

Olivia Andreea BACIU, Ilie PARPUCEA – SOCIO-ECONOMIC FACTORS IMPACT ON CRIME RATE / 5

Abstract: *Principal Component Analysis, Cluster Analysis and Regression Analysis were combined in testing the US crime dataset. The purpose is to elucidate a dependency between crime rate in several US states and socio-economic conditions. The main objective in Cluster Analysis is to discover natural groupings of the variables such that the degree of association between two variables is maximal when they belong to the same group. Cluster analysis grouped data in two clusters. Both methods suggest that there is a relation between high criminality, families with a low income, the environment with high crime rate, a large number of nonwhites and large population.*

Key words: *Principal Component, Cluster analysis, Regression, crime rate*

JEL Classification: *C30, C38*

Dan Cristian DABIJA – EMPIRICAL RESEARCH ON BRAND AWARENESS IN GROCERY RETAILING / 21

Abstract: *By developing awareness on the target market, i.e. in consumers' minds, companies can pursue a proper market development strategy, reach a certain position on the market, become well-known and being taken at a certain moment when consumers make buying decisions. Along with sympathy, trust, image, satisfaction or loyalty, brand awareness becomes a main vector that has a crucial role to outline brand equity. Companies can measure brand awareness through regular research and see how consumers perceive them. The current paper focuses in the first instance on describing brand awareness dimensions and, secondly, on offering a suitable instrument capable of measuring awareness at retailers. A research conducted on more than 6.000 consumers shows a significant awareness of the analyzed retailers present for a longer time on the market. Finally the article suggests several measures that are meant to contribute to successfully implement strategies to increase brand awareness.*

Keywords: *awareness, recall, recognition, retail brands*

JEL Classification: *M3, M31*

Sayyed Hessam-aldin HEDAYATZADEH, Ramin Bashir KHODAPARASTI – EFFECT OF BORDER MARKETS ON THE ECONOMY OF WEST AZERBAIJAN PROVINCE, IRAN / 37

Abstract: *The present study attempts to assess the performance of border markets and their effects on the sustainable development of border regions of Iran. Tamarchin, the oldest border market of Piranshahr, West Azerbaijan Province, Iran, was selected as the case for the study since it has ranked first in the country, both quantitatively and qualitatively. The data for the study was collected from two different sources: official statistics released by the Customs Office, the Ministries of Commerce and Corporation of Iran during 2001-2007 and data gathered from a questionnaire distributed among some active West Azerbaijan border traders and also from a face-to-face interview with those traders. The results of the study indicated that considering high growth potential and many other advantages of the province, West Azerbaijan can play a significant role in the creation and establishment of border markets of the country.*

Key words: *West Azerbaijan; border market; economic activity; border; frontiersmen*

JEL Classification: *F59.*

Iulia MĂRIEȘ, Emil SCARLAT – APPLYING A COMPUTATIONAL TRUST AND REPUTATION MODEL IN COMMUNITIES OF PRACTICE / 59

Abstract: Knowledge represents a critic asset, the main source of power and competitive advantage in modern organizations. In a global perspective, knowledge is considered a dynamic entity that is processed and analyzed through intelligent networks to serve the knowledge society. Therefore, a new organizational form has emerged that complements existing structures and emphasizes knowledge sharing and learning, called the community of practice. Communities of practice are relying on the existence of trust relationships among their members. Members have to adapt their behavior to the evolution of the common environment. Thus, trust represents an efficient coordinating device by allowing a certain degree of flexibility in members' behavior. The main objective of this paper is to highlight the importance of trust and reputation in communities of practice and to describe a theoretical framework for the organization of communities of practice in a dynamic perspective. The inter-organizational behavior of communities of practice members has been formalized using agent-based representations. We have proposed an adapted agent-based model to evaluate trust and reputation within communities of practice.

Key words: communities of practice, trust and reputation model, multi agent system

JEL Classification: C63, D23

Ioan NISTOR, Mircea GHERMAN, Monica BORDA – OPENING RANGE TRADING STRATEGIES APPLIED ON DAILY AND INTRADAY DATA: THE CASE OF BET INDEX / 79

Abstract: This paper examines the profitability of "Opening Range" trading strategies. Two strategies from this category are described and implemented based on the data related to the principal Romanian stock market index, the Bucharest Exchange Trade index (BET). The used trading strategies (Average True Range and Volatility Breakout) are applied, both on daily data and on intraday data for the same period of time. The strategies are applied, first for the real market data and then for the simulated data, by using a random walk process and a bootstrapping technique. Additionally, in this paper are provided empirical results and applications related to the mentioned types of data, so the readers can have an understanding on how to deal with the "Opening Range" strategies. As a result of our study, for some periods of time the usages of analyzed strategies are less efficient when using daily data, compared with the results obtained for intraday data.

Key words: true range, volatility breakout, random walk, bootstrap

JEL Classification: C54, G11, G12

Aurelian-Petruș PLOPEANU, Gabriela BODEA – RELIGIONOMICS / 97

Abstract: The values, faiths and virtues generate relatively stable attitudes and enduring predispositions of behavior, manifested in relation to a situation or person. The Weberian secularization hypothesis shows that, while the process of economic development is launched, the religious institution plays an increasingly reduced role in the social life and the members of a community are becoming less religious. We show that the frequency of participation in religious services and the beliefs in the existence of Heaven and hell are linked to economic performance, in different meanings, as we shall see below.

Key words: economic growth, religious attendance, belief in Heaven, belief in hell

JEL Classification: C01, O40, Z12

Gheorghe POPESCU – HERMANN HEINRICH GOSSEN (1810 – 1858) (PART 2) / 111

Abstract: Hermann Heinrich Gossen is one of the first neoclassical economists but unsatisfactorily known by the specialists and especially outside of outside the German-speaking space. In his work we find all fundamental elements of Neoclassical economics: subjective theory of goods, subjective theory of value, marginal utility, neoclassical mathematics. In 2010 we've celebrated his 200th anniversary.

Key words: goods, value, marginal utility, optimum

JEL Classification: B10, B13, B31

Alexandru-Ioan STAN – ASSESSING INBOUND CALL CENTER SCHEDULING THROUGH BOOTSTRAPPING AND DGP BASED MONTE CARLO SIMULATION / 135

Abstract: *Producing well fitted timetables for inbound call centers is a difficult scheduling problem pertaining to the NP complexity class. That is why most of the algorithms used to this end are nondeterministic, based on artificial intelligence methods and dynamic heuristics. The purpose of this paper is to present a strategy for assessing the quality of the schedules produced by these algorithms through bootstrapping and DGP based Monte Carlo simulation.*

Key words: *inbound call centers, scheduling assessment*

JEL Classification: *C15*

Alexandru-Ioan STAN – AN AUTOMATA BASED APPROACH TO MODELING REAL-TIME TRADING APPLICATIONS / 149

Abstract: *As trading has become electronic, trading applications must be effective and highly reliable with a particular emphasis on compliance with real time constraints. This paper focuses on integrating strong temporal constraints in trading applications and proposes an automata based modeling strategy.*

Key words: *software engineering, real-time application design, trading applications*

JEL Classification: *C63, G10*