

**Dan Cristian DABIJA - ABORDAREA MULTICRITERIALĂ A MARKETINGULUI CONTEMPORAN**

**Abstract: The Multicriterial Approach to Contemporary Marketing.** Although marketing has existed as an activity for centuries, it began to emerge as a concept only at the beginning of 1900; as a distinct activity in companies, or as a scientific discipline, marketing developed only after World War II. Its continuous evolution has registered different stages of development, guidelines and approaches so far, so that marketing today can be defined as a complex process designed to help the company in reaching a better position in the market in relation to competitors and consumers.

**Key words:** concept, marketing, perspective, approach

**László GERÉB, Jácint JUHÁSZ - INFLUENȚA MIGRAȚIEI REGIONALE ASUPRA INVESTIȚIILOR ÎN CAPITALUL UMAN ȘI RECUPERAREA ACESTUIA**

**Abstract: The Influence of Regional Migration on Human Capital Investments and Returns.** Education is one of the key sectors of modern economy. Investments in education bring a significant benefit both to the individual and to society. Thus, the importance of the educational sector has significantly increased in most countries over the last decades. The Government takes over a substantial share of the education-related costs, which represent a notable share within the GDP.

Calculations on return point out that the differences between individual return and society return have increased especially at the most demanded educational levels. This is how private schooling gained importance on secondary level, and free higher education lost its base. Rational economic thinking has required the individual to bear the greater share of the costs of higher education, since at this level the rate of return for the individual is significantly higher. Meanwhile, with the elimination of borders, mobility, the basic feature of human capital, is getting stronger and more visible – this is what we call labor migration. As a result, the investment made in human capital can migrate and bring its return in another region or country. The present study deals with the amount of human capital investment in a certain region, the return on this investment and how the latter can be influenced by emigration. It also discusses the problem of the financial disadvantages emigration can bring along for the region where the investment has been carried out, and which does not benefit from its return.

**Key words:** education related costs, regional migration, human capital

**Darie ILIEȘ -TENDINȚE ÎN COMERȚUL INTERNAȚIONAL AL NOULUI MILENIU**

**Abstract: Trends in the International Trade of the New Millennium.** This paper presents certain aspects related to several characteristics of the international trade in the new millennium. These characteristics can be subsumed to the more general phenomenon of globalization, and together they shape what proves to be a model of trade which is increasingly distinctive from the one we were familiar with from the previous decades.

**Key words:** international trade, globalization, intellectual property, electronic commerce

**György KOCZISZKY - POSSIBILITIES FOR DEVELOPING HEALTHCARE CLUSTERS IN THE REGION OF NORTHERN HUNGARY**

**Abstract: Possibilities for Developing Healthcare Clusters in the Region of Northern Hungary.**

Approximately forty years ago a new concept emerged, and although there are still some slight differences in interpretation, it is generally accepted after de Porter (1999) that the specialist literature takes a regional cluster to mean a network of (production, service providing, R+F, etc.) organizations (enterprises) built along a particular chain of values, geographically well-delimited, spatially concentrated and closely connected to each other.

**Key words:** healthcare clusters, health tourism, training infrastructure

**Flavius ROVINARU, Mihaela ROVINARU, Larisa POP – RETROSPECTIVĂ ASUPRA CRIZELOR ECONOMICE - PERIOADA MODERNĂ ȘI CONTEMPORANĂ**

**Abstract: A Retrospective Look at the Economic Crises in Modern and Contemporary Times.** The current turbulences of the global economy have brought to the fore many debates, some of them calm, others less so, regarding the subject of economic crisis. In this way, the word “crisis” has become a central topic of

conversation, regardless of the context or location; this daily and omnipresent aspect has also determined us to approach the topic. Considering that the economic and social present cannot be dissociated from the previous economic phenomena, we thought it fit to cast a retrospective look at the most representative crisis moments in modern and contemporary times. For the image to be complete, we started our inquest by establishing the theoretical framework of the economic crisis as an integral part of the economic cycle.

