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**Irina Marilena BAN** - STRUCTURA ȘI EVOLUȚIA AGLOMERĂRILOR INDUSTRIALE ÎN ROMÂNIA, ÎNAINTE DE INTEGRAREA ÎN UNIUNEA EUROPEANĂ

**Abstract: The Structure and Evolution of Industrial Clusters in Romania, before its Admission to European Union.** There are many theories and measurements related to the concept of competitiveness. The purpose of this paper is to reveal the industrial conformation of the most competitive branches in the Romanian economy. The study focuses on the period 1990-2006, after the fall of communist regime and before Romania's admission to EU. We start from the assumption that the structural changes that have taken place in the economy can be seen in the evolution and structure of trade. The method used was first implemented by Michael Porter in his revolutionary book: The Competitive Advantage of Nations. The main results show that we cannot speak yet about a clusters' structure in Romania, but we can speak about some "embryos" in branches like metals, oil, chemicals, housing and clothing, respectively.

**Key words:** industrial clusters, Porter's diamond, competitiveness.

**JEL Classification:** C21, F10, F11.

**Dan Cristian DABIJA, Marcel C. POP, Ioana N. ABRUDAN, Horst TODT** - PECULIARITIES OF MARKETING MIX IN THE FIELD OF CERTIFICATION SERVICES

**Abstract:** Unlike the classical marketing mix, typical for goods, in services area there can be included in the mix, depending on authors, people, process, physical evidence, but also consumer or complementary services. Most sources, speak about the seven P's – Product, Price, Place, Promotion, People, Process, Physical Evidence or Facilities. The present approach rallies to technical literature, presenting the peculiarities of these „strategic” variables in the field of certification services. Thus, the authors do not only want to explain the complex phenomenon of certification, by pointing out all the components that contribute to its accomplishment, but also to offer strategic solutions for avoiding the risks implied by the implementation of these policies within the company.

**Key words:** marketing mix, certification services, organic, body.

**Jel Classification:** M10, M30, M31

**Mihaela DRĂGAN, Johannes KNEIFEL, Liviu ILIEȘ** - MANAGEMENTUL MEDIULUI ȘI ORIENTAREA CĂTRE MEDIUL ÎNCONJURĂTOR A DECIZIILOR LOGISTICE

**Abstract: Environmental management and the orientation in logistic decisions.** The article shows an integrated view of environmental management in the framework of the orientation in logistic decisions and offer an overview of key issues centred around the relationship between logistic and transport – related environmental decay in the

ecological economics. The total effect of logistics and transportation on the environment originates from complex changes in the scale, structural, technological and product effects of the industrial system. Various conflicts between logistic and the environment are pointed out and also the impact of the implementation of the ISO 14001: 2004 according to the Plan-Do-Check- Act cycle of continuous improvement. The article closes with some suggestions concerning the implementation of efficient instruments of pollution prevention. To reduce these negative effects there must be take into account the objectives of logistic management and it is necessary to act in concordance with the principles of environmental protection.

**Key words:** environmental management, logistics, transportation, industrial system.

**JEL Classification:** L23, L52.

**Codruța Maria FĂȚ, Mircea GHERMAN - CRIZA FINANCIARĂ DIN SUA ȘI CONSECINȚE ALE ACESTEIA ÎN DOMENIUL REGLEMENTĂRIILOR FINANCIAR-CONTABILE INTERNAȚIONALE**

**Abstract: The impact of the financial crisis on the financial securities value in USA.** The purpose of this paper is to presents some of the causes, factors and consequences that determined the financial crisis from United States with a big impact all over the world. Starting with simple financial instruments and ending with more complex ones, the financial markets from US were using different kind of financial engineering strategies in order to obtain substantial profits. A mechanism of how the credit derivatives securities worked together with the involvement of the government and financial institution is described. The consequences, followed by directions of prevention future financial crises are proving that “the crisis” had an enormous impact on many economies and on the involved societies.

**Key words:** credit crisis, mortgages backed securities, collateralized debt obligations (CDO), financial institutions, investments banks.

**JEL Classification:** G21, G28.

**Marinela GHEREȘ, Alexandra GOGOZAN - ANALIZA PROBLEMELOR MAJORE ALE MILENIULUI III: CRIZA ECONOMICĂ ȘI ECOLOGICĂ**

**Abstract: The analysis of the major problems of the third millennium: economic and environmental crisis.** The paper argues the most important crisis of the moment: the eco-economic crisis. In these dark times we can not ask whether the financial crisis will be the end of green, or could green be the way to end the economic crisis. Sustainability is the key to early 21st century business development and growth. A healthy and sustainable economy cannot be derived from dysfunctional, unsustainable human actions upon the ecology; therefore this study is trying to give all the reasons why we all should adopt a responsible and sustainable life-style.

