



Universitatea
BABEŞ-BOLYAI



THE PROCEEDINGS OF THE 3rd INTERNATIONAL CONFERENCE

MANAGERIAL CHALLENGES OF THE CONTEMPORARY SOCIETY

JUNE 4-5, 2010 CLUJ-NAPOCA, ROMANIA

Editura RISOPRINT
Cluj-Napoca • 2010

© 2010 RISOPRINT

Toate drepturile rezervate autorilor & Editurii Risoprint.



*Editura RISOPRINT este acreditată de C.N.C.S.I.S. (Consiliul Național
al Cercetării Științifice din Învățământul Superior).*

Pagina web a CNCSIS: www.cnccsis.ro



Toate drepturile rezervate. Tipărit în România. Nici o parte din această lucrare
nu poate fi reproducă sub nici o formă, prin nici un mijloc mecanic sau
electronic, sau stocată într-o bază de date fără acordul
prealabil, în scris, al autorului.



All rights reserved. Printed in Romania. No parts of this publication may be
reproduced or distributed in any form or by any means, or stored
in a data base or retrieval system, without the
prior written permission of the author.



ISSN 2069 - 4229

Director: GHEORGHE POP

Consilier editorial: MIRCEA DRĂGAN

Tiparul executat la:
S.C. ROPRINT® S.R.L.



400 188 Cluj-Napoca • Str. Cernavodă nr. 5-9
Tel./Fax: **0264-590651** • roprint@roprint.ro



430 315 Baia Mare • Piața Revoluției nr. 5/1
Tel./Fax: **0262-212290**

INTERNATIONAL ADVISORY BOARD

Allan Rosenbaum, PhD, *Florida International University, Florida, USA*

David Ringsmuth, PhD, *California State University, California, USA*

Jozsef Poor, PhD, *University of Pecs, Hungary*

Florina Bran, PhD, *The Bucharest Academy of Economic Studies, Romania*

Mihai Costică, PhD, *Iași University, Romania*

Gheorghe Gh. Ionescu, PhD, *West University of Timișoara, Romania*

Victor Manole, PhD, *The Bucharest Academy of Economic Studies, Romania*

Ioan Lazăr, PhD, *Babeş-Bolyai University of Cluj-Napoca, Romania*

Anca Borza, PhD, *Babeş-Bolyai University of Cluj-Napoca, Romania*

Liviu Ilieş, PhD, *Babeş-Bolyai University of Cluj-Napoca, Romania*

Mihai Naghi, PhD, *Babeş-Bolyai University of Cluj-Napoca, Romania*

Răzvan Nistor, PhD, *Babeş-Bolyai University of Cluj-Napoca, Romania*

Maria Mortan, PhD, *Babeş-Bolyai University of Cluj-Napoca, Romania*

Codruța Osoian, PhD, *Babeş-Bolyai University of Cluj-Napoca, Romania*

CONFERENCE ORGANIZING COMITEE

Babeş-Bolyai University of Cluj-Napoca, Romania

Prof. Ioan Lazăr, PhD

Prof. Anca Borza, PhD

Prof. Liviu Ilieş, PhD

Prof. Mihai Naghi, PhD

Prof. Răzvan Nistor, PhD

Associate Prof. Maria Mortan, PhD

Associate Prof. Codruța Osoian, PhD

Editors:

