditures related to the production process and involves the passing of clearly defined stages. Based on the list of stages of the manufacturing process, it is determined which of the costs involved are attributable to their allocation keys and are not attributable. In the present paper we want to highlight the advantages of applying the GP method (Georges Perrin), but also to find out some disadvantages resulting from the application of this method in the furniture industry.

## **3. Performance of Public Hospitals: Theoretical Foundations and Challenges**

Prof.Constanța POPESCU, PhD  
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**Key words:** *health care system , hospital system , hospital performance, quality of health care*

## **Abstract**

*Performance for public hospitals is today a particularly important area of public management, under pressure from the State and the taxpayer (the health payer) who both expect to make healthcare more profitable and on the other hand part of the users who exercise their power of consumers and, therefore, to choose in an area that they consider to be primordial for the state of health. In this context, the following questions are asked: What does performance mean for public hospitals? They view this performance imperative as a threat, when competition between the public sector and the private sector is already coming out, or see a real opportunity to improve the quality of service provided to users (patients) and to ensure efficient government*

*governance (which finances services public health)? Our article seeks to answer these questions, which are perceived as major challenges of a national health system.*

#### **4. Comparative study on the regulation of group companies accounts consolidation – Anglo-Saxon approach versus Continental approach**

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**Key words:** globalization, group of companies, regulation, euro-accounting harmonization, restatement, consolidation

#### **Abstract**

The contemporary configuration of economies covers a variety of processes. Firstly, this corresponds to the opening of savings to international transactions and the development of the exchange of goods and services. Secondly, the international mobility of production factors, and especially of capital, denotes what we need to understand through globalization. Globally, companies in the group are an economic unit, to be presented as a whole. In this respect, it is necessary to prepare consolidated financial statements in addition to the individual financial statements of the members of the group.

Following the establishment of the reference framework and the conceptual coordinates of the consolidated financial statements, we continued the scientific approach by addressing the main relevant regulations at international, European and national levels, analyzing the evolution over time, existing interdependencies and current status. At the level of international regulations, we have, of course, focused on the IAS / IFRS reference and US GAAP in North America, analyzing the international accounting convergence process. At European level, we considered the 7th EEC Directive in the context of Euro-Harmonization Accounting and the IFRS Implementation Regulation in the EU. At Romania level, we reviewed the relevant regulations in the consolidated financial statements starting with OMF 1414/1997 (not published in the Official Gazette) and up to the recently adopted OMFP 1082/2014.

#### **5.THE PLACE OF INSURANCE IN THE ECONOMIES OF BULGARIA AND ROMANIA IN THE POST-CRISIS PERIOD**

Assoc. professor Rumen Erusalimov Ph.D.

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**Key words:** insurance market; insurance penetration; insurance density.

#### **Abstract:**

The latest global financial and economic crisis has affected the insurance markets both in Bulgaria and Romania. In the period 2009-2012, the Bulgarian insurance market recorded a

continuous decline. After 2012, however, the trend turned and the insurance companies working on the Bulgarian insurance market started to report growth in the realized premium income. To a certain extent, this is also applied to the Romanian insurance market.

This study evaluates the place which insurance takes in the economies of Bulgaria and Romania in the post-crisis period (2012-2016). Special attention is paid to the main indicator, which characterizes the development of the insurance markets, i.e. the premium income earned by insurance companies. The dynamics of two other indicators – insurance penetration and insurance density – have also been examined.

The analyses and conclusions of the study are based on statistical information published in the Sigma Newsletter of the Swiss Re Institute for the period 2013-2017. This is the reason why insurers' premium income and insurance density indicator are presented in US dollars. This permits a correct comparison of the results obtained for Bulgaria and Romania showing the development of insurance in countries such as Russia and Turkey, which are also part of the European insurance market.

The survey indicated that Bulgarian and Romanian insurance markets could still be identified as underdeveloped. The lag compared to the average European level is significant. This is especially true for Life insurance, which unlike our two countries, is the leading insurance industry for the economically leading European countries.

## **6. OPPORTUNITIES TO IMPROVE THE AUDIT COMMUNICATION PROCESS**

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**Key words:** audit process, audit communication, audit documentation

### **Abstract:**

The report looks at the main factors that impose improve communication of the auditor stakeholders. The emphasis is on the requirements of auditing legislation and regulators in reporting. Discussed are the items in communication with the auditor's management and the audit committees. The focus of the report is directed to the effect of changes on quality control audit services. These changes are major steps towards improving the way in which auditors communicate the value of their work.

## **7. Shared management between the European Commission and Romania on the implementation of European structural and investment funds**

**Drd. MISERCIU IULIAN**

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**Domain: Management**

**Keywords:** management, control, functionality, absorption

### **Abstract**

The European Commission and Romania ensure a shared management of the European funds, who's the current principles governing the financial framework are those of a healthy financial management. For each of the operational program, the European regulations make mandatory the existence of the following authorities: the management authority, the certifying authority and the audit authority, which must operate independently of each other.

Each Member State has the freedom to create its own institutional framework, with the condition that the three authorities mentioned in the European regulations are clearly defined and separated. The management and control systems established for the operational programmes in Romania consist of: Managing Authorities organized at the level of general directorates within the Ministry of Regional Development and Public Administration and within the Ministry of European Funds, the Certification Authority organized at the level of the Ministry of Public Finance and the Authority of Audit organized at the level of the Court of Accounts.

After 4 years of implementation, the absorption of Structural and Investment Funds in February 2018 is at 10.71%, according to the state of play presented by the Ministry of European Funds. If we exclude the funds for rural development and fisheries, we reach 4.91%. The Regional Operational Programme has an absorption rate of 0.37%, quite low given that it was supposed to be the main promoter of the public investments on behalf of the local public authorities and the small and medium enterprises. The figures are not favorable to Romania in the context of the first steps in the negotiation of the new financial framework for 2021-2027.

