

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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- Annual Scientific National Conference on
**“THE FISCAL POLICY OF ROMANIA AND ITS IMPACT ON THE DEVELOPMENT
OF THE ROMANIAN SOCIETY”**
6th Edition, of the Institute of Multidisciplinary Scientific Research, February 2019,
organized by the „Dimitrie Cantemir” Christian University

- Annual Scientific National Conference on
“CONJUNCTURE AND NEW TRENDS IN THE ECONOMIC DEVELOPMENT”
8th Edition, of the Institute of Multidisciplinary Scientific Research, March 2019,
organized by the „Dimitrie Cantemir” Christian University

- Annual Scientific National Conference with International Participation on
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ABSTRACTS
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❖ **Approaches On The Corporate Management Notion And Its Diffusion In Various Environments**

Oana BOCANETE

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Abstract: As a rule, theoretical issues, if understood at first glance, are no longer analyzed or deepened, so they will be used in a superficial note that means minimal sufficiency. In our article, on the notion of corporate governance, we try to make a slice of explanation that allows the reader to understand what connections can create this notion, so often spoken, for a time, especially, that the prospect laughs. How almost everything is interdisciplinary - and the notions of corporations and management, have their sphere of influence and favor multiple connotations.

Key words: management, corporation, approach, investor

JEL Codes: M16

❖ **Financial Policy Of Entrepreneurship Expression Of Elections And Decisions For Profit Maximization**

Ion Gr. IONESCU

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Abstract: We consider that the financial policy represents the ideal backbone of any economic agent, because it always expresses the fundamental idea of conduct, with the stated purpose of maximizing the profit, regarding an important activity with strong connections, to a sector of activity for a certain period of time, to one side or to the whole enterprise. From this policy, the future strategies, tactics and operational activities that create background, form and meaning are drawn for everything that is to be carried out in the company. Our article addresses such issues, but refers to the financial sector, trying to analyze the structure of this policy and shed light on its important components. The research methods are: descriptive, comparative, analytical, with conclusions that have applicability in the practice of those who operate with various types of financial policies.

Key words: financial policy, funding, investment evaluation entrepreneurship

JEL Codes: G32

❖ **Customer Insights In Automotive**

Iulia NOVACESCU

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Abstract: The article „Customer Insights in Automotive Industry” shows the different types of customers that the car manufactures deal with as well as the connection between customer experience, customer satisfaction and customer service. All concepts mentioned above bring a specific contribution in making the customer happy and persuading him/her to come back to the brand – customer retention and above all customer loyalty. Customer is the main focus nowadays for the car industry. The challenges of the paper are to find an overall solution to fit to all types of customers. At the same time the article shows that the first experience that the customer has with the brand is crucial and it will influence the customer through the entire customer journey. The main results are that there is no one way of handling customer and that every customer is individual and must be treated accordingly in order to fulfil his/her expectations. What I like you don't like and the other way around, this is the reason why manufactures need to develop different programs to coach people in the dealership to know how to recognize the different types of the customers as well as to know how to handle them.

Key words: OEMs, Customer Experience, Customer Satisfaction, Customer Service

JEL Codes: C44, O3

❖ **Distinctive Traits Of The Corporation Seen By The Governance Prism**

Oana BOCANETE

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Abstract: Despite all the reforms that have been made so far, the market of professional managers who could be employed in joint-stock companies has not

been formed in the Romanian economy. There is no effective control over the management and management of corporations by shareholders. Majority shareholders are an impediment to the integration of Romanian companies, foreign companies, attraction of foreign investments, exit to foreign markets, etc. Thus, the evolution of the forms of interaction, of the majority shareholders and the hired managers not only did not solve the problem of increasing the efficiency the activity of oocytes on stock, but has aggravated the existing problems. The key issue in this case is the lack of a methodical toolkit for systemic assessment of the economic efficiency of corporate management.

