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## CONTENTS

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<b>1.THE ROLE OF AN E-LEARNING PLATFORM IN THE SUSTAINABLE DEVELOPMENT OF THE ONLINE LEARNING AT THE UNIVERSITY OF AGRICULTURAL SCIENCES AND VETERINARY MEDICINE , DISTANCE LEARNING DEPARTMENT, BUCHAREST, ROMANIA</b> Ioan Niculae ALECU, Liviu MARCUTA, Alina MARCUTA, Carmen ANGELESCU.....	<b>5</b>
<b>2.IMPORTANCE OF INVESTING IN INNOVATION FOR SUSTAINABLE AGRICULTURE</b> Ivana ARAPU, Aurelia ŞUŞU-ŢURCAN, Carina VIERU.....	<b>9</b>
<b>3.MARKETING THE TERRITORIAL PRODUCTS: THE SOAVE WINES DENOMINATION OF ORIGIN AS AN ITALIAN CASE STUDY</b> Diego BEGALLI, Stefano CODURRI.....	<b>13</b>
<b>4.MAIN TRENDS OF THE PEST MANAGEMENT IN AGROECOSYSTEMS OF RAPE CULTURES</b> Andreea BUCUR, Ioan ROSCA.....	<b>20</b>
<b>5.ALLIUM CROPS PROTECTION PLANT MANAGEMENT FOR NAPOMYZA GYMNOSTOMA LOEW PEST</b> Mihaela COMAN, Ioan ROŞCA.....	<b>26</b>
<b>6.ELABORATING HUMAN RESOURCES TRAINING AND DEVELOPMENT PROGRAMMES – BASIC REQUIREMENT OF THE ORGANISATION’S ECONOMIC EFFICIENCY</b> Reta CONDEI, Ecaterina ŞTEFAN.....	<b>30</b>
<b>7.STRUCTURES AND DISTINCTIVE FEATURES OF AGRICULTURAL AND FOOD MARKET</b> Liliana CONDRAŢCHI.....	<b>34</b>
<b>8. THE STRUCTURE AND POTENTIALITIES OF THE BEE FARMING SECTOR IN ROMANIA</b> Marian CONSTANTIN.....	<b>36</b>
<b>9.IDENTIFICATION OF SPECIFIC LEADERSHIP SKILLS AND SOFTWARE BEHAVIORS IN PUBLIC INSTITUTIONS IN RURAL AREAS - A CASE STUDY, CALARASI</b> Daniela CREŢU, Dumitra CONSTANTIN, Radu Andrei IOVA, Cecilia NEAGU.....	<b>42</b>
<b>10.THE INTERDEPENDENCE FUNCTIONS OF MANAGERIAL ACCOUNTING</b> Daniela CREŢU, Radu Andrei IOVA.....	<b>48</b>
<b>11.UNIT COST OF PRODUCTION AS INDICATOR OF THE EFFICIENCY ACTIVITIES</b> Toma Adrian DINU, Elena STOIAN, Paula STOICEA, Elisabeta SIMA.....	<b>52</b>

<b>12.STUDY CONCERNING THE BUYING BEHAVIOUR FOR THE AGROALIMENTARY PRODUCTS</b>	
Toma DINU, Ioan ALECU, Silviu BECIU, Maria BOBEICĂ.....	56
<b>13.PRINCIPLES FOR A SUSTAINABLE WATER MANAGEMENT</b>	
Dumitru Florin FRONE, Simona FRONE.....	60
<b>14.SPECIAL CHARACTERISTICS OF WATER SUPPLY AND DEMAND</b>	
Dumitru Florin FRONE, Simona FRONE.....	65
<b>15.MILK MARKET AND ITS VOLATILITY – A REGIONAL APPROACH</b>	
Mariana GRODEA.....	69
<b>16.THE DEVELOPMENT LEVEL AND ECONOMICAL EFFICIENCY OF S.D.E. „CHETROSU”, DISTRICT OF ANENII NOI</b>	
Vitalie IGNAT.....	73
<b>17.THE ECONOMICAL EFFICIENCY OF THE FIXED MEANS UTILIZATION IN S.R.L. (SOCIETY WITH LIMITED RESPONSABILITY) „DISETINCOM”, DROCHIA DISTRICT</b>	
Vitalie IGNAT.....	78
<b>18.CONSEQUENCES OF THE MILK AND DAIRY IMPORTS ON THE ROMANIAN MARKET</b>	
Iuliana IONEL.....	84
<b>19.TOMATO MARKETING CHAIN IN THE REPUBLIC OF MACEDONIA</b>	
Ivana JANESKA STAMENKOVSKA, Nenad GEORGIEV, Aleksandra MARTINOVSKA STOJCHESKA.....	88
<b>20.ASSESSING TRENDS IN FOREIGN TRADE OF THE REPUBLIC OF MOLDOVA OF INVOLVEMENT CONDITIONS OF GLOBALIZATION</b>	
Aurelia LITVIN.....	92
<b>21.ANALYSIS OF MEASURES FOR ATTRACTING FOREIGN INVESTMENTS IN THE REPUBLIC OF MOLDOVA</b>	
Aurelia LITVIN, Natalia DELIU.....	98
<b>22.FISHERY PRODUCTION FROM ROMANIA, NATIONAL TRENDS AND PERSPECTIVES</b>	
Camelia LUCHIAN (BOURCEANU), Manea DRAGHICI.....	101
<b>23.THE IMPORTANCE OF INTEGRATING THE ENVIRONMENTAL INDICATORS INTO FINANCIAL AND ACCOUNTING PROCESSES</b>	
Alina MĂRCUTĂ, Liviu MĂRCUTĂ, Carmen ANGELESCU, Ioana NICULAE.....	105
<b>24.BEHAVIOR ANALYSIS OF SAVINGS AND CREDIT ASSOCIATIONS IN MOLDOVA'S ECONOMY</b>	
Mariana DOGA-MÎRZAC.....	108
<b>25.STRATEGIC AND OPERATIONAL DECISION ON TRANSPORTING GOODS</b>	
Pavel MOVILEANU, Liliana CONDRAȚCHI.....	111

<b>26.DEVELOPMENT OF ECOLOGICAL VEGETABLES AND DIVERSIFICATION PRODUCTION ON LOCAL MARKET</b>	
Veronica MOVILEANU.....	114
<b>27.STUDIES ON OPTIMAL ALLOCATION AND USE OF INVESTMENT RESOURCES</b>	
Ioana NICULAE, Alina MĂRCUTĂ, Liviu MĂRCUTĂ, Aurelia BĂLAN.....	118
<b>28.THE INSURANCES SYSTEM IN THE AGRICULTURE OF MOLDOVA REPUBLIC</b>	
Elena NIREAN.....	121
<b>29.INTERNATIONAL TRADE WITH GARLIC</b>	
Radu Lucian PÂNZARU, Dragoş Mihai MEDELETE.....	125
<b>30.THE SUGAR WORLD TRADE EVOLUTION</b>	
Radu Lucian PÂNZARU, Dragoş Mihai MEDELETE.....	129
<b>31.CONSIDERATIONS ON THE TRENDS OF THE ROMANIAN FREIGHT DURING THE PERIOD 1990-2008</b>	
Ion PIRVUTOIU, Agatha POPESCU.....	133
<b>32.STUDY ON THE TRENDS IN ROMANIA’S MEAT MARKET</b>	
Ion PIRVUTOIU, Agatha POPESCU.....	140
<b>33.MAIN TRENDS OF THE PESTS MANAGEMENT IN AGROECOSYSTEMS OF GRAPEVINE PLANTATIONS</b>	
Ecaterina Oana POPA, Ioan ROŞCA.....	146
<b>34.RESEARCH CONCERNING RURAL VERSUS URBAN POPULATION – PRESENT AND PROSPECT</b>	
Agatha POPESCU, Mircea Adrian GRIGORAS.....	151
<b>35.RESEARCH CONCERNING THE RELATIONSHIP BETWEEN GROSS DOMESTIC PRODUCT, FIXED ASSETS AND EMPLOYMENT USING COBB –DOUGLAS FUNCTION</b>	
Agatha POPESCU.....	157
<b>36.THE ECONOMIC IMPACT OF MEAT PROCESSING AT EUROPEAN UNION LEVEL – THE DANISH MODEL</b>	
Liliana POPESCU, Cristiana TINDECHE, Elisabeta SIMA.....	162
<b>37.ANALYSIS OF EXPORT OF VEGETABLES AND VEGETABLE PRODUCTS FROM REPUBLIC OF SERBIA INTO COUNTRIES OF CEFTA REGION</b>	
Anton PUŠKARIĆ, Boris KUZMAN, Bojana BEKIĆ.....	168
<b>38.DISTRIBUTION OF MUSHROOMS IN PAKISTAN</b>	
Muhammad Ali SAJJAD.....	173
<b>39.AGRICULTURAL BIOTECHNOLOGY IN PAKISTAN: AN OVERVIEW</b>	
Muhammad Ali SAJJAD.....	176

