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INABILITY CREDIBLY EVALUATION OF JUST VALUE IN ANIMAL HUSBANDRY. LIMITS AND DEVELOPMENTS

Doinița ALDEA (ROMANESCU) *

* Bucharest Academy of Economic Studies, 6 Piața Romană, Bucharest, Romania,
021/319.19.00, romxecont@yahoo.com

Key words: assessment, fair value, cost, biologically active, market.

Abstract

Assessment in agriculture, in general, animal husbandry in particular, requires a special evaluation, assessment based on the fair value less estimated costs of sale point. But not always the fair value can be credibly evaluated because of the limitations that will be presented and developed in the paper.

SUBMISSION OF THE INFORMATION IN THE NOTES TO THE FINANCIAL SITUATIONS OF THE ENTITIES WITH ANIMAL HUSBANDRYPROFILE

Doinița ALDEA (ROMANESCU) , Georgiana Raluca LĂDARU

Bucharest Academy of Economic Studies, 6 Piața Romană, Bucharest, Romania, 021/319.19.00,
romxecont@yahoo.com, ladaru.raluca@yahoo.com

Key words: biological assets group, fair value, physical changes, financial risk, government subsidies.

Abstract

Entities with animal husbandry profile presents features livestock shows in terms of presenting information in the financial statements. Presentation should be made on each group of biological assets, separately on mature and immature biological assets, separate account assets and biological reproduction. Not to be omitted the presentations such as accounting policies, accounting reconciliation between the beginning and the end of the financial year, strategies for managing financial risk, government subsidies. Without exhaust the subject, paper presents proposals for presentation considering the issues considered to be more important for livestock entities, with the possibility of extension depending on the particularities of each entity.

PROMOTION AS FACTOR OF SUCCESSFUL SALE OF ORGANIC PRODUCED VEGETABLE ON INTERNATIONAL MARKET

Puškarčić ANTON , Boris KUZMAN, Radojica SARIC

Institute of agricultural economics Belgrade, Serbia, 15 Volgina Street, Belgrade 11060,
Republic of Serbia , Phone number: +381 11 2972 858, Fax number: +381 11 2972 858
E-mail: office@ mail.iep.bg.ac.yu

Key words: organic vegetable, promotion, international market

Abstract

In paper work is indicated importance of promotion for organic produced vegetable sale on international market. When is applied in international surrounding, promotion, as one of the marketing mix instrument, significantly influence on potential consumers, which are faced for the first time with organic produced products from specified country, with main goal to get important information about company, and offered products too. Based on information which potential consumers gets by promotion, positive attitude about products is created, as one of the first steps which leads to purchase. Promotion considers communication on international market by the promotion mix instruments. It is important that noticed instruments operated together, in other words their action has to be coordinated for reaching full influence of promotion.

IMPACT OF PROPERTY REFORM ON THE MICROFINANCIAL PHENOMENON

Tudor BAJURA*, **Natalia MOCANU****

* Institute for Finance , Statistics and Economy
45 Ion Creanga , MD-2064, Chisinau, The Republic of Moldova, Phone: +373 22 74 34 08

** The State Agrarian University of Moldova
44 Mircești , MD 2049, Chisinau, The Republic of Moldova, Phone : +373 22 43 87 37,
E-mail: mocanunatalia@gmail.com

Key words: reform, investments, financial mechanism

Abstract

Property reform means the tonality of economic, politic, social and other kinds of measures meant, on the one hand, to ensure the diversity of property forms and to improve their structure, and on the other hand, to from premises of the efficient exercise of property rights on the economic potential elements, the corporate governmental mechanisms being included. In the Republic of Moldova, according to the Law nr. 459-XII from 22.01.91 on property, there are three types of property: private, collective, including “kolkhoz”, and state property.

ACCOUNTING POLICIES AND TREATMENTS REGARDING THE DRAWING UP AND PRESENTATION OF FINANCIAL SITUATIONS

Aurelia-Vasilica BĂLAN, Victoria MANEA, Alina MĂRCUȚĂ, Paula STOICEA

University of Agricultural Sciences and Veterinary Medicine, Bucharest
59 Marasti, sector 1, 011464, Bucharest, Romania, Phone: +40 724531197, Fax: + 40 21 318 28
88, E-mail : aurelia_florescu2004@yahoo.com

***Key words:** the balance sheet, the profit and loss account, the situation of the modifications of the own capital, financial situations*

Abstract

The new accounting vocabulary gravitates around the new tendencies regarding the comparability of the financial-accountant situations of the company for the transmission of a true image of the company's performances which may be read and interpreted in any corner of the world. The financial situations become useful to the extend of inducing a vision or a bridge oriented towards the future, respectively, if they help the users evaluate the capacity of the company in order to generate future flows of treasure, as well as the moment and certainty of their generation. Generally, the annual financial situations include: the balance sheet, the profit and loss account, the situation of the modifications of the own capital, the situation of the treasury flows and the explanatory notes in the annual financial situations. The annual report includes, besides the synthesis documents, general information about a company and an analysis of its activity. It is about a document which the company publishes annually, in order to supply information about the activity it developed during the year.

ACCOUNTING POLICIES AND METHODS REGARDING THE RECOGNITION, EVALUATION AND DEPRECIATION OF THE COMMERCIAL FUND

Aurelia-Vasilica BĂLAN

University of Agricultural Sciences and Veterinary Medicine, Bucharest
59 Marasti, sector 1, 011464, Bucharest, Romania, Phone: +40 724531197, Fax: + 40 21 318 28
88, E-mail : aurelia_florescu2004@yahoo.com

Key words: commercial fund, analysis-diagnose, evaluation, the company

Abstract

The commercial fund interest to the highest degree the analysis-diagnose disciplines and the economic-financial evaluation disciplines from the following reasons : (1) they refer to one of the most important components of the intangibles assets group (the commercial fund or goodwill); (2) it is found in the balance sheet of companies and in consequence it can constitute the object of certain analysis, evaluation, claims and/or parting in commercial, civil or matrimonial litigation; (3) advices to a redefinition of philosophy, values, attitudes and social conducts of the associates of a trading company, business partners and life partners. The commercial fund is constituted of intangible elements, including the right to contract, that is the amount paid up and due to the preceding tenant, for the transfer to the buyer of the rights which result from convention, as well as the legislation regarding the commercial property, intangibles which are not the object of an evaluation and of a separate recognition in the balance sheet and which concur to the maintaining and development of the potential of the company's activity.

