

Knowledge Horizons – Economics

“DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY, ROMANIA

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ARGUMENT

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Table of contents

Abstracts	7
<i>Elements Of Uniforming The Ecoeconomy</i>	
• Cristina Teodora BALACEANU, Daniela PENU	9
<i>Introducing Theories And Practices Concerning Erp. The Case Of The Pharmaceutical Industry</i>	
• Habib KABALAN, Gabriela STANCIULESCU	20
<i>Sport Events Worth Travelling All Around The Year</i>	
• Tünde GÁL, Gabriela STĂNCIULESCU	25
<i>Analyzing The Level Of Tourism Development At Local Level: Brasov County As A Case Study</i>	
• Doru Marian TUDORACHE, Cristi FRENT, Tamara SIMON	30
<i>Comparative Analysis Of The Human Behaviour Regarding The Use Of Open Source Products In SMEs Accountancy</i>	
• Pompiliu Marian CRISTESCU, Ana-Maria Ramona STANCU	41
<i>The Efficiency Of An Estimator. Application</i>	
• Cristina-Ioana FATU	46
<i>Nepotism And Corruption In Institutions And Country's Economy</i>	
• Arsim GJINOVI	49
<i>Some Considerations Regarding The Dynamics Of Geopolitical Events And The Effects On The Hospitality Industry</i>	
• Florentina-Stefania NEAGU	56
<i>The Particularities Of The Efficient Management Of Banking Staff</i>	
• Ala ROLLER	60
<i>Model For Assessing The Degree Of Motivation Staff Of A Tourism Organizations</i>	
• Pompiliu GOLEA , Petru BALOGH	64
<i>Rates Of Financial Balance. Aspects Of Economic Practice. Case Study</i>	
• Mariana Rodica ȚÎRLEA, Iulita BÎRCA	71
<i>Problematics of Multiannual Audit of Budget Allocations for Universities</i>	
• Mariana Rodica ȚÎRLEA, Iulita BÎRCA	76
<i>Communication With Corporate Management And Governance. Letter Of Recommendation</i>	
• Mariana Rodica ȚÎRLEA	79
<i>Marketing Of Human Resources As An Important Element For The Labor Market Development</i>	
• Mariana Rodica ȚÎRLEA, Rodica Slutu (Bogdan)	

ABSTRACTS

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Elements of Uniforming The Ecoeconomy

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Abstract: Ecoeconomy is regarded as a further step towards a new economic science that should devise economic life and health values produced from the perspective of 'the health of the whole living', is strongly grounded in the principles of Economics and Bio-economics. Bio-economics uses soil and biological resources (growth), as well as waste as raw material for the production of **bio-products** (food, feed, energy, industrial and production). It also includes the use of friendly environmental processes for sustainable industrial sectors (it is known that bio-waste have a considerable potential as an alternative to chemical fertilizers or for conversion into bio-energy and can contribute to the achievement of the 2 % of the EU objective of renewable energy).

Key words: Ecoeconomy, green economy, environment, sustainability

JEL Codes: Q20, Q50, Q56

Introducing Theories And Practices Concerning ERP. The Case of the Pharmaceutical Industry

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Abstract: The Pharmaceutical field is a rapidly growing and highly variable market due to constant advancements in medical research. This industry is also considered one of the biggest markets currently in place. The competition in the pharmaceutical field requires companies to operate in a very efficient and effective way to ensure a competitive edge that allows them to keep moving forward. Furthermore, innovations in the IT industry have become a major part of businesses worldwide. One of the most advanced tools that companies are implementing nowadays is Enterprise Resource Planning systems (ERP) that runs the entire operational infrastructure in an automated way. This article aims to provide a qualitative approach to the integration of ERP in the pharmaceutical industry and the depth and spread of the available applications through testimonies from various head of departments within a pharmaceutical company that underwent a migration from a manual to an automated system.

