

ARGUMENT

KNOWLEDGE HORIZONS - ECONOMICS

The magazine **KNOWLEDGE HORIZONS-ECONOMICS** intends to become a top lance of spirituality within the „Dimitrie Cantemir” Christian University and not only, by publishing the best results of individual and collective scientific research of its own professors and by being open to other universities inland and abroad.

The magazine aims at becoming a forum of information and ideas from theory to practice in all fields of activity, but mainly for inter and multidisciplinary research, innovation and applicability.

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**“DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY
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- Annual Scientific National Conference on
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2nd Edition, of the Institute of Multidisciplinary Scientific Research, November 2017,
organized by the „Dimitrie Cantemir” Christian University
- Annual Scientific National Conference on
**“THE FISCAL POLICY OF ROMANIA AND ITS IMPACT ON THE DEVELOPMENT
OF THE ROMANIAN SOCIETY”**
5th Edition, of the Institute of Multidisciplinary Scientific Research, February 2018,
organized by the „Dimitrie Cantemir” Christian University
- Annual Scientific National Conference on
“CONJUNCTURE AND NEW TRENDS IN THE ECONOMIC DEVELOPMENT”
7th Edition, of the Institute of Multidisciplinary Scientific Research, March 2018,
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- Annual Scientific National Conference with International Participation on
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ABSTRACTS

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❖ **The Importance Of The Human Resources In Project Management**

Maria Mirabela DOCIU (ANCHIDIN)

University of Craiova, Doctoral School of Economic Sciences, Craiova, Romania, e-mail: mira_mari2002@yahoo.com

Abstract: This paper is about the Human Resource Management (HRM) impact on project management. This is of key and strategic importance to the project-oriented organization. When a new project or program is started, the human resource (HR) configuration of the organization changes. Within this dynamic environment, different and additional practices are required from the traditionally managed organization. Human Resources in Project Management focus on Project Team recruitment, organization and management until the end of a given project. Its role starts from defining core competencies which are going to be needed, to team building and motivation. The association between Human Resource Management and Project Management is strategic for every organization. Both of them are useful for company competitiveness. In this paper, three main processes are taken into account: selecting, training and managing. They represent the layers of the Human Resources overall role in Project Management. They are described and analyzed while raising their key issues that have to be faced.

Key words: Human Resource Management (HRM), Project Management (PM), Project Team (PT)

JEL Codes: M11, M12, O10, O15

❖ **Big Data In Business**

Liviu Constantin STOICA

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Abstract: The present article titled "Big Data in Business" was done in two parts, that is, in the first part we conducted a study on Big Data, and in the second we studied Big Data in Business. In the first part we studied: we defined and realized the features of Big Data, we described the benefits of using Big Data solutions, we made the Big Data architecture, we listed some advantages and disadvantages of Big Data. In the second part we made an overview and studied the implementation of Big Data solutions in the real world.

Key words: business, databases, Big Data, solution, techniques

JEL Codes: M1

❖ **Rapid Assessment Methods. Some Aspects Of The Evaluation Of Intangible Assets**

Gheorghe LEPADATU

PhD, Christian University „Dimitrie Cantemir” Bucharest, email: cilezbujor@yahoo.com

Abstract: The rapid assessment methods are applied in a very similar way in the business area: they say a certain rule and then shows a series of circumstances (limitations) that may influence the outcome of the assess or can even make rule inapplicable. In other words, "rules are made to be broken". In the literature, the rapid method is called "standard method" or "simple method". Rapid methods can be found, in English language, under the names "Rules of Thumb" or "Shorthand formulae" (shorthand formula simplified).

Key words: assessment, multiple income, international standard of practice in assessment

JEL Codes: M41

❖ **Influence Of Politics On Selection Of The Boards And Managing Director In Public Organizations**

Arsim GJINOVI

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Abstract: Today the problems which faced the public organizations are different. These problems are the nature of economic, political and social. In this context, difficulties in managing organizations have been part of the analysis of many authors, but not to the extent required. The purpose of this document is to explore the difficulties in managing public organizations, selection of Boards of Director and Management which operating in the Kosovo market. And to provide recommendations that may be useful to businesses interested in upgrading and developing and other institutions. The results of the analysis show that public organizations faced with non-economic and political problems, administrative barriers, the promotion of unemployment, the lack of genuine reforms in the

economy based on standards defined and agreed upon by certain institutions of knowledge, etc. The subject matter may be of particular importance to Institutions wishing to make changes or overcome financial difficulties, and not financial ones.