Asist. Dr. Corina Gavrea

Asist. Drd. Zaharie Monica

TABLE OF CONTENTS

THE IMPLICATIONS OF ECONOMIC AND MONETARY UNION IN SUSTAINING EUROPEAN MONEY MARKET INTEGRATION Avadanei Andreea	1
CHANGE FORCES AND COMPETENCIES IN ORGANISATIONAL EVOLUTION IN AN ERA OF INNOVATIVE ECONOMY Andrej Bertoncelj, Klemen Kavčič, Dušan Gošnik	7
FOREIGN DIRECT INVESTMENTS IN ROMANIA IN THE CONTEXT OF ECONOMIC AND FINANCIAL CRISIS Petru Bințințan, Cătălin Afrăsinei.....	13
COOPERATION STRATEGIES FOR LOGISTICS SERVICE PROVIDERS IN THE ART TRANSPORTATION MARKET Codruța Bolboacă.....	20
AN INVESTIGATION ON THE STRATEGY FORMULATION PROCESS WITHIN THE ROMANIAN COMPANIES Ovidiu Bordean, Anca Borza, C. Rus, Cătălina Mitra.....	26
MANAGING CLIMATE CHANGES TROUGH LEADERSHIP ELEMENTS IN EUROPEAN ORGANIZATIONS Anca Borza, Roxana Gabor-Supuran, Anamaria Muresan.....	32
HUMAN RESOURCE'S DEVELOPMENT FOR ORGANISATIONAL CHANGE Eugenia Câmpeanu – Sonea, Adrian Sonea.....	41
SUCCESSFUL IMPLEMENTATION OF KNOWLEDGE MANAGEMENT IN SMALL AND MEDIUM ENTERPRISES Marius-Dan Dalotă, Simona Grigore.....	46
SMALL AND MEDIUM ENTERPRISE'S GROWTH AND NEW TECHNOLOGIES IMPLEMENTATION Marius-Dan Dalotă, Simona Grigore.....	50
ON CALCULATING ACTIVITY SLACK IN STOCHASTIC PROJECT NETWORKS Dediu Magdalena, Dobrea Alina.....	55
THE MAIN SUBSYSTEMS INVOLVED IN DEFINING THE QUALITY MANAGEMENT SYSTEM IN A HOSPITAL Dobrea Valentina Alina.....	60
SIX SIGMA PROJECT IDENTIFICATION AND SELECTION - COMPARISON STUDY BETWEEN SLOVENIA AND UK - Dušan Gošnik, Andrej Bertoncelj, Klemen Kavčič	64
METHODS FOR EVALUATING THE IMPACT OF PROJECT IMPLEMENTATION IN REGIONAL DEVELOPMENT Liviu Ilieș, Emil Crișan, Ioana Mureșan, Melinda Pleșcan.....	71
QUALITY MANAGEMENT SYSTEM IN HIGHER EDUCATION – EMPLOYERS' APPROACH Liviu Ilieș, Codruța Osoian, Monica Zaharie.....	75

MANAGING ORGANIZATIONAL COMPLEXITY Klemen Kavčič, Andrej Bertoncelj, Dušan Gošnik.....	80
AN ANALYSIS OF THE PUBLIC ADMINISTRATION UNDERGRADUATE PROGRAM QULITY Rosenbaum Allan, Lazăr Ioan, Raboca Horia.....	84
REPRESENTATION OF MODIFIED HUMAN DEVELOPMENT INDEX IN ROMANIA'S AND HUNGARY'S NUTS2 REGIONS Katalin Lipták.....	92
GLOBAL ECONOMIC PERSPECTIVES - NEW WAYS TO INCREASE THE COMPETITIVENESS IN THE WORLD OF BUSINESS Alexandru Manole, Adrian Anica-Popa.....	97
WOMEN IN LEADERSHIP POSITIONS WITHIN ROMANIAN PUBLIC INSTITUTIONS Felicia Cornelia Macarie.....	101
STUDIES REGARDING ALIMENTARY INTOXICATIONS IN THE EUROPEAN UNION IN 2007 Romolica Mihaiu, Marian Mihaiu, Gabriel Valasutean, Liora Mihaela Mihaiu.....	108
ALIMENTARY TRACEABILITY –A NECESSITY FOR ROMANIA Romolica Mihaiu, Marian Mihaiu, Liora Mihaela Mihaiu.....	112
PERFORMANCE MANAGEMENT. THE RELATIONSHIP BETWEEN EVALUATION AND REWARD IN THE PEDAGOGICAL ACTIVITY OF THE ROMANIAN SECONDARY EDUCATION Cristea Lucica (Mitican).....	115
THE INFLUENCE OF INTERNAL COMMUNICATION ON QUALITY OF BANKING SERVICES Maria Mortan, Vincențiu Vereș, Anamaria Marin	122
COMMUNICATION PARTICULARITIES IN EDUCATIONAL ORGANIZATIONS Maria Mortan, Vincențiu Vereș, Leonina Suciu.....	127
ALIGNING GOVERNMENT OF ROMANIA IN THE EUROPEAN MODEL OF GOVERNMENT, UNDER STRICT MONITORING BY EUROPEAN COMMISSION Mihai Naghi, Tuta Aneta.....	131
IMPACT OF THE ROMANIAN INDUSTRIAL SECTOR ON THE COUNTRY'S ECONOMIC PERFORMANCE Mihai Naghi, Levente Szász.....	135
LOCATION STATEGIES FOR THE OPERATIONAL FACILITIES OF EUROPEAN MIDDLE-SIZED AND LARGE COMPANIES Liana-Cristina Nicolau, Ruxandra-Gabriela Albu.....	143
IMPROVING MARKET ORIENTATION OF A STUDY PROGRAM AT THE GERMAN STUDY LINE BASED ON COMPETENCE REQUIREMENTS Diana Pitic, Mihaela Drăgan.....	147

