

CONTENT

Economics

ROMANIA IN EU CONTEXT. COMPETITIVENESS AND KNOWLEDGE-BASED ECONOMY	439
<i>Gheorghe Zaman, Adrian Blănaru</i>	
ECONOMIC EFFECTS OF CEE COUNTRIES INTEGRATION INTO THE EUROPEAN UNION	459
<i>Gheorghe Zaman</i>	
POST-ACCESSION PRIORITIES: ROMANIAN NATIONAL STRATEGY FOR DEVELOPMENT 2007-2013	467
<i>Emilian M. Dobrescu, Cristina Barna</i>	
MACROECONOMIC DETERMINANTS OF RADICAL INNOVATIONS AND INTERNET BANKING IN EUROPE	479
<i>Erhan Atay</i>	
SOME ASPECTS ON ADJUSTING THEORY WITH PRACTICE USING AN INTELLIGENT E-LEARNING SYSTEM	485
<i>Nicolae Mărginean, Dan Racovițan</i>	
KNOWLEDGE SHARING IN LOGISTIC NETWORKS	489
<i>Ștefan Nedelea, Laura Adriana Păun</i>	
E-MONEY DEVELOPMENT WITHIN CONTEMPORARY ECONOMIES	493
<i>Bogdan-Ion Boldea, Maria Boldea</i>	
EXPORT QUALITY MANAGEMENT IN A WORLD GLOBAL ECONOMY	498
<i>Octavian-Liviu Olaru, Constanta Chitiba</i>	
STOCHASTIC MODELING OF THE MACROECONOMIC AGGREGATES – STUDY CASE: ROMANIAN ECONOMIC RELATIONS	506
<i>Liviu-Stelian Begu, Alina Cretu, Adriana Alexandru</i>	
THE INTERNATIONAL BUSINESS ENVIRONMENT AND THE ISSUE OF RISKS FOR INTERNATIONAL BUSINESSES	511
<i>Ioan Rotariu, Emoke-Szidonia Feder</i>	
THE OPENNESS OF THE ECONOMY AS A DYNAMIC PROCESS	519
<i>Ivan Iliev, Georgi Marinov</i>	
NETWORKING IN KNOWLEDGE ECONOMY (PART I)	524
<i>Piotr Pachura</i>	

NETWORKING IN KNOWLEDGE ECONOMY (PART II)	530
<i>Piotr Pachura</i>	
THE RELATIONSHIP BETWEEN ECOTOURISM CLUSTERS AND INNOVATION MILIEU IN THE REGION OF SOUTH-EASTERN EUROPE	539
<i>Ágnes Fodor, László Sitanyi</i>	
INVESTMENT AND INNOVATION IN SUPPORT OF RURAL DEVELOPMENT IN ROMANIA	546
<i>Carmen Năstase, Carmen Chasovschi, Mariana Lupan</i>	
DETERMINANTS OF INCREASING EU FUNDS ABSORPTION CAPACITY IN ROMANIA	550
<i>George Georgescu</i>	
RESPONSIBILITY, DETERMINANT FOR THE EFFICIENCY OF GOVERNANCE	558
<i>Florina Popa</i>	
THE IMPACT OF R&D INVESTMENT ON PRODUCTIVITY	565
<i>Steliana Sandu, Cristina Modoran</i>	
IMPACT OF GREENHOUSE EFFECT GASES ON CLIMATIC CHANGES. MEASUREMENT INDICATORS AND FORECAST MODELS	574
<i>Valentina Vasile, Mariana Balan</i>	
INFORMATION SOCIETY: NEW CHALLENGES FOR SUSTAINABLE DEVELOPMENT	591
<i>Crina Malcoci, Raul Felix Hodos</i>	
THE IMAGE OF COMPANY, ESSENTIAL FACTOR IN DEVELOPING THE MARKET STRATEGIES	600
<i>Florin Radu Pinte, Janetta Sîrbu, Boris Samochis</i>	
REGIONAL PLANNING MODELS IN ORDER TO STIMULATE THE RESEARCH-DEVELOPMENT AND INNOVATIVE ACTIVITIES	609
<i>Daniela Antonescu</i>	
SUSTAINABLE CONSUMPTION AND PRODUCTION	619
<i>Florin Franț, Mirela Minică</i>	
ROMANIA AND THE KNOWLEDGE-BASED ECONOMY: INNOVATION THE SOURCE OF ECONOMIC GROWTH	626
<i>Holban (Oncioiu) Ionica, Oncioiu Florin Razvan</i>	
THE EQUITY OF THE FINANCIAL ALLOCATIONS IN THE EUROPEAN UNION	629
<i>Ana-Maria Marinoiu, Doina Crișan-Hăbeanu</i>	
DIGITAL TEHNOLOGIES. AN OVERVIEW OF CURRENT EVOLUTIONS AND IMPACT	637
<i>Claudia Ionescu, Vasile Dumitraș</i>	

SUSTAINABLE DEVELOPMENT OF THE ROMANIAN RURAL AREAS	645
<i>Burja Vasile, Morariu Carmen, Rusu Otilia</i>	
KNOWLEDGE BASED ECONOMY IN ROMANIA	651
<i>Mădălina Cristina Tocan</i>	
ASPECTS REGARDING THE INTERDEPENDENCE BETWEEN AGGREGATED DEMAND AND OFFER	657
<i>Maria Macriș</i>	
ASPECTS REGARDING THE FINANCING OF HIGHER EDUCATION	662
<i>Adrian Macriș, Maria Macriș</i>	
INTEGRATION PHENOMENON – ECONOMIC TRANSFORMATION FOR THE MEMBER STATES’ ECONOMIES	668
<i>Ionela Gavrilă – Paven, Dan Coriolan Simedru</i>	
PARTICULARITIES OF THE POPULATION, OCCUPATION AND STRUCTURE OF UNEMPLOYMENT IN ROMANIA AND ITS WESTERN REGION	672
<i>Silvia Gherghel</i>	

