

BERLINUL, CEL DE TOATE ZILELE - GÂNDURI, FAPTE, INTROSPECȚII -

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The article is presented in a form of a journey diary. The diary is presenting an interesting point of view about the old and future Berlin about the citizen's life.

AUTORITĂȚILE LOCALE ȘI DESCENTRALIZAREA SERVICIILOR PUBLICE

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Abstract: *This article is about the problem of public service, provided by local public administration. There are treated methodological problems of public services decentralization. There are discussed evaluation techniques for the results of public service. There are identified the competences of local public administration authorities for providing public services of local interest: exclusive, delegated and shared competences.*

CU PRIVIRE LA POSIBILITATEA ATRAGERII CAPITALULUI DE RISC ÎN SCOPUL FINANȚĂRII INVESTIȚIILOR ÎN REPUBLICA MOLDOVA

Ivan Luchian, Conf. univ., dr., ASEM, Liliana Cinic, Lect.univ., dr., ASEM

Venture capital is an important source of investment financing. This type of investments could be an important elevating factor of investment activity in our country. In this article is presented the approach of this subject.

SWITZERLAND – TAX SYSTEM OVERVIEW

Marilena Papuc Lecturer, Ph.D. , Department of Economics and Economic Policies, ASE Bucharest

Although the government structure and hence the intergovernmental fiscal relations in Switzerland are quite different from what can be found in Central and Eastern Europe emergent economies, Switzerland still sets a valuable example in various domains of fiscal federalism. Remarkable similarities between Switzerland and Eastern Europe can be observed in fragmentation degree of territorial structure and in horizontal disparities importance.

FINANTAREA INTREPRINDERILOR MICI SI MIJLOCII: DILEMA DINTRE REGLEMENTARILE BANCARE SI LIMITELE DEZVOLTARII BUSINESSULUI IN REPUBLICA MOLDOVA

Stela Ciobu, Conf. univ. dr.ASEM, Ivan Luchian, Conf. univ. dr.ASEM

The Small and Medium Enterprises are recognized as one of the most important sector of the national economy, being a source of new working places, diversifying the national economy structure, a source of innovations etc.

The development of SME's is determined by their access to financial resources and their capacity to mobilize sufficient resources for future development. In the Republic of Moldova the most important source for SME's development is the own capital and only ¼ are using loan capital, in spite of the fact that in the last 5 years there is an increase in volume of small credits. The main issue of SME's is to find external alternative resources for financing their business.

In the article are identified the main solutions in order to facilitate the access of SME's to banking credits.

ARGUMENTS FOR A MASS TOURISM AND METATOURISM INTO EU COUNTRIES

Liviu MIHĂESCU Assistant professor Ph.D., "Lucian Blaga" University of Sibiu

Some specialists have developed the model of tourism system by asserting that the main characteristic of mass culture is the technological means of reproduction and distribution. Cultural products become cheap to make, are plentiful and can be rapidly distributed. He continues: On the positive side, technology ... has brought about a tremendous democratization of culture. On the negative side, millions of people have become consumers of culture produced by others. Here, the same technology that has created the ability for massive and instant communication has also created the conditions for homogenisation, blandness and undifferentiated products, including the ubiquitous package holiday of sun, sand and sea.

COSTUL FONDURILOR STRUCTURALE ÎN CONTEXTUL EXTINDERII UE SPRE EST

Lucia Juravschi, dr., IEFS, Starițina Ludmila, dr., IEFS

Les vagues d'élargissement de l'Union Européenne vers l'Est de 2004 et 2007 ont remis en cause le fonctionnement d'une des plus importantes politiques communautaires, à savoir la politique structurelle, qui représente plus d'un tiers des dépenses budgétaires européennes. Les auteurs se sont proposés d'examiner cette situation problématique par le biais d'une analyse plus profonde des modalités de restructuration de la politique structurelle à travers les vagues d'élargissement de l'Union Européenne en général, et plus particulièrement, dans le contexte de l'élargissement de l'Union Européenne vers l'Est, qui a exigé plus que jamais le renforcement de l'efficacité de la politique structurelle.

THE JOY OF ECONOMICS TODAY

Vințean Adriana Lecturer Ph.D., "Lucian Blaga" University of Sibiu

Economics has changed the world for the better and is continuing to do so. It should be grounds for optimism that the number of people studying economics increases every year, as does the number of economists in the government and running companies, as well as advising them. And the students choose economics too and they really believe in this.

THE ECONOMIC COSTS – A CONDITION FOR A LONG-TERM ECONOMIC DEVELOPMENT

Țăran-Moroșan Adrian, lecturer, "Lucian Blaga" University, Sibiu

We have as an objective of this article the development of a theoretical model for the establishment of the economic costs.

We will take into consideration, for this, the effects of the law of the entropy, as well as the possibility of the economic agents to benefit or to be the victims of some resultants of the failure of the markets.

TURISMUL REGIONAL ÎN UNIUNEA EUROPEANĂ

Romeo Bibirigea Drd.

Le tourisme régional dans l'Union européenne a quelques caractéristiques principales: les destinations traditionnelles du tourisme estival dans l'UE disposent des plus grandes capacités d'hébergement; nuitées totales effectuées plus de la moitié des 20 premières régions NUTS 2 de l'UE-25 est située en Italie (6) et en Espagne (5); les régions comprenant des villes d'art et des capitales, ainsi que les régions insulaires enregistrent les taux de touristes étrangers les plus élevés.