	151
A THEORETICAL APPROACH OF THE CONCEPT OF INNOVATION Ioan Lala Popa, Gheorghe Preda, Monica Boldea.....	151
THE EQUITABLE HEALTH OF THE GLOBALIZATION: RIGHTS AND RULES Gheorghe Popescu, Veronica Adriana Popescu, Cristina Raluca Popescu	157
COMPETITIVENESS IN THE NEW ECONOMY AND THE IMPLICATIONS OF THE GLOBAL ECONOMICAL CRISES Gheorghe Popescu, Veronica Adriana Popescu, Cristina Raluca Popescu.....	166
CONTRIBUTIONS TO REGIONAL DISPARITIES AND CONVERGENCE IN THE EU Potvorszki, Gábor.....	173
STRUCTURAL FUNDS IN ROMANIA Ligia Roman.....	179
GLOCALIZATION LINKS MARKETS THAT ARE GEORGRAPHICALLY DISPERSED AND CULTURALLY DISTINCT Carmen Ramona Rusu.....	183
THE IMPACT OF THE ECONOMIC RECESSION CHANGING THE MANAGERIAL STYLE WITHIN THE ORGANIZATION Scholtz Béla.....	189
THE ANALYSIS OF THE WASTE MANAGEMENT SITUATION IN CLUJ COUNTY Lucia Scortar, Leonina Suciu, M.Sandor	198
INNOVATION AND DEVELOPMENT - CRITERIA FOR ORGANIZATIONAL PERFORMANCE Roxana Stegorean, Corina Gavrea.....	202
ACHIEVING COMPETITIVE ADVANTAGE IN SERVICE INDUSTRY Andrea Suciu, Anca Borza.....	206
SPECIAL NETWORKS ENHANCING COMPETITIVENESS WITHIN THE HUNGARIAN FOOD INDUSTRY Tógyer Tamás Nándor.....	210
INFLUENCES OF GLOBALIZATION UPON THE EVOLUTION OF HIGHER EDUCATION Roxana-Elena Țopă	216
IS THERE A NEED TO TEACH KNOWLEDGE ON COMMODITY SCIENCE AND TECHNOLOGY AT ECONOMIC UNIVERSITIES IN A GLOBALIZED WORLD? Eva Waginger.....	220
ENTREPRENEURIAL ACTIVITY WITHIN ENTERPRISES Pop Zenovia Cristiana, Maier Veronica.....	225
EARLY WARNING OF DISRUPTION. ORGANIZATIONAL CHANGE, BETWEEN REACTION AND PROACTIVE ATTITUDE Ştefan Sonea, Adrian Sonea.....	229
CSR CONTRIBUTION TO MANAGEMENT IN THE 21ST CENTURY T. Zilberg.....	240

COMPARATIVE ANALYSES OF DIFFERENT SELECTION SYSTEMS REGARDING POLICE TRAINING	246
Marian Adrian	
STUDENTS' ABSTRACTS	252
Chiș Andreea Valentina, Rus Ciprian Ioan, Costin Aurelian Răzvan, Solderea Ioan, Gavris Ionut George, Bleoca Bianca Maria, Oprea Victor Alexandru, Simona Daniela Lehene, Chiș Andreea Valentina, Denisa Ilie, Tolea Eniko Elisabeta, Gorun Elena Raluca, Raluca Tarcea	