This article has the purpose of presenting whether the management and control system implemented at the Romanian level is overly bureaucratic, if too many authorities have been created on the European Commission's cash flow. At the same time, some of the main causes will be identified, which may lead to a lack of beneficiaries' interest in accessing the funds allocated to certain programs. Some of these cases originate from the 2007-2013 programming period where Romania was sanctioned by the European Commission with many financial corrections due to systemic irregularities identified in the process of public procurement procedures and in the process of evaluation and selection of certain projects. At the same time, the lack of funding due to the failure to complete some projects in due time until December 2015 need to be noted and considered as the financial resources needed for their completion shall have to be supplied from their own budgets or from the state budget in order to finish them.

The desire to give assurances to the European Commission that the implemented projects comply with the legal norms and that the declared expenditures are legal and regulatory can lead to an excessive regulatory system or even to the creation of an institutional framework with too many verification filters.

## **8. Audit of European structural and investment funds, as component of the management and control system**

Drd. Miserciuc Iulian

Valahia University of Târgoviște  
Domain: Management

**Keywords:** management, audit, irregularities, recommendations

**Abstract**

The European Commission, through the European regulations, regulates that each Member State needs to establish an independent body for each operational program financed by the Structural and Investment Funds, generically called the Audit Authority, to ensure the external audit function. The main condition for this authority is to operate independently of the other two authorities within the management and control system, namely the managing authority and the certifying authority, and its work should take into account international auditing standards. The main function of the Audit Authority is to carry out audits on the proper functioning of the management and control system set up at each operational program level, based on an appropriate sample of projects based on the expenditure declared to the European Commission. Each Member State was free to set up its audit authority, subject to the above-mentioned conditions.

The Romanian Audit Authority was founded at the level of the Romanian Court of Accounts, being established by a national law as a body without juridical personality, operationally independent from the Court of Accounts. AA performs the external audit function for all operational programs financed by the European Regional Development Fund, the European Social Fund and the Cohesion Fund.

This article has the purpose of presenting the Audit Authority from Romania, its institutional and organizational capacity to meet the requirements of the European regulations and the extent to which its results can provide a reasonable assurance to the European Commission that the management and control system functions in such a way as to prevent, detect and correct irregularities. One of the challenges of the audit is whether its recommendations can prevent malfunctions in the management and control system, and in the event of such irregularities occurring, the managing authority and the certifying authority can correct them in time before the expenditure is declared to the European Commission. It will also present the procedure established by the legal framework on how audit recommendations are implemented by the other entities within the management and control system.

Although it is part of the Court of Accounts, the Audit Authority has its own working procedures, which need to reflect the requirements of European regulations and guidelines, and the results of its verifications are communicated to the European Commission. The manner in which the audit reports are used by the European Commission will also be within the scope of this article.

## **9.Regional Performance Analysis of SMEs in Romania**

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**Keywords:** SMEs, performance, regional analysis, competitiveness, economic growth

### **Abstract**

Micro, small and medium-sized enterprises (SMEs) are the engine of the European economy, representing over 99% of European businesses and providing two-thirds of private sector jobs (European Commission, 2018). They lead to job creation and economic growth, ensuring social stability. SMEs also stimulate entrepreneurship and innovation across the European Union, being therefore essential for promoting competitiveness and employment.

Another important role of SMEs is that they increase the competitive nature of certain markets, being sources of competition and thus helping to better satisfaction of consumers' needs (Vasilică, 2006). For big companies, the SMEs represent the world from which they

came and wherefrom their future competition will come. For individuals, SMEs often represent the first job, the first step in the career. They are also a first step to the world of entrepreneurs (Savlovschi, Robu, 2011).

Moreover, SMEs can integrate relatively easily into a regional economic network, which contributes to the development of the region and to the decreasing of the unemployment (Vasilică, 2006). In other words according to OECD (2017), SMEs create job opportunities across geographic areas and sectors, employing broad segments of the labour force, including low-skilled workers, and providing opportunities for skills development. They also help support their employees' access to health care and social services.

Given their importance to Europe's economy, including Romania's economy, SMEs are a major focus of our research.

Thus, in this article we aim to analyze the performance of SMEs at regional level in Romania through the following performance indicators: the number of enterprises, the number of persons employed and the gross value added at factor cost.

## **10, The importance of management and communication in schools**

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**Doina .Todoruț<sup>2</sup>**

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**Keywords:** : management, leader, communication, involvement, decisions, school performance.

### **Abstract**

The purpose of this article is to recognize and highlight the importance of communication in the management of the school organization, being in a continuous changing. The need to adjust at this changings of the entire educational system, and also of the school organization, represents a topical subject of the research in the literature.

Leadership is now an attribute desired/demanded also by the school organization, to their directors. In this context, the leaders have confidence in their own forces, generating optimism to others. Around true leaders, employees feel more competent and find their jobs more interesting. Leadership is connected (is in direct relationship) with the power to influence the humans behaviour.

The way to determine the human resources to understand the need of changing, can be implemented only by means of a leader, who appreciate and understand the need for adjust and change, through the use of an optimal process of communication, generating such awareness by teachers of their personal involvement and unity in making decisions, the ultimate goal being the common good in schools to obtain school performance.

## **11. The Role of Modern Languages in Enhancing Contribution of Romanian Cultural Tourism to Sustainable Development of the EU Economy**

Assoc.Prof. Irina Tanasescu-



**Key words:** cultural tourism, multilingualism, sustainable development

## **Abstract**

In the context of the EU concern to respect the richness of its cultural and linguistic diversity, Romania acts on developing its cultural inheritance and consistently pursues objective 4 (Education), objectives 8 and 12 (regarding tourism) of the 2030 Agenda for durable development (UN resolution, 25 September 2015).

