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Mónika Anetta ALT - MEDIUL DE VANZARE IN COMERȚUL CU AMĂNUNTUL

Abstract: The Retail Store Environment. In all forms of store-based retailing, decisions relating to store environment are a key element of the retail marketing mix because of their influence upon shopper behavior. In this study we present the specific store environment for modern retailing in the case of fast moving consumer goods (FMCG). Our article is organized as follows: first we present the retail location theory; this is followed by a presentation of the store layouts theory; in the third part elements of merchandising are presented; in the fourth part we dwell on elements of store design and atmosphere; finally, we conclude with a general model of the influence of store environment on consumer behavior.

Key words: store environment, store location, store layout, merchandising, store design and atmosphere

Anca BORZA, Răzvan NISTOR, Cătălina MITRA, Ovidiu BORDEAN – FAIR TRADE ÎN ROMÂNIA

Abstract: Fair Trade in Romania. Social Entrepreneurship is a phenomenon which promotes evolution by improving people's life and at the same time by giving those in need the possibility to change. It is not charity but self-sustainable help. This process is giving the tools to those who want change to improve their situation themselves, without waiting for constant help. The starting point is an idea which, with the help of imagination, can be transformed into an innovation. It is a new path, a new direction, and the only boundary of the Social Entrepreneurial process is our imagination. Fair trade is a tool for poverty alleviation through trade, and by empowering smallholders, farmers and farm workers to use the benefits of trade as a means of enhancing their social capital. Fair Trade creates opportunities for investments in community development projects by creating the premises for empowering farm worker organizations.

Key words: social entrepreneurship, fair trade, manufacturers

Paul Cornel DUȚĂ - CONSIDERAȚII PRIVIND IMPLEMENTAREA PRINCIPIILOR JUST-IN-TIME IN SECTORUL INDUSTRIAL DIN ROMANIA: AVANTAJE ȘI DEZAVANTAJE

Abstract: Implementing Just-In-Time Principles in the Romanian Industrial Sector: Advantages and Disadvantages. Throughout the 1990s the majority of manufacturing firms in Romania were state-owned and faced difficulties regarding insufficient funding, out-of-date technology and above all poor management. The situation improved after several global leaders decided to take over a number of Romanian companies and, most importantly, implement modern management strategies. This article analyzes the particularities of implementing Just-In-Time principles in the Romanian economy.

Keywords: Just In Time, suppliers, purchasing, principles, manufacturing, quality

Subrata GHATAK - MONETARY POLICY RULES IN TRANSITION ECONOMIES

Abstract: Monetary Policy Rules in Transition Economies. This paper discusses the potential benefits of monetary policy rules for transition economies [TEs]. It is argued that the nominal interest rate may fail to be the appropriate instrument with such rules. One reason is the amount of non-calculable political and economic risk inherent in TEs. These risks lead to a significant and volatile ambiguity premium in the interest rate, over

and above the normal risk premium, which makes the real equilibrium interest rate difficult to measure. A simple monetary policy rule based on a monetary aggregate like the money base minimizes the impact of ambiguity and may therefore be the appropriate monetary policy in TEs.

Keywords: monetary policy, Transition Economies, political risk, ambiguity

**Andreea Ioana MANIU, Monica Maria ZAHARIE - PUBLICITATEA TV
PARAMETRU CHEIE PENTRU MINTEA CONSUMATORULUI**

Abstract: TV Advertising - a Key Parameter for the Customer's Mind? Our study wishes to emphasize the importance of TV advertising through consumer behavior. Firstly we wanted to identify the psychological impact of this type of promotion. In this case we chose a representative TV channel to illustrate the time allocated for commercials. In addition, we try to underline the fact that the time allotted to advertising is not enough for TV companies, which need more and more time for their strategy. They risk being penalized, while the consumer risks being influenced in a negative manner.

Key words: advertising, TV channel, TV audience, commercials, marketing ethics, publicity

**Maria Luiza SOUCA - PLASAMENTUL DE PRODUS – ISTORIC, IMPLICAȚII
ETICE ȘI LEGALE**

Abstract: Product Placement – History, Ethical and Legal Implications. Product placement has existed ever since the beginning of the cinema. However, it came to the attention of the marketing specialists only over the last decades as an alternative yet efficient way of promoting, compared to the classical marketing strategies. Applicable to all kinds of products, but especially recommended for those for which traditional advertising is limited or even forbidden, product placement implies deep ethical and legal issues. The present paper is focused on the main ethical and legal issues that the marketing specialist must take into account whenever he/she chooses advertising through product placement, without forgetting about the numerous advantages this method has proven to have along its history.

Keywords: product placement, history, advertising, cinema, celebrity, movies, ethical, legal, dispute

Dan TOADER - INTEGRARE ȘI DEZINTEGRARE MONETARĂ

Abstract: Monetary Integration and Disintegration. The European Union has opened the way to monetary integration with the introduction of the Euro. Even though the EMU is the most relevant case of complete monetary integration over the last decades, we will consider some other examples of monetary processes that led to both monetary integration and disintegration in the past, with focus on the American monetary union process and the Eastern European monetary issues in the early 1990s. We discuss the prevalence of political will in forming and destroying monetary arrangements.

Key words: monetary integration, monetary disintegration, monetary systems, monetary union

**Ioan TRENCA, Annamaria BENYOVSZKI, Viorela Ligia VĂIDEAN -
CONSIDERAȚII PRIVIND TEHNICILE MODERNE ALE MANAGEMENTULUI
RISCULUI DE CREDIT**

Abstract: Considerations on the Modern Techniques of Credit Risk Management. The purpose of this article is to analyze credit risk management and control. What it

focuses on are the traditional models of credit risk, the structural models, the intensity processes and the VaR. All these models of measuring credit risk are then compared.

Keywords: risk management and control, credit risk models

Jon TUCKER - FINANCIAL CRISES: LESSONS FOR EUROPE

Abstract: Financial Crises: Lessons for Europe. This paper examines recent financial crisis transmission mechanisms to establish the nature of crisis drivers and to draw some lessons from past experience. After reviewing the economic concepts underpinning crises, a number of historical case study crises are analyzed, focusing thereafter on the current Subprime Mortgage Financial Crisis. The paper generalizes fundamental causes of financial crises over the last century, such as the greater complexity of the global financial environment, increasingly rapid and widespread contagion, poor monetary governance structures, the lax lending and investment behavior of banks, and the financial naiveté of investors and borrowers. Lessons for European economic agents include the necessity for governments to maintain open, transparent and flexible monetary relations, the imperative for proactive international central banking, the need for a review of the banking business model, and the importance of investor education.

Keywords: financial crises, subprime mortgages, contagion, central banks

Simina URECHE - PRINCIPII GENERALE ALE MANAGEMENTULUI RISCULUI IN CADRUL SOCIETĂȚILOR DE ASIGURARE

Abstract: General Principles of Risk Management in the Insurance Business. The paper presents the general aspects of risk management for the Romanian insurance companies, principles demanded by the regulation authority in the insurance business. The aim of these documents is to provide direction on how the risk management function is to be performed within the insurance business area, taking into account the fact that the process of implementing a risk management system with Romanian companies is still at an early stage.

Key words: risk management, risk identification and assessment, risk mitigation, Value at Risk, risk matrix