

CONTENTS

THE IMPACT OF FINANCIAL COMMUNICATION ON STOCK PRICE. THE CASE OF OMV PETROM S.A. 2004-2013.....	15
Ioana Anghel, Mariana Man	
THE RELATIVE RATES OF THE COMPANIES' ABILITY TO PRODUCE BENEFITS..	26
Nicoleta Bărbuță-Mișu, Mihaela-Felicia Bodea	
THE IMPACT OF REMITTANCE FLOWS ON THE LABOUR MARKET OF ROMANIA AND THE EU COUNTRIES.....	38
Carmen Boghean, Mihaela State	
CORPORATE SOCIAL RESPONSIBILITY – ONE STEP FURTHER TOWARDS SUSTAINABLE DEVELOPMENT	45
Florin Boghean	
DOES VOLATILITY RESPOND ASYMMETRIC TO PAST SHOCKS.....	58
Claudiu Boțoc	
SUSTAINABLE ENERGY FOR SUPPORTING THE SUSTAINABLE DEVELOPMENT: EMPIRICAL APPROACH FOR ROMANIA.....	70
Vasile Burja, Camelia Burja	
CHANGING SHOPPING HABITS OF RESIDENTS OF BUCHAREST AND THEIR ORIENTATION TOWARDS CONVENIENCE STORES.....	80
Iacob Cătoi, Sabin Niculae, Anca Maria Stănculescu	
THE COMPARATIVE ANALYSIS OF PROFITABILITY INDICATORS OF COMPANIES BEFORE AND AFTER THE IMPLEMENTATION OF INVESTMENT PROJECTS WITH NON-REFUNDABLE FINANCING	96
Iuliana Cenar, Mioara Turcaș	
ACCOUNTING STUDENTS' PERCEPTIONS ON THE EXPRESSION OF PROFESSIONAL JUDGMENT AND ETHICS IN THE ACCOUNTING FIELD.....	110
Lucian Cernușca, Elisabeta Diana Balaciu	
BRAND COMMUNITY FORMATION: A CRITICAL REVIEW.....	123
Valentina-Daniela Constantin, Otilia-Elena Platon, Gheorghe Orzan	
A GREEN MARKETING VISION OF THE ROMANIAN COMPANIES PROMOTES A BUSINESS SUSTAINABLE DEVELOPMENT.....	132
Lucreția Mariana Constantinescu, Irina Tănăsescu	

APPROACHES REGARDING THE UTILITY OF THE ACCOUNTING INFORMATION.....	142
Tatiana Dănescu, Mihaela Prozan, Roxana Diana Prozan	
MEASURING MONEY LAUNDERING USING “THE WALKER GRAVITY MODEL”.....	151
Corina Maria Ene	
USING ONLINE SOCIAL NETWORKING SITES FOR DOING BUSINESS - A MARKETING RESEARCH.....	159
Mircea Fuciu, Luigi Dumitrescu	
TAXATION ISSUES IN ROMANIAN PRE-UNIVERSITY EDUCATION PAYROLL COMPARED TO THE EUROPEAN UNION.....	171
Teodor Hada, Radu Mărgineanu, Marina Simona Lukacs	
THE EVALUATION OF THE FINANCIAL POSITION ON THE BALANCE SHEET IN THE FURNITURE INDUSTRY.....	180
Teodor Hada, Radu Mărgineanu	
IDENTIFYING A REPRESENTATIVE SOUVENIR FOR A ROMANIAN TOURIST DESTINATION. THE CASE OF RUPEA	193
Ana Ispas, Elena Nicoleta Untaru, Ieşanu Steluţa	
ASPECTS REGARDING CONSUMERS' PERCEPTION OF CORPORATE SOCIAL RESPONSIBILITY IN ALBA IULIA.....	203
Silvia Maican	
CONSTRUCTION OF A FINANCIAL PORTFOLIO ON THE BUCHAREST STOCK EXCHANGE USING RISK/RETURN ANALYSIS.....	212
Laura Raisa Miloş, Marius Cristian Miloş	
A SURVEY REGARDING THE QUALITY OF FINANCIAL STATEMENTS.....	221
Marius Cristian Miloş, Laura Raisa Miloş	
THE PROFILE OF THE TOURISTS WHO CHOOSE ALBA COUNTY AS A TOURIST DESTINATION.....	229
Andreea Muntean, Claudia Moisă	
ENVIRONMENT MONITORING USING DIGITAL ELEVATION MODELS BASED ON SATELLITE DATA – A TOOL FOR SUSTAINABLE DEVELOPMENT.....	244
Laura-Ionela Munteanu, Florentin Boda	