Multilingualism encourages the intercultural dialogue and promotion of durable tourism, stimulates the exchange of ideas, creation and innovation, generates long-term jobs.

In this study we will focus on highlighting the need and benefits of using tourism to capitalise on the vast Romanian cultural potential, relying on promoting a communication which should be better adapted to linguistic characteristics of groups and tourism destinations. The goal of the research is to identify the economic value of these processes, both the values outlined in the studies of some specialists within the European institutions and the good practices of some companies and organisations operating in culture and tourism as well as initiatives such as the initiative of “The European Institute for Cultural Itineraries”.

The methodology used consists in comparing literature, European regulations and practical activities carried out within the EU to enhance the value of multilingualism and cultural features in the act of communication, as culture is the fundamental factor of the buying behaviour and consumerism in tourism.

The research has led us to the following conclusions:

- The EU tourism market is built on the principle of economic intelligence, integrating and harnessing multilingualism and multiculturalism;
- The networks and infrastructure developed in the European Union over the past 20 years enable tourists to communicate audio and video in an instant secured system and form a nucleus which ensures accuracy and promptness of the information requested;
- All communication reforms should consider the cultural differences as markets and consumer's behaviour are governed by characteristics of various segments of tourists;
- The linguistic policies in communication should be inevitably reassessed in relation to tourism activity, exclusive use of English language proves at present to be unproductive in connection with the large diversity of the operators and clients in tourism;
- In economic terms, one should promote a certain type of multilingualism which should be an economic asset capable to enhance the European cultural inheritance, in compliance with requirements of the durable development.

## **12. Aspects of teacher formation and training management in the context of European education policies**

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**Key words:** professional training/instruction, management, education, tranzition

## **Abstract:**

In the process dedicated to the training of teachers, particular attention is given to the professional state of the teaching staff, constantly considering not only a higher education level, characterized by a multitude of professional skills. Various, but also a high degree of professional autonomy, with the constant assumption of responsibilities for a constant professional development, all achieved amid the permanent development of educational policies. The numerous changes of socio-educational nature, observed in recent years at national and European level, determine among many others, and a change in the approach to organising the complex educational process, in parallel with the improvement and implicit. The constant development of the process for the management of the education system, a special attention imposing the integration of various information technologies and communication technologies. The teachers' training, based not only on an integrated system of initial training, but also the traineeship period and the default of the professional development, is prioritised in the context of the current society, when the numerous changes and fluctuations in education determine new challenges and requirements for teachers, regardless of the degree of their preparation. The various challenges, as well as changes that are being reported by teachers in the current society, are major ones, especially in the context of which, in the current society in a permanent transition, a high-performance teacher training system it determines the consolidation of their position not only in the quality of models, but also in the leaders.

### **13. Communication, a stimulating factor of productive activity?**

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**Keywords:** *Communication, efficiency, production, communication system, information*

#### **Abstract**

Communication is a fundamental way of psychosocial interaction of people, speaking from a sociological point of view, being made in articulated language, in order to transmit information, to obtain stability or changes of individual or group behavior. The main objective of the communication is to eliminate the errors that can occur in each sequence during the communication process. These errors, also called perceptual-conceptual errors, may be due to misplaced localization by an unclear perception, appearing in the construction of the concept of the object / event or the communicated situation, to be exactly the same.

There were strategic departments dealing with these aspects of communication, rare relationships. This term "communication" is actually an essential component of life. In order to achieve our goals, we need to understand the basics of the communication as accurately as possible. By doing a parallel with other sciences, the way to communicate can be compared to the exchange of particles from one side of space elsewhere, taking different forms like object, message or idea. The role of communication is also the stimulating factor of the modernization

and development of production. From the economic point of view, there are at least three ways involved: the access to strategic information, the reorganization of the production conditions and the integration of the company into a complex system of communication systems.

## **14. GLOBALISATION OF TERRORISM AND THE IMPACT ON EUROPE ECONOMY**

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**Keywords:** terrorism, radicalization, foreign terrorist fighters, ethnic community

### **Abstract:**

It is close to impossible to predict a terrorist activity. However, there are specific indicators that can hint as a probable temporal span in advance. Europe as a whole are faced with the threat emanating from returning foreign terrorist fighters. The threat is exacerbated particularly by the fact that there is a major problem with radicalization in the region. This increases the need to enhance cooperation in the field of countering terrorism and radicalization.

As the war against war against ISIS started in Iraq, Syria and other crisis hotspots in their surrounding, the same communities became fertile ground for recruitment and mobilization of the mercenaries and ideologically oriented combatants once more.

Most of the terrorist organizations were benevolent and had no ideological intentions. Unfortunately, some more radical organizations managed to hide behind this inflow to set up their presence in Europe and then tried to gain followers. Terrorist organizations vast financial resources helped them to reach the mainly poor communities, which were their targets.

This will have effects also in policy planning and mainly will lead to more counter-terrorism measures and to the deployment of special teams. A major contribution factor to the risk of terrorism is the issues that are signs of radicalization especially among ethnic community.

Globalization of terrorism is the most dangerous phenomenon against the European economy and affect all population, including from the point of view of developing businesses. One of the most affected sector is represented by services provided to population, especially tourism industry.

## **15. Techno-stress, the generator of conflict professional life - private life**

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**Keywords:** NICT, techno-stress

### **Abstract**

Workplace technostress is viewed as a negative psychological response to the implementation and abusive use of new information and communication technologies (NICT). The present study highlights the effects of resistance to changes brought about by NICT implementation and the "continuation of work outside the office" on "professional satisfaction", but also the

influence of hyper-connectivity as a workplace stress factor. In this respect, research assumptions have been based on previous studies, and causal relationships between variables have been empirically verified by applying a questionnaire to employees from different fields of activity using new and emerging technologies such as smartphones, mobile computers and state-of-the-art software applications. In other words, the study shows the technologies used by employees in different areas of work for professional purposes, both in the office and on vacations (smartphone usage, electronic message verification or messenger activity) and analyzes the NICT influence on professional satisfaction and conflict between working life and private life as a stress factor.

