



*„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”
- 10th Edition -

BACAU, 30 - 31 March 2017

Faculty of Economic Sciences & Centre for Economic Studies and Research

"Vasile Alecsandri" University of Bacau

International Conference on "Contemporary Economy and Romanian Realities", 10th Edition

P R O G R A M M E
of the International Conference on
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30-31 March 2017

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

International Conference on "Contemporary Economy and Romanian Realities", 10th Edition

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

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PROGRAMME

Thursday, 30 March 2017

- 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

Friday, 31 March 2017

- 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

REGIONAL COMPARATIVE APPROACHES ON POPULATION AND
MAIN DEMOGRAPHIC PHENOMENA – BACAU COUNTY OF ROMANIA
VERSUS THE CENTRAL REGION OF THE REPUBLIC OF MOLDOVA

Lăcrămioara Ciomârtan

TOURISM PHENOMENON AS A BOND BETWEEN THE TWO
COUNTRIES: ROMANIA AND REPUBLIC OF MOLDOVA

Lăcrămioara Ciomârtan

DIMENSIONS OF ICT INVOLVEMENT IN ECONOMIC LIFE IN
ROMANIA

Marcela Cornelia Danu

TERRITORIAL DISPARITIES OF THE AVERAGE WAGES IN ROMANIA

Eugenia Harja

BIRTH RATE EVOLUTION IN BACAU COUNTY IN THE LAST 25
YEARS

Eugenia Harja

PUBLIC SECTOR - CONCEPTUAL ELEMENTS, IMPLICATIONS IN
ECONOMIC AND SOCIAL LIFE

Florina Popa

LABOR PRODUCTIVITY GROWTH IN THE EU – GAP BETWEEN
MEMBER STATES

Oana Ancuța Stângaciu

Finance, Accounting, Banks

NEWS REGARDING AUDITING REPORTING

Daniel Botez

SPECIFIC REQUIREMENTS REGARDING PROFESSIONAL
ACCOUNTANTS EDUCATION

Daniel Botez

PRIOR OPERATIONS OF CONSOLIDATED ACCOUNTS

Mihai Deju

ROMANIAN FISCAL SYSTEM BETWEEN CHALLENGE AND
HARMONISATION

Liviana Andreea Nimineț

MONETARY POLICY BEFORE AND AFTER THE FINANCIAL CRISIS.
EVIDENCE FROM INFLATION TARGETING COUNTRIES IN CENTRAL
AND EASTERN EUROPE

Ioana Pleșcău

GREEN CERTIFICATES: REGULATIONS AND ACCOUNTING
PRACTICES

Aristița Rotilă

A CASE STUDY ON THE COMPANY'S LIQUIDITY AND SOLVENCY
ANALYSIS BASED ON INFORMATION PRESENTED IN FINANCIAL
STATEMENTS

Daniela-Cristina Solomon

Management

THE ORGANIZATION DEVELOPING CAPACITY THROUGH
NONPROFIT ORGANIZATIONS EXTERNAL RELATIONS

Nicoleta Ciucescu

WAY OF CREATING SMALL AND MEDIUM-SIZED ENTERPRISES

Nicoleta Ciucescu

SOME ASPECTS OF COMPANY BEHAVIOURS IN THE CONDITIONS
OF ORGANIZATIONAL CHANGES

Andreea Feraru

Marketing

IMAGE WITHIN SLOGANS: AN ANALYSIS OF THE 2016'S ROMANIAN
PARLIAMENTARY CAMPAIGN

*Brîndușa-Mariana Amălăncei, Cristina Cîrțiță-Buzoianu, Corina
Daba-Buzoianu*

TALKING WITH ELDERS: INQUIRING COMMUNICATING BETWEEN
MEDICAL DOCTORS AND ELDERS IN ROMANIA

*Corina Daba-Buzoianu, Cristina Cîrțiță-Buzoianu, Brîndușa-
Mariana Amălăncei*

OPERATIONALIZATION OF E-GOVERNMENT PLATFORMS AT THE LEVEL OF THE PUBLIC INSTITUTIONS IN THE NORTH-EAST REGION OF ROMANIA

Florentina Neamțu

INTERNATIONAL ADVERTISING PERCEPTION AND NEW ECONOMIC NATIONALISM TENDENCIES. IS THERE ANY LINK?

Bogdan Nichifor

THE USE OF PUBLIC RELATIONS IN PROJECTING AN ORGANIZATION'S POSITIVE IMAGE

Ioana Olariu

THE IMPACT OF IN-STORE MARKETING ON CONSUMERS BEHAVIOR WITHIN THE RETAIL ENVIRONMENT

Ioana Olariu

THE ADVERTISING MARKET ON THE LEVEL OF THE EUROPEAN UNION COUNTRIES – THE EVOLUTION IN RECENT YEARS

Laura Cătălina Țimiras

THE MARKETING RESEARCH MARKET ON THE LEVEL OF THE EUROPEAN UNION COUNTRIES - THE EVOLUTION IN RECENT YEARS

Laura Cătălina Țimiras

TRENDS IN THE KNITWEAR MARKET IN THE NORTH-EAST REGION OF ROMANIA

Luminița Zaiț

IS BACAU AN ATTRACTION ON THE TOURIST SERVICES MARKET? AN ANALYSIS OF TOURIST MOBILITY

Luminița Zaiț, Bogdan Nichifor

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