<b>40.ANALYSIS OF THE POULTRY FLOCKS AT THE LEVEL OF THE EUROPEAN UNION</b>	
Georgiana Melania SANDA COSTAICHE, Margareta OANCEA.....	180
<b>41.ANALYSIS OF PRODUCTION OF POULTRY MEAT AT THE LEVEL OF THE EUROPEAN UNION</b>	
Georgiana Melania SANDA COSTAICHE, Margareta OANCEA.....	184
<b>42.FINANCIAL INSTRUMENTS TO INCREASE INVESTMENT IN AGRICULTURE</b>	
Georgică SASU.....	188
<b>43.STUDY ON DEVELOPMENT OF NEW METHODS OF PRODUCTS PROMOTING AND TRADING BY AGRICULTURAL WEBSITES</b>	
Alexandru SIPICĂ.....	194
<b>44.RESEARCH FOR DEVELOPING IT TECHNOLOGY IN PURPOSE OF INCREASING ECONOMICAL FARM COMPETITIVNESS</b>	
Alexandru SIPICĂ.....	199
<b>45.METHODS AND TECHNIQUES OF THE POSSIBILITIES MODELING AND SIMULATION USED FOR THE ANALYSIS OF MANAGERIAL RISK IN MARKETING ACTIVITY</b>	
Tatiana ȘÎȘCANU, Liliana CONDRATCHI.....	204
<b>46.BUSINESS EXCELLENCE MODEL - A HOLISTIC APPROACH TO QUALITY MANAGEMENT</b>	
Elena STOIAN.....	207
<b>47.COMPARATIVE ANALYSIS OF ECONOMIC PERFORMANCE IN FARMS WITH DIFFERENT FORMS OF ORGANIZATION</b>	
Elena STOIAN, Toma Adrian DINU, Paula STOICEA.....	211
<b>48. EVALUATION OF FARM PROFITABILITY BY MANAGEMENT INTERMEDIARY BALANCES</b>	
Paula STOICEA, Toma Adrian DINU, Elena STOIAN, Liliana POPESCU.....	215
<b>49.CHARACTERISTICS OF INVESTMENT PROCESS IN REPUBLIC OF SERBIA – OVERVIEW ON MUNICIPALITIES APATIN, INĐIJA AND ZRENJANIN</b>	
Jonel SUBIĆ, Lana IVANOVIĆ, Bojana BEKIĆ.....	220
<b>50.THE PERSPECTIVES OF THE INNOVATION DEVELOPMENT IN THE AGROINDUSTRIAL SECTOR IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT OF THE COUNTRY</b>	
Aurelia ȘUȘU-ȚURCAN .....	227
<b>51.PROBLEMS OF THE EVALUATION INNOVATION ACTIVITY IN THE AGRO-INDUSTRIAL SECTOR IN THE REPUBLIC OF MOLDOVA</b>	
Aurelia ȘUȘU-ȚURCAN .....	232

<b>52.FINANCIAL INFORMATION: CAUSES, TECHNIQUES, CONSEQUENCES OF FRAUDULENT FINANCIAL INFORMATION AND IMPACTS ON FINANCIAL INFORMATION USERS</b>	
<b>Isa TAK.....</b>	<b>236</b>
<b>53.INCREASING THE ECONOMIC EFFICIENCY OF BREAD-BAKING UNITS</b>	
<b>Cristiana TINDECHE, Liliana POPESCU, Elisabeta SIMA.....</b>	<b>243</b>
<b>54.RURAL BUSINESS DEVELOPMENT IN DIGITAL ERA USING WEBSITES</b>	
<b>Victor TIȚA.....</b>	<b>246</b>
<b>55.ACTUALITY OF THE ORGANIC FARMING IN A KNOWLEDGE BASED ECONOMY AND THE PERSPECTIVES OF THE REPUBLIC OF MOLDOVA IN THIS DIRECTION</b>	
<b>Elena VACARCIUC, Lucia CAVCALIUC, Aurelia ȘUȘU-ȚURCAN.....</b>	<b>250</b>

# **THE ROLE OF AN E-LEARNING PLATFORM IN THE SUSTAINABLE DEVELOPMENT OF THE ONLINE LEARNING AT THE UNIVERSITY OF AGRICULTURAL SCIENCES AND VETERINARY MEDICINE , DISTANCE LEARNING DEPARTMENT, BUCHAREST, ROMANIA**

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## ***Abstract***

*In the current continuous dynamic development stage, the organizations which implement the online learning offer the participants to the knowledge activity the possibility to use the change in their benefit. E-Learning is a new method of understanding the learning process in which the basic elements remain the same, but the knowledge exchange and assimilation means are different. The use of an information system for learning also brings new benefits regarding the freedom to learn where and when you want.*

**Key words:** *e-learning, e-learning platform, information system, learning, sustainable development*



# IMPORTANCE OF INVESTING IN INNOVATION FOR SUSTAINABLE AGRICULTURE

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## **Abstract:**

*Investments in innovations for agriculture and food can be understood as new knowledge and technologies in agricultural and food production, processing, and marketing that are applied in economic and social processes. As a result of such investments, farmers, processors, and traders become more competitive, produce or sell better-quality products, and generate greater profits. Investments in innovation for agriculture relates to new and improved seed varieties, tissue, vaccines, equipment, and cropping and husbandry techniques. It also includes the application of quality protocols, organizational restructuring, improved management, and selling to new markets and buyers. Innovations can lead to improved management of natural and other resources and ultimately generate society wide benefits.*

**Key words:** *innovation, agricultural innovation, organizational restructuring, investments in agricultural innovation*

# MARKETING THE TERRITORIAL PRODUCTS: THE SOAVE WINES DENOMINATION OF ORIGIN AS AN ITALIAN CASE STUDY

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## **Abstract**

*The contribution of marketing to enhance typical local products has become essential for wineries and the territorial systems that want to promote their original products. Taking into account the perspective of the “experience economics” proposed by Pine e Gilmore (2000), the paper discuss the role of the Soave Wine Consortium marketing actions in improving the economic values of the local wines. The case study has been carried out via market research interviews with wine and grape producers, the managers of the wine cooperatives, the directors of local bodies and tourist associations who work in the D.O. region of Soave. The results highlight that the Soave Wine Consortium is consider to be a body that works efficiently, promoting the local products and informing the producers of wine legislation. The change in wine Common Market Organisation has made the Consortium anticipate the revolution, helping producers to create a local identity, opening new markets and re-enforce the links between business strategies and territorial marketing communications.*

**Keywords** : marketing, local wines, Consortium, Italy

# MAIN TRENDS OF THE PEST MANAGEMENT IN AGROECOSYSTEMS OF RAPE CULTURES

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## **Abstract**

*Rapeseed crops are some of the most profitable, bringing an income of farmers around 250 € / ha / year. So it is that, nationwide, in 15 years, canola acreage has grown continuously, exceeding, at present, 500,000 hectares. EU Directive 2003/30/EC promotes the use of renewable fuels, and by their obligations in Chapter 14, on energy, Romania has pledged that at least 2% of fuel used to transport either organic origin, is currently the most widely bio diesel made from rapeseed oil. 80% of production of rape is exported and demand is very high. In recent years, rape has become one of the most profitable crops, but cost-effective when productions are over 1200-1500 kg / ha, look what can be done easily when applying appropriate technology that can minimize the risks of culture. This year (2010-2011), as every year the last time, broke a new record for the rape of cultivated land, but keep in mind that with this growing pool of diseases and pests, according to the crop rotation (the recommended that the rape to get back on the same surface after at least three years) is harder. It examines the situation of the main pests in plantations of rape in Romania, given the problems on the occurrence of new damage or changes on the importance of pests. European regulations rapeseed crop pest management and national regulations are analyzed. Given the increasing use of pesticides is performed a comparison of European and national legislation on the approval of pesticides used in crops of rape.*