## **16.PROMOTING VALAHIA UNIVERSITY OF TARGOVISTE AMONG HIGHSCHOOL STUDENTS AND STUDENTS**

Maria Cristina STEFAN (a),  
Violeta Andreea ANDREIANA (b),  
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**Keywords:** university, students, promoting

### ***Abstract***

In the context of a fierce competition between Romanian universities, due to the fact that many of highschool students were unable to pass the baccalaureate exam, their lack of interest in continuing to study and the choice of students to migrate abroad, VUT tries to cope with the challenges and be one of the most famous universities in the South Muntenia Region.

The first part of the lecture is represented by an analysis, based on the data from the internet, on sites like uefiscdi, capital, mediafax, valahia etc., the analysis is about following promoting strategies used in the prestigious international universities and identifying the local methods adopted by the universities from Romania.

In the second part, two surveys were conducted to give the university "some useful tips" about how to attract students and master students in a great academic environment.

The first survey was conducted among the students of the best five highschools in Targoviste and we found out their requirements in the university choices they will choose, fundamental aspects in the preparation of a VUT student promotion plan.

The second survey aimed to understand the reasons of why the students do not want to continue mater studies at VUT. The results were necessary for preparing a set of promoting actions of the VUT among students.

## **17.PRUDENTIAL MANAGEMENT OF THE UNDERTAKING AND ORGANIZATION - ECONOMIC CRISIS TRAVEL STRATEGY**

Sorinel MIHALCEA, PhD, Valahia University of Târgoviște

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Marius ANDRA, PhD, Valahia University of Târgoviște

**Keywords:** management, economic strategy, national economy, economic crisis, prudential management, managerial process.

### **Abstract**

This paper addresses the analysts' forecasts of a new economic crisis facing Romania towards the end of 2018.

The paper presents strategies that S.R.L., S.N.C., S.A., be they small, medium or large, and organizations should implement them through prudential management to successfully cross the economic crisis.

Prudential management, a relatively recent concept used in the economic sphere, has the role of guiding a company's manager in order to successfully avoid his entry into an unbalanced economic situation.

The strategies that will be implemented are imperative to rely on identifying of risks in the economic, political environment and their strict assessment and then the elimination or diminution (to the extent that this can be achieved) of their influence.

## **18.COMPETITIVENESS OF BUSINESS ORGANIZATION MANAGEMENT FACTOR**

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**Keywords:** competition, progress factor, strategies, business organization, business management, managerial experience

### **Abstract**

This paper provides a brief synthesis of competition as a progress factor of the business organization management implemented by the manager in order to achieve the objectives of the business organization in to achieve profit.

Regardless of the size of your business or organization, there will always be competition (higher or lower) that can be analyzed in several ways. We will try to briefly address these paths. First of all, competition can be seen from the perspective of the age of the business, a start-up or a market-leading company. It is known that start-ups have countless weaknesses, mainly due to lack of recognition, managerial experience or domestic team welding, but they also have two strengths that should be exploited to the maximum.

Secondly, an advantage of a new product is that it can benefit from the client's curiosity to test it. has compared to another is that it can benefit from the customer's curiosity to test it. Curiosity, however, differs according to the risk of sacrificing its satisfaction.

## **19. THE TOTAL PUBLIC DEBT OF ROMANIA PER CAPITA**

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Assoc.Prof. Nicolae MIHĂILESCU, PhD, HYPERION University of Bucharest  
Cătălin COMAN, PhD, Valahia University of Târgoviște

**Keywords:** Romania's public debt per capita, autoregressive econometric model, (regression) trend equation.

### **Abstract**

The econometric analysis presented in this study identify a model of dynamics of total public debt of Romania between 2001-2015 in the mathematic expression of an autoregressive equation which is statistically confirmed as a viable model because the requirements imposed for the formulation of this assessment are met.

The econometric model highlights the fact that Romania's public debt per capita will be foreseeably higher during the following years (2019 and 2020)

This study has the value and utility of a preventive character information for the correction and substantiation of government decisions, in order to enclose the budget deficit in non inflationist limits, for a financial and budgetary policy which allows maintaining macroeconomic balances and economic stability of the country.

## **20. STRATEGIES AND IMPORTANCE OF THE IMPLEMENTATION OF THE MANAGEMENT OF THE ORGANIZATION AND THE ENTERPRISE IN THE MARKET ECONOMY**

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**Keywords:** management, strategy, national economy, managerial process, manager, implementation.

### **Abstract**

This article is a current reality-based study and presents the basic concept of management that should be known and used by any manager in conducting an enterprise to

achieve common goals to the individual and implicit interest of the collective interest in the development of the national economy.

Even if the ideas seem simple and direct, they are not necessarily easy to apply. Even if we have a good strategy, its implementation can be done erroneously when it is not done by a specialist.

The implementation of any kind of strategy involves carrying out all the activities that are subject of the strategy: setting goals, strategy creation, strategy implementation, optimization. In this way, any strategy can be accomplished.

The task of the implementation of general management strategies is to give shape, to the managerial structure, the unofficial relationships and the task-authority-budget-reward-incentive scheme to the specific requirements of the strategic plan of the firm.

