



*„VASILE ALECSANDRI”  
UNIVERSITY OF BACAU*



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

**PROGRAMME**  
**of The International Conference on**  
**“CONTEMPORARY ECONOMY AND**  
**ROMANIAN REALITIES”**  
**- 9th Edition -**

**BACAU, 30 – 31 March 2016**

**P R O G R A M M E**  
**of the International Conference on**  
**"CONTEMPORARY ECONOMY AND**  
**ROMANIAN REALITIES"**  
**- 9th Edition -**

**BACAU, ROMANIA**  
**30 - 31 March 2016**

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

**International Conference on "Contemporary Economy and Romanian Realities", 9th Edition**

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## ***PROGRAMME***

### **Wednesday, 30 March 2016**

- 10,00 – 10,30 – Welcome of Participants (Faculty of Economic Sciences, "Vasile Alecsandri" University of Bacau, Spiru Haret no. 8)
- 10,30 – 11,00 – Opening the conference - in C1 Lecture room
- 11,00 - 11,15 – Coffee break
- 11,15 – 12,45 – Paper sessions
- 13,00 – 14,30 – Lunch break
- 15,00 – 17,00 – Paper sessions
- 19,00 – Gala dinner

### **Thursday, 31 March 2016**

- 10,00 – 11,30 – Paper sessions
- 11,30 - 11,45 – Coffee break
- 11,45 – 14,00 – Paper sessions. Closing the conference



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## **Economics, Statistics and International Affairs**

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THE IMPACT OF DEMOGRAPHIC TRANSITION IN EUROPE

*Marcela Cornelia Danu*

SUSTAINABLE DEVELOPMENT GOALS - BETWEEN OPPORTUNITIES  
AND RISKS

*Marcela Cornelia Danu*

THE CORRELATION BETWEEN HIGHER EDUCATION STUDIES  
GRADUATED BY THE POPULATION FROM BACAU COUNTY AND  
THE OCCUPATION ACTUALLY HELD AT THE LAST TWO CENSUSES

*Eugenia Harja*

THE EDUCATION LEVEL OF THE POPULATION FROM BACAU IN  
THE LAST TWO CENSUSES

*Eugenia Harja*

THE "E TRIANGLE":EMPLOYMENT, EMPLOYEE AND EMPLOYER IN  
THE EUROPEAN UNION

*Liviana Andreea Nimineț*

SMART SPECIALIZATION, ELEMENT OF REGIONAL DEVELOPMENT

*Florina Popa*

LABOR FORCE SPECIALIZATION IN ROMANIA - REGIONAL  
DISPARITIES

*Ancuța Oana Stângaciu*

## **Finance, Accounting, Banks**

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CONSIDERATIONS REGARDING PROFESSIONAL DEVELOPMENT OF  
PROFESSIONAL ACCOUNTANTS

*Daniel Botez*

BASIC ASPECTS CONCERNING THE EUROPEAN SYSTEM OF  
NATIONAL AND REGIONAL ACCOUNTS

*Ionela-Cristina Breahnă-Pravăț*

COMPARATIVE STUDY CONCERNING THE ACCOUNTING  
TREATMENT FOR TANGIBLE ASSETS IN PUBLIC INSTITUTIONS  
VERSUS PRIVATE ENTITIES

*Ionela-Cristina Breahnă-Pravăț*

RECENT DEVELOPMENTS IN ROMANIAN CARD MARKET

*Iulia Andreea Bucur*

ACCOUNTING REFLECTION METHODS OF THE OPERATIONS  
PERFORMED FOR THE REORGANISATION OF COMPANIES

*Mihai Deju*

THE ACCOUNTING TREATMENT OF THE VALUE DIFFERENCES  
RESULTED FROM THE EVALUATION OF COMPANIES INVOLVED IN  
THE MERGER PROCESS