Key words: Pharmaceutical industry, ERP, Automation, Competitive Advantage

JEL Codes: M41

Sport Events Worth Travelling All Around The Year

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Abstract: The general objective of this paper is to study sport events and the phenomenon of sport tourism. The specific objective is to investigate the distribution of sport events throughout the year to provide a deeper understanding of the area, which is gaining more and more importance in the tourism industry. The research methodology used is exploratory, studying the major sport events attracting tourists throughout the year. Results indicate the evolution of such events, typology of participants and consumer behaviour evolution. Sport events are an important part of both sport and tourism businesses generating large revenues, which can push for greater levels in participation increase, consumer experience, and product development in the near future.

Key words: Sport events, Sport tourism, Consumer behavior, Sport marketing, Touristic product

JEL Codes: L83, Z32

Analyzing The Level Of Tourism Development At Local Level: Braşov County As A Case Study

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Abstract: Tourist activities related to a certain destination should be carried out as part of a balanced relationship between tourist demand and tourist offer, which can be determined based on specific indicators. In this respect, two specific indicators were applied – one belonging to the tourist demand and the other one belonging to the tourist offer – in order to see the level of the development of tourism in the territorial administrative units in Braşov County, many of these

being well established tourist destinations or potential ones. The results showed the existence of six categories (of the nine possible in theory) in which the tourist destinations in the Braşov county fall depending on the level of development of tourism demand and tourism offer as well as on the existence of a strong concentration of tourism in certain localities in the county. Also, depending on the categorization of each locality, a few strategic approaches have been presented in which some future directions of development have been outlined.

Key words: tourist destination, tourist demand, tourist offer, specific indicators, Braşov

JEL Codes: L83

Comparative Analysis Of The Human Behaviour Regarding The Use Of Open Source Products In SMEs Accountancy

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Abstract: This paper aims to highlight that open-source products can be the ideal solution for SMEs in order to provide accountancy services at near-zero costs.

The paper presents the behavior of users within a community regarding the open-source products intended for bookkeeping. To support this research, questionnaires were applied to a sample of 50 people, consisting of accountants, accountancy experts, or financial and accounting practitioners, programmers and students of an Economics faculty.

Key words: software open-source, questionnaires, comparative analysis, licensed software, accounting computerization.

JEL Codes: M41, C88

The Efficiency Of An Estimator. Application

Cristina-Ioana FATU¹

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Abstract: In this paper we present a definition of an efficient estimator for an unknown parameter and an example. The optimal estimator is called the minimum variance unbiased estimator. This type of estimator will be our choice for the optimum or best estimator. The entire article consists my own point of view concerning the estimation theory in general and the efficient estimators in particular.

Key words: statistical estimation, efficient estimator, random variable, relative efficiency, absolute correct estimator

JEL Codes: C13-Estimation

Nepotism And Corruption In Institutions And Country's Economy

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Abstract: Nepotism usually means hiring relatives, close friends, regardless of their merits and abilities. While corruption is a permanent risk to the economic system, but also for the country's legal system. The purpose of this paper is; to evaluate the factors affecting the appearance and development of nepotism and corruption. Then, analyze the impact of nepotism and corruption in the country's economy. The impact of nepotism in the hiring and advancement of relatives in important sectors of the country and the impact of corruption and nepotism in the judicial institutions. Results of the survey will be useful to researchers who will deal with the analysis of factors influencing nepotism and corruption.

Key words: Nepotism, corruption, justice institutions, the economy of the country

JEL Codes: E26

Some Considerations Regarding The Dynamics Of Geopolitical Events And The Effects On The Hospitality Industry

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Abstract: The hospitality industry is currently affected by several factors that may lead to an increase or decrease of the number of tourists in a country. To highlight the main factors, was analyzed the hospitality industry in Turkey before and after the attempted coup d'état of July 2016.

For the actuality of the informations have been consulted the international news agencies, the websites of the Statistical Institute of Turkish, Association of British Travel Agents, the Tourism Authority of Thailand and the United States Institute of Peace.

Key words: Hospitality industry, terrorism, politics, coup d'état, epidemics

JEL Codes: M41

**The Particularities Of The Efficient Management Of Banking Staff
Ala ROLLER¹**

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Abstract: This article acknowledges the importance of banking staff involvement in improving the quality of services offered to banking customers. The important role in promoting the quality of banking products is attributed to banking staff. And without these qualified cadres, the bank's management can not practically implement any theory or idea formulated and supported by the top leadership of the bank. Of course, the bank's operational staff must be properly motivated and well-motivated in the field of quality. Team culture also plays an important role. Without feeling part of the team, without being familiar with the culture of quality, and without receiving a message from the management, the bank staff will not be trained in the process of quality improvement.