ROMANIAN CERTIFIED TRADITIONAL PRODUCTS - IDENTIFICATION AND GEOGRAPHIC DISTRIBUTION BY DEVELOPMENT REGIONS

Rozi Liliana BEREVOIANU

Institute of Research in Agrarian Economics and Rural Development-Bucharest, 61 Marasti,
011464, Bucharest, s1, Romania, tel/fax:+40-21-318.43.53, berevoianur@yahoo.com

***Key words:** agrifood sector, traditional agrifood products, agricultural geographical distribution, development regions*

Abstract:

The growing interest of consumers regarding the characteristics of traditional products implies the existence of much information regarding nature, methods of production and processing of traditional products, but especially in the areas they are produced. Different forms of structuring the territorial allocations in obtaining different traditional agrifood products in Romania require information on the geographical distribution of these resources. The identification activity of obtaining traditional products represents a complex process, with broad socio-economical implications that can only develop as its aspects grow and include new objectives and theories.

THE PRICE MANAGEMENT IN THE COMPETITIVE ENVIRONMENT APPLIED TO SMES

Ioan BORDEAN

Danubius University of Galati, 3 Galati, 800654, Galati, Romania, Phone:+40 733180147, Fax :
+40 372361290, E-mail : ioanbordean@yahoo.com

Key words: *strategy, penetration price, expansionist price, market, competition.*

Abstract

The company can establish the price at the same value, at a higher or lower value than the one practiced by the competition. In the case it is chosen to practice a lower value, it can find itself in one of the following situations: Penetration price: the price of the product is established at a loss, the goal being to gain quota on the market. The strategy is used in order to enter on a new market or for placing a good that is of large usage; the strategy of the predatory type: the deliberate decrease of the price, in order not to allow the competition to enter on the market. There are offered promotional packages and gratuities whose cost the competition (smaller enterprises or newer on the market) do not allow bearing; The expansionist price: smaller or lower prices in order to ensure larger markets. The small prices can be maintained until the attraction of a clientele or customers, after which, it passes, gradually, at bigger prices.

COMMUNICATION MANAGEMENT IN SMES

Ioan BORDEAN*, **Cornelia Elena TUREAC****, **Aurica GRIGORE*****

*Danubius University of Galati, 3 Galati, Galati,.Romania, Phone: +40 236460336, Fax: + 40 236460038, E-mail : ioanbordean@yahoo.com

**Danubius University of Galati, 3 Galati, Galati,.Romania, Phone: +40 236460336, Fax: + 40 236460038, E-mail : cornelia_tureac@yahoo.com

***Danubius University of Galati, 3 Galati, Galati,.Romania, Phone: +40 236460336, Fax: + 40 236460038, E-mail : diversimpex@yahoo.com

Keywords: *effective communication management, communication barriers, rules and techniques of effective communication, forms of communication, communication networks*

Abstract

In terms of the management, the communication is one of the most used "tools" used by manager to coordinate his team, to make him understood and to polarize around him all the other efforts and to jointly achieve certain objectives. The efficiency of the organizational communication remains dependent by the sender, receiver, channel transmission, but also by the conjunctural factors that may be disturbing, barriers that may filtering, modifying or distorting the message sent. To prevent such situations it is recommended to observe certain rules of effective communication and proper use of the techniques and methods, such as active listening theory and method hearing. For the communication taking place daily between offices/departments/ directorates, the theory suggests some ways to improve the current communication processes, starting from organization structure designing to applying to IT technology, video and e-mail.

FINANCIAL ANALYSIS ON THE BASIS OF THE INFORMATION PROVIDED BY THE BALANCE SHEET OF AN ENVIRONMENT PROTECTION ENTITY

Neculina CHEBAC*, Cristina Mihaela ONICA**

* Danubius University of Galati, Galati Street, N° 3, 800654, Phone +40372361210, E-mail: neculinachebac@yahoo.com

** Dunarea de Jos University of Galati, Domneasca Street, N° 47, 800001, Galati, Phone: +40236.460.467, E-mail: cristina_onica@yahoo.com

Key words: balance sheet, financial decision, financial balance indicators

Abstract

The balance sheet is the accounting document of synthesis that presents synthetically the financial and patrimonial situation of the company whose analysis may provide information about the company's solvability during the years of analysis. The information shown in the annual financial positions is processed by the economic and financial analysis to illustrate statically and dynamically both the patrimonial status and movement and the resulted outcome. Therefore the company's management may conclude the following: whether the indented objectives over the given period of time (or the analyzed exercises) have been attained, whether the financial decisions have been correctly adopted or simply if the economic increase and the financial balance have been accomplished. To know thoroughly a company's financial situation it is very important to study the way its financial structure and also the various indicators form its balance sheet had evolved over the years.

CASH FLOWS ANALYSIS OF AN ENVIRONMENT ENTITY

Neculina CHEBAC*, Cristina Mihaela ONICA**

* Danubius University of Galati, Galati Street, N° 3, 800654, Phone +40372361210, E-mail: neculinachebac@yahoo.com

** Dunarea de Jos University of Galati, Domneasca Street, N° 47, 800001, Galati, Phone: +40236.460.467, E-mail: cristina_onica@yahoo.com

Key words: *treasury fluxes, subsidizing activity, investment activity, operating activity, direct method, indirect method.*

Abstract

The information regarding a company's treasury fluxes are useful for users since they allow the assessment of the company's capacity to issue treasury securities and treasury equivalents as well as its treasury requirements. IAS 7 can be applied to all companies that have the obligation to draw up a treasury flux position regardless of their activity. This aspect is justified by the fact that fundamentally companies, regardless of their type of activity or organizational type, need the treasury due to the same reasons: the need to perform their activity, to settle debts and to ensure the lucrativeness for investors. At the same time, the treasury has a significant importance for the company due to both its dimension and to its sign (positive or negative) since it allows the characterization of the company's status (financial health, vulnerability, bankruptcy, etc.). The treasury flux position allows, if used together with other components of the annual financial positions, the assessment of the company's net asset fluctuations, of its financial structure (including liquidity and solvability) as well as its capacity to change the fluxes (size, meaning and their maturity dates) regarding the adjustment to the new requirements as well as to new opportunities.

THE SIGNIFICANCE OF THE PREREQUISITE PROGRAMS IN THE FOOD SAFETY MANAGEMENT'S IMPLEMENTATION

Maria CHIS*, Dan CHIS**

*U.S.A.M.V Bucharest- University of Management, Economic Engineering in Agriculture and Rural Development –Calarasi Branch, 4 Prelungirea Bucuresti, Phone : +40 0242 332899, E-mail : mariachis18@yahoo.ca;

**S.C.Labortech S.R.L Calarasi, 12 Victoriei, Bl H 17, sc B, ap. 8, Phone : +40 0242 332899, E-mail : danchis14@yahoo.ca

Key words: prerequisite programs (PRP), management, food safety, contamination, danger

Abstract

According to the European Union's regulatory standards and the WHO the food safety is the responsibility of everybody ,starting from the primary production to the final consumer.All the organizations presented in all this food chain shall establish, implement and maintain the necessary processes for safety food production.These programs are sustaining the hazard's control of introducing in food products , dangers for food safety through the work environment or /and the biological, chemical and physical contamination ,including the cross-breeding between the products.The Prerequisite Programs (PRP) must be periodically controlled and modified when their efficacy isn't adequate and the PRP are required for the functioning of the food safety management.