**Key words:** ecology, economy, crisis, sustainability, development.

**JEL Classification:** F5.

**Veronica Ioana ILIEȘ - RESPONSABILITATEA SOCIALĂ CORPORATISTĂ ȘI DEZVOLTAREA DURABILĂ: UNELE ABORDĂRI TEORETICE**

**Abstract: Corporate Social Responsibility and the Sustainable Development: Some Theoretical Considerations.** Corporate social responsibility (CSR) and sustainable development are today important elements in companies' developing strategy. The implication in environmental and community activities and issues help companies to become a good neighbour. Advocating for sustainable development and CSR companies gain trust and fidelity from all stakeholder. Also they ensure a good life for the future generations. This study analyzes and exposes some of the theoretical aspects offered by the literature about the way CSR and sustainable development are seen today.

**Key words:** corporate social responsibility (CSR), sustainable development, stakeholder, „triple bottom line”, management strategy.

**JEL Classification:** M14, O12.

**Ramin Bashir KHODAPARASTI - ESTIMATING AN ECM-AIDS MODEL FOR URBAN-AREA'S HOUSEHOLD EXPENDITURE: THE CASE OF IRAN**

**Abstract:** This paper represents static and dynamic specification of the Almost Ideal Demand System (AIDS) based on cointegration techniques and error correction models. Based on Iranian urban-area's household expenditure data over the period 1984-2004, it was found that the proposed formulation for dynamic specification performs well on both theoretical and statistical grounds as the theoretical properties of homogeneity and symmetry are supported by the data. Moreover, with computing short-run and long-run elasticities, it was found that food, clothing and housing are complements, regardless of time horizon.

**Key words:** ECM-AIDS, household expenditure, ISUR, cointegration.

**Jel classification:** D12.

**Florin Manuel MADA - ASPECTE CONCEPTUALE PRIVIND AGLOMERĂRILE INDUSTRIALE, ECONOMIILE DE AGLOMERARE, PLATFORMELE INDUSTRIALE ȘI CLUSTERELE DE AFACERI**

**Abstract: Some Conceptual Aspects Regarding Industrial Agglomerations, Economies of Agglomeration, Industrial Platforms and Business Clusters.** This study aims at making a comparison between the terms that describe what we all conclude being the new trend in economic analysis, the economic and financial clusters, emerging power centres of the new world economy. It is a review of the main stream and new concepts that focus on pointing essential issues concerning this type of structure. Also, it tries to put forward some of the reasons clusters emerge and develop and still which are those qualities that make them different from one another, being also keen on showing some of the common points shared by the specific structures.

**Key words:** business clusters, industrial agglomerations, economies of scale, industrial clusters.

**JEL Classification:** L16, F20.

**Cristina Silvia NISTOR, Crina Ioana FILIP, Adela DEACONU** - ADOPTAREA STANDARDELOR INTERNAȚIONALE DE CONTABILITATE PUBLICĂ ÎNTRE OBLIGAȚII ȘI OPȚIUNI PROPRII

**Abstract: Adoption of International Public Accounting Standards between own liabilities and options.** In contemporary conditions, the participation of all states at the world economic cycle is an objective necessity. The accountancy, seen as language of the business, has become an economic and social necessity in the international business environment. In this context, the present work tries to prove the utility of an integrated regulatory framework in the field of public accounting.

**Key words:** normalization, standards, public accounting system.

**JEL Classification:** M40, M41.

**Daiana Florina PETRESCU** - CICLUL LUNAR SI INFLUENȚA SA ASUPRA RENTABILITATILOR BURSIERE DIN EUROPA CENTRALA ȘI DE EST

**Abstract: The lunar cycle and its influence on stock returns in central and eastern Europe.** Belief in lunar effects, or effect of transylvania, as it is called, dates back to ancient times. greek philosopher aristotle said about the brain that is the "wet" body and thus most likely to be influenced by moon phase and tides that trigger. today, in 2009, some police stations in the uk have increased the number of policemen in full-moon nights in an attempt to meet the alleged high rates of crime in this period. in the economic field, there is the assumption that the effect of month on investor mood is reflected in how they take trading decisions. such a hypothesis seriously infringes the principle of effective market information, the foundation theory of capital markets for several decades.

**Key words:** efficient market hypothesis, stock returns, lunar phases, market anomalies.

**JEL Classification:** G12 si G14.