**Keywords:** rape, pests' management, pesticide registration, Sustainable Use Directive

# ALLIUM CROPS PROTECTION PLANT MANAGEMENT FOR NAPOMYZA GYMNOSTOMA LOEW PEST

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## **Abstract**

*Napomyza gymnostoma* was recorded as a new pest of *Allium* spp. in Romania. This pest is the *Allium* leafminer pest of leek (*Allium porrum*), onion (*Allium cepa*), chives (*Allium schoenoprasum* L.), garlic (*Allium sativum*) and of ornamental *Allium* plants. *Napomyza gymnostoma* Loew, is a leaf miner from Diptera: Agromyzidae which was first described in 1858, in Poland. In several countries of mainland Europe *Napomyza gymnostoma* has become the major pest of *Allium* spp.. It can infest a high proportion (80-100%) of a susceptible crop. Plants can be completely destroyed. Even at lower populations, the presence of mines on young plants may reduce the quality, economic losses can therefore be serious and result from feeding damage lowering the marketability of produce. In Romania, in spring 2007, an *allium* leafminer was recorded for the first time in non-commercial onion crops. Typical feeding symptoms were observed, caused by the mining behavior of larvae, producing the formation of descending galleries. The efficacies of different insecticides applied with different concentrations for *Napomyza gymnostoma* control on *Allium* were evaluated in this study of a two year field trial (2009-2010).

**Keywords:** onion, *Napomyza gymnostoma*, pest management

# ELABORATING HUMAN RESOURCES TRAINING AND DEVELOPMENT PROGRAMMES – BASIC REQUIREMENT OF THE ORGANISATION'S ECONOMIC EFFICIENCY

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## ***Abstract***

*Human resources development, as organization function includes as an essential activity for the employers the training and the professional specialization. The objectives of this activity result from the internal needs of organization and they are subordinated to the general objectives. There are meaning to the elimination of the gaps between the real level of knowledge and personal abilities at the creation for opportunities to learn. The necessity of this kind of activities to the organization level is resulting from the economical reasons, linked to the economical efficient grow, the occasional price by the activity of training and professional development being considerate like investments. The stimulation of professional training can be realized through many forms like motivation, the reward and the b modification of the employed personal.*

***Keywords*** : *programs for training and specialization; forms and organizational structures; human resource*

# STRUCTURES AND DISTINCTIVE FEATURES OF AGRICULTURAL AND FOOD MARKET

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## **Abstract**

*The purpose of this paper is to analyze and underline the distinctive features of agricultural and food market. Working methods used in creating this article were analysis and deduction. After the analysis following results were deduced: the market is the classical "invisible hand" that regulates economic activity. In this view, the market appears as an "institution", which ultimately must ensure, through its (production - allocation and use resource, distribution, consumption) functions the economic balance between supply and demand in the long term, realizing the transformation of own interests individuals in the best option for society regarding the nature of production. After the research the underline the following conclusion: agricultural market is like any other market, where agricultural production occurs in the form of supply, and consumption needs - as demand for agricultural products and foodstuffs.*

**Keywords:** *economic balance, supply, demand, agrarian market.*

# THE STRUCTURE AND POTENTIALITIES OF THE BEE FARMING SECTOR IN ROMANIA

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## ***Abstract***

*The upwards trend of beekeeping in Romania has required, on the one hand, knowledge of the number of bee families in the structure of agricultural businesses as quantitative factor, with the qualitative factor, the production of harvested honey. The indicators that were used emphasized the variable levels, in the 2004-2009 dynamics, by comparison to the basic year 2004 and the preceding year, but also to the agricultural businesses size classes. The private sector has most of the bee families, the majority falling into the size classes under 0.1 ha and 0.5 – 10 ha. The dimensional knowledge of the variation achieved using the elasticity method revealed a higher growth rate of the number of bee families, as compared to the quantity of harvested honey. Under the same investigation form, in the same interval, we analyzed these categories of prices, resulting a decrease in purchase prices in the interval 2005-2008. For these variation forms, though the elasticity method, we tried to know the intensity of these forms of prices on the number of bee families, on the honey production and alternatively on the purchase prices/retail prices on the market.*

**Keywords:** *bee colonies, extracted honey production, elasticity, system of production (beekeeping), apiarian sector, honey production, supply balance sheet, resources/uses, purchase price, average agro-food market price, elasticity coefficient*

# IDENTIFICATION OF SPECIFIC LEADERSHIP SKILLS AND SOFTWARE BEHAVIORS IN PUBLIC INSTITUTIONS IN RURAL AREAS - A CASE STUDY, CALARASI

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## **Abstract**

*One of the things rarely understood in Romania in terms of leadership is that leadership is not a privilege but a responsibility. Effective leaders are in possession of skills, attitudes and specific knowledge plays a decisive role in their work. Each individual carries with it a certain baggage of knowledge, skills and behaviors that result from their own experience of life (work, education and social interaction) and each individual has the ability to improve capacity and to modify certain behaviors to become more effective leaders. This can be done through continuous and conscious effort, through practice and training.*

**Keywords :** leadership, leader, skills, behaviors



# THE INTERDEPENDENCE FUNCTIONS OF MANAGERIAL ACCOUNTING

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## **Abstract**

*Management accounting, also called "analytical accounts" in France or "management accounting" in Romania is intended to serve as a tool in decision making by business managers. Managerial accounting and business use appropriate methods based on economic criteria and management, without taking into account the requirements imposed by legal or tax rules. Here we apply a single criterion - the usefulness of information for taking reasoned management decisions. A function of management accounting is management decision making, which involves selecting a course of action in some specific alternatives. Thus, based on the results, operative reports is reflected in their decisions to punish unfavorable activity and stimulate positive results.*

**Key words:** managerial accounting, managerial decisions, functions, managers



# UNIT COST OF PRODUCTION AS INDICATOR OF THE EFFICIENCY ACTIVITIES

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## **Abstract**

*In Romania, agricultural producer from subsistence and semi-subsistence farms, scroll through the winding paths and need to give proof of flexibility in choosing the optimal solution, because they want to obtain maximum results with limited and expensive resources. Thus, the estimation of unit cost for each product, is a priority for these farmers, because characterizes on farm's consumption and is the premise of the economic mechanism of recovery of costs through revenue. The cost of production, determined for existing crops in a vegetable farms, can be used as a tool of management that summarizes the quantity and quality of inputs, increasing the economic efficiency of activities.*

**Keywords:** *unit cost of production, economic efficiency of activities, farm management.*

# STUDY CONCERNING THE BUYING BEHAVIOUR FOR THE AGROALIMENTARY PRODUCTS

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## **Abstract**

*After the entrance on the romanian market of the first hypermarket in 1996, large store-networks progressively replaced small stores, wich didn't handled the competition, and caused large mutations on the pathway between producers and consumers. It is obvious the change in consuming behaviour but the purpose of this article is to identify and prioritize the reasons consumers choose a form of trade. The present study is the result of a controlled poll conducted in order to identify consumer behavior of food products. The investigation was conducted on a sample of 450 people, based on a questionnaire containing 13 questions and highlights the consumer orientation toward food markets or supermarkets, which determine the choice of the quantities of products purchased on a shopping session and the factors determining the choice of a product There are also pursued the consequences for producers of agricultural products. It also presents the results of what happened with the food market near the respondent.*

**Keywords :** consumers'behaviour, agroalimentary product, income, choosing criteria.

# BEHAVIOR ANALYSIS OF SAVINGS AND CREDIT ASSOCIATIONS IN MOLDOVA'S ECONOMY

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## **Abstract**

*Small and Medium Enterprises (SMEs) play an important role in the economic life of a country. They are a main source of creating jobs, a breeding ground for new business ideas, and the main promoter of entrepreneurship. Consequently, strengthening small and medium enterprises is critical for competitiveness. However, to start or to grow a business requires money, and often, finding adequate funding is a major difficulty that small and medium enterprises encounter. Currently, non-bank credit institutions that provide financing services are represented by the savings and loan associations and microfinance organizations. Thus, development of those institutions can be beneficial by contributing to financing a higher proportion of rural areas , resulting in a revival of trade ,farming ,social sector ,handcrafts and other socio-economic sectors ,ultimately contributing to rural business development and social area.*

