

ACADEMIA ROMÂNĂ  
FILIALA IAȘI  
Institutul de Cercetări Economice  
și Sociale „Gh. Zane”



UNIVERSITATEA DE STAT  
„ALECU RUSSO”  
Bălți, Republica Moldova



ASOCIAȚIA  
„EUROREGIUNEA «SIRET-PRUT-NISTRU»”



ASOCIAȚIA GENERALĂ  
A ECONOMIȘTILOR DIN ROMÂNIA  
Filiala Iași



*Conferința științifică internațională*

# DEZVOLTAREA ECONOMICO-SOCIALĂ DURABILĂ A EUROREGIUNILOR ȘI A ZONELOR TRANSFRONTALIERE



Ediția a X-a

**PROGRAM**

Bălți  
Republica Moldova  
27 iunie 2014



**ROMANIAN ACADEMY – BRANCH OF IAȘI  
“Gh. Zane” Institute of Economic and Social Research**

**ASSOCIATION “‘SIRET-PRUT-NISTRU’ EUROREGION”**

**“ALECU RUSSO” STATE UNIVERSITY  
Bălți, Republic of Moldova**

**GENERAL ASSOCIATION OF ECONOMISTS OF ROMANIA  
Branch of Iași**

*International Conference*

**SUSTAINABLE ECONOMIC AND SOCIAL  
DEVELOPMENT OF EUROREGIONS  
AND CROSSBORDER AREAS**

**10th Edition**

**PROGRAMME**

**June 27, 2014  
Bălți  
Republic of Moldova**



## **ARGUMENT**

In the context of the world crisis and taking into account the necessity of implementing the EU policies for crossborder cooperation and cooperation between Euroregions, a complex analysis of all the processes contributing to sustainable development is needed.

The evolution of the society in the area called “Siret-Prut-Nistru” Euroregion has always relied on two fundamental dimensions, the natural environment and the culture. The development process in this region was made possible through turning to good account its natural resources, underpinned by cultural and moral values, which shaped the identity of the Euroregion’s inhabitants.

The topics of the Conference address top fields of economic and social research. They are of special importance as far as development strategies for Euroregions are concerned. The results will be disseminated to the administrative units of “Siret-Prut-Nistru” Euroregion.

The organizing institutions acknowledge and appreciate your contribution in the field of crossborder and Euroregional development. Therefore we are honoured to invite you to participate to our scientific manifestation, the 10th edition this year.

We are expecting you in Bălți, Republic of Moldova.

## ORGANIZING COMMITTEE

❖ **Teodor Păduraru**, PhD, Main Researcher II, “Gh. Zane” Institute of Economic and Social Research of Romanian Academy - Branch of Iași; President of Iași Branch of General Association of Economists of Romania

❖ **Marilena Doncean**, PhD, Main Researcher III, “Gh. Zane” Institute of Economic and Social Research - Iași Branch of Romanian Academy

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❖ **Alessandro Inversini**, PhD, Lecturer, Bournemouth University, Great Britain

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❖ **Elisabeta Jaba**, PhD, Professor, Faculty of Economics and Business Administration, “Al. I. Cuza” University, Iași

❖ **Dumitru Tudor Jijie**, PhD, Professor, Faculty of Economics and Business Administration, “Al. I. Cuza” University, Iași; Executive Director, Association “Siret-Prut-Nistru’ Euroregion”

❖ **Carmen de Jong**, PhD, Professor, Université de Chambéry, Savoie, France

❖ **Yuriy Kozak**, PhD, Professor, Head of International Economic Relations Department, Odessa National Economics University, Odessa, Ukraine; Member of Academy of Economic Sciences of Ukraine and International Academy of Regional Sciences, Ukraine

❖ **Ievgen Kravchenko**, PhD, Lecturer, Department of International Economic Relations, Odessa National Economics University, Odessa, Ukraine

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❖ **Gheorghe Săvoiu**, PhD, Associate Professor, Faculty of Economic Sciences, University of Pitești; Associate Researcher, Center of Mountain Economy (CEMONT), “Costin C. Kirițescu” National Institute of Economic Research, Romanian Academy, Bucharest

❖ **Sławomir Smyczek**, Habilitated Doctor, Professor, Department of Consumption Research, University of Economics in Katowice, Poland

❖ **Georgiana Tacu**, Researcher, “Gh. Zane” Institute of Economic and Social Research of Romanian Academy - Branch of Iași

❖ **Ion Talabă**, PhD, Main Researcher I, “Gh. Zane” Institute of Economic and Social Research of Romanian Academy - Branch of Iași

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❖ **Dorian Vlădeanu**, PhD, Main Researcher I, “Gh. Zane” Institute of Economic and Social Research of Romanian Academy - Branch of Iași

