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Nicolae BĂCILĂ - CONCURENȚĂ ȘI AJUTOR DE STAT: PERSPECTIVE ȘI PROVOCĂRI ÎN CONTEXTUL CRIZEI ECONOMICO-FINANCIARE

Abstract: Competition and state aid: perspectives and challenges in the context of the economic and financial crisis. The paper focuses on the role and importance of one of the most important and difficult components of the competition policy of the European Union, namely the problem of state aids, first analyzing a general framework of the competition policy and state aids, the institutional and legal background, reasons and objectives and then dealing with the impact of the economic and financial crisis on the situation of the state aids in the European Union.

Key words: competition policy, state aid control, European Commission, measures of support, economic and financial crisis.

JEL Classification: D43, G01.

Mihaela DRĂGAN, Petra Hauptfeld, Josef Wagner, Liviu Ilieș - STRATEGIC THINKING IN RESPECT TO QUALITY AND CULTURE

Abstract: The article shows an integrated view of quality control, and quality management in the framework of strategic thinking and also the impact of intercultural differences concerning the understanding of concepts of quality.

Therefore, quality and strategic thinking are to be discussed, starting with the development and definition of the terms and the focus will be based on the costumer related quality criteria. According to this approach aspects of product quality like design, function, image, brand, service, usability, profitability and reliability of products on the one hand as well as marketing strategies on the other hand play an important role within the intercultural context. Quality, highlighted under the topic of intercultural management, is not so clearly defined as management will try to convince us it is. The term includes values and attitudes, constructed and defined by costumers of a cultural background, shared in common, so it has to fulfill the needs of this specific cultural group and therefore must be adapted. The article closes with some suggestions concerning the requirements on expatriate leadership.

Key words: quality management, quality control, business culture.

JEL Classification: L15, L23.

Jácint JUHÁSZ, Imola KOVÁCS - UTILIZAREA OPȚIUNILOR REALE ÎN EVALUAREA PROIECTELOR DE INVESTIȚII PRIVITE CA OPȚIUNI DE EXTINDERE – STUDIU DE CAZ

Abstract: Using Real Options in the Evaluation of Investment Projects Viewed as Expand Options – Case Study. After a short introduction presenting the reasons why and the situations when the net present value method cannot be used in capital budgeting decisions, the study enumerates the situations when the real options method can take in consideration also the managerial flexibility.

The case study presented is the case of a cereal warehouse expansion where the future decisions are mainly influenced by the cereal prices. The net present value of the project is 207.209 RON while the real option's value is 673.685 RON which convinces us of the need of the use of real options methodology. From the example above we can derive that the absence of the symmetry between the negative and positive cash flows requires the use of advanced financial instruments.

Key words: real options, expand options, net present value, capital budgeting.

JEL Classification: G11, G31.

Ramin Bashir KHODAPARASTI - THE ROLE OF INTERNET IN MARKETING STRATEGIES

Abstract: The use of the Internet has increased in recent years remarkably. Conducting business in the digital economy means using Web- based systems on the Internet and other electronic networks to do some form of electronic commerce. Many research findings confirm and support being of positive effects of Internet on an enterprise's competitive advantage. In this paper, I will illustrate that enterprises can acquire relational and informational competency through Internet technology, and based on these competencies they can succeed in competitive cyber markets. According to the Internet competencies, Internet marketing strategies can be divided into five categories: Transactional, Profile, Customer-oriented, Relationship, and Knowledge strategies. Choosing and implementing any category of strategies depends on the degree of internet competencies (informational and relational) that a firm has. When both are high, proper internet marketing strategy seems to be knowledge strategies; and when both are low, transactional internet marketing strategies would be the suitable category.

Key words: Internet marketing strategies, Information technologies, Network computing, Digital economy, Information system.

JEL Classification: M31.

Cristian M. LITAN - ON THE STABILITY OF INCOME TAXATION – A COALITIONAL APPROACH

Abstract: We provide an alternative stability concept (similar to the least core of the cooperative game theory) for income tax systems, in economic environments with one-dimensional policy space, where the agents would selfishly vote for the tax that taxes them less, and the set of Condorcet winners is empty. We prove the existence of stable taxations for the majority of the sets of admissible tax systems that appear in the related literature.