Management

REVERSE LOGISTICS IN GLOBALIZATION ASPECTS	681
<i>Janusz Grabara, Iwona Grabara</i>	
THE DYNAMIC CIPHERS – NEW CONCEPT OF LONG-TERM CONTENT PROTECTING	686
<i>Grzegorz Szewczyk</i>	
THE AGRICULTURAL COOPERATION ROLE WITHIN THE RELATION BETWEEN PRODUCER AND CONSUMER OF INFORMATION	698
<i>Gabriel Popescu, Victor Manole</i>	
THE PARADIGM OF THE MANAGERIAL POSITION	707
<i>Moise Ioan Achim, Larisa Dragolea</i>	
REGIONAL KNOWLEDGE MANAGEMENT OR THE SUSTAINABLE DEVELOPMENT	711
<i>Mihaela Mureșan</i>	
MANAGEMENT IN PRIVATIZED ENTERPRISES IN POLAND	719
<i>Ewa Bitner</i>	
MODELLING IN INNOVATION PROCESS	726
<i>Aneta Pachura</i>	

RFID TECHNOLOGY - NEW CHALLENGE FOR MANUFACTURING AND LOGISTICS CENTERS	731
<i>Beata Skowron-Grabowska</i>	
CLUSTER INITIATIVES IN EU POLICY	737
<i>Piotr Pachura</i>	
DECISION SUPPORT AT THE LOGISTIC MANAGEMENT STRATEGY	544
<i>Marta Starostka-Patyk, Iwona Grabara</i>	
EFFICIENCY OF APPLICATION OF RFID IN SUPPLY CHAIN MANAGEMENT	749
<i>Aleksandra Nowakowska</i>	
MANAGING KNOWLEDGE IN INSURANCE COMPANIES	754
<i>Melinda Pleşcan, Marius Gavriletea</i>	
THE POSSIBILITY OF TEACHING OPERATIONAL RESEARCH IN THE TOURISM AND HOSPITALITY SECTION	760
<i>Papp László</i>	
ORGANIZATIONAL COMPETENCES FOR THE ROMANIAN TOURISTIC FIRM AND WAYS TO CONCEIVE THEM	768
<i>Mălina Cordoş</i>	
WHAT ARE ROMANIA'S CHANCES OF BECOMING A KNOWLEDGE-BASED ECONOMY?	773
<i>Ioan Moise Achim, Teodora Popescu</i>	
SERVICE QUALITY MANAGEMENT THROUGH CUSTOMER ORIENTATION	785
<i>Larisa Dragolea, Dănuş Ungureanu</i>	
TOWARDS A LIFE LONG LEARNING AND A KNOWLEDGE SOCIETY	791
<i>George M. Korres, Constantinos Tsamadias</i>	

Marketing

CONSUMER IDENTITY AND IMPLICATIONS FOR THE BRAND	799
<i>Raluca Mihalcea, Iacob Cătoiu</i>	
NATION BRANDS AND TOURIST DESTINATIONS – AN EXPLORATORY ANALYSIS OF ROMANIA IN THE CONTEXT OF CENTRAL AND EASTERN EUROPE MARKETS	808
<i>Virgil Balaure, Călin Vegheş</i>	
WINE CHAIN IN ROMANIA – A MARKETING APPROACH	814
<i>Victor Manole, Raluca Andreea Ioan, Raluca Georgiana Lădaru</i>	
MEASURING QUALITY OF THE SERVICES PROVIDED BY COMMERCIAL	

WEB SITES	820
<i>Filimon Stremțan, Andreea Muntean</i>	
NEW METHODOLOGIES AND TENDENCIES IN QUALITATIVE MARKETING RESEARCH	824
<i>Arcadie Hinescu, Ionela Gavrilă Paven</i>	
CHANGES AND ENTAILS ON ROMANIAN RETAIL MARKET	828
<i>Sorin Prada</i>	
ENTREPRENEURIAL UNIVERSITY – A NEW VISION ON THE ACADEMIC COMPETITIVENESS IN A WORLD IN MOTION	833
<i>Andreea Strâmbu-Dima, Călin Vegheș</i>	
KEEPING AND ENCOURAGING NEW BUSINESS	837
<i>Ruxandra Radoviciu, Iulia Iuga</i>	
SOLUTIONS FOR TEST OF SUPREM PENETRATION ABILITY OF COMPETITORS ON INTERNATIONAL MARKETS	841
<i>Iuliana Cenar</i>	
STUDY REGARDING THE QUALITY AROMATIZED WATERS	849
<i>Maria Popa, Mirel Glevitzky, Mihaela Vica, Simona Varvara</i>	
PROMOTIONAL STRATEGY OF THE ALBA IULIA FORTRESS	854
<i>Andreea Muntean, Marina Lucian</i>	
MANAGEMENT OF CONSUMERS' ATTENTION – WHAT CAN THE ADVERTISER DO	861
<i>Joanna Kwiatkowska</i>	
FROM THE PRIMACY OF PRODUCTION TO THAT OF THE MARKET-A TENDENCY IN THE THEORY AND PRACTICE OF THE DEVELOPMENT OF MARKETING AT THE LEVEL OF ORGANIZATION	868
<i>Adriana Ionescu</i>	
PLANNING A STRATEGY FOR KEEPING THE CUSTOMERS	872
<i>Ruxandra Radoviciu</i>	