Key words: selection, influence, board, managing director, political impact, human resources, professionalism

JEL Codes: M11, M12

❖ **Decision Trees**

Liviu Constantin STOICA

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Abstract: In this article we have called "Decision trees" I studied in the first part their general characteristics, its structure and classification. In the second part of the article we model the process of launching a new product on the market using the decision tree. To make the tree, we first made a table with the likelihood of launching the product on the market, after which we made the decision tree and came to the answer I wanted to find out, that is, I learned that the company decides whether it wants to test the new product on the market.

Key words: Algorithm, decision tree, entropy, modeling, structure

JEL Codes: M1

❖ **Trends In The Evolution Of The Museum Tourism Supply Of Bucharest's Sector 1**

Aurel GHEORGHIȚĂ¹, Anca TUDORICU², Alina-Georgiana MOLDOVEANU³

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Abstract: Leisure activities have become an increasingly debated topic given the stressful daily life. Therefore, entertainment is vital for any tourist attraction, taking into account consumer profiles and their own lifestyle preferences. Because technology is constantly advancing and is pervasive in the life of modern society, museums must also keep up with visitor expectations and meet a wide range of needs and preferences of the modern consumer. To this extent, museums must correlate their lines of action both in the scientific and/or cultural area and in the tourism area with the new visitation trends. This is essential for an efficient and cost-effective management, with the constant aim of attracting as many visitors as possible.

Key words: museum tourism, cultural supply, tourist demand, evolution trends, holistic accessibility

JEL Codes: L83

❖ **Modern Entities Through Cost Leadership. Specific Aspects of Entity**

Gheorghe LEPADATU

PhD, Christian University „Dimitrie Cantemir” Bucharest, email: cilezbujor@yahoo.com

Abstract: The doctrine of western European, especially French, concerning driving through the costs is defined as a technique for analyzing the activity of an enterprise, a data processing method, having mainly aim to understand the different functions of business costs (of production, commercial, administrative, research and development), manufactured products, work performed and services rendered (including the production in progress).

Key words: cost control, modern management, entity

JEL Codes: M41

❖ **The Presence Of Large Hotel Groups On The Romanian Market**

Casiana-Alexandra RADUT

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Abstract: In order to understand as much as possible the existence, maintenance and management of the large hotel groups on the Romanian Market, for the optimization of revenues and profits, the author briefly presented

both the theoretical notions of tourism, the tourism industry with all its components, as well as practical lessons learned from case studies and the study of the most important hotel groups in Romania

Key words: Hotel groups, Romanian market, presence on the market, hotel brand

JEL Codes: M10, M12, L83

❖ **Business Intelligence And Olap**

Liviu Constantin STOICA

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Abstract: In this article, I studied Business Intelligence and Olap, that is, I have emphasized the basics of OLAP, how to deploy OLAP, metadata, the multidimensional model, and the cube. In terms of OLAP deployment, we have studied the most important server implementations that are available (MOLAP, ROLAP, HOLAP), while also emphasizing DOLAP. In addition to OLAP, we have also studied the most commonly used ETL metadata and tools. In the last part we studied the multidimensional model and cube model by realizing a vision of the DB2 Cube and MQT

Key words: Database, concept, cube, tool, model

JEL Codes: M1

❖ **Romanian Non-Banking Financial Institutions Market**

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Abstract: With the financial crisis, non-bank financial institutions have increased their share of financial intermediation in the euro area. Thus, non-bank financial institutions contributed to mitigating the effects of the crisis. In 2014, in the sector of non-banking financial institutions (IFN), there was a restructuring process, both in numerical terms and in the main aggregated financial indicators.

Key words: Financial institutions, crisis, bank, credit

JEL Codes: M41

❖ **Hotel Website Evaluation: The Case of Romanian Destinations**

Remus Christian MORARU

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Abstract: The premises of this study starts from the fact that in today's highly digitized environment, the Romanian hotels need to keep up the pace and address the rising challenges of the travel industry. The study narrows its focus on the Romanian hotels websites by analyzing and assessing key elements of these. Results show that although website usage is widespread among Romanian hotels and that there are homogeneous features of the websites present among all analyzed hotels. However there are critical elements, such as a booking engine, missing by design from the hotels website highlighting that these are not yet handled as a standard key element of the Romanian hotel websites.

Key words: Digital, Websites, Hotel online environment, Hotels, Tourism

JEL Codes: O33, Z33, L86, M31