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Larissa-Margareta BĂTRÂNCEA - IMPACTUL TEORIEI EXPERIMENTALE A JOCURILOR ASUPRA ȘTIINȚEI ECONOMICE ȘI ANALIZA COMPORTAMENTULUI ECONOMIC IN JOCURILE DE NEGOCIERE ȘI COOPERARE

Abstract: The Impact of Experimental Game Theory on Economics and the Analysis of the Economic Behavior in Bargaining and Cooperative Games.

In order to show the impact of Experimental Game Theory on Economics I present a brief history of the experiments organized over the past decades. Then, I exemplify it with two of the most popular experimental games, the ultimatum game and the public goods game. The first game belongs to the bargaining experimental games, whilst the second belongs to the cooperative experimental games. For each of these two games I try to analyze the way in which the economic behavior influences the results of the experiments.

Key words: experimental games, ultimatum game, public goods game, bargaining, cooperation.

Daniela Georgeta BEJU - EVOLUȚII RECENTE ȘI PERSPECTIVE ALE SISTEMULUI BANCAR ROMANESC

Abstract: Recent Evolutions and Prospects of the Romanian Banking System.

After Romania solved the problem of the financial crisis of 1999-2000, the banking system experienced a positive evolution, confirmed by the favourable performance recorded over the last year. However, over the following years we will witness a number of serious challenges meant to consolidate and extend our domestic banking system. The aim of this article is to analyze the recent developments in the Romanian banking system and its prospects in the context of European integration.

Key words: banking system, banking system performance, banking system prospects

Gabriela BODEA - PERSONALITĂȚI ALE ROMANIEI INTERBELICE: MITIȚĂ CONSTANTINESCU

Abstract: Personalities of Interwar Romania: Mitiță Constantinescu. Mitiță Constantinescu, an exponent of the basic principles of Romanian neoliberalism, was, at the same time, a doctrinarian of the *leading policy* and an advocate of the State's active involvement in economy. Our paper tries to point out some aspects concerning the personality of the former statesman: biographical coordinates, doubled by elements attesting to his role in Romanian public life during the inter-war period. Concretely, the present study attempts to summarize the most important events that made Mitiță Constantinescu stand out as a great personality of his age, in order to facilitate the presentation of his contribution to interwar economic thinking.

Key words: economic culture, economy, economic thinking, personalities of Romanian economic life

Dan Cristian DABIJA - ABORDĂRI TEORETICE PRIVIND VALOAREA MĂRCII COMERCIALE

Abstract: Theoretical Approaches regarding Retail Brand Equity. In order to increase the value of a firm it is also necessary to evaluate the brands from the given portfolio. This can be done by establishing and increasing the value of the brands – either by the positive effects implied by the price premium, or by employing the

behaviorist model which focuses on the effective and efficient influencing of consumers by developing a perceived psychological value in the consumers' minds.

Key words: brand, value, approach, perception, consumer

Codruța Maria FĂȚ, Maria-Miruna POCHEA - EVALUAREA TRANZACȚIILOR SWAP

Abstract: SWAPS Pricing and Valuation. The purpose of this article is to examine the valuation of interest rate swaps and also of cross currency swaps. We describe and compare two valuation methods for swaps, based on two different ideas. The first method refers to the fact that a swap can be viewed as a combination of fixed and floating rate bonds. The second method focuses on analyzing a swap as a spot transaction and as a series of forward rate agreements.

Key words: valuation, interest rate swap, cross currency swap, ZC rates, FRA

Adrian COSTIȘOR, Nicolae TOMAI - ASPECTE GENERALE PRIVIND INTEGRAREA TEHNOLOGIILOR MOBILE IN PROCESELE DE AFACERI

Abstract: General Aspects Regarding the Integration of Mobile Technologies into Business Processes. The use of mobile technology in business processes has become increasingly frequent. If at the beginning, the applications were simplistic, such as the email, calendar or messenger software, with the evolution of mobile technology applications have become increasingly complex and integrated into the company's information system. However, there are some limitations. This article aims to present an overview of mobile technologies and applications as well as the potential benefits that a company may enjoy by integrating mobile technologies in its business processes. To answer the questions regarding the opportunity of adopting mobile technologies in business, we will present the main issues to be considered. The main quantitative and qualitative indicators are detailed in order to support the managers in determining the effectiveness of introducing mobile technologies and in making a final decision.

Key words: m-business, mobile technologies, business performance evaluation

Medy Magdalena GHIȘOIU, Ilie PARPUCEA, Cristina JUDE – MIGRATION AND ECONOMIC DEVELOPMENT. THE CASE OF ROMANIA

Abstract: Migration and Economic Development. The Case of Romania. The paper presents the economic effects of labor migration in Romania. We tend to focus on the relationship between emigration and the main macroeconomic indicators: final consumption, the unemployment rate, domestic investment, the exchange rate etc, measured according to the Granger causality test.

Key words: migration, development, Granger causality, unemployment

Simona-Gabriela MAȘCA - O POLITICĂ BUGETARĂ AGRESIVĂ?

Abstract: Is Budgetary Policy Aggressive? This paper examines the Romanian budgetary policy bearing in mind the state interventionism thesis, comparative politics in the European Union and the main economic determinants of state interference. An empirical analysis based on a panel of five countries surveyed from 2001 to 2006 is initiated in order to establish the significant factors explaining state interventionism.