IDENTIFYING AND MONITORING CRITICAL CONTROL POINTS FOR PROCESSING OF “CASCAVAL OVIDIU” AT MILK PROCESSING PLANT - S.C.AGROFAM HOLDING S.R.L CALARASI

Maria CHIS*, Dan CHIS**

*U.S.A.M.V.Bucuresti- Facultatea de Management, Inginerie Economica in Agricultura si Dezvoltare Rurala –Filiala Calarasi, str. Prel Bucuresti, nr. 4, tel. 0242 332899; mariachis18@yahoo.ca;

**S.C.Labortech S.R.L Calarasi, str. Victoriei, nr 12, bl H 17, sc B, ap. 8, 0242 332899, danchis14@yahoo.ca

Key words: risk, determination tree, critical control point

Abstract: The present study describes the HACCP-Hazard Analysis and Critical Control Points measures, which represents the identification of specific hazard and application of the necessary control measures that lead to obtaining wholesome food products. During this research, the author has analyzed the potential physical, chemical and biological risks and has identified the critical control points. These are established using the determination tree (decisional tree), which is applied to the diagram of the technological process of obtaining fresh products; the author specifies the preventive and corrective measures that are to be taken. The main idea of HACCP system is the risk identification within the shortest time possible, to assure the safety of the product, followed by developing and applying the necessary measures of preventing or removing the identified risks.

HUMAN RESSOURCES – INCREASE FACTOR FOR COMPANY COMPETITIVENESS

Reta CONDEI , Cristiana TINDECHE

University of Agricultural Sciences and Veterinary Medicine – Bucharest, 59 Marasti, Sector 1,
011464, Bucharest, Romania, Phone: +40 21 318 0266 , Fax: +40 021 318 28 88,
Email : r_condei@yahoo.com

Key words: *competitiveness, productivity, responsibilities, efficiency, team production, lean production.*

Abstract

The success of a company depends on the managers' knowledge and ability to use the methods of competitiveness increase. The methods aim at: - productivity increase; products and services quality development; clients assistance. Company and individual productivity has an important impact on the company competitiveness and it motivates the employees who perform well their responsibilities and who have a maximum efficiency. The research in this field has revealed that there are two concepts to take into consideration when it comes to improving the quality and efficiency of the working staff:- the first one is team production;- the second focuses on quality management and on the steady improvement of work (lean production).

MODALITIES OF DETERMINING THE CAPACITY OF SELF-FINANCING OF THE COMPANY

Daniela CREȚU*, Radu Andrei IOVA**

*University of Agricultural Sciences and Veterinary Medicine, Calarasi Branch Romania,
Phone: +0740207985, Fax: + 0242332077 E-mail : danielacretu5@yahoo.com

** University of Agricultural Sciences and Veterinary Medicine Bucharest, Romania,
Phone: 0740450506, E-mail : andrei_anglia@yahoo.com

Key-words: *self-financing, self-financing capacity, potential cash-flow, financial independence, financial potential.*

Abstract

The capacity of self-financing reflects the financial potential derived from the profitable activity of the enterprise destined to remunerate the own capitals and to finance the investments of future expansion, maintenance and renewal. It is an indicator of large economic expansion, reflecting the financial force of an enterprise, the guarantee of its security and independence. Thus, the main role of the capacity of self-financing is to allow the enterprise to maintain and develop its technical-productive potential, to remunerate the shareholders and to ensure the loans reimbursement.

METHODS OF ANALYSING THE MANAGERIAL RISK BASED ON SIMULATION TECHNIQUE

Daniela CREȚU*, Dumitra CONSTANTIN **

*University of Agricultural Sciences and Veterinary Medicine, Calarasi Branch Romania,

Phone: +0740207985, Fax: + 0242332077, E-mail : danielacretu5@yahoo.com

** « Sandu Aldea » Agricultural College Calarasi; Prelungirea Bucuresti Street, no.4, Calarasi, Romania, Phone: +0740236673, E-mail: constantinmiti@yahoo.com

Key-words: *stochastic decision, risk analysis, decisional alternatives.*

Abstract

The application of the method of analysing the risk in the marketing sector, although very useful, faces a series of difficulties such as: the sure character of the variables in the marketing sector; the interdependences between the influence factors that needs the use of conditioned probability difficulty to be estimated; the high costs for elaborating some relevant studies of in the marketing sector. The registration of the results in the form of probability distributions is made relatively easy with the help of stimulation, made by computer. for each iteration or route in the decision tree, when the computer identifies a decisional point, the electronic equipment is trained to make, alone, the bifurcation and to make the calculations for each branch that derives from the decisional point. The consequence of this proceeding is that when the computer completes one iteration, a value of the achieved indicator is calculated for each possible route in the stochastic decision tree. Subsequently after developing the stimulation program sufficient times the values of the indicator describe a distribution of the probability for each succession of possible decision.

INTEGRATION OF INFORMATION SYSTEMS IN THE PRODUCTION ENVIRONMENT

Constantin DAVID

State University of Moldova, Chisinau
60 A. Mateevici, MD-2009, Chisinau, Republica Moldova
Tel: +373 22 577 818, www.usm.md/econ, E-mail: connstantin@gmail.com

Abstract

In the post Soviet period CIS countries and other ones, like Romania, didn't pay a special attention to the informational systems of automatization of production and distribution procedures. Today, this approach gets up to date and makes companies become more competitive. Multidimensional development, enlargement and integration of partnerships, difficulties and dynamism of business force enterprises to adopt informational systems of the last generation. These allow to overcome the difficulties and to draw out mutual advantages. One of the first steps in using these informational systems would be the re-shaping of the existent infrastructure by planning best the placement of the production zones, stocks and shops, while having limited resources. The system becomes in this way an informational source when analyzing the requests and orders, the necessity of raw material, following the contract's obligations as well as the purchasing and transportation ones.

DIRECT TAX SYSTEM PRACTICED IN REPUBLIC OF MOLDOVA

Mariana DOGA MIRZAC , Svetlana GHERJAVCA, Evelina SCRIPLIUC

State University of Moldova, Chisinau , 60 A. Mateevici, MD-2009, Chisinau, Republica
Moldova Tel: +373 22 577 818, www.usm.md/econ , Email : marianamirzac@yahoo.com

Key words: taxes, budget, fiscal system, financial resources, direct taxes.

Abstract

The present work shows the evolution of the Moldovan Direct Tax system and its role in Moldovan tax system. It is based on indicators from the Tax Code and the Public Budget of the Republic of Moldova and the research performed by the authors. Among the examined issues was the impact of the direct taxes on the social and economical processes, the way of summing and paying the taxes. The results of the performed research can be used as reference in the planning of Moldovan fiscal policy and inside fiscal system development programs.

