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“DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY, ROMANIA

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Abstracts	7
<i>Policy and Fiscal Norm, Condition for Optimization of the Fiscal System</i>	
• Rodica Mariana ȚÎRLEA, Rodica SLUTU (BOGDAN).....	9
<i>Pragmatism Of The Account Information, Under Application Of International Financial Reporting Standards</i>	
• Gheorghe LEPĂDATU.....	12
<i>The Perspective Of Oil Market</i>	
• Cristina Bălăceanu, Daniela PENU, Monica PREDONU, Iuliana BARBAT	17
<i>Establishment of Prices for Medicines on the Pharmaceutical Market of the Republic of Moldova</i>	
• Victoria GANEA, Ana TENTI.....	25
<i>Disaggregated Financial-Accounting Information For Users (Concrete Measures Of Improve International Financial Reporting)</i>	
• Gheorghe LEPĂDATU.....	30
<i>The Group Of BRICS Countries: Is It Still Relevant For The World Economy ?</i>	
• Iulia Monica OEHLER-ȘINCAI.....	35
<i>Taxes and Fees: Resources in the State Income</i>	
• Rodica Mariana ȚÎRLEA, Iulita BIRCA.....	50
<i>The New Accounting And The IFRS Requests. The Payment Based On Shares (IFRS 2) – Request Of The Knowledge Economy</i>	
• Gheorghe LEPADATU.....	55
<i>Informatic Model Used for the Evaluation of Titles on Stock</i>	
• Marian Pompiliu CRISTESCU, Ana-Maria Ramona STANCU.....	63
<i>Relationship of Consumer Management and Marketing Strategy</i>	
• Liviu, Constantin STOICA, Marian Pompiliu CRISTESCU, Ana-Maria Ramona STANCU.....	70

ABSTRACTS

KNOWLEDGE HORIZONS - ECONOMICS, Volume 10, Issue 1 / 2018

❖ Policy and Fiscal Norm, Condition for Optimization of the Fiscal System

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Abstract: At the national level, fiscal policy targets different goals revealed in actions of economic, social, cultural, investment nature, etc. Fiscal policy is implemented by national public authorities and empowers the state, on the one hand, to establish on the basis of specific rules on the payment obligations materialized in taxes, fees, social contributions through the competent tax authorities, and on the other hand, to require individuals and legal persons subject to such obligations to pay, in accordance with legal terms, the tax obligations which fall within their charge.

Key words: fiscal policy, fiscal norm, fiscal system, fiscal obligations, taxpayers, individuals, legal persons

JEL Codes: M41

❖ Pragmatism of the Account Information, Under Application of International Financial Reporting Standards

Gheorghe LEPADATU

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Abstract: The evolution of Accounting during the transition to a market economy has demonstrated the existence of a special methodology of gathering, processing and providing information related to modern Accounting, based on specific informational system. Accounting may offer a model, as a means of expressing financial records and its economic activities.

Key words: accounting, standards, audit, financial records.

JEL Codes: M41, M42

❖ The Perspective of Oil Market

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Abstract: The oil market can not be defined as a single market and the outcomes in terms of pricing can not be viewed through the prism of supply-demand. Oil resources still play a decisive role in determining energy resources, changing this ratio being determined mainly by the volume of investments, changes in investor's sentiment and in policy of emerging countries, determinants of energy demand. 20 years ago, experts were warning that by the end of the third millennium production will start to fall and the price will reach 20-90 USD / barrel, and now at the beginning of the third millennium, it seems that the experts were wrong once again because the production still does not give signs of decline. Intensifying the exploitation of shale oil gives new dimensions to oil production, with effects on prices, creating structural changes and changes in economic and geopolitical power poles worldwide.

Key words: Economic resources, oil market, energy demand.

JEL Codes: Q01, Q35, Q40

❖ Establishment of Prices for Medicines on the Pharmaceutical Market of The Republic of Moldova

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Abstract Nowadays, the pharmaceutical industry is in the verge of a crisis, because it shows a drastic loss of revenue when it is not possible to increase the prices for some vital products. Expenses included in prices show that companies do not focus on the settlement of the arising problems in the process of production, but try to keep their market share, at all costs. The following methods have been used during the study: documentary method, which is based on accessing and studying bibliographic sources, economic analysis, synthesis, comparison, analogy method and others. The research identified three types of prices: the selling price of the manufacturer (producer); the wholesale price of

the intermediary; retail price at which the medicine is released in the end to the consumers. Producer's price is fixed by the producer to sell the finished product to the intermediate economic entities. Wholesale price is offered for the sale of products by distributors of medicines to the economic operators in the retail trade. Retail price means the price at which goods are sold in the retail distribution networks to the end-users. The shorter the path of the medicine from the producing entity to the final consumer is, the lower and more accessible is the price.