**Key words:** *small and medium business, savings and credit associations, \_non-banking institutions, \_financial indicators, entrepreneurship.*

# PRINCIPLES FOR A SUSTAINABLE WATER MANAGEMENT

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## **Abstract**

*As we try to point out in this paper, water is one of the most important environmental resources, with some particular characteristics of a public as well as of an economic good. In the beginning, we mention some of the main actual global challenges in the water sector, which should be met by a Sustainable Water Management. In the paper first we define this concept, along with stating some of its main political principles and economic issues.*

*Developing a sustainable water pricing structure is another requirement for a sustainable water management. Our main conclusion is that a pragmatic application of economic aspects with regard to water should focus on the goal of cost recovery and efficiently use of the generated revenue to achieve our water resource management objectives, including the sustainable development goal of a universal provision of adequate water supply and sanitation.*

**Keywords :** *sustainable development, water management, full cost recovery, economic efficiency*

# SPECIAL CHARACTERISTICS OF WATER SUPPLY AND DEMAND

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## *Abstract*

*In order to promote and implement a sustainable water management, studying and understanding some peculiar features of the water supply and demand may be necessary. Therefore, mainly in didactic purpose, we outline and analyse these issues, with some focus on the agriculture water demand, as well as on some of the water supply cost function properties. The economic, opportunity and environmental costs of water are further featured and analysed. Finally, we outline some recent trends in water supply and demand.*

**Keywords** : *water supply, water demand, marginal costs, elasticity of water demand and supply*

# MILK MARKET AND ITS VOLATILITY – A REGIONAL APPROACH

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## **Abstract**

*The paper's goal is to determine milk price volatility, on the basis of a long-term analysis (January 2005- August 2010) of average procurement price evolution, by months, per total country and by development regions for cow milk, sheep milk, cow and sheep "cottage cheese" and fresh cow cheese. The variation coefficient was calculated as a ratio of standard deviation to the average, making it possible to identify the dispersion points. The paper also investigates the latest evolutions on the national market by regions, with regard to the animal herds by species, their yields, milk collection, processing, consumption and distribution of dairy products. The main conclusions are the following: agricultural products price volatility is influenced by crop production; the more dispersed and volatile crop production is, the higher the volatility of agricultural prices; in the case of cow milk, market stability is higher, compared to the sheep milk market; as against an average increase of 39% in the average procurement prices for cow milk, in the period January 2005 – January 2010, an increase above average and the largest increase is found in the region South West Oltenia of 64% and in the region Center, i.e. 59%; under the country average with only 4%, 17% and 25% respectively, are the regions South Muntenia, South-East and North-West; the average procurement prices for raw cow milk were more dispersed in the region South West Oltenia (counties: Mehedinți, Gorj, Olt, Vâlcea, Dolj); it is in this region that the highest variation coefficient was found (28.95%), compared to the other development regions.*

**Keywords :** prices, standard deviation, variation coefficient



# THE DEVELOPMENT LEVEL AND ECONOMICAL EFFICIENCY OF S.D.E. „CHETROSU”, DISTRICT OF ANENII NOI

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## **Abstract**

*One of the essential problems that have been accumulated in the food and agricultural sector of the Republic of Moldova is the reduction of the development level and economical efficiency of the agricultural production. That is why we will analyse the didactic basis of the State Agrarian University of Moldova S.D.E. “Chetrosu” being in a critical situation. We will put the stress on the necessary conditions for organizing of the farm activity and the result of the utilization of these ones. Consequently we will centre on the incomes from sales and will determine in such a way the level of the enterprise specialization on the incomes structure from sales. It is consequently being analyzing the indicators of the assurance and the efficiency of using production ones in S.D.E. “Chetrosu”. The indicators system presenting the financial results includes the row profit, the period of the financial administration period till to the taxation, the net (plainly) profit and the productivity indicators (generally of the agricultural economical and financial production). Each of these indicators are being mutually completed elucidating one of the side of the economical efficiency of the obtained agricultural production in the enterprise. The calculation of these indicators is being effectuated on the basis of the annual financial reports and on the specialized forms on the activity of the agricultural enterprises. According with the economical content the notion of financial results is complex and includes the indicators of the profit and productivity.*

**Keywords** : *production proportion, revenues from sales, labor and production resources, economical efficiency, economical and financial indicators*

# THE ECONOMICAL EFFICIENCY OF THE FIXED MEANS UTILIZATION IN S.R.L. (SOCIETY WITH LIMITED RESPONSABILITY) „DISETINCOM”, DROCHIA DISTRICT

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## **Abstract**

*The production means represent a dominant factor of intensity in agriculture, whose importance results from the following findings: the equipment level with production means and the quality of these ones influence directly the level, quality and economical efficiency of the agricultural production. The technical and material basis of the agriculture generally acts directly on the natural factors facilitating the favorability of these ones. The level and improvement degree of the technical and material basis of the agriculture determine the level of qualification and specialization of the manpower as well as new conceptions in the organization and managing of the agricultural production. It is necessary to effectuate the ensurance analysis S.R.L. „Disetincom” with fixed means and energetic resources. The analysis in dynamics also foresces the determination of the rates of increase or reduction in the make-up of active and passive fixed means. The structure of the fixed means foresces the determination of their wight after the following groups: production fixed means from the principal activity, production fixed means from other rates and unproductive fixed ones. For appreciating the structure of the fixed means in dynamics it is being calculating the following indicators: the absolute modification and the structure of the fixed means by categories. Besides the quantitative indicators it is also appreciating the qualitative ones. The establishment of a more reduce volume of means under the level of the technological requirements creates difficulties of technical and organization character that finally characterizes the diminution of the production economical efficiency too.*

**Keywords :** *fixed means material technical basis, functional state, energetic resources, productivity, the capacity of fixed means, factorial analysis*

# CONSEQUENCES OF THE MILK AND DAIRY IMPORTS ON THE ROMANIAN MARKET

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## **Abstract**

*The present paper investigates the competitive pressures of the milk and dairy imports upon the domestic market and market niches of Romanian dairy products. The method consists in analyzing foreign trade data on milk and dairy products together with domestic production. The deficiencies of the milk production and processing system create favorable conditions for imports. Romania is a net milk and dairy importer, yet it succeeds in exporting organic dairy products or dairy products based on ewe, goat or buffalo cow milk. Although the exported quantities are small, the values per product unit are significant. The results show that the competitive pressures will continue as long as there are deficiencies in the raw milk production and collection.*

**Keywords** : milk and dairy products, domestic production, import, export

# TOMATO MARKETING CHAIN IN THE REPUBLIC OF MACEDONIA

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## **Abstract**

*Tomato production is one of the most important agricultural activities in the Republic of Macedonia. The paper is focused on tomato marketing on the domestic market, beside the fact that it is mostly an export oriented product. The aim of the paper is determination of the prices at different levels in the distribution of fresh tomato, thus evaluation of the impact of tomato marketing system over the farmers' income. Therefore, the profit and marketing margins at each level in the marketing chain are calculated for the period from 2005 to 2008. The biggest part of the tomato marketing is marketed through intermediaries, by an average farm gate price of 0.54 euro/kg. The average retail prices throughout the observed period range from 0.82 to 0.93 euro/kg. Thereby, the marketing margins are highest at the level of the traders with an average marketing margin of 0.28 Euros. Furthermore, the analysis of the relationship between the retail prices and the farmers' price, showed that 40% of the retail price is received by the farmers, i.e. that the retailers acquire 60% of the retail price. This leads to the conclusion that the intermediaries-traders of tomato have the largest influence in the total tomato marketing system, i.e. that there is an urgent need for the tomato producers to organise themselves in the area of tomato marketing.*