DECISIONAL PROCESS IN SMES

Georgeta DRAGOMIR, Cornelia Elena TUREAC, Anca Gabriela TURTUREANU

Danubius University of Galati, 3 Galati, Galati, Romania, Phone: +40 236460336, Fax: + 40 236460038, E-mail : gretadragomir@yahoo.com; cornelia_tureac@yahoo.com; ankterra@yahoo.com

Key words: decision-making, decision management, decision-making context, rational approach, experience

Abstract

The decision process, seen as a sequence of stages through which the management decision is prepared, adopted, applied and evaluated, is specific to some complex decision situations requiring the gathering and analyzing of a large number of pieces of formation and the time spending. The decision-making process takes place in a certain context and its main keys are: the organization, the decision-makers, the issue, the in/out influence factors, the decision-making criteria, the various possible decisions and the utility of a such decision making. The decision-making processes are most often conducted in situations of uncertainty and risk, which means that besides a rational approach, the experience, intuition and imagination play a certain role in obtaining the best results.

MARKETING BETWEEN TWO MISSIONS: GENERATOR OF PROFITS AND SOCIAL RESPONSIBILITY

Maria GRIGORAȘ

The State Agrarian University of Moldova, Chisinau, Mircesti 44, Phone: 31-22-58, Fax: (373-22) 31- 22-76, E-mail: grigoras-maria@mail.ru

***Key words:** societal marketing, cultural pollution*

Abstract

Marketing links two basic functions in the community, namely those of production and consumption. Marketing is an activity which is directed at satisfying the needs and wants of customers through exchange processes which occur in the market. An exchange process actually means the transaction between buyer and seller, in which the buyer purchases a product and pays the supplier an agreed price for his wares. The market itself is made up of all the actual or potential buyers of these products or services. That is, it is made up of people.

THE APPLICATION OF SOCIETAL MARKETING POLICY ON FOOD PRODUCTS MARKET

Maria GRIGORAȘ

The State Agrarian University of Moldova, Chisinau, Mircesti 44, Phone: 31-22-58, Fax: (373-22) 31- 22-76, E-mail: grigoras-maria@mail.ru

Key words: long- term agriculture, marketing etiquette, „bio” products.

Abstract

One of the marketing strategies consists in the fact: „Each entrepreneur must realize, that the profits are under market, and it is necessary to seek for sole customers. But nowadays there is a sector which might become a developing perspective on the market, namely a „bio” good consumers’s sector. The customers are bearing two slogans: „To keep fit is in fasion” and „We preffer home-made products”.

MANAGEMENT OF MARKETING ENVIRONMENT ON THE MARKET OF VETERINARY USAGE PRODUCTS

Aurica GRIGORE*, **Gabriela PADURE****, **Ioan BORDEAN*****

* Danubius University of Galati, 3 Galati, 800654, Galati, Romania, , Phone: +40 733180322,
Fax: + 40 372361290, E-mail : grigoreaurica@yahoo.com

** Raiffeisen Bank Agency Galati, Romania

*** Danubius University of Galati, 3 Galati, 800654, Galati,.Romania, Phone:+40 733180147,
Fax +40 : 0372361290, E-mail: ioanbordean@yahoo.com

Keywords: *management, stakeholders, the market environment, shareholders*

The enterprise is a complex system with internal resources and forces permanently supposed to external influences, so that we can say that the activity and the enterprise evolution is having the so called owner interests (stakeholders) that more ore les are intervening over the enterprise. They may be among the shareholders interested in profit and development, from the staff which are following better employment conditions, materials benefits, the management that executes the strategic plans or the public, as source of labor, and not lastly , among the customers who expects and seeks the best solutions to their problem. In this situation, the enterprise must permanently observe the market environment and to indentify those internal forces and external that affects them directly or indirectly the activity.

DIRECT MARKETING SYSTEMS, 'ADDING VALUE' TO AGRICULTURE BEFORE PRODUCTS LEAVE THE FARM

Teodor Ion ISBĂȘESCU

The Research Institute For Agrarian Economics And Rural Development, 59, Marasti, Sector 1, 011464, Bucharest, Romania, Phone: +40 21 2242795, Fax: + 40 21 2242795, E-mail: isbasescut@gmail.com

Keywords: *direct marketing, stands, markets, roadside, product*

Abstract

Roadside stands or markets are a type of direct marketing system where a grower establishes a selling place (stand) near a roadway and sells products directly to consumers. Often a stand is located on a farm or orchard. Products sold in a roadside stand may be grown exclusively on the farm or may be purchased from outside sources. A roadside stand may be open only during harvest periods or throughout the year, depending on produce supply sources. A roadside stand may be operated from a year-round permanent structure or a truck, trailer, or tent during the harvest period. Generally, a permanent, year-round roadside products business is referred to as a roadside market. Market products are supplied by the grower/operator and/or by purchases from off-farm sources (often other area growers).

REVALUATION AND TERRITORIAL DISTRIBUTION OF TRADITIONAL AGRIFOOD PRODUCTS

Teodora IVASCU*

*Institute of Research in Agrarian Economics and Rural Development
61, Marasti, 011464, Bucharest, Romania, 0040213184357, teodoraivascu@yahoo.com

Key words: traditional agrifood products, diversification, traditional products

Abstract

Romania holds immense potential for traditional agrifood products. The demand for such products is strongly correlated with the demand for the other common agricultural products, within a competition/substitution relationship. Therefore, demand/supply depends on the territory, the producer and the consumer. At a national level, by tradition, economic-social capital consists in: raw material resources, demo-social traditions of long periods of time, economic components and the special microeconomic strategies of actual revaluation (factors/opportunities), which may influence economic modernization and especially a development through the diversification of traditional products.

MANAGEMENT OF THE ECONOMIC REPRODUCTION IN ALL ZOOTECNIC, OPEN-CIRCUIT UNITS

Claudia LEPĂDATU*

*Research Institute for Agricultural Economy and Rural Development, Bucharest
61 Mărăști, sector 1, 011464, Bucharest, Romania, Phone: +40 21 224 27 95, Fax: +40 21 224 27
95 , E-mail : claudialepadatu2005@yahoo.com

Key words :management, open - circuit, efficiency, valorification, optimum corelation

Abstract

Management in open circuit units includes, no matter what species, the necessity to follow the accomplishment of maximum economic efficiency in relation with the medium production level, the costs and prices of actual worth, the items and products obtained. The economic fundamention of an effective structure, has to take into consideration the optimum link between age and weight, as well as the maximum use of production capacity, rithmicity of the works. The direction for the specialisation of production represents, a major factor in the establishment of the effective structure of animals. In the strict specialised zootechnic units, which raise only one specimen of animal, they do not take into consideration the aspect of effective structures of animals on categories of age.