Key words: budgetary policy, state interventionism, panel econometrics

Ovidiu I. MOISESCU, Marius D. POP, Mihai F. BĂCILĂ, Alexandra M. ȚÎRCA

- NOTORIETATEA ȘI ASOCIERILE MĂRCII – COMPONENTE FUNDAMENTALE ALE CAPITALULUI MĂRCII

Abstract: Brand Awareness and Associations – Brand Equity Core Elements.

Considering the increasing competition nowadays, branding is one of the most important tools for differentiating and positioning into consumers' minds. Furthermore, brand awareness and brand associations are the key elements in generating positive brand equity and increasing customer base loyalty. Taking into account several approaches to brand equity, this paper analyses the typology of brand awareness and associations, emphasizing the advantages and disadvantages, as well as the contexts and means of implementation. The paper concludes with a shortlist of essential requests in order for brand associations to be effective.

Key words: brand equity, brand awareness and associations, brand loyalty

Ioan PLĂIAȘ, Paul Cornel DUȚĂ - CONSIDERAȚII PRIVIND CREAREA VALORILOR PIEȚEI IN INDUSTRIA TELEFONIEI MOBILE

Abstract. Considerations concerning Market Value Creation in the Mobile Phone Industry.

After a flamboyant 2007, the mobile phone industry now faces the challenges of an escalating price war. In an effort to preserve profit margins and market share, companies are trying more than ever to develop new ways to create and convey desired value to the customers. The authors provide information regarding the way desired customer value influences some key factors in the study of consumer behavior. Readers are also provided with an overview of the strategies used by top companies in the mobile phone industry in an attempt to optimize their customer value proposition.

Key words: value, mobile phone, consumer, behavior, marketing strategy, satisfaction

Atanasiu POP, Mariana MUREȘAN, Adela DEACONU, Melinda FÜLÖP - SINTEZE CONTABILE COMPARETE

Abstract: Compared Financial Statements. This paper deals with the diversity of accounting systems that exist in the world, placing that diversity in the context of the accounting convergence – i.e. a largely debated phenomenon in the area of accounting theory, rules and practice. The authors present the coordinates of the accounting convergence, its existing and potential causes and effects, as well as the opinions for and against this phenomenon, deriving from the economic globalization. The accounting convergence is the beginning of a process that has registered certain achievements and is of a growing 'international' nature, if not of a truly global nature. Consequently, this paper presents a comparative situation of financial statements, called accounting syntheses for the purpose of harmonizing the different names of the accounting exponents. This paper chooses analysis criteria, and groups the accounting systems under analysis. It emphasizes the current differences between the items under analysis, and at the same time it establishes a close relation between them. Thus, the paper presents the arguments supporting the idea that harmonization of the accounting systems through convergence is an irreversible process that will develop in time. The study has a theoretical and technical nature. The data were collected by studying the specific literature, i.e. the international, European, French, American, and Romanian accounting rules and standards. The paper uses its own grouping, classification, hierarchies and syntheses for the purpose of presenting the current accounting context. Moreover, the paper employs the comparison procedure for the purpose of outlining the differences and similarities between the accounting systems concerned.

Key words: accounting, financial statements, convergence, globalization

Monica Ioana Pop SILAGHI, Simona-Gabriela MAȘCA - FDI AND TRADE IN A BIVARIATE FRAMEWORK

Abstract: FDI and Trade in a Bivariate Framework. This paper examines the nature of the relationship between foreign trade and foreign direct investments in Romania between 1998 and 2006. Our previous work so far has proved that these variables are co-integrated. The present analysis allows us to investigate whether FDI can be a determinant of foreign trade in the long run, or vice versa.

Key words: FDI, growth, trade, causality

Delia PULCHER, Dorina LAZĂR - MANAGEMENTUL RISCULUI PORTOFOLIILOR

UTILIZAND METODOLOGIA VALUE-AT-RISK

Abstract: The Value-at-Risk Methodology Applied to Portfolio Risk Management. Value-at-Risk (VaR) is one of the most widely used risk measurement instruments. Its importance was confirmed by the success of RiskMetrics and by the Basel II Capital Accord that recommended the use of Value-at-Risk models concerning internal rating for financial institutions. The objective of this paper is to explain how VaR can be an efficient tool in portfolio risk management and portfolio optimization. The methodology used to estimate the VaR of a portfolio is the Monte Carlo simulation.

Key words: value at risk, Monte Carlo simulation, portfolio, optimization

Ildikó Réka VOLKÁN - USING BALANCED SCORECARD TO IMPLEMENT AND ALIGN ORGANIZATIONAL STRATEGIES

Abstract: Using the Balanced Scorecard to Implement and Align Organizational Strategies. The objective of this article is to prove that the Balanced Scorecard (BSC) is a management system that enables organizations to clarify their vision and strategy and translate these into action. It provides feedback on both the internal business process and the external outcomes, in order to continuously improve strategic performance and results. This allows the monitoring of present performance while it also attempts to capture information about how well the organization is positioned to perform well in the future. We want to show that the Balanced Scorecard has evolved over time, from an improved measurement system to a strategic management system. Senior executives in organizations now use the BSC as a central organizing framework to formulate, communicate and execute strategy and learn from strategy implementation. The Balanced Scorecard used as a strategic management system has enabled organizations to achieve consistent focus and alignment of all relevant parties essential to successful implementation of strategy.

Key words: strategy, performance, Balanced Scorecard