**Keywords** : marketing chain, profit margin, marketing margin , retail price, farm gate price

# ASSESSING TRENDS IN FOREIGN TRADE OF THE REPUBLIC OF MOLDOVA OF INVOLVEMENT CONDITIONS OF GLOBALIZATION

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## **Abstract**

*The paper aimed to present the evolution of export production during the period 2000-2009 in the Republic of Moldova. Research methods used are: monographs, statistical analysis. International trade is one of the oldest forms of cooperation between peoples, having both the considerable advantages and some disadvantages. Research conducted shows us that markets USSR, Moldova sold 80% of the wines, fruits and vegetables. Since 1991, when gaining independence the Republic has shifted its economic relations with Western Europe, especially since prices for raw materials and energy resources imported from Russia and Ukraine had become larger and the sale of goods on Western markets, country profit it gained twice as often a possible profit achieved in the CIS. With the current study, would be eloquent elucidation classification republic in global flows of trade (through it and demonstrate the influences of globalization on the national economy), by the country's main trading partners.*

**Keywords :** export, evolution, agricultural production , Republic of Moldova, globalization.

# ANALYSIS OF MEASURES FOR ATTRACTING FOREIGN INVESTMENTS IN THE REPUBLIC OF MOLDOVA

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## *Abstract*

*The paper aimed to present the analysis of measures for attracting the foreign investment. The investments have an important role in the economy of a country, as they represent the material support of its social-economic development. They ensure the increase of fixed capital, technical and economic efficiency of the existing investments and also the creation of new working places. In this context the investments represent the decisive element of the economic growth, and of the intensive, qualitative and efficiency factors' promotion. In any economic, social or cultural field the investments are associated with the idea of development.*

**Keywords** : investment , Republic of Moldova, strategy for attracting, globalization.

# FISHERY PRODUCTION FROM ROMANIA, NATIONAL TRENDS AND PERSPECTIVES

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## **Abstract**

*This paper seeks two-dimensional aspects of the problem of fisheries development in Romania. These investigations were focused on the knowledge and interpretation of indicators relating to the dynamic part of the production, intermediate consumption and GVA / GDP, and on the other hand employment and productivity in this sector. The comparative forms found on paper deepened by methodologies based on elasticity, aimed at a foundation based on knowledge of the current situation of fisheries, but also of the influencing factors.*

**Keyword:** fishing industry, influencing factor, output, intermediate consumption, GDP, productivity, flexibility.

# THE IMPORTANCE OF INTEGRATING THE ENVIRONMENTAL INDICATORS INTO FINANCIAL AND ACCOUNTING PROCESSES

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## **Abstract**

*One of the main challenges of the economic crisis which is currently affecting humanity is to find solutions for the re-establishment of a sustainable economic growth in such way that the obvious environmental crisis is not deepened even more. This is why many specialists consider that the transition to an economy which is characterized by a low impact on the environment and an efficient use of natural resources would be now appropriate. In this context, active and voluntary instruments shall be identified and developed in order to assure as sustainable as possible economic and social activities.*

**Key words:** *environmental accounting, National Accounts, economic performances, environmental indicators*



# STRATEGIC AND OPERATIONAL DECISION ON TRANSPORTING GOODS

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## *Abstract*

*The purpose of the research is deepening into the strategic and operational decision when transporting products. Working methods used in this article are analysis and synthesis. Following the investigated materials the following **results** were reached: The major objective of the strategy and the transport activities are to provide customers with required time, place and form facilities as, under the organization's convenient cost. Strategic decisions concern the targeting of transport activity for a higher period of time compare with tactical decisions (operational), witch pursue implementation of the strategies and give solutions to current issues of transport activity. As an important **conclusion** of this paper, he following must be underlined: for performing the transport strategy, the managers of transport activity are involved in a series of tactical and operational decisions.*

**Keywords:** *convenient cost, transport activity, tactical decisions, operational decisions.*

# DEVELOPMENT OF ECOLOGICAL VEGETABLES AND DIVERSIFICATION PRODUCTION ON LOCAL MARKET

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## *Abstract*

*The purpose of the paper is to research the ecological vegetable growing development and study the product diversifying on the local market. The following methods were standing at the basis of article: analysis, deduction, synthesis, etc. The following results have been deduced after the research: organic vegetable growing is imposed today as a modern practice, with results that are based on scientific data which create a new life, work and agriculture conception, with increased efficiency and which can provide products in accord with customers' demanding requirements. Organic vegetable growing is a set of measures and methods that contribute to the realization of a new environmental quality in relevant ecological and economic conditions with agricultural products in large quantity, of high quality, obtained by "according to nature" methods, but with minimum material and energy costs. Several important conclusions may be drawn up after the research: organic vegetable growing involves maximum reduction of polluting chemicals use and the genetically modified plant neutralization for ensuring the maintenance of a biodiversity with a high biological productivity. It is a theoretical tendency for conditions in our country, but which need to be materialized in the future.*

**Keywords:** *organic vegetable growing, environmental quality, agricultural products, genetically modified plants*

# STUDIES ON OPTIMAL ALLOCATION AND USE OF INVESTMENT RESOURCES

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## *Abstract*

*In the free market competitive system, the entrepreneurs' actions are competitive if they are efficient. By applying the method of dynamic scheduling, the optimal policy obtained by tabular calculation is upgrading in the first and third operating year, and no upgrading in the rest of the time horizon. The value of the allocated investments for the two years amounts RON 300 million. By adopting this policy, a maximum profit of RON 9179 million is obtained.*

*Keywords:* investment, optimization, upgrading, development strategies, dynamic scheduling

# THE INSURANCES SYSTEM IN THE AGRICULTURE OF MOLDOVA REPUBLIC

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## *Abstract*

*Agricultural activity in general, closely linked to climatic conditions controlled by man, by living organisms, the powerful economic interests of all parties involved so pronounced etc, it is considered as one of the highest risk level. Typically, this assessment includes both natural hazards and economic ones. Proceeding from this finding objective, modern agriculture in all countries has a well-defined object of insurance. Mechanism and contemporary instruments to ensure agricultural sector is widely diversified, taking as a basis for specific geographic diversification structure phyto sectors and / or livestock, the economic opportunities of participants in the insurance etc.*

**Keywords :** *insurances, agriculture, subventios,risks.*

# THE SUGAR WORLD TRADE EVOLUTION

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## ***Abstract***

*This paper presents the evolution of international trade in garlic, taking in discussion the issue of imports, exports and trade balance of the product at the level of continental units for the period 2005-2007. The work methods used were percentage and documentary that followed the presentation of actual data and a proper structuring for index at world level concerning the alimentary importance for sugar at world level. For the period average, the world's total sugar imports was 1014131 tonnes, a value that was based on continental contributions: 586,249.7 tonnes for Europe (57.81% of total), 232,484.7 tons for Asia (22.92 % Of the total), 152,403.3 tonnes for America (15.03% of the global total), 28,384 tons of sugar imported from Africa (2.80% of total) and 14609.33 tonnes for Oceania (1.44% of total). The average period recorded a total of 754,051 tons of sugar exported at the world, the continent contributing by: 4172 tons Oceania (0.55% of total), 10993.33 tonnes Africa (1.46% of total), 118,632.3 tons America (15.73% of total), 162,833.3 tons Asia (21.59% of world total) and 457,420 tonnes Europe (60.67% of the world). Total world sugar trade recorded only poor levels: -115 268 thousand \$ in 2006, -166 151 thousand \$ in 2007, -163 457 thousand \$ for 2008, -148,292 thousand \$ for average period . Europe is the main actor on the world sugar market (imported and exported quantities).*

***Keywords : import, export, trade balance, deficit, surplus***

# INTERNATIONAL TRADE WITH GARLIC

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## ***Abstract***

*This paper presents the evolution of international trade in garlic, taking in discussion the issue of imports, exports and trade balance of the product at the level of continental units for the period 2005-2007. The work methods used were percentage and documentary that followed the presentation of actual data and a proper structuring for index at world level. For the average period, total world imports of garlic was 1,532,030 tons, a value that was based on continental holdings: 909,97 thou tons for Asia (59.40% of total), 20, 86 thou tonnes America (20.86% of the total), 238,23 thou tonnes for Europe (15.55% of the global total), 50,08 thou tonnes of garlic for Africa (3.31% of total) and 13.50 thousand tonnes Oceania (0.88% of total). The average period recorded a total of 1.595,7 thou tonnes exported garlic, the continents participate with: Oceania 0,6 thou tonnes (0.04% of total), 4,8 thou tonnes Africa (0.30% of total) Europe 10,57 thou tonnes (6.43% of total), 134,53th. tonnes America (8.43% of world total) and 1353,2 thou tonnes Asia (84.80% from world total). Total world trade with garlic in the considered period, recorded only excess levels: \$ 99.5 million for the year 2005, \$ 96.9 million in 2006, \$ 51.2 million for 2007 and 82, \$ 54 million average recorded for the period. Asia are the largest component of the global market of garlic.*