ANALYZE OF THE PRINCIPAL INDICATORS USED IN THE APPRECIATION OF ECONOMIC PERFORMANCES IN LOGISTIC ACTIVITY

Alina MĂRCUȚĂ

University of Agronomical Sciences and Veterinary Medicine Bucharest, 59, Bd. Marasti, Cod 011464, Bucharest, Romania, Tel: +40 (21) 318 25 64, Fax: +40 (21) 318 25 67, alinamarcuta@yahoo.com

Key words: logistic, indicators, financial performances

Abstract

The strategic objective of the companies that have as object of activity logistics is the maximization of the shareholders' value, the specific of the activity developed determines the individualization of the appreciation indicators for realized performance.

ASPECTS LINKED TO THE PRESENTATION OF ACCOUNTING INFORMATION IN FINANCIAL REPORTS IN ACCORDANCE WITH THE EUROPEAN DIRECTIVES

Alina MĂRCUȚĂ*, **Victoria MANEA***, **Aurelia BĂLAN***, **Paula STOICEA***, **Viorel NEAGOE****

*University of Agronomical Sciences and Veterinary Medicine Bucharest, 59, Bd. Marasti, Cod 011464, Bucharest, Romania, Tel: +40 (21) 318 25 64, Fax: +40 (21) 318 25 67

** University Valahia Târgoviște, Romania

Key words: accounting, IFRS, european directives

Abstract

Romania's integration into the European Union raised the necessity of adapting Romania's accounting settlements to the European Directives and the to the International Financial Reporting Standards, in order to achieve the standardization of working accounting methods, for the integrated data processing and for obtaining high quality accounting information.

ANALYSE OF THE EVOLUTION OF MERCHANDISE TRANSPORTS IN THE ROMANIA AND EUROPEAN UNION IN 2004-2008

Liviu MĂRCUȚĂ

University of Agronomical Sciences and Veterinary Medicine Bucharest, 59, Bd. Marasti, Cod
011464, Bucharest, Romania, Tel: +40 (21) 318 25 64, Fax: +40 (21) 318 25 67,
liviumarcuta@yahoo.com

Key words: merchandise trsnpots, logistic activity

Abstract

The merchandise's physical transport holds the importante share within logistics' total cost. The logistics designates an ensemble of activities that insure the product's access from the producer to the consumer or the final user. The insurance of competitiveness on the level of the logistic activity is influenced, as a result, mainly by the competitiveness of the merchandise's transport operations.

ANALYSE OF THE MAIN DISTRIBUTION CHAINS IN ROMANIA

Liviu MĂRCUȚĂ, Carmen ANGELESCU, Ioana NICULAE, Attila DARAGUȘ

University of Agronomical Sciences and Veterinary Medicine Bucharest, 59, Bd. Marasti, Cod
011464, Bucharest, Romania, Tel: +40 (21) 318 25 64, Fax: +40 (21) 318 25 67

Key words: logistic, distribution, chains

Abstract

On the Romanian market participating numerous well known distribution chains each having a network of shops developed in accordance with the target market and the specific features of the group. Their entering this market was determined by the continuously increasing potential and the possibilities offered. This evolution resulted in attracting new investments coming from existing companies on the market as well as other international companies.

STUDY ON ESTABLISHMENT OF A NEW COMMERCIAL BANK BY USING GIS

Gun MARDIATMOKO*, Cristiana Silvia BUZATU (STURZU) **

* Faculty of Agriculture, Pattimura University Indonesia

**Faculty of Management USAMV

Keywords: GIS, bank establishment, spatial and tabular data, digitizing and overlaying maps

Abstract

GIS is experiencing a period of rapid growth in applications, not only useful for multiple resource inventories and monitoring of natural resources but also for business development. The objective of the study was to establish a new commercial bank by using Geographical Information System (GIS).

A financial institution has a program to establish a new commercial bank. The problem, in essence, is where the best location for a new commercial bank should be established? The solution can be done by using GIS software, namely ArcGIS 9.2. with some operations of spatial data, tabular data and their integrations as follows: (1) organizing tabular data: sub district area, class of population density and their incomes, (2) digitizing thematic map: demographic aspect, position of existing banks, topographic and slope classes, transportation network, watershed area and finally (3) overlaying all spatial data and link-up with all tabular data. The final result of the study was a digital map which contains suitability classes of bank location (very suitable, suitable, unsuitable and very unsuitable for a new bank establishment).

CHARACTERISTICS OF INVOLVING DIRECT FOREIGN INVESTMENTS IN THE AGRARIAN SECTOR OF THE REPUBLIC OF MOLDOVA

Natalia MOCANU

The State Agrarian University Moldova, 44 Mircești , MD 2049, Chisinau, The Republic of Moldova, Phone: +373 22 43 87 37, E-mail: mocanunatalia@gmail.com

Key words: foreign investments, agriculture development, strategy, investment policy

Abstract

State's economic policy in the field of foreign capital investments, country's participation in the international conventions system, state's intervention degree and methods in economy, efficiency of the state's apparatus activity, consistency in economic policy promotion have an essential influence on the country's investment climate. State influence on the investment climate is done by the agency of development policy and strategy of the agrarian sector: cooperation stimulation between foreign and local investors, export activity stimulation of the enterprises with foreign participation etc.

THE EVALUATION OF BIOLOGICAL ASSETS AND AGRICULTURAL PRODUCTS

Florentina MOISESCU

Dunarea de Jos University , Galatzi, 60 Democratiei Street , Galatzi, Zip Code 800102, Romania,
Phone: + 40 745 620 277 , Email: florym2003@yahoo.com

Key words : *biological asset , evaluation, fair value , economic benefit*

Abstract

An asset or a biological product will be recognized in the balance "when a probable future economic benefit of the undertaking and assets has a cost or value that can be evaluated credibly". Under the practical aspect, the control of a biological asset or agricultural product is expressed by holding property or exercising a similar right control property, which arise from past events. Future economic benefits are usually estimated by measuring significant physical attributes. IAS 41 introduces the accounting model agricultural assessment based on fair value. Arguments in favor of assessing the fair value refers to increase relevance, credibility and comparability information based on this model to those who would get on the historical cost basis. Using the fair value like based assessment, enables the correlation of biological value of the assets to the size expected in the future with economic benefits of undertaking from these assets.

ACCOUNTING OF FINANCIAL AID RECEIVED FOR AGRICULTURAL COMPANIES

Florentina MOISESCU

Dunarea de Jos University , Galatzi, 60 Democratiei Street , Galatzi, Zip Code 800102, Romania,
Phone: + 40 745 620 277 , Email: florym2003@yahoo.com

Key words : Accounting, financial aid, agricultural companies

Abstract

Government subsidies are compulsory in order to support agricultural producers to achieve high economic performances. The aer presents the different accounting treatments compared to the ones required by IAS 20, in case of Government subsidies related to biological assets evaluated at the right value minus related costs at the sale point or in case of subsidies do not involve specific agricultural activities. The treatments for the following aspects have been presented : Accounting of Government subsidies, Accounting of Value Bills received in agriculture, Accounting of Value Bills for fuel, Accounting of Financial Aid received for seeds . As a conclusion , if Government subsidy is conditioned , the agricultural company will register costs and further obligations related to the fulfillment of conditions required by Government. Also, it is possible as the benefit not to meet the amount allotted as Government subsidy . In this case , if the conditions are accomplished , subsidy could be considered an income.