❖ **Ermanno Zanini**, PhD, Professor, Università degli Studi di Torino, Italy

## SPECIAL GUESTS

- ❖ **Alin Aivănoaie**, Vice-President, Council of Iași County
- ❖ **Valentina Prițcan**, PhD, Associate Professor, Vice-Rector, “Alec Russo” State University, Bălți, Republic of Moldova
- ❖ **Emilian M. Dobrescu**, PhD, Professor; Main Researcher I, Institute of National Economy of Romanian Academy; Scientific Secretary of Section of Economic, Law and Sociological Sciences, Romanian Academy, Bucharest
- ❖ **Vasile Glăvan**, PhD, Professor, “Spiru Haret” University, Bucharest
- ❖ **Ion Talabă**, PhD, Main Researcher I, “Gh. Zane” Institute of Economic and Social Research of Romanian Academy - Branch of Iași
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## **PROGRAMME**

11 <sup>00</sup> - 12 <sup>00</sup>	Official opening
12 <sup>00</sup> - 12 <sup>15</sup>	Coffee break
12 <sup>15</sup> - 14 <sup>00</sup>	Paper presentation – Part I
14 <sup>00</sup> - 15 <sup>00</sup>	Lunch break
15 <sup>00</sup> - 17 <sup>00</sup>	Paper presentation – Part II
17 <sup>00</sup> - 17 <sup>15</sup>	Coffee break
17 <sup>15</sup> - 19 <sup>00</sup>	Paper presentation – Part III
19 <sup>00</sup>	Official closure

## OFFICIAL OPENING

### Special guests

❖ TEODOR PĂDURARU, PhD, Main Researcher II, “Gh. Zane” Institute of Economic and Social Research of Romanian Academy - Branch of Iași; President of Iași Branch of General Association of Economists of Romania

❖ VALENTINA PRIȚCAN, PhD, Associate Professor, Vice-Rector, “Alecu Russo” State University, Bălți, Republic of Moldova

❖ ALIN AIVĂNOAIE, Vice-President, Council of Iași County

❖ DUMITRU TUDOR JIJIE, PhD, Professor, Faculty of Economics and Business Administration, “Al. I. Cuza” University, Iași; Executive Director, Association “Siret-Prut-Nistru’ Euroregion”

❖ ION TALABĂ, PhD, Main Researcher I, “Gh. Zane” Institute of Economic and Social Research of Romanian Academy - Branch of Iași – *“Siret-Prut-Nistru” Euroregion: 10 years of research, achievements and dissatisfactions (Euroregiunea „Siret-Prut-Nistru” – 10 ani de cercetări, realizări și neîmpliniri)*

❖ SIMION CERTAN, Habilitated Doctor, Professor, Moldova State University, Kishinev, Republic of Moldova – *The impact of Association Agreement between European Union and Republic of Moldova upon cross-border cooperation (Impactul Acordului de Asociere dintre Uniunea Europeană și Republica Moldova asupra cooperării transfrontaliere)*

❖ GrațIELA BRÂNȚĂ, PhD, Lecturer, Constanța Maritime University – *Sustainability policy implications for the economic development of Euroregions (Implicațiile politicii de sustenabilitate asupra dezvoltării economice a euroregiunilor)*

# PAPER PRESENTATION

## *Room 1*

### **Chairpersons**

Dr. Teodor PĂDURARU

Dr. Ion TALABĂ

Habil. dr. Simion CERTAN

### **- Part I -**

1) Daniel Rareș OBADĂ – Methodological challenges and innovations in studying online flow influence on perceived quality of an e-commerce website (Inovații și provocări metodologice în studierea influenței fluxurilor online asupra percepției calității unui site de comerț electronic)

2) Andrei TABARCEA – Quantifying the moral development of public procurement experts (Cuantificarea dezvoltării morale a experților în achiziții publice)

3) Daniel Serafim BROTEA – Prevention and control for corporate insolvency in “Siret-Prut-Nistru” Euroregion (Prevenirea și controlul insolvenței corporatiste în Euroregiunea „Siret-Prut-Nistru”)

4) Daniel Serafim BROTEA – Solutions to overcome the crisis through the corporate management principles: integrity, transparency, responsibility in “Siret-Prut-Nistru” Euroregion (Soluții de depășire a crizei prin implementarea principiilor gestiunii corporative: integritate, transparență, responsabilitate în Euroregiunea „Siret-Prut-Nistru”)

5) Mariana-Cristina CIOPONEA – The importance of Romania’s participation in cross-border cooperation in Eastern Europe in the current context (Importanța participării României la cooperarea transfrontalieră în estul Europei în contextul actual)