***Keywords : import, export, trade balance, deficit, surplus***

# CONSIDERATIONS ON THE TRENDS OF THE ROMANIAN FREIGHT DURING THE PERIOD 1990-2008

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## **Abstract**

*The paper aimed to identify the trends in goods transport and its role in the economy during the period 1990-2008. In this purpose a specific system of indicators and modern statistical methods were used to process the data provided by National Institute of Statistics. Despite that in 2008, about 524,486 thou tonnes of goods have been transported, representing just 23.65 % of 2,217,198 thou tonnes transported in the year 1990, the contribution of transport to GDP increased from 6.26 % in 1990 to 11.04 % in the year 2008 and to employment from 7.04 % to 9.15 % in the same period of time showing that transport has an important role in the economy. The largest amount of goods is transported on roads, representing 69.10 % of total transported goods. Also, about 65.60 % of goods are transported on roads by private companies. While railways, roads and petroleum pipe-lines have become less important as means of conveyance, inland waterways, seawayways and air transport have been developing faster. The correlation between the amounts of transported goods and transport contribution to GDP is a positive and a strong one, equal to 0.990 showing that the development of transport is an important factor for enhancing the economy. In order to develop transport in Romania, the following measures are imposed: modernization of infrastructure for assuring a faster moving of goods at lower transport costs, a better road tax procedure for enhancing SMEs as carriers, high quality services for developing a modern, efficient and safe transport and protect environment against pollution.*

**Keywords:** goods, Romania, trade, transport, trends

# STUDY ON THE TRENDS IN ROMANIA'S MEAT MARKET

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## **Abstract**

*The paper aimed to identify the trends in Romania's meat market in the period 2003-2007. Meat production in terms of live weight has recorded a continuous decrease accounting for 1,503 thousand tones in the year 2007 compared to 1,653 thousand tones in the year 2003. This situation is due to the reduced number of slaughtered animals and low live weight at delivery. As a result, in 2007, Romania produced 69.8 kg meat per inhabitant, by 10.75 % less compared to 78.2 kg in the year 2003. In the same year, meat supply accounted for 1,336,370 tones, of which beef 12.85 %, pork 50.58 %, sheep and goat 4.09 % and poultry 32.48 %. Romania is a net meat importing country. Despite that the export value increased 2.29 times, import value increased 18.33 times in the period 2003-2007. This had a negative impact on meat balance whose deficit has continuously increased. The unbalanced meat demand/offer ratio, the high meat price and low purchasing power of the population have led to the decline of meat consumption per inhabitant, In 2007, the average meat consumption was 62 kg/capita compared to 64 kg in the year 2003. The development of meat sector in Romania requires modernization of fattening farms and meat processing units, the application of intensive technologies using high quality feeding for increasing animal live weight at slaughter and meat quality, a new stimulating payment system for farmers according to carcass quality, more attention to meat export in order to increase competitiveness of Romanian meat products on the external markets.*

**Keywords:** *consumption, market, meat, production, Romania, trade, trends*



# MAIN TRENDS OF THE PESTS MANAGEMENT IN AGROECOSYSTEMS OF GRAPEVINE PLANTATIONS

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## **Abstract**

*Viticulture represents an important part of agriculture in Romania, both from the economic and social point of view. The total area under vines is about 189.7 thousands ha, being an intensive culture, the area of grapevine has 2% of the agricultural area and income from viticulture is 10% from the value of the agriculture production. It analyzes the situation of the main pests from grapevine plantations of Romania in the light of problems related to the emergence of new or modifications of the importance of harmful pests. European regulations are the main pest management of vine plantations, as well as national regulations it is analysed. Given the increasing use of pesticides is emphasized as a comparison of European and national legislation on the approval of pesticides used in plantations of vines, is also comparing the European and national legislation on the marketing and use of pesticides in plantations vines. The impact of exotic pests varies considerably depending on the species and the area being invaded. Some species are able to rapidly colonize an area and become serious pests, often because they are no longer under control of predators or diseases that limited their numbers in their native habitat. Species that rapidly colonize an area are often called exotic invasive pests. Once established, invasive species are extremely difficult to eradicate and can cause not only ecological disruption, but economic problems as well. Everyone has a part to play to keep exotic and invasive species from coming into Romania and spreading throughout the state. All known grapevine pests, in Romania, include about more than 20 pests and one xylem bacteria transmitted by insects. .*

**Keywords** : grapevine, quarantine, pesticide registration

# RESEARCH CONCERNING RURAL VERSUS URBAN POPULATION – PRESENT AND PROSPECT

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## **Abstract**

*The paper aimed to rural population versus urban population, the data have been collected from National Institute for Statistics for the period 2000-2008. In this purpose, the following indicators have been considered: the share of rural and urban population in Romania's population, the distribution of rural population by development region, fertility rate, live births, deaths, dead-born per 1,000 inhabitants, life expectancy, internal migration, rural and urban active population, employment, employment rate by area, employment in agriculture by age group, unemployment, unemployment rate, age structure for farmers and skilled workers, employment rate by educational level, employed and unemployed rural population by age group, monthly incomes and expenditures per household. The main characteristics of rural communities are the reduced vitality, lack of a corresponding infrastructure, poverty, low training level and limited access to culture and education, aging, low job opportunities, low income sources, low living standard. Rural areas development requires a behavior and mentality change, more involvement of the Government and other decision makers both at national and local level to find the best solutions for stimulating the multifunctional development of the rural space.*

**Keywords:** *population, present, prospect, Romania, rural, urban*

# RESEARCH CONCERNING THE RELATIONSHIP BETWEEN GROSS DOMESTIC PRODUCT, FIXED ASSETS AND EMPLOYMENT USING COBB –DOUGLAS FUNCTION

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## **Abstract**

*The paper aimed to analyse the evolution of GDP, fixed assets and employment in Romania's economy during the period 2000-2005 based on the data provided by the National Institute of Statistics, emphasizing the relationship between these indicators using correlation coefficients, elasticity coefficients, Cobb Douglas Production Function and time series analysis. GDP increased from Lei Million 80,984.6 in the year 2000 to Lei Million 514,654 in the year 2008. the value of fixed assets in the Romanian economy accounted for Lei Million 1,346,619 being 9.28 times higher than in 2000, when it registered Lei Million 144,978.2. In 2008, 8,747 thousand persons were employed in the economy by 1.3 % more than in the year 2000. The Cobb Douglas production function for Romania has the following aspect  $GDP = 2,79 \times FA^{0.62} \times EM^{0.38}$ . The use of Cobb-Douglas production function is an important econometric tool for drawing the decisions both at macroeconomic and microeconomic levels regarding the policy for increasing efficiency, for a better distribution of incomes and assuring an optimum harmonization between production factors under the globalization and knowledge based economy.*

**Keywords:** Cobb Douglas function, economic growth, employment, fixed assets, gross domestic product

# THE ECONOMIC IMPACT OF MEAT PROCESSING AT EUROPEAN UNION LEVEL – THE DANISH MODEL

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## *Abstract*

*The Danish Crown group is an international food producer with production and sales across the world. At present it is the world's third largest and Europe's second largest pig slaughtering business and also Europe's largest meat processing company. The cooperative has achieved this status by setting and observing very high and strict quality standards at all stages in meat processing, which explains why its products are exported all over the world.*

**Keywords** : cooperative, slaughterhouse, pork, processing, quality, health, veterinary inspection

# ANALYSIS OF EXPORT OF VEGETABLES AND VEGETABLE PRODUCTS FROM REPUBLIC OF SERBIA INTO COUNTRIES OF CEFTA REGION

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## **Abstract**

*The goal of this research is to perceive demonstrated trends and export structure of raw vegetables and vegetable products from Republic of Serbia into countries of CEFTA region. Also, goal of research is to look at the possibilities of promotion of foreign trade exchange of vegetables and products based on vegetables. Research period is 2007-2009. Research results showed that fresh vegetables and vegetable products represent significant export products of Republic of Serbia. During analyzed period there was negative foreign trade balance of total export of these products. The largest influence on this negative balance had exchange with Republic of Macedonia. The authors state that the export of vegetables and vegetable products represent large potential of the country and, for the purpose of its better use, there is a need for larger investing into production and processing as well as introduction and application of marketing concept of business. In the paperwork, authors point out the importance of full implementation of CEFTA for further development of export of mentioned products from Republic of Serbia, as well as significance of trade development with the countries which are signed parties to this agreement.*