A STUDY OF ONLINE USER'S BEHAVIOUR TOWARDS FACEBOOK SOCIAL NETWORK.....	252
Gheorghe Orzan, Andreea-Larisa Boboc, Ioana Burghelea, Luana Diana Stupu	
MEASURING THE EFFECTS OF IFRS ADOPTION IN ROMANIA ON THE VALUE RELEVANCE OF ACCOUNTING DATA.....	263
Irina Dorina Pășcan	
THE INFLUENCE OF COUNTRY IMAGE ON PRODUCT BRAND IN THE ROMANIAN SHOES INDUSTRY.....	274
Carmen Adina Paștiu, Maria Mureșan	
THE ANALYSIS OF THE CORRELATION BETWEEN FINANCIAL AUTONOMY AND FINANCIAL EQUILIBRIUM OF THE PHARMACEUTICAL COMPANIES LISTED ON THE BUCHAREST STOCK EXCHANGE	279
Georgiana Daniela Minculete (Piko), Nicolae Balteș, Maria Daciana Rodean (Cozma)	
ANALYZING SUSTAINABLE DEVELOPMENT OF EUROPEAN FUNDED PROJECTS.....	287
Adina Simona Popa, Nicoleta Farcane, Rodica Gabriela Blidișel	
DEVELOPMENT OF EMERGING COUNTRIES AND INCIDENCE OF ECONOMIC STRESS FACTORS	297
Irina Simionescu, George Enescu	
STRATEGIC ISSUES REGARDING THE PRODUCT POLICY OF THE ROMANIAN MILITARY HIGHER EDUCATION INSTITUTIONS.....	308
Laurențiu Stoenică	
WEBSITES COMPARISON ANALYSIS OF PROJECTS FUNDED FROM REGIONAL OPERATIONAL PROGRAM DESTINATED TO THE REGIONS OF DEVELOPMENT IN ROMANIA WEST CENTRAL.....	318
Ivona Stoica, Gheorghe Orzan, Andra Dobrescu, Anamaria Cătălina Radu, Manoela Popescu	
COMPARATIVE ANALYSIS OF AUDIT REPORT TYPES ON THE CONSOLIDATED FINANCIAL STATEMENTS.....	324
Attila Tamas Szora	
EXAMINING THE EVOLUTION OF THE ROMANIAN SYSTEM OF ACCOUNTS.....	348
Sorin-Ciprian Teiușan	
MAPPING THE PRIVATE SPACE OF THE ROMANIAN CONSUMER: MICRO AND MACROECONOMIC IMPLICATIONS.....	366
Călin Vegheș, Ioana Cecilia Popescu, Mihai Orzan, Carmen Acatrinei	

USING THE PAIRED COMPARISON METHOD IN IMPROVING SOCCER RANKINGS: THE CASE OF THE ROMANIAN FIRST DIVISION.....	379
Călin Vegheș	
ANALYZING INTERNET USAGE AND ONLINE SHOPPING FOR INTERNATIONAL CONSUMERS.....	389
Simona Vinerean, Iuliana Cetină, Luigi Dumitrescu	
GUIDE FOR AUTHORS.....	400