ONLINE PROMOTION IN AGRICULTURE AND RURAL DEVELOPMENT: WHIM OR A NECESSITY?

Olteanu VICTOR

The Research Institute for Agricultural Economics and Rural Development, 61 Marasti, sector 1,
cod: 011464, Bucharest, Romania, Phone:+4021.224.27.95 , E-mail: institut@iceadr.ro

Keywords - focus increased, response measurable, fast feedback, high efficiency, flexibility

Abstract

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. One major benefit of online advertising is the immediate publishing of information and content that is not limited by geography or time. To that end, the emerging area of interactive advertising presents fresh challenges for advertisers who have hitherto adopted an interruptive strategy.

THE EFFECTS OF LABOUR FORCE MIGRATION TO ITALY AND SPAIN IN 2004-2008 ON ROMANIA'S REGIONAL DEVELOPMENT

Cristina Bianca POCOL^{*}, Călin MOLDOVAN TESELIOS^{**}

^{*}University of Agricultural Sciences and Veterinary Medicine of Cluj Napoca, 3-5, Mănăștur Street, 400372, Cluj Napoca, Romania, e-mail: jp_cristina@yahoo.com,

^{**}Metro Media Transilvania, 174, Constantin Brâncuși Street, 400462, Cluj-Napoca, Romania, e-mail: calin@mmt.ro

Key words: migration, labour force, effects, regional development, economic growth

Abstract

The phenomenon of external migration of Romanian labour force, especially to Italy and Spain produced, through its dimension, but also through its structural characteristics, a series of effects at the level of the Romanian labour force market, and also at the level of regional development. We can easily identify at least two major effects of the excessive migration: the decrease of labour force supply in certain regions, but also the remittances of capital and, implicitly, a high dynamic of the regional development. By using recent statistical data and also data obtained from surveys carried out among the Romanian people from Italy and Spain, we have tried to provide a multidimensional analysis of the dynamism of regional development in Romania. We emphasise the importance of the factor "external migration" but we don't leave out the analysis of other significant determinants, such as economic growth, decentralisation process and access to European Funds. We add this scientific research to other analyses aiming to describe and explain the implications of this far-reaching phenomenon: the migration of Romanian people to Europe.

CONSIDERATIONS UPON NET WORKING CAPITAL MANAGEMENT

Agatha POPESCU

University of Agricultural Sciences and Veterinary Medicine, Bucharest, Romania
59 Marasti, sector 1 , Bucharest 011464, Romania, Phone: +40 21 318 25 64 ,
Fax: +40 21 318 28 88, E-mail: agatha_popescu@yahoo.com

Key words: Net Working Capital, financial management

Abstract

The paper aimed to present some considerations upon Net Working Capital and its specific ratios , based on the data collected from Balance Sheet and Profit and Loss Account belonging to an agricultural company dealing with cereal production in the Southern Romania. The reference period was 2005-2007 . The Working Capital Statement was at a critical point in the year 2005 but the corresponding managerial decisions taken in time have lead to the improvement of financial performances in the coming years . Therefore , in the years 2006 and 2007 , the company was enough strong to face short-tern debt and upcoming operational expenses . The Working Capital had a positive value and its specific ratios registered corresponding levels in the years 2006 and 2007 . Current Assets exceeded Current Liabilities and also between Net Sales , Tangible Net Worth and Long –term Liabilities and Net Working Capital a corresponding ratio was established showing the business capability to improve its financial statement in time .This positive aspect was available not only for the company managers but also for creditors who were conscious that the company will be able to pay off its debts and potential losses could be avoided.

ECONOMIC PROFITABILITY AND INTEREST RATE – FUNDAMENTALS OF FIRM FINANCING DECISIONS

Agatha POPESCU*, Ioan Nicolae ALECU*, Mircea Adrian GRIGORAS**

*University of Agricultural Sciences and Veterinary Medicine, Bucharest, Romania
59 Marasti, sector 1 , Bucharest 011464, Romania, Phone: +40 21 318 25 64 ,
Fax: +40 21 318 28 88, E-mail: agatha_popescu@yahoo.com

**University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca
3-5 , Manastur , Cluj-Napoca, Romania , Phone : +40 0264 596 384,
Fax : +40 0264 593 792, E-mail : magrigoras@yahoo.com

Key words: Economic Profitability , Interest Rate , Financing

Abstract

The paper aimed to present two simulation models concerning the ratio between economic profitability and interest rate in order to identify the right moment when Macora Company, dealing with animal farming in the proximity of the capital, has to decide to apply for additional capital from borrowing. at Macora Company . Starting from Euro 10,000 , owner's equity and Euro 1,200 profit , two variants for economic profitability and interest rates were taken into account :(V1) economic profitability 12 % < interest rate 18 % and (V2) economic profitability 12 % > interest rate 9 % . The simulation models have shown that the variant V2 could be put into practice in the coming future if Macora Company decides to extend its business. Only in this case , Macora company could get Euro 240 additional profit if it borrows Euro 8,000, Euro 450 additional profit if decides to borrow Euro 15,000 and Euro 600 supplementary profit if it decides to borrow Euro 20,000 . This aspect is important not only for the company managers but also for creditors , because they are interested to operate in secure conditions and at a minimum risk . They do not offer loans to firms which are not able to pay off their debt . That's why the ratio between economic profitability and interest rate is also studied by bankers .

THE GENERAL SITUATION OF HUMAN RESOURCES MANAGEMENT IN THE EUROPEAN UNION

Liliana POPESCU, Elisabeta SIMA

University of Agronomic Sciences and Veterinary Medicine, Bucharest
59 Marasti Blvd, sector 1, 011464, Bucharest, Romania, Phone: +40 21 318 25 64/232,
Fax: + 40 21 318 28 88, E-mail : liliana_r_popescu@yahoo.com, betty_sima@yahoo.com

Key words: human resources management, labour, work, European career, manager

Abstract:

The purpose of this paper is to present one of the main objectives of human resources management in the European Union, namely the provision of working conditions, with direct effects on the efficiency and effectiveness of the employees. The materials and methods underlying this scientific endeavour support the idea that the enlargement of the European Union is the premise for the increase in requirements regarding the working and living conditions on the entire continent. After the Lisbon Conference, the European Union established as main objective the improvement in the quality of work and working conditions. The corollary of this objective is represented by the elaboration of a set of indicators for work quality which measure the progress made in this direction, known as harmonised European indicators. The development of a European career is another very important challenge for the European human resources management. The conclusion is that by means of Euro-careers, any company can acquire European competences.