**Key words:** fresh vegetables, vegetable products, export

# **AGRICULTURAL BIOTECHNOLOGY IN PAKISTAN: AN OVERVIEW**

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## ***Abstract***

*Agriculture is the livelihood of rural areas and plays a vital role for the economy of Pakistan. This paper reviews the mechanism governing the research and release of transgenic crops through various research institutions and regulatory authorities. The concise functioning of government agencies in relation with recent approvals has been studied and elaborated. Although Pakistan has many state of the art centres of biotechnology research but the main focus has been on cotton and rice only and so far only transgenic cotton has been approved for wide scale cultivation. There exists a large scope for genetic manipulations of other crops and an effective extension of developed GM varieties from laboratory to farm. The wide spread cultivation of Bt cotton since 2002 demonstrates the need for implementation of biosafety regulations and capacity building in management of GM crops.*

**Keywords:** *GM crops, research infrastructure, extension, regulations*

# **DISTRIBUTION OF MUSHROOMS IN PAKISTAN**

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## ***Abstract***

*A variety of mushrooms is found in various regions of Pakistan. Out of total, 10% are edible and can be commercially grown. For food security, it is vital to propagate mushroom cultivation in Pakistan. It could also solve the problem of disposing of inedible organic wastes leading to environmental rehabilitation. To protect the diversity of these edible mushrooms, more work on the protection of habitats and propagation methods is needed.*

***Keywords :*** mushroom spp. cultivation, distribution, Pakistan

# **ANALYSIS OF THE POULTRY FLOCKS AT THE LEVEL OF THE EUROPEAN UNION**

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## *Abstract*

Poultry farming, a thousands of years old human occupation, was transformed in the USA in the early 1940's into an industry, when intensive industrial poultry farming was started. . This paper provides a review of the flocks in the European Union, taking into account the increasing number of EU member states from 15 to 25 and then to 27, in the period 2000-2009. Following the processing of the statistical data provided by the Food and Agriculture Organization of the United Nation (FAO), it was noticed that at the level of the European Union an increase of 26.6% was registered in the period 2000-2009, but at the level of European Union 15 there was a decrease of 5.3% between 2000-2009, a decrease of 7.5% was registered in the period 2004-2009 at the level European Union 25, while for European Union 27 a decrease of 6.1% was registered between 2007-2009.

*Keywords* : *poultry flocks, European Union*



# **ANALYSIS OF PRODUCTION OF POULTRY MEAT AT THE LEVEL OF THE EUROPEAN UNION**

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## ***Abstract***

*Population growth and economic development resulted in increased production of meat and poultry meat in particular, which represented the most dynamic sector in the last decade. Thus this paper aims to conduct an analysis of poultry production in the European Union in the period 2000-2009, taking into account the countries that have acceded to it in 2004 and 2007. Analyzing the production of poultry meat in the European Union 15, 25 and 27 on the basis of statistical data processing provided by the Food and Agriculture Organization of the United Nation (FAO) finds its growth with 45.1% during 2000-2009. An upward trend in production of poultry meat is found in European Union 15, 25 and 27, the increase being 11.7%, 11.3% and 9.7%..*

**Key words:** *poultry meat, European Union*

# FINANCIAL INSTRUMENTS TO INCREASE INVESTMENT IN AGRICULTURE

## Georgică SASU

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### *Abstract*

*After 2002 in Romania are made first steps to modernize farming and the countryside. The foundations of a coherent agricultural policy based on market economy principles, adapted to the European context. The national rural development programs, SAPARD by 2007 and RDNP by 2008, which are important EU funds allocated for investment projects in agriculture, were implemented. For efficient use of EU funds allocated, having regard to the plight of local agricultural capital and decreased appetite of the private financial banking system for financing in the agricultural sector, were succession created in a series of financial instruments to stimulate the modernization of agriculture. The complexity and diversity of these financial instruments requires the development of a work of synthesis. It was analyzed all relevant legislation, the legislative basis for financial instruments created, were statistically analyzed data collected from central and local institutions involved in developing European and national funds allocated. Were analyzed and described the credit and guarantee mechanisms created, positive and negative effects of the measures applied, the need for continued public support for new production capacities created or upgraded as a result of financial, credit or guarantee instruments studied. In conclusion the paper is an overview of all the public support measures implemented over five years in the pre and post EU accession of Romania, useful both for analysis and their subsequent effects on the development of future public support measures in agriculture.*

**Keywords:** SAPARD, RDNP, financial banking system, financial instruments, public support, production capacities

# STUDY ON DEVELOPMENT OF NEW METHODS OF PRODUCTS PROMOTING AND TRADING BY AGRICULTURAL WEBSITES

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## **Abstract**

*The influence of internet as well as the way that it opens in business management represents the key of business. Agriculture is one of the industry branches where informatics and informational society are getting slower. Although Romania is in top 10 as net usage in agricultural domain, does not enjoy of a great popularity. This paper aims the study of web in agriculture. The Structure of information within a site plays an important role in visitors drawing, clients and potential business partners. Considering that today any business must be supported by a presentation on the web, the material that is published in this work shows how the information should be organized on the agriculture web sites. Another aspect of this article is represented by the choice/selection of site-designing technologies and their promoting ways as well.*

**Keywords** :*Internet, web technologies, promoting, information, Romania*

# RESEARCH FOR DEVELOPING IT TECHNOLOGY IN PURPOSE OF INCREASING ECONOMICAL FARM COMPETITIVNESS

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## **Abstract**

*Although the development of information society was made into a galloping pace in our country in the recent years, its penetration in the agricultural sector has done very slowly. In the late of 90's Romanian Agriculture own a very small percentage of using modern computing techniques in agriculture, about 3% used low profile livestock farms, 10% used small industrial holdings, and for the small proportion of plant-profile use was 0. Today the vast majority of small farms owns Internet-connected PCs. A survey among farmers shows that although owning modern computing equipment doesn't use appropriate software problems that occur in the production process. Some of the problems encountered during the production process could be a assessed to solve or to avoid by creating a virtual manufacturing scenario. The advantages of this computerized planning can help the farmer to establish the beginning of agriculture, as it he grows, and will grow lot. According to the yields are intended to be achieved, the farmer will know the monthly costs which they will have to do and when you have to do them to achieve the desired results.*

**Keywords :** *Decision Support Systems, Enterprise resource planning system, planning, decision, software*

# METHODS AND TECHNIQUES OF THE POSSIBILITIES MODELING AND SIMULATION USED FOR THE ANALYSIS OF MANAGERIAL RISK IN MARKETING ACTIVITY

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## *Abstract*

*The purpose of this paper is the researching methods and modeling and stimulation techniques that are used for the managerial risk analysis in marketing activities. The working methods used in the preparation of the article were analysis and deduction. After the researched materials the following results reached were: The present article will analyze the incertitude quantification and evaluation and the market risk that need the use of probabilities. For this purpose the risk analysis is used, that means a group of methods for the confidence degree quantification that can characterize an appreciation concerning the sales, costs and benefits projects. As the major conclusion of this work, we might underline the following: the incertitude and risk analysis permit and substantiate a decision adoption, because it uses various methods to foresee the consequences, actions in various situations.*