**Keywords:** management, strategy, national economy, managerial process, manager, implementation.

### **Stable development in European Union- Sala 012**

#### **Moderatori:**

**Prof.Vinko Kandžija, PhD – Chair Jean Monnet AD Personam**

**Prof.Ion Stegaroiu, PhD, Valahia University of Târgoviște**

**Asooc.Prof. Maria Cristina Stefan, PhD, - Valahia University of Târgoviște, Romania**

#### **1. INNOVATIONS AND ECONOMIC GROWTH IN ROMANIA – CURENT STATE AND PERSPECTIVES**

Vinko Kandžija, Chair Jean Monnet AD Personam

Marko Tomljanović, University of Rijeka, Faculty of Economics and Business, Rijeka, Croatia

Tomislav Kandžija, Primorje-Gorski Kotar County, Rijeka, Croatia

**Keywords:** economic growth, innovation, Romania, research, development

#### **Abstract**

Romania became a member of the EU in 2007 and thus gained the preconditions for achieving economic growth and long-term stability. Romania has not fully exploited all benefits of EU membership and is still in the group of the least developed EU member states. In order to improve such economic situation, it is necessary to engage all factors of social, political and economic life in preparation for development strategies and national strategic plans. Overcoming these problems involves the assistance of European and international institutions, particularly in education, research and acquiring new knowledge. However, recent reports points to accelerated economic growth and improvement of economic performances,

which represents basic for future economic performance improvements. In addition, special emphasis should be placed on expenditure in research and development and their products.

The main goal of the research conducted in this paper is to provide an overview of the theoretical aspects of investment in research and development as a factor of economic growth, analyse the economic situation in Romania, analyse the state of investment in research and development in Romania and to propose the measures for improvement of activities of research and development in Romania. The purpose of the research is to highlight the importance of innovation to achieve economic growth and the achievement of structural reforms in Romania.

The research is based on the secondary sources, ie, statistical bases of the EU (Eurostat), AMECO and the World Bank as well as on data from the national statistical base and national strategic documents.

## **2. The management of sports organizations**

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**Keywords:** sports, management of sports organizations, health

### **Abstract**

Sports is a social phenomenon which have had a great impact on the society during the time and it allowed the training and socialization of human beings, leading to a general development of the society.

Sports is based as an economical activity which involves the active participation of sponsorships from different televisions, making it global, using high technologies in order to obtain economical benefits. The increase of the consumption of sports goods and services determines related industries which can assure the production of the goods, logistical industry necessary for the development of sports. So, sports has external effects, at a macro level, if we keep in mind: the quality of life, health, the faith of community. This is the reason why sports has interest for the public powers through the organization of social activities for integration. This is a part of what 2020 strategy names an intelligent increase ( „ Youth on the move ” ).

The proposal of a refinement model of the management of a sports organization is based on the idea that sports had become a complex phenomenon with economical, political and social connotations. Treating the sports organization as a public entity involves from the state the elaboration of a special policy, which would offer to these organizations strategical choices, in order to force them to reach the strategical and managerial performance. This kind of approach



is necessary because the organization needs to work on economical principles. So, in this context is necessary an external and internal study of the organization.

### 3. SUSTAINABLE DEVELOPMENT AS A BASIC CONCEPT DEVELOPMENT OF CITIES

Vinko Kandžija, PhD, professor

Ivan Tolić, PhD, docent

Predrag Čudina, prof. lecturer

**Keywords:** *sustainable development, resources, development policy, civil society, networking, local governments, structural funds.*

#### ABSTRACT:

The development of cities by their volume and dynamics generated many conflicting places in both conceptual as well as in the implementation part. The sensibility of our time, public sensitivity to the quality of life and environmental quality required in consideration of development concepts for the new approaches. A special dimension to the issue of giving and awareness of the scarcity of resources.

The doctrine of sustainable development manifests itself as an epoch-making, and the only way out of the above dilemma. Dimensions that reflect doctrines are improving urban infrastructure and urban infrastructure, support the development of social services and civil society, support local development, energy efficient development - reducing CO<sub>2</sub> emissions, preservation and development of cultural heritage, sustainable transport and networking, development cooperation, improving governance.

It is necessary to find an answer to the growing needs of urban communities and local governments to take over the role of the driver of economic activity in their communities, organizers of social inclusion and advocate of environmental protection and the fight against climate change. In times of reduced fiscal capacity and growing obligations, the EU structural funds and investment funds are proving to be an important and accessible source of funding for a range of public needs at the local level.

### 4. USING THE MULTIDIMENSIONAL DATA MODELS FOR FORECASTING, CALCULATION AND COST ANALYSIS

Cezarina Adina TOFAN<sup>1</sup>

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**Keywords:** decision-making, data models, cost analysis, information system, OLAP analysis.

**Abstract:** *A step forward for intelligent decision-making systems is the use of models that take into account the specificities of decision-making processes and analysis criteria and build the decision-making variants that are evaluated and presented to the decision-makers. This involves analytical knowledge of the decision-making mechanism to identify the elements involved in the decision-making process, the links between them and the interdependencies*

*with the decisional environment, as well as the laws, the criteria on which the act of the proper election is conducted.*

*It is needed such a comprehensive perspective on the decision-making mechanism to understand that the decision is not a singular act of a simple choice of two or more alternatives, it is an act with a thorough informational foundation.*

*The complex foundation of the decision-making process must start with the analysis of the objectives and their correlation with the resources, so only we can reach the intuition and formulation of the decisional problem, which is the first stage of modelling the decision-making process.*

## **5. Improving management by motivating human capital within public institutions**

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**Key words:** human capital, public institution, knowledge economy