Key Words: coaching, mentoring, personal banking, brainstorming
JEL Codes: E58

**Model For Assessing The Degree Of Motivation Staff Of A Tourism
Organizations**

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Abstract: The paper presents a case study on the assessment of motivation in an organization of a group tour. It is an application motivational mixed in two models: the Vroom and Lawler Porter. The authors consider that their implementations in the operational processes are particularly useful in the effective use of motivational vectors.

Key Words: Optimal ergonomic Vroom's model, Porter Lawler's model, Positive motivations, Diagnostic analysis
JEL Codes: M21

Rates Of Financial Balance. Aspects Of Economic Practice. Case Study

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Abstract: For the enterprise, the financial balance rates represent rates of synthesis embodied in instalments of liquidity and funding rates, which represent the expression of achieving financial balance in the long and short term. These rates of synthesis emphasize the existence or absence of the net treasury of the company, the need for working capital of the business and the working capital. Liquidity ratios are determined based on information provided by company's financial statements expressing the company's payment capacity, respectively the solvency on short-term of the company. Through a system of rates we can establish the measure in which a firm can cover its short-term debt. Rates of financing of the enterprise highlight the financing methods of the investments of the enterprise.

Key Words: Financial statements, synthesis rates, financial indicators, liquidity ratios, financial ratios.
JEL Codes: G22

Problematics Of Multiannual Audit Of Budget Allocations For Universities

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Abstract: Scientific research, experimental development and innovation are the main creative activities of knowledge and generating economic and social progress, encouraged and supported by the state. The development of universities through government-funded funds is part of the strategic development policies and strategies of universities. Audit of Government-funded projects between universities takes the form of collecting and evaluating evidence based on data and information from the contractor's accounts, in relation to a series of mandatory pre-defined criteria through funding contracts for the purpose of determining and reporting the degree of compliance of the information with the required demands and expressing an opinion on the cost of the project, ie whether it provides a true and fair view in all material respects. The time period for auditing government-funded projects coincides with the project run times, which can sometimes be short-term horizons, or under one year or multi-year horizons, targeting medium to long-term horizons. From our professional practice we present some aspects of projects with multi-annual government funding.

Key Words: Project, management, participants, expenses, activity, subactivity
JEL Codes: H83

**Communication With Corporate Management And Governance. Letter Of
Recommendation**

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Abstract: Government-funded university projects aimed at developing human resources, professional development, endowment by acquisition of tangible and intangible assets, inventory items, etc. These projects are audited to ensure that the data and information presented in the accounts related to the specific conditions of the grant agreement are consistent and appropriate. Certain issues of interest to project management and university governance are communicated by the financial auditor on funds to those charged with management and governance through a referral letter. From our professional practice we present a model letter of recommendation.

Key Words: audit, fund audit, auditor communication with governance and management, recommendation letter

JEL Codes: H83

**Marketing Of Human Resources As An Important Element For The Labor
Market Development**

Mariana Rodica ȚIRLEA¹, Rodica SLUTU (BOGDAN)²

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Abstract: The paper presents the results of the first stage of research, which include the general analysis of the socio-economic indicators of the Republic of Moldova through the perspective of HR marketing; they will be considered important for both economic agents and the regions of the country - in attracting the best talented employees. The research is based on the statistical data in the field; scientific papers of domestic and foreign researchers on the studied problem; other articles of experts. The obtained results and analysis allowed formulating conclusions and recommendations to extend this research by involving and applying universally recognized methods in this field that have already been successfully implemented in different countries of the world, such as: SWOT-analysis, PESTLED-analysis, SNW-analysis etc., as well as specialized marketing methods and tools.

Key Words: marketing of human resources, labor market, supply of workforce, demand on workforce, well-trained employees, recruiting.

JEL Codes: M31, M30