

REVISTA ECONOMICĂ

Volume 69, Issue 5, Year 2017

Journal of economic-financial theory and practice

CNCSIS reference: B+, Code 478

Frequency: 6 issues / year

ISSN: 1582-6260

Indexed in:

RePeC

Ulrich's Periodicals Directory

DOAJ - Directory of Open Access Journals

EBSCO – Business Source Complete Plus

Editor

Prof. Dan POPESCU

Ph.D., D.H.C. of University of Rennes 1, France and Dr.H.C. of Academy of Economic Studies of Moldova

Deputy Editor

Prof. Liviu MIHĂESCU, Ph.D.

Editorial Board

Prof. Dan POPESCU, Ph.D., D.H.C. – *Lucian Blaga University of Sibiu, Romania*

Prof. Liviu MIHĂESCU, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Lect. Eduard Alexandru STOICA, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Assoc. Prof. Nicolae EȘANU, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

M. Sc. Mihai CRISTIAN – *Lucian Blaga University of Sibiu, Romania*

Stud. Dan-Andrei IANCU – *Lucian Blaga University of Sibiu, Romania*

Scientific Committee

- Prof. Dan POPESCU, Ph.D., Dr.H.C. – *Lucian Blaga University of Sibiu, Romania*
- Prof. Liviu MIHĂESCU, Ph.D. – *Lucian Blaga University of Sibiu, Romania*
- Prof. Livia ILIE, Ph.D. – *Lucian Blaga University of Sibiu, Romania*
- Assoc.Prof. Silvia MĂRGINEAN, Ph.D. – *Lucian Blaga University of Sibiu, Romania*
- Acad. Prof. Iulian VĂCĂREL, Ph.D. – *Romanian Academy*
- Acad. Prof. Lucian–Liviu ALBU, Ph.D. – *Director, Institute of Economic Forecasting of the Romanian Academy*
- Prof. Sergiu CHIRCĂ, Ph.D., Dr. hab. – *Academy of Economic Studies of Moldova, Honorary Member of the Romanian Academy*
- Prof. Mircea CIUMARA, Ph.D. – *Director, National Institute of Economic Research*
- Prof. Valeriu Ioan Franc, Ph.D. – *Deputy Director, National Institute of Economic Research*
- Prof. Viorel CORNESCU, Ph.D. – *The University of Bucharest, Romania*
- Assoc. Prof. Răzvan PAPUC, Ph.D. – *The University of Bucharest, Romania*
- Prof. Magdalena IORDACHE PLATIS, Ph.D. – *The University of Bucharest, Romania*
- Prof. Elena DRUICĂ, Ph.D. – *The University of Bucharest, Romania*
- Prof. Francesco D'ESPOSITO, Ph.D. – *The Gabrielle d'Annunzio University, Pescara, Italy*
- Prof. Ion POHOAȚĂ, Ph.D. – *Alexandru Ioan Cuza University of Iași, Romania*
- Prof. Robert LABBÉ, Ph.D. – *University of Rennes 1, France*
- Prof. Michael Gerhard AMBROSI, Ph.D. – *University of Trier, Germany*
- Acad.Prof. Grigore BELOSTECINIC, Ph.D.Dr.hab., D.H.C. – *Academy of Economic Studies of Moldova*
- Prof. Vadim COJOCARU, Ph.D.Dr.hab. – *Academy of Economic Studies of Moldova*
- Prof. Alexander KOSTOV, Ph.D. – *Institute for Balkan Studies, Sofia, Bulgaria*
- Assoc. Prof. Nicolae PETRIA, Ph.D. – *Lucian Blaga University of Sibiu, Romania*
- Assoc. Prof. Răzvan ȘERBU, Ph.D. – *Lucian Blaga University of Sibiu, Romania*
- Assoc. Prof. Bogdan MĂRZA, Ph.D. – *Lucian Blaga University of Sibiu, Romania*
- Prof. Carmen COMANICIU, Ph.D. – *Lucian Blaga University of Sibiu, Romania*
- Prof. Ilie ROTARIU, Ph.D. – *Lucian Blaga University of Sibiu, Romania*
- Prof. Mihaela HERCIU, Ph.D. – *Lucian Blaga University of Sibiu, Romania*
- Prof. Claudia OGREAN, Ph.D. – *Lucian Blaga University of Sibiu, Romania*
- Assoc.Prof. Ganna KHARLAMOVA – *Kiev National Taras Shevchenko University, Ukraine*