Key words: price, price structure, regulation, medicines, pharmaceutical market

JEL Codes: I11

❖ Disaggregated Financial-Accounting Information for Users (Concrete Measures of Improve International Financial Reporting)

Gheorghe LEPADATU

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Abstract With the increased complexity of business and with the growing popularity of the conglomerates business forms has become clear that enhanced financial reporting can not provide users with enough information to make decisions for high yield. Therefore, segment reporting is presenting disaggregated financial information relating to the operations of reporting entities in different areas of business or in different geographical regions. Because of the perception that domestic and foreign operations involve different risks for the entity, segment disclosures also include information about the entity's operations in the country and the export sales. Segment reporting of various types has become mandatory in many reporting schemes, although in most cases was limited to publicly traded entities.

Key words: IAS / IFRS, segment reporting, financial statements

JEL Codes: M41

❖ The Group of Brics Countries: Is It Still Relevant for the World Economy ?

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Abstract: The BRICS alliance has been formally set up in order to fulfill both economic and geostrategic functions. Even if the latter are more significant than the former, the actual BRICS cooperation framework adds value to the theoretical concept of partnerships for economic development. The group includes four of the largest emerging economies worldwide therefore an analysis of the BRICS from the perspective of quantitative and qualitative indicators is useful at a time when traditional sources of economic growth are not taken for granted any more. The main objective of the present paper is to capture BRICS' shares in world gross product, trade and investment flows and also the strengths and weaknesses of the five emerging economies from the standpoint of specific indicators.

Key words: BRICS, economic growth, exports, FDI, middle-class, global competitiveness index, ease of doing business, human development index.

JEL Codes: E21, E22, E23, E24, F21, F24, F44

❖ Taxes and Fees: Resources of the State Income

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Abstract: Taxes, fees and contributions to the state budget, social security budget and local budgets represent sources of revenue to the state's single centralized budget. The taxes and fees provided for in the budget revenues are characterized, each in part, by certain traits determined by ways and sources of origin, the way of settlement, perception and their role in each given stage, but, at the same time, there are certain common elements, specific to each budget revenue without which they could not be predicted, determined, tracked and received. These elements have to be found in the regulations of each budget income and must be clearly stated in the normative acts that establish taxes and duties. If taxes and fees differ from the point of view of sources of provenance, taxation, contraptions, the mode of perception and their role, they also have something in common, i.e. the technical elements.

Key words: tax, fee, technical elements of taxes and fees, taxpayers, calculus, payment terms, forecast
JEL Codes: M41

❖ **The New Accounting and the IFRS Requests. The Payment Based on Shares (IFRS 2) – Request of the Knowledge Economy**

Gheorghe LEPADATU

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Abstract: The transactions with payment based on shares represent a payment condition more and more used in the new economy. The transaction may mean either the effective transfer of the capital instruments or the cash settlement – depending on the value of some capital instruments. The basis of these transactions is the information delivered by the annual financial positions with a view to meeting the requirements of the end-users of information (shareholders, creditors, employees, etc.).

Key words: balance sheet, opening IFRS, previous GAAP, shares, financial instruments, fair value

JEL Codes: M41

❖ **Informatic Model Used For The Evaluation Of Titles On Stock**
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Abstract: The present paper presents both theoretically and practically a new computer model, currently developed only at the conceptual and analytical level. It is a web application called Investor's Valuation, which is in fact a way of evaluating securities listed on the BVB (Bucharest Stock Exchange) using a relational database for storing information

Key words: computer model, web application, stock exchange, securities, database

JEL Codes: C55, C61

❖ **Relationship of Consumer Management and Marketing Strategy**

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Abstract: In this paper I studied the theoretical aspects related to the behavior of shop choices and the purchasing behavior of consumers. We have divided the paper into three chapters, as follows: In the first part we studied the relationship between consumer and marketing strategy, focusing on the concept of behavior, on the role of the study and the behavioral models. In the second part I studied behavioral theories focusing on behavioral analysis and influence on the decision making process of the shop, and in the third part I studied the behavior of choosing the shop focusing on buying motivation and purchasing behavior.

Key Words: behavior, marketing, model, relationship, strategy.

JEL Codes: M31