6) Mariana-Cristina CIOPONEA – Possibilities to identify and regulate the disequilibria of the fiscal-budget flows (Posibilități de identificare și reglare a dezechilibrelor apărute în derularea fluxurilor fiscal-bugetare)

7) Emilian M. DOBRESCU, Edith-Mihaela DOBRE – The fourth integratory force on the planet (A patra forță integratoare pe planetă)

8) Alina-Petronela HALLER – European Union regional policy: model for “Siret-Prut-Nistru” Euroregion (Politica regională a Uniunii Europene – model pentru Euroregiunea „Siret-Prut-Nistru”)

9) Oana Claudia IONESCU – European insurances: way for market economy construction (Asigurările europene: modalitate de construcție a economiei de piață)

10) Yuriy KOZAK, Sławomir SMYCZEK – European financial services market: models of consumer protection. Possible example for “Siret-Prut-Nistru” Euroregion (Piața europeană a serviciilor financiare: modele de protecție a consumatorilor. Posibil exemplu pentru Euroregiunea „Siret-Prut-Nistru”)

## - Part II -

11) Ievgen KRAVCHENKO, Antonina KOZAK – The phenomena of modern economic relations: cross-border cooperation of enterprises (Fenomenele relațiilor economice moderne: cooperarea transfrontalieră a întreprinderilor)

12) Ion MĂRGINEANU – The imperative of political parliamentary reforms in the Romanian historical space (Imperativul reformelor politico-parlamentare în spațiul istoric românesc)

13) George NEAMȚU – Theoretical approaches and external evaluation instruments for the nonreimbursable funding programmes specific to the cross-border cooperation (Modele teoretice și instrumente ale evaluării externe pentru programele cu finanțare nerambursabilă din cooperarea transfrontalieră)

14) Corina NICHITCIN – Private sector investment financing by international financial institutions (Finanțarea investițiilor sectorului privat de către instituțiile financiare internaționale)

15) Victoria POSTOLACHE – The role of innovations in the modernization of regional economy (Inovațiile în modernizarea economiei regionale)

16) Liubovi PRODAN-ȘESTACOVA – Promoting regional development through economic policies (Promovarea dezvoltării regionale prin politici economice)

17) Mihaela RUSU – Regional disparities: factor influencing the economic and social cross-border cooperation (Dezechilibrele regionale – factor de influență în cooperarea transfrontalieră pe plan economico-social)

18) Alina SUSLENCO – Comparative analysis of regional competitiveness: North-East Region of Romania and North Region of Moldova (Analiza comparativă a competitivității regionale: Regiunea Nord-Est din România și Regiunea de Nord din Republica Moldova)

19) Alina SUSLENCO – Competitiveness, factor of change in Moldova's regions (Competitivitatea, factorul schimbării în regiunile Republicii Moldova)

20) Adrian BRUNELLO – A customer-based brand equity measurement scale (O scală de măsurare a valorii brandului din perspectiva clientului)

### **- Part III -**

21) Ioana Alexandra HORODNIC – Motivation and performance in academic research (Motivație și performanță în cercetarea academică)

22) Teodor PĂDURARU – The role and importance of transport infrastructure to the development of Euroregions. “Siret-Prut-Nistru” Euroregion (Rolul și importanța infrastructurii de transport în dezvoltarea euroregiunilor. Euroregiunea „Siret-Prut-Nistru”)

23) Ciprian Ionel ALECU – Challenges in the development of “Siret-Prut-Nistru” Euroregion from the perspective of implementing knowledge-based economy (Provocări în dezvoltarea Euroregiunii „Siret-Prut-Nistru” din perspectiva implementării unei economii bazate pe cunoaștere)

24) Gabriela BOLDUREANU, Daniel BOLDUREANU – Entrepreneurial risks during financial crisis (Riscurile activității antreprenoriale în perioada crizei economico-financiare)

25) Ciprian IFTIMOAEI – The impact of Ukrainian conflict on the future of regional and European security (Impactul conflictului din Ucraina asupra viitorului securității regionale și europene)

26) Mircea NICOARĂ, Ștefan-Adrian STRUNGARU, Gabriel PLAVAN – Evaluation of environment impact and risk in Prut river using five indicators (CBO5, CCO-Cr, SO4-2, NO2-, NO3-) (Evaluarea impactului și riscului de mediu asupra râului Prut pe baza a cinci indicatori (CBO5, CCO-Cr, SO4-2, NO2-, NO3-))

27) Marius Andrei RĂU, Gabriel PLAVAN, Ștefan Adrian STRUNGARU, Mircea NICOARĂ, Dorel URECHE – Percottus glenii distribution and influence on native fish species in Siret river, Romania based on trophic spectrum (Distribuția lui percottus glenii și influența sa asupra speciilor native de pești în râul Siret, România pe baza spectrului trofic)