*Mihai Deju*

ON THE JUST IN TIME METHOD, AS A MODERN TOOL OF  
MANAGEMENT

*Simona-Elena Dragomirescu*

CONVENTIONAL AND UNCONVENTIONAL MONETARY POLICY. THE  
CASE OF ROMANIA

*Ioana Pleșcău*

APPLICABILITY OF CONSOLIDATED TECHNICS IN THE VIEW OF  
ROMANIAN ACCOUNTING REGULATIONS

*Cristina Roșu*

STUDY ON PRESENTATION OF RISKS IN THE ANNUAL FINANCIAL  
STATEMENTS AND MANAGEMENT REPORT

*Aristița Rotilă*

ASPECTS REGARDING CHANGES IN ACCOUNTING POLICIES AND  
DISCLOSURE OF INFORMATION RELATED

*Aristița Rotilă*

SWOT ANALYSIS - AN IMPORTANT TOOL IN STRATEGIC PLANNING

*Daniela-Cristina Solomon*

STRATEGIC DIRECTIONS FOR INCREASING FINANCIAL  
PERFORMANCE OF THE COMPANIES IN THE PHARMACEUTICAL  
SECTOR

*Daniela-Cristina Solomon*

## Management

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OPERATIONAL RISK MANAGEMENT APPROACHES WITHIN AN INVESTMENT FUND - SIF MOLDOVA CASE STUDY -

*Costel Ceocea, Ovidiu Leonard Turcu*

RISK MANAGEMENT MODEL WITHIN AN ALTERNATIVE INVESTMENT FUND (AIF) - SIF MOLDOVA CASE STUDY -

*Costel Ceocea, Ovidiu Leonard Turcu*

THE IMPORTANCE OF HUMAN CAPITAL IN THE STRATEGIC DEVELOPMENT OF AN ORGANIZATION

*Anca Chiper (Neculau)*

THE CHOICE OF A PROFITABLE COMMERCIAL LOCATION USING THE METHOD BRAINSTORMING

*Nicoleta Ciucescu*

THE BUSINESS PLAN - A MANAGEMENT TOOL OF THE ENTREPRENEUR

*Nicoleta Ciucescu*

PARTICULAR ASPECTS REGARDING ENTREPRENEUR AND ENTREPRENEURIAL CULTURE

*Cătălin Drob*

ETHICS - THE MAJOR COMPONENT OF BUSINESS SUCCESS

*Andreea Feraru*

STATISTICAL MODELS OF REPRESENTING INTELLECTUAL CAPITAL

*Andreea Feraru*

A STUDY CASE ON CSR AND MANAGERIAL CULTURE IN THE EASTERN ROMANIAN PRIVATE BUSINESS

*Roxana Mironescu*

THE TIGHT LINKS BETWEEN THE MANAGERIAL CULTURE AND THE BUSINESS PERFORMANCE- THEORETICAL AND PRACTICAL APPROACHES

*Roxana Mironescu*

CREATIVITY AND ENTREPRENEURSHIP. METHODS OF STIMULATING CREATIVITY

*Maria Irina Trofin (Dromereschi)*

ENTREPRENEURSHIP - KEY TO VALUE CREATION

*Maria Irina Trofin (Dromereschi)*

## Marketing

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MARKETING IN DEVELOPING ECONOMIES: THE CASE OF ROMANIA

*Bogdan Nichifor*

BUILDING AN EFFECTIVE SALES FORCE

*Ioana Olariu*

PERSONAL SELLING IN MARKETING

*Ioana Olariu*

THE ANALYSIS OF ELECTORAL SYSTEMS APPLIED IN THE EU COUNTRIES

*Diana Prihoancă*

VOLUNTEERING - SPECIFIC COMPONENT OF THE MARKETING MICROENVIRONMENT OF SOCIAL AND POLITICAL ORGANIZATIONS

*Diana Prihoancă*

ROMANIAN BRAND NOTORIETY AMONG YOUNG PEOPLE

*Laura Cătălina Țimiras*

YOUNG PEOPLE'S PREFERENCES FOR ROMANIAN AGRO ALIMENTARY GOODS

*Laura Cătălina Țimiras*