



*„VASILE ALECSANDRI”
UNIVERSITY OF BACAU*



*FACULTY OF ECONOMIC SCIENCES &
CENTRE FOR ECONOMIC STUDIES AND RESEARCH*

PROGRAMME
of The Conference on
“CONTEMPORARY ECONOMY AND
ROMANIAN REALITIES”
- 13th Edition -

BACAU, 22 July 2020

P R O G R A M M E
of the Conference on
"CONTEMPORARY ECONOMY AND ROMANIAN
REALITIES"
- 13th Edition -

BACĂU, ROMANIA
22 July 2020

*Faculty of Economic Sciences & Centre for Economic Studies and Research
"Vasile Alecsandri" University of Bacau*

The Conference on "Contemporary Economy and Romanian Realities", 13th Edition

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Publishing papers of the conference:

All submitted and accepted full-paper, after a *peer-review process**, will be publishing in ***Studies and Scientific Researches. Economics Edition***, journal indexed/listed in the following databases:

- RePEc,
- DOAJ,
- Index Copernicus,
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Turkey

PROGRAMME

Wednesday, 22 July 2020

- 09,00 – 13,00 – Online paper session (Microsoft Teams)
- 13,00 – 14,00 – Paper session break
- 14,00 – 17,00 – Online paper session (Microsoft Teams)
- 17,00 – Closing the conference

Conference Papers

CHALLENGES FOR ACCOUNTING PROFESSION REGARDING
CORONAVIRUS CRISIS

Daniel Botez

RISK MANAGEMENT IN PUBLIC PROCUREMENT PROCESS.
PARTICULARITIES AND SOLUTIONS FOR OPTIMIZING PUBLIC
PROCUREMENT IN ROMANIA IN THE CONTEXT OF EMERGENCY
CAUSED BY THE COVID-19 CRISIS

*Costel Ceocea, Raluca Alexandra Ceocea, Adrian Vatamaniuc,
Vasile Mihălaş*

ORGANIZATION OF THE PUBLIC PROCUREMENT PROCESS AT THE
LEVEL OF THE CONTRACTING AUTHORITIES IN ROMANIA.
PARTICULARITIES AND SOLUTIONS FOR THE MANAGEMENT OF
PUBLIC PROCUREMENT PROCEDURES ORGANIZED IN THE CONTEXT
OF EMERGENCY OF COVID-19 CRISIS

*Costel Ceocea, Raluca Alexandra Ceocea, Adrian Vatamaniuc,
Vasile Mihălaş*

THE IMPACT OF GOVERNMENT ACCREDITATION IN THE FIELD OF
THE QUALITY OF MEDICAL SERVICES ON THE SATISFACTION OF
PATIENTS IN ROMANIA

*Costel Ceocea, Raluca Alexandra Ceocea, Aurora Cosma, Marius
Savin*

OPINIONS ON THE IMPACT OF COVID-19 ON THE EUROPEAN
ECONOMY

Costel Ceocea, Bogdan Nichifor, Laura Cătălina Ţimiraş

CHANGES IN THE BEHAVIOR OF THE ROMANIAN CONSUMER
DURING THE MEDICAL CRISIS

Marcela Cornelia Danu

ANALYSIS OF THE EVOLUTION OF GLOBALLY RISKS IN THE LAST 10
YEARS

Marcela Cornelia Danu

CONSOLIDATION OF THE ANNUAL FINANCIAL STATEMENTS OF
ASSOCIATES THROUGH THE DIRECT CONSOLIDATION PROCESS

Mihai Deju

CONSOLIDATION OF THE ANNUAL FINANCIAL STATEMENTS OF THE ASSOCIATED ENTITIES THROUGH THE TIERS CONSOLIDATION PROCESS

Mihai Deju

ABOUT STANDARD COST IN CASE OF DIRECT MATERIALS PURCHASED

Simona Elena Dragomirescu

ABOUT STANDARD COST IN CASE OF DIRECT LABOR

Simona Elena Dragomirescu

SARS COV-2 PANDEMIC IMPLICATIONS ON THE BUSINESS ENVIRONMENT

Andreea Feraru

AN ANALYSIS OF HUMAN CAPITAL - THE COMPONENT OF INTELLECTUAL CAPITAL

Andreea Feraru

THE EVOLUTION OF THE LEVEL OF BACAU COUNTY AFTER APPLYING THE NEW FISCAL CODE

Eugenia Harja

THE ROLE OF THE POPULATION CENSUS ROUND 2021, IN THE FUTURE ESTIMATES OF THE RESIDENT POPULATION BY LOCALITY

Eugenia Harja

ETHICAL BOUNDARIES OF LAW PROFESSIONALS

Liviana Andreea Nimineț

THE ROLE OF VISUAL MERCHANDISING IN RETAILING

Ioana Olariu

A MARKETING APPROACH ON THE IMPORTANCE OF COLORS

Ioana Olariu

SOME ASPECTS REGARDING THE IMPACT OF FOREIGN DIRECT INVESTMENT IN ECONOMIC DEVELOPMENT

Florina Popa

CORRELATIONS AND INFLUENCING FACTORS OF THE STOCKS PRODUCTION LEVEL

Nicoleta Popovici

THE EXTERNAL RELATIONS OF THE NONPROFIT ORGANIZATIONS -
THE BASIS DEVELOPMENT OF ORGANIZATIONAL CAPACITY

Nicoleta Popovici

TELEVISION MARKET ANALYSIS IN THE PERIOD 1989 - 2019

Diana Prihoancă

THE EVOLUTION AND CHARACTERISTICS OF THE ELECTORAL
MARKET IN POST-DECEMBER ROMANIA

Diana Prihoancă

ACTIVITY-BASED COSTING (ABC) – A MODERN COSTING METHOD

Aristița Rotilă

ANALYSIS OF THE FINANCIAL RISK AND INVESTMENT DECISION
MAKING

Daniela Cristina Solomon

ANALYSIS OF LABOR PRODUCTIVITY AND ITS IMPACT ON THE
EVOLUTION OF ECONOMIC AND FINANCIAL PERFORMANCE OF A
COMPANY

Daniela Cristina Solomon

CUSTOMER VALUE IN HEALTHCARE FIELD

Laura Cătălina Țimirăș

SOME SPECIFIC ELEMENTS ABOUT COMMUNICATION IN
HEALTHCARE MARKETING

Laura Cătălina Țimirăș

MARKETING COMMUNICATIONS IN CONTEXT OF COVID CRISIS

Luminița Zaiț

REPOSITIONING OF ROMANIAN COMPANIES IN CRISIS CONDITIONS

Luminița Zaiț