**Abstract:** The human resource has come to the attention of specialists, especially those in the economic field, when it was found, both at the individual and at the country level, that the highest profits are due to the investments in knowledge, skills, qualifications and less in physical capital (machinery, construction, machinery, equipment, etc.). At the macro level, theories of endogenous growth suggest that human capital accumulation is the main driver of macroeconomic growth. At the micro-level, "resource-based theory" nominates human capital as a major source to support the competitive advantage of the firm. The increasing importance of human capital is largely driven by the development of information and communication technologies and, in particular, the transition to a knowledge-based economy. The theory of human capital has thus succeeded in supporting and arguing the individual's decision to continue his studies, the differentiation of salary by skill and age, the demand for educational services and medical assistance, the influence of education on growth and economic development, the transmission of economic inequalities in the generation in generating, thus contributing to the establishment of educational policies and their correlation with labor market requirements. Human capital is the main wealth of society and the main factor of economic growth. Although it is known that what people produce can be gathered and multiplied, resulting in important aggregates and indices in the economic context, formal education, personal skills and health play an important role in this. All are essential constituents of human capital. Also, human capital theory has managed to provide arguments about the individual's decision to continue their studies, to improve educational services and health care, and much more. For society, human capital produces long-lasting economic and social effects, making it easier to move from poverty to wealth.

## **6.Strategies of the school organization for conflict prevention in the community**

Drd. Pușcaș Lucia

Drd. Durnea Angela Luminița

**Keywords:** conflict, organization, prevention, strategy

**Abstract.**

In the present article we will present the school organization's strategies for conflict prevention in the community. Sometimes the conflict brings along negative elements, which has to be removed not to shadow the relationship between the school organization and the community.

The strategies for the reduction of the conflict appear as being useful when a conflict has been swarmed up, tending to have rather a negative effect than a positive one inside the group.

The powerful inter-correlation between the conflict and communication is determined by the fact the communication process by itself can cause conflicts, can be a symptom of those or can lead to the solution of the conflicts. Any communication behavior is actually an externalization form and any communication affect the behavior, the communication representing an interaction, so an instrument of mutual influence.

A global approach of the conflicts aims in the first place structural causes of those, in the second place the unique characteristics of the implied persons in the conflict. Although, the conflicts management needs a special attention not only for the conflict's structural causes, but for the ways and approaches through which humans can collaborate to stimulate or overcome the conflicts.

**7.Comparative study on the regulation of group companies accounts consolidation  
– Anglo-Saxon approach versus Continental approach**

Assoc. Prof. PhD. Violeta STATE  
Master Student Raluca Andreea STOICA  
Valahia University of Târgoviște

**Key words:** globalization, group of companies, regulation, euro-accounting harmonization, restatement, consolidation

**Abstract**

The contemporary configuration of economies covers a variety of processes. Firstly, this corresponds to the opening of savings to international transactions and the development of the exchange of goods and services. Secondly, the international mobility of production factors, and especially of capital, denotes what we need to understand through globalization. Globally, companies in the group are an economic unit, to be presented as a whole. In this respect, it is necessary to prepare consolidated financial statements in addition to the individual financial statements of the members of the group.

Following the establishment of the reference framework and the conceptual coordinates of the consolidated financial statements, we continued the scientific approach by addressing the main relevant regulations at international, European and national levels, analyzing the evolution over time, existing interdependencies and current status. At the level of international regulations, we have, of course, focused on the IAS / IFRS reference and US GAAP in North America, analyzing the international accounting convergence process. At European level, we considered the 7th EEC Directive in the context of Euro-Harmonization Accounting and the IFRS Implementation Regulation in the EU. At Romania level, we reviewed the relevant

regulations in the consolidated financial statements starting with OMF 1414/1997 (not published in the Official Gazette) and up to the recently adopted OMFP 1082/2014.

## 8. MATHEMATICS – A TRANSDISCIPLINARY APPROACH: INTERFERENCE IN ECONOMY

MIHAI (Sicieru) Ioana  
DUICA Anisoara  
Valahia University of Târgoviște

**KEY WORDS:** interdisciplinarity, pluridisciplinarity, transdisciplinarity, mathematics

**ABSTRACT:** This paper presents briefly the notions of interdisciplinarity, pluridisciplinarity, transdisciplinarity and their importance in modern society, but at the same time proposes an interdisciplinary approach between mathematics and various sciences or fields of activity, taking into account that in recent years, universities, institutions research and funding agencies have made great efforts to encourage interdisciplinary research.

## 9. Trends in Women Education and Training in Romania

Andreea Violeta Andreiana,  
Laura Marcu  
Valahia University of Targoviste

Keywords: education, gender gap, training, Romania, women.

Abstract:

Among EU Member States, Romania has one of the highest rates of early leavers from education. Meanwhile, adult training is quite low compared to the European average. These factors affect young people's ability to integrate both social and labor market.

In our paper, we analyze the participation of female population in the educational process. For this purpose we use descriptive statistics to highlight the evolution of the participation in education of the female population, the gap that exists between men and women and segments of the population where this gap is more pronounced (by age, region, ethnicity).

## 10. GREEN ACCOUNTING - PIVOT OF NON-FINANCIAL REPORTING

Sorina-Geanina STĂNESCU<sup>1</sup>

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Constantin Aurelian IONESCU<sup>2</sup>

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**Key words:** accounting, environment, reports, costs.

**Abstract:**

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Lately we talk often about an expansion of financial reporting through the integration of environmental information in the financial statements. Environmental issues become important for an increasing number of entities and may, under certain circumstances, have a significant impact on their financial statements. Recognizing, evaluating and presenting these issues are the responsibility of management. Thus, is developed a new form of accounting - green accounting, or environmental accounting, as a link for the interaction between the environment and the economy. The main objective of this paper is to present the role that green accounting plays in developing non-financial reporting by identifying and assessing environmental costs and integrating them into reports published by economic entities.