THE HUMAN RESOURCES IN THE CALARASI COUNTY IN THE INTERVAL 1995-2007

Elisabeta SIMA

University of Agronomic Sciences and Veterinary Medicine, Bucharest
59 Marasti Blvd, sector 1, 011464, Bucharest, Romania, Phone: +40 21 318 25 64/232, Fax: + 40 21 318 28 88, E-mail : betty_sima@yahoo.com

Key words: workforce, employment, unemployment, evolution, management

Abstract:

The labour market in Romania underwent major changes in the context of the economic reorganisation process, seen in the decrease in the active and employed population, in maintaining relatively constant unemployment values (except for the economic recession periods), but also in the increase in long-term unemployment and in the inactive population– which is an aspect with highly negative connotations. As far as the civil employed population in the Calarasi County is concerned, it decreased in most fields of economic activity in 2007 as compared to 1995 by 17.8% in the entire economy.

COMPETITIVENESS OF ROMANIAN FOOD INDUSTRY: THE MARKETING POINT OF VIEW

Claudiu-Nicolae ȘIMONAȚI*

*Germisara Hotel Resort&SPA, Marketing departament, Geoagiu Băi, 335400
Germisara Street, No. 1, Hunedoara, Romania, E-mail: claudiu.simonati@yahoo.com

Key words: Food industry, competitiveness, export markets, Romania.

Abstract

Paper deals with issue of the competitiveness of Romanian food industry, analyzed on the basis of the research project, initiated by Romanian ministry of Agriculture in 2005. Theoretical framework of the analysis is taken from the marketing point of view to the competitiveness, basing the competitive advantage on the price, quality, brand and other market factors from the consumers prospective. Analysis shows that domestic food producers are used to compete by price and quality, however other factors – brand, image, relationships, promotion and logistics are equally important. For higher competitiveness, Romanian producers lack financial and capital investments, and better relationship building. They consider that high competition on foreign markets is the major barrier. Majority of Romanian companies consider conditions on the foreign markets as very different from domestic ones, and harder. Basic recommendation upon the increase of the competitiveness focus around the foreign direct investment as well as better representation in the international professional organizations.

E-COMMERCE SMF's DEVELOPMENT VIEW

Alexandru SIPCĂ

University of Agricultural Sciences and Veterinary Medicine, Bucharest, 59 Marasti, sector 1,
011464, Bucharest, Romania, Phone: +40 21 318 25 64/232, Fax: + 40 21 318 28 88 , E-mail :
sipicalex@yahoo.com

***Keywords :** e-commerce, SMF 's development*

Abstract

***The paper aimed to identify** a new business component for Romanian agribusiness and to present the E-Commerce importance as SMF's business development view. Finally a Romanian e-business market analyze is done.*

E-COMMERCE RISK OR OPPORTUNITY

Alexandru SIPICĂ

University of Agricultural Sciences and Veterinary Medicine, Bucharest, 59 Marasti, sector 1,
011464, Bucharest, Romania, Phone: +40 21 318 25 64/232, Fax: + 40 21 318 28 88 , E-mail :
sipicalex@yahoo.com

Key words : *e-cmmerce* , *risk*, *opportunity*

Abstract

The paper aimed to identify the benefits and disadvantages that new economy brings into SNF's business development and to present the types of e-commerce identified for each partner group system involved.

APPRAISAL OF FUTURE INVESTMENTS IN AGRICULTURE ON THE AREA OF PANČEVO MUNICIPALITY

Jonel SUBIC *, Zorica VASILJEVIĆ**, Sanjin IVANOVIĆ**

*Institute of Agricultural Economics – Belgrade, Serbia, 15 Volgina Street, Belgrade 11060, Republic of Serbia, Phone number: +381 11 2972 858, Fax number: +381 11 2972 858, E-mail: office@ mail.iep.bg.ac.yu

** Faculty of Agriculture, University of Belgrade - Belgrade

Keywords: *investments, agriculture, municipality of Pančevo*

Abstract

Developmental strategy of agriculture and agro-industry on the area of Pančevo municipality (Republic of Serbia) is a document whose basic goal is to determine status and possible developmental directions. They are preconditions for defining of objectives and measures for its implementation. In that sense, in order to plan certain measures as well as to enounce aspects of future support to development of agriculture and rural areas (by financial indicators) it appears necessity of experts' evaluation. The experts' evaluation is needed regarding possible future trends in agriculture concerning land, plant production and livestock production, as well as investments in fixed assets. Having in mind importance of agriculture for entire economic development of municipality of Pančevo, projections of future investments in agriculture have been made. In this paper planned future investments in agriculture till 2013 on the area of municipality of Pančevo have been analyzed in detail.

RESEARCH REGARDING THE SOURCES OF FINANCE FOR THE AGROFOOD COMPANIES

Cristiana TINDECHE*, Ion DONA*, Reta CONDEI*, Claudiu Iulian GOGU**

*University of Agricultural Sciences and Veterinary Medicine Bucharest , 59 Marasti, sector 1,
011464, Bucharest , Romania , Phone : +031 1020726

** Ministry of Public Administration and Internal Affairs – 1 A Piata Revolutiei, Bucharest,
Romania, Phone: 021 315.86.16

Key words: financing sources, agro-food companies, rentability, competitiveness

Abstract

With the purpose of obtaining superior levels of market, achieving the planned financial objectives as well as to cope with a developing competition in domain, which impose as imperiously necessary a good coordination of activities at the agro-food unit's level, the renewalment of the technology of the production capacity as well as setting an efficient system of management. At the same time, the rational usage of resources of any kind, the efficient unfolding of production represent major objectives and at the same time, essential premises of developing agro-food units. In conclusion, the identification of financial resources which must contribute to the growth of economical rentability and competitiveness of units represent an imperious necessary condition.

INNOVATION ON THE MEDICINAL PRODUCTS MARKET FOR ANIMAL TREATMENT

Cornelia Elena TUREAC*, Ioan BORDEAN**, Gabriela PADURE***

* Danubius University of Galati, 3 Galati, Galati,.Romania, Phone: +40 236460336, Fax: + 40 236460038, E-mail : cornelia_tureac@yahoo.com

** Danubius University of Galati, 3 Galati, Galati,.Romania, Phone: +40 236460336, Fax: + 40 236460038, E-mail : ioanbordean@yahoo.com

***Director Bank Agency Galati, Romania,Phone: 0726917918,E-mail : gpadure@yahoo.com

Keywords: *development, innovation, product, market, marketing*

Abstract

The innovation includes the development and the launching of new products on the market, and is a key element of the activities within the product policy. When we talk about innovation we refer to the process of discovery and testing of new products. In order to define the newness degree of a product, we have to take into consideration some aspects, such as: the subject (for who this is a new product ? for the producer ? for the buyer ?), the intensity (technological newness or newness for the market ?), the time (since when is the new product on the market ?), the place (on which market the product is new ?).All these questions define the newness/ novelty, because from the marketing point of view, a new product on a market can be already old on another market. Also, the company can assume the role of pioneer by introducing an absolute new product, or can get informed upon the tendencies and could anticipate the demand on another market. No matter what is the economic sector and the complexity, the development process of a new product contains more stages, that, depending upon the category from which they belong (industrial good, long- term use good etc.), lasts much or less , this implying investments and different marketing costs.