Key words: investors, commercial society, corporation methodical instrumentation

JEL Codes: M16

❖ **The General Frameworking Forming Of Capitalist Economy In The Romanian Space 1821-1878 (Market – Finances – Transports – Relationships)**

Ion Gr. IONESCU

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Abstract This study wants to highlight, more significant moments, to illustrate how in the Romanian space the economic ideas of the liberal type, able to allow the emergence and formation of the capitalist economy, entered. The action of the new laws and mechanisms that have been propagated from the Western, to East of Europe, proved to be beneficial, economic and social, so that the Romanian space was, initially, integrated through slow social transformations and capital shy accumulations. The informations are authentic and represent the researches of a historical stage with many transformations, some even spectacularities that were, at the beginning, effects and then, causes for the future evolutions, in the Romanian provinces. It is easy to understand that countries regarded as great economic, military powers - were therefore acting, for domination and expansion in the new emergent markets.

Key words: revolution, development, provences, society, capitalism

JEL Codes: N4

❖ **Trends In Auditing ERP Systems**

Marian Pompiliu CRISTESCU¹, Ana-Maria Ramona STANCU²

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Abstract: Basically, ERP implies a policy that reflects what it means to think and act for the purpose of economic processes, and is therefore considered a strategic management solution. The new business model with process focused operations, increases productivity and meets the economic performance standards. The economic operational stages must be integrated in order to trigger workflows, to control the flow of information and to create connections between the organization, suppliers and customers. All this requires organizational changes, technological updates and, eventually, a new identity for the organization itself. The present paper proposes a specific approach to the procedures needed to perform the audit of integrated information systems. Concrete methods of undertaking audit operations for the financial accounting modules of integrated information systems are presented in the present work.

Key words: Integrated Computer Systems, Internal Audit, Risk Management, System Implementation, Procedures

JEL Codes: O31, O32

❖ **The Possibilities To Create Equal Opportunities In Tourism For People With Disabilities**

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Abstract: People with disabilities are receiving more and more attention in tourism; so do physically disabled persons who need to overcome many barriers not only during a journey but also in the preparation phase. The rising life expectancies and the development in the area of motorization contribute to more and more people eventually becoming physically disabled, which render creating equality of opportunities and developing accessible tourism an absolute necessity, thus, anyone can use the built environment and receive genuine, usable information. The

study highlights the importance of accessibility, of non-governmental organizations, the participants of accessible tourism, with special focus on physically disabled persons, and the possibilities they have in the tourism industry. In addition to the literature review, the study contains the analysis of the results of the research that has been conducted.

Key words: people with disabilities, physically disabled persons, non-governmental organizations, accessibility, accessible tourism
JEL Codes: J14, L83, Z32

❖ **Relations Between Owners And Managers**

Oana BOCANETE

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Abstract: Independent of our will in social life, order tends to turn into disorder. This evolution is determined by the action of the entropy law. People can not oppose the evolution of the law, but they can create the framework of action in such a way as to channel this evolution towards desirable changes. Within the company - socio-economic system, as in any social system, order and disorder are strongly determined by culture. From this perspective, the sets of values, the beliefs and the concepts of the staff that fit it, the attitudes, opinions and common practices are particularly important for the firm. Each component of the company comes within it with its own ideas about heads and subordinates and can assimilate over time the habits, rules and restrictions within it.

Key words: Managers, Commodity market, Labor market, Shareholders, Conflicts
JEL Codes: M16

❖ **Strategic Alternatives In A Corporation Of Financial Investment Services On The Capital Market**

Ion Gr. IONESCU

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Abstract: Our work is, in practice, a case study, in which we want to create a model of how the best stratigraphic measures (strategic alternatives) must be chosen and finally, the best one used, that is, to base the strategic choice, for apply it to a more demanding corporation, through its field of activity and through its objectives, regarding investments. After all, without any reservation, an investment fund is a strategic institution that has the ability, through the effects of its activity, to change destinies, to develop investments, to make a substantial contribution to the development of national wealth and the prosperity of many entities.

Key words: Strategic alternatives, Corporation, Corporate Environment, Investment fund
JEL Codes: G15, G23