## 11. ENVIRONMENTAL AUDIT CONTRIBUTION TO THE EVALUATION AND CONTROL OF ENVIRONMENTAL INFORMATION

Sorina-Geanina STĂNESCU<sup>3</sup>

Constantin Aurelian IONESCU<sup>4</sup>

Denisa-Mihaela COMAN<sup>1</sup>

Valahia University of Targoviste

**Key words:** environmental auditing, environmental accounting, environmental remediation costs, environmental management system.

### ***Abstract:***

Environmental auditing has been developed to reduce remediation costs and recognized sanctions for industrial accidents with environmental and human impacts, as well as the desire to manage environmental impact and performance. The main purpose of this research is to present how the environmental audit contributes to the assessment and control of the environmental information published by the enterprise in relation to the impact of the economic activity on the environment. Given that environmental auditing is a voluntary activity, standardized by independent, non-regulatory professional bodies, we will pursue four key objectives in this research, as follows: Considerations on the concept and typology of environmental audit; General framework of organization of environmental audit; Critical analysis of the literature in the field; Involvement of financial audit and accounting profession in auditing environmental information.

## 12. Emotional Intelligence – a condition of success in management

Drd. Stoenică Ionica-Luminița

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**Key words:** emotional intelligence, management, manager, competencies, performance

**Abstract:**

Emotional intelligence is nowadays an essential attribute of any efficient manager who is concerned about achieving great results and being successful in his career and life.

One can state, according to experts in the area, that success-oriented management begins with the manager's inner life management, which is a difficult task, for most people representing a real challenge. Before leading others, one must be able to analyze oneself, understand oneself and control one's own feelings and emotions, also to empathize and develop constructive relationships in order to get oriented towards one's goals and towards success.

So that an institution should make progress, it is essential for the manager to create a working climate meant to provide the staff with a positive state, full of confidence and optimism, honesty and comfort.

A successful manager is characterized by flexibility, adaptability to diverse situations and a positive mood, which enhances the employees' achievements. Therefore, creating a healthy positive climate involves activating the components of both the manager's and the employees' emotional intelligence.

Good self-knowledge helps managers organize themselves better, be more emphatic and coordinate their employees' activity more efficiently towards professional performance, acting optimistically, enthusiastically, persuasively and firmly in order to achieve the objectives. They are motivated for reaching the highest results, for accomplishing their aims and thus they mobilize their positive emotions for this purpose. Developed emotional intelligence, with all its components, represents an asset, providing extra credibility and being at the same time a condition for a top manager who acts efficiently in a well-functioning organizational background.

### **13.The impact of managerial accounting tools in decision-making**

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Silviu Constantin NASTASIA

Anca Marta CIOBANU

University Valahia of Târgoviște

**Keyword:** *management accounting, decision making, decision making,accounting tools*

**Abstract**

*Any decision involves an elementary logical decision-making process that consists in gathering information, choosing certain alternatives, taking into account future benefits and costs, and evaluating the results obtained.*

*The paper presents general aspects of managerial decision making, useful tools for managers to analyze the influence of cost factors in decision-making, the way in which accountants prepare their useful information in substantiating decisions.*

## **14.Distribution and promotion of traditional romanian products**

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**Keywords:** traditional products, distribution, promotion, food

### **Abstract**

Traditional Romanian products are of great quality, being appreciated by both Romanians and foreigners who choose to visit our country.

Abroad, they are less well known, not promoted.

However, our country has a huge potential, being the fourth country in Europe after the arabic agricultural area.

Also the ecological potential is a special one, due to poor technology.

Their distribution is still rudimentary, very few being present in the retail chains in our country.

Most of the time, they are sold in fairs, fields or directly from peasant households.

In recent years, efforts have been made to make them better represented in the market.

If the distribution of traditional Romanian products is one at a low level, promotion is almost nonexistent, with the exception of some good-natured producers who have seen a great opportunity.

Thus, they have developed and promoted different brands with centuries of history.

Many of them are distributed abroad, many times in the Romanian communities of disapola.

To address the main issues of distribution and promotion we identified the following solutions:

- Creation of producer associations
- Creation of a national association of traditional producers, which has a great deal of negotiating power with the authorities and other partners in the logistics chain
- negotiation of distribution contracts with modern trading chains
- making online stores and presentation sites

- involvement of local authorities in the establishment of traditional product collection centers
- involvement of the legislature in the creation of fidscale facilities for traditional production
- creating a hub for developing business with traditional products

## **15. Analysis of the impact of corporate risk management on the performance of business enterprises in the circumstances of the financial crisis**

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**KEY WORDS:** corporate risk management, business performance, liquidity, profitability, debt

### **ABSTRACT**

Generally, risk is defined as the deviation between actual and expected future events that could negatively or positively affect business. The company management is responsible for detecting and identifying various risks, determining their potential impact on the company and for effective management. The way of managing these risks is often a key factor in the success or failure of that company, no matter from which sector company comes from.

The primary objective of managing corporate risk is that companies avoid reducing the profitability and market value. If so, the advantage of efficient management of corporate risk is even more important in a period of financial crisis, when the risk is more pronounced. The recent global financial crisis provides a natural laboratory in which the impact of the establishment of corporate risk management process on the performance of business enterprises can be studied.

The paper investigates the impact of corporate risk management on the performance of business enterprises in the context of the financial crisis in large non-financial companies in Bosnia and Herzegovina. The study shows that corporate risk management, contrary to the set hypothesis, had no statistically significant effect on the performance of business enterprises in the circumstances of the financial crisis. Presumably, the main reason for this is that at the onset of the financial crisis corporate risk management was in its infancy in the Bosnian-Herzegovinian companies, and as such its impact on the performance of business enterprises was not significant. Also, it is worth pointing out that generally larger companies had a better assessment of the risk management, and also these companies suffered the most due to the fall in demand from EU countries. Thus, the decline in demand and lower inflows of foreign direct investment from the EU were crucial and in such circumstances successful implementation of



corporate risk management could not mitigate the negative effects of the crisis on the performance of listed companies.