**Keywords:** *incertitude, marketing risk, marketing sensitivity, the decision tree.*

# **BUSINESS EXCELLENCE MODEL - A HOLISTIC APPROACH TO QUALITY MANAGEMENT**

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## **Abstract**

*In the current context of globalization, organizations look for new and different ways to become more effective and efficient. Organizations that consistently apply the criteria of performance and efficiency, are focused on continuous quality improvement and customer satisfaction. European Foundation for Quality Management-EFQM brings together European organizations involved in the pursuit of excellence, which have adopted a Joint Model of Excellence, as a strategic tool for general management of the company. Their fundamental objective is to become leaders in their field and get excellent results. The EFQM Excellence Model allows an integrative approach to the quality management, which includes: business results, customer orientation, information management, employee satisfaction. The EFQM Excellence Model allows companies to create measurable benefits by using TQM as an organizational tool. It was entered in the early 1990s in order to serve as a framework for the accession of the organizations in the European Quality Award. Nowadays it is the most widely used organized model in Europe, underlying the majority of national and regional Quality Awards, including the Romanian Quality Award JM Juran. The model is based on the following premise: Leadership build the company's Policy and Strategy, and these are implemented through People, Partnerships, Resources and Processes, to obtain Excellent Results, both in key performance areas, as well as on Clients, Staff and Impact on Society.*

**Keywords:** *TQM, European Foundation for Quality Management, Business Excellence Model, European Quality Award*

# COMPARATIVE ANALYSIS OF ECONOMIC PERFORMANCE IN FARMS WITH DIFFERENT FORMS OF ORGANIZATION

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## ***Abstract***

*The demand for vegetables made in Romania is increasing. It requires the analysis about activity and economic results, obtained in farms with different forms of organization. The companies which are deeply rooted in agricultural world, have need for machinery and equipment, a relatively easy access to credit for business and investment, have firm supply contracts with suppliers of brand, that use scientific technologies for vegetables and sell your products to wholesalers or supermarkets. Small family farms, without legal personality, have difficulties due to: low self-financing capacity, impossible lending, insufficient working capital, expensive inputs, relatively small production, limited markets, and lack of knowledge on current technologies. All these difficulties do not allow extension activities in small farms and moving to a new form of organization. The achieved analysis is based on determining the level of expenses, costs, revenues and economic results in two farms with different forms of organization (profit versus profit, entrepreneurial profit).*

**Keywords:** *agricultural companies, farms, economic results, profit, entrepreneurial profit.*

# EVALUATION OF FARM PROFITABILITY BY MANAGEMENT INTERMEDIARY BALANCES

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## **Abstract**

*The annual financial statements prepared by the agricultural company provide information on potential cash balances concerning exploitation, financial and extraordinary activities. These balances, entitled Management of Intermediary Balances (MIB) are expressed by the indicators characterizing the operation and profitability of the farm: commercial margin, production of financial year, value added, the surplus / deficit gross working surplus, the results of the exploitation, the current result, gross and net results of the financial year. Each MIB reflects the state of financial results determined at a certain level, having function to illustrate the remuneration of production factors and financing the future activity.*

**Keywords:** *Management of Intermediate Balances, profitability, commercial trading, value added, results of the exploitation, current result, net result of the financial year*





# CHARACTERISTICS OF INVESTMENT PROCESS IN REPUBLIC OF SERBIA – OVERVIEW ON MUNICIPALITIES APATIN, INDIJA AND ZRENJANIN

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## **Abstract**

*Republic of Serbia is in central phase of transition which represents radical turn in future development of domestic economy. Development of market economy can be accelerated up by inflow of assets through investing into new enterprises, recapitalization of present enterprises and consolidation of financial system. Thanks to adoption of large number of policies, starting from 2001 until today, business ambient in Republic of Serbia is significantly improved. Main goals of legal reforms, which are in accordance with EU regulatives, are directed toward simplicity of business and safety of investing. However, macroeconomic indicators of investing trends show high risk of investing in domestic enterprises, which enables more dynamic investing. In this paper, we gave comparative analysis of previous investing at regional and national level. Research included realized investments in capital assets at level of municipalities: Apatin, Indija and Zrenjanin. Also, we gave insight into characteristics of investing process in economy at territory of West Bačka District, AP Vojvodina, and Republic of Serbia in total.*

**Keywords :** *investing, capital assets, Republic of Serbia, municipalities of Apatin, Indija and Zrenjanin*

# **PROBLEMS OF THE EVALUATION INNOVATION ACTIVITY IN THE AGRO-INDUSTRIAL SECTOR IN THE REPUBLIC OF MOLDOVA**

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## ***Abstract***

*The evaluation of the innovation activity reflects country competitiveness and its position regarding the expenditure of science. Better comprehensions of the factors that contribute to the success in these fields are helped by using proper indicators like instruments of identification of the best practice. In this article we analyzed the overall situation innovative entrepreneurship that was formed in the agro-business sector in the country. For a better presentation of indicators in the domain of science, innovation and technological transfer it is necessary to use a unique methodology (based on the principle of OECD, EUROSTAT, UNESCO).*

***Key words:*** knowledge economy, research, innovation, the innovative entrepreneurship, scientific and technological development

# **THE PERSPECTIVES OF THE INNOVATION DEVELOPMENT IN THE AGROINDUSTRIAL SECTOR IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT OF THE COUNTRY**

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## ***Abstract***

*To build a "knowledge economy" innovation should be a high priority for both theoretical research and for scientific and technological development strategy of our country in the near future, surpassing investment as the main driver of growth. The article analyzed the overall situation innovative entrepreneurship that was formed in agro-business sector in the country. The article argues the necessity to evaluate the innovative process in this area, its main objectives, main directions and stages of implementation.*

***Key words:*** *knowledge economy, research, innovation, the innovative entrepreneurship, scientific and technological development*

# **FINANCIAL INFORMATION: CAUSES, TECHNIQUES, CONSEQUENCES OF FRAUDULENT FINANCIAL INFORMATION AND IMPACTS ON FINANCIAL INFORMATION USERS**

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## ***Abstract***

*Financial information is an important issue when making rational decisions in economics and securities markets. In order to make rational economic decisions financial information must be reliable and accurate. Misleading financial information always has a negative impact on economic decisions taken by users. For this reason financial information manipulation is as important as other types of manipulations, and must be prevented so that the users of the financial information can make rational decisions. Fraudulent or manipulated financial information leads the users of that financial information to make unwise economic decisions. Manipulative actions may also send false signals to users of financial information, and cause them to take unhealthy decisions. This can cause the allocation of resources to the wrong areas and bankruptcy will be inevitable- consequently people suffer from fraudulent financial information all over the world. The purpose of this paper is to identify the causes of manipulated and fraudulent financial information, to find out what techniques are used to manipulate, to monitor the consequences of manipulative actions and to conclude with the impacts on financial information users. Also evidence will be presented to support the issue.*

***Keywords:*** financial Information, fraudulent, manipulation, decision

# INCREASING THE ECONOMIC EFFICIENCY OF BREAD-BAKING UNITS

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## *Abstract*

*There are some ways to improve the activity of the company as follows developing a marketing department, identifying the constant clients which respect the deadlines for the payment allocating a considerable budget for the commercial activities and for the publicity employing young staff; training the staff for applying for an upper level; introducing a motivating programme. This study has been developed at the level of representative company from S.C. LUJERUL S. A.*

**Keywords** : *management activity, bread-baking units, economical financial indices, ways for improving economic efficiency*

# **RURAL BUSINESS DEVELOPMENT IN DIGITAL ERA USING WEBSITES**

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## ***Abstract***

*The main aim of this paper is to underline the importance of using websites as items to present, develop or put in a virtual environment rural businesses, but not only. The paper presents also some surveys that emphasize the increasing number of internet users and their behavior at a minimal level in Romania and in other countries in Europe. The result is that we have a very clear mirror of what can be a website for a business in general but mainly for a rural business and which are the most used methods to gain more clients for a specific product for that business. It presents also the types of websites that can match with some different types of businesses: online business card, informational or catalogue style, E-commerce sites and land web pages.*

***Keywords:*** website, e-commerce, business, rural, company

# ACTUALITY OF THE ORGANIC FARMING IN A KNOWLEDGE BASED ECONOMY AND THE PERSPECTIVES OF THE REPUBLIC OF MOLDOVA IN THIS DIRECTION

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## **Abstract**

*Even though we live in a knowledge based economy, we should not overestimate the role of innovations in agriculture. The development of science and technology has brought many negative results especially to foodstuff, that's why the organic products are strongly appreciated all over the world. In this context, even a small country as Republic of Moldova can obtain a benefit if we will learn how to take advantage of our fertile lands. The article analyzes the overall situation of the organic farming and its perspectives to be developed in Republic of Moldova so we could produce and sell high quality organic food.*

**Key words:** *organic farming, knowledge economy, research, innovation, organic food, foodstuff crisis, biological management*