Keywords: income taxation, epsilon and least core, stable tax systems.

JEL classification: H20, C71.

Codruța MARE, Sorina MARCU - INFLATION RATE CONVERGENCE TO THE EURO AREA

Abstract: Inflation rate is one of the main convergence criteria that have to be fulfilled for entering the European Economic and Monetary Union. Using the cointegration

methodology, the present paper studies the level of inflation rate convergence to the Euro Area for two countries: Romania and Slovenia. The degree of cointegration shows the level of efforts necessary for the coordination of politics and policies in order to adopt the common currency. A low level of cointegration or its absence (as found in the case of Romania) limits the benefits that could be brought by the euro.

Key words: European Monetary Union, euro area, inflation convergence, cointegration.

JEL Classification: P24, E42.

Ovidiu I. MOISESCU, Andrej BERTONCELJ - STUDIU PRIVIND RELAȚIA DINTRE DIMENSIUNILE COMPONENTE ALE IMAGINII MĂRCII

Abstract: A Study Regarding the Relationship between Brand Image Dimensions.

Taking into consideration the contemporary increasing competition, within which branding is one of the most important tools for differentiating and positioning into consumers' minds, and starting from the premise that brand image, depicted through its brand associations, is a key element in generating positive brand equity and increasing customer loyalty, this paper tries to analyze three of the most important associations comprised in brand image, namely perceived quality, perceived price, and, respectively, perceived prestige, and the relationship between these associations. The study is based on a field research conducted within a representative sample of Cluj-Napoca's adult population, considering two generic products selected to represent perishables and, respectively, durables.

Key words: brand image, perceived quality, perceived prestige, perceived price.

JEL Classification: M31, M39.

Cătălin POSTELNICU - IMPACTUL GLOBALIZĂRII ASUPRA SĂRĂCIEI

Abstract: The Impact of Globalization on Poverty. The dispute over the effects of economic globalization on deepening the poverty is far from being obsolete. New arguments, concerning the methods used in measuring the economic inequalities, are important subject of academic debate and constitute the core issue in numerous studies and reports issued by international organizations. This paper tries a comparative approach of the main factors of economic globalization and its effects on poverty, within the mainframe of this dispute. It tries to offer some arguments on the main aspects of absolute and relative economic inequalities which are present nowadays in various economies of the world.

Key words: economic globalization, economic gaps, Gini coefficient, poverty.

JEL Classification: I32, I31.

Viorela Ligia VĂIDEAN, Simona Gabriela MAȘCA, Ecaterina CUMPĂNAȘU - STUDIU PRIVIND METODELE CLASICE DE FINANȚARE A SERVICIILOR DE SĂNĂTATE

Abstract: Study regarding the Classical Methods for Financing the Healthcare Services. The mechanisms and methods for financing the healthcare services influence the organisation and functioning of the health system itself. The purpose of this paper is

to clarify the main aspects regarding the alternative classical methods for financing the healthcare services, proved by relevant case studies.

Key words: social health insurances, private health insurances, health expenses.

JEL Classification: G22, H51, I18.

Rolf WEIBER, Daniel MÜHLHAUS, Robert HÖRSTRUP, Tobias WOLF -
CONSUMER CHOICE IN CASE OF HETEROGENEOUS ALTERNATIVES

Abstract: Consumer decision processes vary depending on the existence of heterogeneous alternatives which are not directly comparable on concrete attributes. In this case two generic types of decision processes are suggested, called the "category centered" and the "representative focused choice". These two decision types, which are not mentioned in literature up to date, are confirmed based on an empirical investigation on the topic "Short break in Germany". The analysis of individual-related aspects shows considerable differences between individuals representing one of the two generic decision processes. If it is possible to group consumers to the two generic types prior to a buying decision such information on the choice process can be effectively used to promote the suppliers offers.

Key words: consumer choice, heterogeneous alternatives, product category choice, consideration set.

JEL Classification: M30, M31.