## **16. Objectives and Strategies that require a leader to achieve effective management within a clinical section of a state hospital unit. Particular features of the role”**

Ioana Antoaneta Ponea (Radu)<sup>1</sup>

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**Keywords:** *Effective Management, Objectives, Strategies, Leadership, State hospital unit, Health system;*

### **Abstract**

The management of a hospital unit from a health system subject to higher-level reforms and changes requires a coherent direction with internal solutions adapted to the local contextual plan to the existing resources and needs demanded by the beneficiaries. At the level of each section, their leaders must establish objectives meant to optimize the activity of each section, in order for the medical service offered to be of high quality, meet the requirements of the population segment served by the hospital unit and find opportunities, which according to specific cases to offer on demand medical services to supplement the income that the section establishes.

In a context of socio-political-economic influence in a continuous movement, the work of the head of a clinical section of a state hospital unit turns to be more difficult. It becomes imperative that department heads set clear, consistent, measurable objectives and provide their means of implementation. The situation is different depending on the specificity of each section. We will discuss the case of a psychiatric section of chronicles, where the main source of financing is the settlement of the medical services provided in the frame contract with the National Health Insurance House and the hospitalization with payment consisting in the payment of the period of hospitalization lasting at least 14 days, between two periods of hospitalization under the regime with the National Health Insurance House. These paid hospitalizations are ways of increasing their own incomes by providing medical services upon request. The methodological course will imply the mix of qualitative with quantitative research and finalize with the validation of hypotheses established on the basis of the criteria for internal and external validation. The difficult situation to cover staff costs, in the context of wage increases, the conditions in which the incomes settled through the National Health Insurance House remained the same, offering a daily hospitalization rate below the level of the expenses that the medical act imposes, creates a framework in which the efforts of the chief doctor of the department become more and more difficult. It is necessary to outline a strategy by which to increase the incomes provided by medical services on request, adapted to each section, with its specificity. The strategy remains the responsibility of the head doctor of the section, which aims at a multitude of aspects that need to be analyzed and applied: management of the human resource with maximum efficiency of the work, of all the cases hospitalized in the clinic, of the resources necessary for functioning under the optimal parameters of the sections.

## 17. The TOTAL PUBLIC DEBT of ROMANIA per CAPITA

Lect. Oana Camelia IACOB, PhD, University "Politehnica" of Bucharest  
Assoc.Prof. Nicolae MIHĂILESCU, PhD, HYPERION University of Bucharest  
Cătălin COMAN, PhD, Valahia University of Târgoviște

**Keywords:** Romania's public debt per capita, autoregressive econometric model, (regression) trend equation.

### **Abstract**

The econometric analysis presented in this study identify a model of dynamics of total public debt of Romania between 2001-2015 in the mathematic expression of an autoregressive equation which is statistically confirmed as a viable model because the requirements imposed for the formulation of this assessment are met.

The econometric model highlights the fact that Romania's public debt per capita will be foreseeably higher during the following years (2019 and 2020)

This study has the value and utility of a preventive character information for the correction and substantiation of government decisions, in order to enclose the budget deficit in non inflationist limits, for a financial and budgetary policy which allows maintaining macroeconomic balances and economic stability of the country.

## 19. Impact of Leadership Team Values and Performance on Organizational Behavior

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*Valentin RADU*

*Hamit SIMSEK*

*Alina Iuliana TĂBÎRCĂ*

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**Keywords:** Leadership, Organizational Behavior, Performance, Management Team

### **Abstract**

We live in an era of continuous change, in which the technology surprises us every day, which passes more and wherever we want it or not, we must respond to these fluctuations. For people to survive, they have to adapt to the circumstances and events around them. If they seek to evolve and of course develop, the human species must make major changes and face all kinds of attempts. It's not just that changes are taking place at an increasingly rapid pace. The future itself no longer has the same conception as in the past. Drucker states that "All institutions exist and operate in two periods of time: today and tomorrow. The future is preparing today and is often irrevocable. That is why managers have to organize both the present and the future. In times of change, managers do not have to imagine that the future is a continuation of the present. On the contrary, they have to turn to change and change, both as an opportunity and as a threat. "

Building a high performing, values-driven team that utilizes the strengths of its members requires commitment and an ongoing process of values management that becomes deeply ingrained into the ethos of the team. In this article we are analyzing what is not working. We provide you with an overview of what drives your leaders, how they work together, and what they want to build on or develop for the future.

## **20. Educational Management by Implementation of Non-Living Tertiary Education as Necessity to National Economy**

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**Keywords:** educational management, tertiary education, national economy, managers.

### **Abstract**

This paper meets the analysts' forecasts of a new economic crisis that Romania will face in 2018.

The competent and efficient management of education in both the system and in the educational institution requires its scientific substantiation. The basis of this is the science of education management or educational management.

The success of management in general and especially of education can be more importantly enhanced by the intelligent actions of managers and the achievement of more and better performance, with less, referring to time, material and financial resources, human resources efforts etc., characteristics determined by the fact that we all manage our life and work, and some of us even others.

It can be appreciated that the value and effectiveness of managerial activity depend to a great extent on its substantiation on the theory of management science and the elevated, multidimensional skills of the manager, qualities that have the force to mobilize all the resources (human, informational, financial, etc.) to successfully achieve the objectives of each domain and each social unit.

Education managers, starting from the fact that education is the most important factor in human training but also in the most dynamic socio-human field, must ensure that the process

is adapted to the requirements of the information society. The training of the young generation on the basis of language and information technology has to be made so that every person is prepared by the school to know how to work with the computer, both for its improvement and for solving other problems.

**Keywords:** educational management, tertiary education, national economy, managers.