GENERAL MANAGEMENT AS SCIENCE, ART AND PROFESSIONS

Ion Petrescu, Professor, Ph.D.

The problems of management are an acute necessity which may determine the success or the failure of every company. Such activities will demand an intense intellectual effort from all managers.

CULTURAL DIMENSIONS AS MANAGERIAL CHALLENGES; THE CASE OF ROMANIA AS NEW EU MEMBER STATE

Claudia OGREAN, Lecturer Ph.D., "Lucian Blaga" University of Sibiu

*From the perspective of the Romania's integration into the EU – starting with its adhesion on January the first 2007, it has to deal with a lot of challenges regarding the labor market, such as (see Puscoci, 2005): **general challenges** (stopping of the demographic decline, raising of the employment rate, integrating of a new model of economic growth based on the raising of the employment), **specific challenges** in order to achieve the Lisbon Strategy's objective (70% total employment rate, over 60% female employment rate) and **strategic challenges** in order to achieve the goal of sustainable development (a new structure of the employment, based on the raising of productivity and the improvement of the labor force costs).*

In order to deal with the managerial challenges that the cultural dimensions bring at firm's level considering the Romania's integration into EU, we have to identify how the dimensions of culture influence the management at firm's level – reflected into the organizational behavior of individuals and teams, managers at different levels and non-managers as well. Why is that interesting and important? At least for two reasons: on one hand, the Romanians can identify better their strengths and weaknesses and can use them in relationships with another – by enforcing strengths and avoid or minimize the weaknesses – and, on the other hand, into a globalized and regionalized world, where we talk more and more about multinational companies, which search globally for competitiveness (and in order to do so locate and relocate themselves, taking advantage of the globalization of production and of markets as well), they have to know and to valorize the cultural.

ARGUMENTAREA EFICIENȚEI AFACERILOR PRIN ANALIZAREA PRAGULUI DE RENTABILITATE

Maria Cojocaru, UASM

The argumentation technique represents the break-even analysis, which serves as a basis for argumentation of the planned profit. In this article the author has given his argumentation of business plans of some agricultural enterprises by analyzing the profitability threshold and has developed a scale of business growth depending on the concrete condition of activity.

PREMISELE METODOLOGICE ALE UNITĂȚII SFEREI MATERIALE ȘI SOCIALE

Oleg Brizițchi, Universitatea Tehnică a Moldovei

The emphasis of methodological products of the social reproduction sphere unity and determination of directions of equilibrated developments of material sphere becomes today an important problem in theoretical and practical view.

CONSIDERATIONS REGARDING EUROPEAN UNION'S ENERGY POLICY

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Abstract: The paper presents the main objectives of Europe's energy policy, the general measures necessary to complete the internal gas and electricity markets and the concrete measures to ensure that European Union's internal energy market guarantees security of supply and solidarity between Member States. There are also presented the guiding principles that the approach to information management and market transparency should be based on. To ensure that all Europeans enjoy access to energy at reasonable prices we think that is necessary to establish integrated and competitive electricity and gas markets, promote efficient energy services and diversify the energy mix.

TRATAREA COMPLEXĂ A PROBLEMEI PRODUSELOR AGROALIMENTARE

Alexandru STRATAN Dr. , Universitatea Agrară de Stat din Moldova

Agricultural production, processing of final products and marketing represent a technological chain restricted by the capacities of each link, but finally by the demand on the sale market. Raw material processors easily become monopolists (through unofficial agreements); raw material producers, being many in number, with small production capacities and a reduced time of quality maintenance, cannot become monopolists through unofficial agreements. In consequence, the agricultural producer is put face to face with unfavorable marketing conditions. Under these circumstances, the author points out several methods to solve this problem: first – raw material processors become at the same time holders of agricultural parcels; second – agricultural producers are supported by the State which takes care of the evolution of prices: not lower than a certain level; third – farmers establish themselves a syndicate having the function to settle minimum unique prices.

THE NECESSITY OF MARKETING STRATEGIES FOR ORGANIC PRODUCTS

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In the industrialized countries the market for organically grown products is increasing steadily. Concerning the most important markets in the European Union, the USA and Japan, annual rates of increase between 5% and 20% are being predicted for the future. Organically grown products have become an important factor on the international food markets.

Global sales of organic food and drink have increased by 43 percent from 23 billion US Dollars (17.8 billion Euros) in 2002 with sales reaching 33 billion US-Dollars (25.5 billion Euros) in 2005. Organic Monitor expects sales to have approached 40 billion US-Dollars (30.9 billion Euros) in 2006. Although organic agriculture is now present in most parts of the globe, demand remains concentrated in Europe and North America.

POZIȚIA ÎNTREPRINDERILOR INDUSTRIALE A REPUBLICII MOLDOVA ÎN ECONOMIA MONDIALĂ

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This article analyse the position of the moldavian industrial enterprises in the world economy. The exterior factors which influences enterprises' competitiveness were cleared up. As a result some directions of the industrial policy were proposed in order to improve their actual position.