**Key words:** economic crisis, financial crisis, economic cycle, crash, devaluation

#### **Maria Luiza SOUCA - PLASAMENTUL DE PRODUS CA METODĂ EFICIENTĂ DE PROMOVARE**

**Abstract: Product Placement as an Effective Advertising Method.** More than just simple advertising, product placement is a multimillion-dollar business connecting the media industry with companies from any domain, in an effort to bring credible messages to the consumers and change their buying behavior through the practice of placing real commercial products or services in movies, plays, television series, cartoons, music videos, videogames and books. Product placement occurs with the inclusion of a brand's logo, or a favorable mention or appearance of a product in a scene or shot, which is done without disclosure and on the premise that it's a natural part of the work being shown. This article focuses on the defining elements of what product placement is and how it can be used efficiently do bring added value to a company's marketing strategy.

**Key words:** product placement, endorsement, marketing, movies, cinema, advertising, films, celebrity

#### **Leonina-Emilia SUCIU, Ioan LAZĂR - STUDIU COMPARATIV PRIVIND ROLUL INSTITUȚIEI PRIMARULUI ÎN ȚĂRILE UNIUNII EUROPENE**

**Abstract: A Comparison regarding the Mayor's Office Role in European Union Countries.** The mayor institution is one of the key elements of the local public administration in Romania. In this article we intend to show the important role the mayor's office plays in our local governance and also to conduct a comparative study of its role in other countries, particularly those in the European Union. The mayor's attributes and functions vary depending on the specifics of the administrative and territorial organization, and the legislative context in which they operate. We have shown that in some countries the mayor's role is a more decorous one, while in others their mission involves the coordination and achievement of complex activities.

**Key words:** local public administration, mayor, provision, city manager

#### **Ioan TRENCA, Miruna POCHEA, Anamaria MORAR - SWAP-UL PE VALUTE - INSTRUMENT MODERN DE GESTIONARE A RISCULUI VALUTAR**

**Abstract: Cross Currency Swap – a Modern Tool for Managing Currency Risk.** Cross currency swaps are an essential tool for managing the exchange risk associated with foreign currency financing and investing. Financial institutions and companies use currency swaps to reduce borrowing costs in both domestic and foreign markets. Cross currency swaps are also a simple and effective solution to long term currency hedging needs. Their simplicity and flexibility can make cross currency swap a very important derivative instrument for managing currency risk.

**Key words:** cross currency swaps, currency risk, valuation of cross currency swaps, FX Swaps

#### **Alexandra M. ȚÎRCĂ, Marius D. POP, Mihai F. BĂCILĂ, Camelia GORDAN - STUDIU PRIVIND COMPORTAMENTUL ȘI ATITUDINILE STUDENȚILOR FACULTĂȚII DE ȘTIINTE ECONOMICE ȘI GESTIUNEA AFACERILOR - SPECIALIZĂRILE MARKETING ȘI ECONOMIA COMERȚULUI, TURISMULUI ȘI SERVICIILOR - FAȚĂ DE EXPERIENȚA EDUCAȚIONALĂ**

**Abstract: A Marketing Research Study of the Attitudes and Behaviour regarding Student Educational Experiences at the Faculty of Economics and Business Administration – Majors in Marketing and in the Economics of Trade, Tourism and Services.** The Faculty of Economics and Business Administration is one of the most modern and dynamic faculties of "Babeș-Bolyai" University. Moreover, the entire environment in which the faculty has been developing is a very competitive one. Therefore, there has to be growing emphasis on how to attract and retain students by meeting their needs and expectations. However, it is first necessary to be aware of those needs, through the careful study of all the dimensions of the students' educational experience. The present study wishes to identify the main elements which outline this experience and which define students' behaviour and attitudes towards the academic environment. The recognition of these elements will allow a better adjustment to their needs, and also a higher degree of meeting of their expectations. Direct research was used to collect the data, in order to render the picture of the observed facts as clear and comprehensive as possible. The necessary information was gathered with the help of a team made up of

seven students, each of whom administered a number of fifteen to twenty questionnaires over a one-week period. The findings show that students' satisfaction regarding the aspects that define the faculty environment, such as the relationship with their teachers or the events which take place within the faculty, is relatively high. Also, the results show that the students' learning behaviour is a rational and adequate one, and has generally brought them the results they expect. Furthermore, the study shows that, although the specialization of the high school they graduated from seems to be the main criterion the students use when choosing their faculty, other criteria, such as the name of the faculty or the specialization areas offered, should not be neglected.

**Key words:** marketing research, students, satisfaction, higher education, educational experience, admission criteria, specialization, selection, decisional process