Assoc. Prof. Vasile BRĂȚIAN, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Assoc. Prof. Lucian BELAȘCU, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Assoc. Prof. Ramona ORĂȘTEAN, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Assoc. Prof. Virgil NICULA, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Assoc. Prof. Cristina Tănăsescu, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Prof. Emanoil Muscalu, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Lect. Esra Kahya ÖZYIRMIDOKUZ, Ph.D. – *Erciyes University, Turkey*

Lect. Dan Alexandru POPESCU, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Lect. Camelia BUDAC, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Lect. Eduard Alexandru STOICA, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Assoc. Prof. Liviu FLOREA, Ph.D. – *Washburn University, USA*

Prof. Eugen IORDĂNESCU, Ph.D. – *Lucian Blaga University of Sibiu, Romania*

Lucian Blaga University of Sibiu

10th Victoriei Bd. Street
550024, Sibiu, Romania

Center for Economic Research

Lucian Blaga University of Sibiu
17th Calea Dumbrăvii Street
Phone/Fax: (+4) 0269 235 879
550324, Sibiu, Romania

G. P.E. «Continent»

2nd Dr. Ion Rațiu Street
Phone: (+4) 0269 243 210
550012, Sibiu, Romania

Copyright

All the copyright of the present volume belongs to Revista Economică. All rights reserved.

All the papers of the present volume were peer reviewed by two independent reviewers of the Scientific Committee of the Revista Economică. Acceptance was granted when both reviewers' recommendations were positive. The authors have the full responsibility of the papers presented in this volume.

Mail: revista.economica@ulbsibiu.ro

Web: <http://economice.ulbsibiu.ro/revista.economica>

REFERENCES

Vasile BRĂȚIAN

PORTFOLIO OPTIMIZATION - APPLICATION OF SHARPE MODEL USING LAGRANGE.....8

Carmen COMANICIU

SOCIAL SECURITY CONTRIBUTIONS IN THE EUROPEAN UNION - SIMILARITIES AND DIFFERENCES.....22

Luigi DUMITRESCU, Mihai ȚICHINDELEAN, Monica Teodora BECA
AN ANALYSIS OF THE MARKETING SCIENTIFIC RESEARCH IN ROMANIA.....35

Daniela GEORGESCU, Bogdan-Petru COTLEȚ
THE CHALLENGES OF GLOBALIZATION ON THE ACCOUNTING INFORMATION.....45

Zerrin KILIÇARSLAN , Yasemin DUMRUL
MACROECONOMIC IMPACTS OF OIL PRICE SHOCKS: AN EMPIRICAL ANALYSIS BASED ON THE SVAR MODELS.....55

Silvia MĂRGINEAN, Ramona ORĂȘTEAN
MEASURING THE DIGITAL ECONOMY: EUROPEAN UNION COUNTRIES IN GLOBAL RANKINGS.....73

Iuliana-Claudia MIHALACHE
THE IMPACT ON NATIONAL ECONOMY OF SOCIAL ECONOMY IN THE DECREASE OF INEQUALITIES IN ACCESSING HEALTH AND EDUCATION SERVICES.....81

Adrian OTOIU
IS THE POLICY-INDUCED ROMANIAN DEMOGRAPHIC BOOM AFFECTING THE LABOR MARKET?.....96

Doris-Louise POPESCU
AGRARIAN LAWS IN MODERN ROMANIA. IMPACT ON THE AGRICULTURAL DEVELOPMENT.....107

Nelu Eugen POPESCU

LINKS BETWEEN TOURISM ENTREPRENUSHIP AND ECONOMIC DEVELOPMENT IN ROMANIA.....114

Ioana Raluca SBÂRCEA

CURRENCY RISK IN THE ROMANIAN BANKING SYSTEM.....134

Razvan Rares Sorin SERBU

SOME ASPECTS FOR THE FUTURE OF DIGITIZATION INTO THE EASTERN EUROPEAN ENTREPRENEURIAL FRAMEWORK.....143

Anca VĂCAR

EFFECTIVE LEADERSHIP BY COMMUNICATION.....152

Diana-Elena VASIU

ABOUT ECONOMIC VALUE ADDED, AGAIN. DID SOMETHING CHANGE?.....160

Oana DURALIA

THE IMPLICATIONS OF NONPROFIT MARKETING ON THE BEHAVIOR OF EUROPEAN CITIZENS.....171