

CONTENTS

SECTION 1	
ECONOMY, TRADE, SERVICES.....	6
CASE STUDIES OF CROSS-BORDER CO-OPERATION IN EUROPEAN TOURISM – PERSPECTIVES AND CHALLENGES FOR THE CROSS-BORDER REGION ROMANIAN BUCOVINA/CHERNIVTSI REGION	7
HEIKE BÄHRE	
REFLECTIONS ON POVERTY SOLUTIONS OFFERED BY INTRODUCING SOCIAL ENTREPRENEURSHIP TO ECOSYSTEM SERVICES	17
GABRIELA PRELIPCEAN	
ANAMARIA BUCACIUC	
MARIA CIRNU	
NON-FORMAL EDUCATION FOR SUSTAINABLE DEVELOPMENT	24
FLORINA BRAN	
DANIELA POPA	
ILDIKO IOAN	
CROSS-BORDER COLLABORATION IN ENTREPRENEURIAL EDUCATION IN UNIVERSITIES.....	30
MIHAELA DIACONU	
AMALIA DUȚU	
DOES THE CORRELATION BETWEEN TECHNOLOGICAL INNOVATION AND NET OUTWARD INVESTMENT POSITION, REALLY EXIST?	37
VIORELA IACOVOIU	
ADRIAN STANCU	
CHANGES IN THE FOREIGN DIRECT INVESTMENTS' INFLOWS INTO THE DEVELOPING COUNTRIES DURING THE LAST DECADES	47
LAURA DIACONU (MAXIM)	
THE E.U. REGIONAL POLICY AND THE ECONOMIC DEVELOPMENT	56
ADRIAN LIVIU SCUTARIU	
THE ROLE OF TERTIARY EDUCATION IN THE ARCHITECTURE OF ECONOMIC DEVELOPMENT	65
DANIELA MIHAELA NEAMȚU	
CRISTIAN VALENTIN HAPENCIUC	
SPIN SELLING CONCEPT & ITS APPLICATION IN THE BUSINESS PERFORMANCE OF SACHET PRODUCT IN BANGLADESH.....	75
MIR HOSSAIN SOHEL	
HOSSAIN SHAHID SHOHROWARDHY	
TANIA KARIM	
THE MARKET OF INNOVATIONS: FACTORS, INCENTIVES, OBSTACLES AND PERSPECTIVES FOR EFFECTIVE FUNCTIONING	85
NATALIA KRAUS	
KATERYNA KRAUS	
RELIGION, ETHNICITY AND FAMILY NON-ECONOMIC FACTORS OF INFLUENCE OF THE UNDERGROUND ECONOMY	92
CORNELIU SORIN BAICU	
CRISTIAN VALENTIN HAPENCIUC	

CHANGES IN DEMOGRAPHIC BEHAVIOR OF SUCEAVA COUNTY POPULATION IN NATIONAL CONTEXT ...	101
MIHAELA STATE	
SECTION 2	
MANAGEMENT AND BUSINESS ADMINISTRATION	108
ASPECTS REGARDING THE DEVELOPMENT OF ORGANIZATIONS IN TERMS OF GLOBAL ECONOMY	109
MIHAI POPESCU	
CONTRIBUTION OF ROMANIAN SECONDARY SECTOR TO REGIONAL DEVELOPMENT.....	116
CRISTINA ALPOPI	
CRISTINA MANOLE	
VALUE OF ECOLOGIC COMPONENT IN FOREST MANAGEMENT DECISION MAKING. CASE STUDY: FORESTS ADJACENT TO BUCHAREST, ROMANIA.....	123
CARMEN VALENTINA RADULESCU	
MARIA LOREDANA POPESCU	
AMELIA DIACONU	
THE 2014 EUROPEAN ELECTIONS IN ROMANIA. TRANSLATING LOW MEDIA SALIENCE INTO ELECTORAL "SILENCE"?	129
LOREDANA RADU	
LILIANA LUPESCU	
ALUPEI-DURACH	
MIRELA PÎRVAN	
THE SOCIAL CAPITAL: FROM MACRO TO MICROECONOMIC	138
SIMONA BUTA	
ENTERPRISE RESOURCE PLANNING - ERP FOR BUSINESS AND KNOWLEDGE MANAGEMENT	145
LAURENȚIA ELENA SCURTU	
VALERIU LUPU	
THE R&D AND THE INTERNATIONALIZATION OF BUSINESS ORGANIZATIONS. THE CASE OF PHARMACEUTICAL COMPANIES	154
ALEXANDRA-MARIA GALAN	
SECTION 3	
ACCOUNTING - FINANCES.....	164
ROMANIAN COUNTY RATING MEASUREMENT. A COMPARATIVE ANALYSIS	165
IOAN BĂTRÂNCEA	
LUCIAN GĂBAN	
ALIVIU BECHIȘ	
TAX & PUBLIC FINANCE: ETHIOPIAN SYSTEM FOR PROMOTIONAL ACTIVITIES	173
MOSES RAJENDRAN ANTONY RAJENDRAN	
ALEXANDRU NEDELEA	
HIERARCHY OF ACCOUNTING INFORMATION QUALITATIVE CHARACTERISTICS IN FINANCIAL REPORTING	183
CLAUDIA-ELENA GRIGORAȘ-ICHIM	
LUCIA MOROȘAN-DANILĂ	
THE NATIONAL BANK OF ROMANIA'S ROLE IN ENSURING THE MACRO-STABILITY AND THE PRUDENTIALITY OF THE BANKING SYSTEM.....	192
RALUCA GABRIELA DULGHERIU	

INTERACTION BETWEEN ACCOUNTING AND TAXATION – TEMPORAL AND SPATIAL MILESTONES.....	199
CONSTANTIN STRAPUC NICOLAIE CAZACU	
SECTION 4	
LAW AND PUBLIC ADMINISTRATION.....	206
ANALYSIS ON THE EVOLUTION OF COLLECTIVE WORK CONFLICTS IN ROMANIA IN THE YEARS 1992-2015	207
.....	
CRISTINA MARIA BĂLĂNEASA	
THEORETICAL AND PRACTICAL CONSIDERATIONS ON THE QUALITY OF LOCAL PUBLIC SERVICES.....	214
PETRONELA SCUTARIU IRINA BILOUSEAC	
INTERNATIONAL AND EUROPEAN LAW PRINCIPLES.....	220
DUMITRIȚA FLOREA NARCISA GALEȘ	
FREEDOM OF ASSOCIATION AND RIGHT TO COLLECTIVE BARGAINING IN ILO REGULATIONS.....	226
ALINA PAULA LARION	
INSTRUCȚIUNI UTILE PENTRU AUTORI / AUTHOR GUIDELINES	233