MODELS, METHODS AND DECISIONAL TECHNIQUES

Cornelia Elena TUREAC*, Georgeta DRAGOMIR**, Anca Gabriela Turtureanu***

* Danubius University of Galati, 3 Galati, Galati,.Romania, Phone: +40 236460336, Fax: + 40 236460038, E-mail : cornelia_tureac@yahoo.com

** Danubius University of Galati, 3 Galati, Galati,.Romania, Phone: +40 236460336, Fax: + 40 236460038, E-mail : gretadragomir@yahoo.com

*** Danubius University of Galati, 3 Galati, Galati,.Romania, Phone: +40 236460336, Fax: + 40 236460038, E-mail : ankterra@yahoo.com

Keywords: *decision-making table, making situations, mathematical models, group decisions, interactive methods*

Abstract

Due to the complexity of the decision problems, the models are essential in analyzing the issues, characterized by a large number of choices and decision-making criteria. The decision theory uses analytical techniques for various levels of formalization and supports managers to select a set of several alternatives; steps to be taken when making a decision are the following: highlighting the viable alternatives and the events that cannot be controlled by the decision maker, building the decision-making table on the basis of performance indicators corresponding to alternative combinations decision. In low-risk situations, simplified methods of foundation decision may be used, such as models of linear programming and dynamic programming models. In situations of risk, following methods may be used: hope mathematical method, decision tree, Markov analysis, simulation. In uncertain situations, there are recommended the ELECTRE method and the game theory.

RESEARCH REGARDING THE BUSINESS OF THE PRODUCERS SPECIALIZED IN THE TRADITIONAL AGRIFOOD PRODUCTS MARKETED AT THE ROMANIAN PEASANT FAIR

Adrian TUREK RAHOVEANU*

*Institute of Research in Agrarian Economics and Rural Development, 61 Mărăști, 011464,
Bucharest, Romania, 0040213184357, adrian.turek@iceadr.ro

Key words: traditional products, consumption model, product market, consumer

Abstract

The study aims at describing the business of the producers specialized in the traditional agrifood products marketed at the Romanian Peasant Fair. This research became necessary due to the changes on agrifood product market, where the consumption model is shifting from the conventional food to the traditional and/or ecologic food, for certain categories of consumers. Following these changes, the producers specialized in traditional agrifood products are offered new opportunities to re-launch production. The study describes the business of such producers, present at the Romanian Peasant Fair, in an attempt to find the premises for establishing the future market tendencies of these products.

STUDY REGARDING CONSUMERS' REACTION TO TRADITIONAL PRODUCTS

Magdalena TUREK RAHOVEANU

Institute of Research in Agrarian Economics and Rural Development, Bucharest
61, Mărăști, sector 1, 011464, Bucharest, Romania, Phone: 0040213184357, E-mail:
mturek2003@yahoo.com

Key words: qualitative research, traditional products

Abstract

The marketing research explores the reaction of traditional food consumers and producers taking part in the Romanian Peasant Fair to the quality and the price of traditional products, to the location and utility of the fair. Consumption preferences of the buyers, producers' business, types and quantities of traditional products marketed, land area and animal numbers used to obtain traditional products, recipes and ingredients used, product prices etc have been analysed.

SPECIFIC ISSUES REGARDING THE LAUNCHING OF TRADITIONAL AGRIFOOD PRODUCTS

Petruța TUREK-RAHOVEANU

*The Research Institute for Agrarian Economics and Rural Development:
61, Mărăști, 011464, București, Romania, 0213184357, turekanca@yahoo.com

Key words: investments, informing, food security

Abstract

Despite their abundance in Romania, traditional products are difficult to acknowledge and promote. For instance, over 40-45% of the cheese market is held by the small producers. Compliance to EU standards required important investments, which triggered higher product prices. Even if they get on the shelves of shops in some countries, traditional products are not actually known to be specifically Romanian. EU-Romanian Government cofinancing is needed for the launching and promotion of traditional products, which should include informing and promotion programmes, in addition to the actions developed in Member States (also valid for the Romanian traditional products): product images, quality, nutritive value and food security, production methods.

THE MARKETING ON THE MARKET OF PRODUCTS OF VETERINARY USAGE

Anca Gabriela TURTUREANU, Adrian TURTUREANU, Gabriela PADURE

* Danubius University of Galati, 3 Galati, 800654, Galati, Romania, , Phone: +40 733180138, Fax: + 40 372361290, E-mail : ankterra@yahoo.com

** S.c.Ancaterra S.R.L.Bucuresti, Romania, Phone: 0740076386, E-mail: office@ancaterra.ro

***Raiffeisen Bank Agency Galati, Romania, Phone: 0726917918,E-mail:gpadure@yahoo.com

Key words: strategies, marketing, trends, strategical planning, analysis.

Abstract

The main objective of the company is the success - commensurable in profit-, the sales increase, the development, the customer's satisfaction, the social corporative responsibility or the capital contribution brought to the company. The companies do not act by themselves or alone on the market. They establish exchange relations, of selling - purchasing, with the help of which they supply, search for working people and financing sources, produce and are in a permanent search of outlets and of clients. At the same time, the shares of a company are being directly influenced by the market partners: contractors/suppliers, intermediary agents, tradesmen, producers, credit institutions, clients and the state through its organical structures and organizations. The development of a strategy begins with the analysis stage, this being wholly understood as a process through which a series of factors and variables are evaluated.

KNOWLEDGE MANAGEMENT IN THE INFORMATIONAL- DECISIONAL FLUX OF RESEARCH PROJECTS

Mihaela Cristina VLAD *, Eugen Mihail OANCEA *

*Research Institute of Agricultural Economics and Rural Development, 61 Marasti Avenue, Zip Code 011464, Bucharest, Romania, 0212242795, cristinamiha@yahoo.com

Key words: knowledge management, workflow system, informational-decisional flux, agricultural research

Abstract

The main goal of this paper is to generate an overview of the workflow system and the informational - decisional flux generated from projects management of a public agricultural research organization. The purpose is to establish the real value that the actual organization systems give to knowledge in the research process and which are knowledge management systems and processes that can be implemented by a research organization to ensure that people actually employ knowledge management tools effectively.