28) Mihai-Bogdan AFRĂSINEI – The roots of Internet gambling companies in tax havens (Originile firmelor de jocuri de noroc pe Internet în paradisuri fiscale)



29) Radu ȚIGĂNAȘU, Ramona ȚIGĂNAȘU - Perspectives of sustainability for the European social welfare. An analysis from the point of view of centre-periphery model (Perspective de sustenabilizare a bunăstării sociale europene. O analiză prin prisma modelului centru-periferie)

## ***Room 2***

### **Chairpersons**

Dr. Marinela RUSU

Dr. Marina MORARI

Dr. Lavinia Maria PRUTEANU

### **- Part I -**

1) Olimpiada ARBUZ-SPATARI – The factors of artistic creativity development in the future teachers of plastic education (Factorii dezvoltării creativității artistice la studenții viitori profesori de educație plastică)

2) Tatiana BULARGA, Vladimir BABII – Educational dimension of musical creativity in “Siret-Prut-Nistru” Euroregion (Dimensiunea educațională a creativității muzicale în Euroregiunea „Siret-Prut-Nistru”)

3) Marina CALIGA – Sistemization of musical-educational process in “Siret-Prut-Nistru” Euroregion (Sistemizarea procesului muzical-educațional în Euroregiunea „Siret-Prut-Nistru”)

4) Marina CALIGA – The integrity of musical education lesson through operational objectives with application in “Siret-Prut-Nistru” Euroregion (Integritatea lecției de educație muzicală prin obiectivele operaționale cu aplicație în Euroregiunea „Siret-Prut-Nistru”)

5) Georgiana CORCACI – Axiological system: factor for sustainable development of the young generation in North-East Region (Sistemul axiologic – factor de dezvoltare durabilă a tinerei generații în Regiunea Nord-Est)

6) Ioana-Andreea COZIANU – Civic involvement as a resource for the sustainable development of “Siret-Prut-Nistru” Euroregion (Implicarea civică privită ca resursă de dezvoltare durabilă a Euroregiunii „Siret-Prut-Nistru”)

7) Viorica CRIȘCIUC – Classic and modern aspects in the classification of knowledge from a development perspective of music-pedagogical field in “Siret-Prut-Nistru” Euroregion (Aspecte clasice și moderne în clasificarea cunoștințelor muzicale din perspectiva dezvoltării domeniului muzical pedagogic în Euroregiunea „Siret-Prut-Nistru”)

8) Veronica GARBUZ – The situation of young people as regards the labor market, education system and/or training programmes: common challenges and solutions for Moldova and European Union

(Situația tinerilor pe piața forței de muncă, în sistemul educațional și/sau în programe de formare profesională: provocări comune și soluții comune pentru Republica Moldova și Uniunea Europeană)

## - Part II -

9) Alina Elena GHIȚĂ, Iuliana PASĂRE, Adrian HORVAT – The role of emotional intelligence in the economic development of Euroregions (Rolul inteligenței emoționale în dezvoltarea economică a euroregiunilor)

10) Ion Gr. IONESCU – Moral profile of Moldova’s inhabitants in relation to the land relations in the eighteenth century (Profilul moral al locuitorilor Republicii Moldova pe fondul relațiilor economice funciare în secolul al XVIII-lea)

11) Marina MORARI – Organizing the artistic phenomenon in “Siret-Prut-Nistru” Euroregion (Organizarea fenomenului artistic în spațiul Euroregiunii „Siret-Prut-Nistru”)

12) Eugenia Maria PAȘCA – The tradition of choral music of the 19th century in “Siret-Prut-Nistru” Euroregion (Tradiția muzicii corale din secolul al XIX-lea în Euroregiunea „Siret-Prut-Nistru”)

13) Maria PERETEATCU – The attitude of mass education teaching staff towards the education inclusion of children with disabilities in Prut cross-border area (Investigarea atitudinii cadrelor didactice din învățământul de masă față de incluziunea educațională a copiilor cu dizabilități în spațiul transfrontalier Prut)

14) Lavinia Maria PRUTEANU – Theoretical approach on the role of communication in migrant families as a premise of transcultural development (Abordare teoretică asupra rolului comunicării în familiile migrante, premisă a dezvoltării transculturale)

15) Marinela RUSU – The role of artistic education in the global economic crisis (Rolul educației artistice în contextul crizei economice mondiale)

### **Room 3**

#### **Chairpersons**

Dr. Gheorghe SĂVOIU

Habil. dr. Alexandru GRIBINCEA

Dr. Valentina POSTOLACHI

#### **- Part I -**

1) Natalia BRANAȘCO – Dimensions of the impact of labor migration from remittance perspective in “Siret-Prut-Nistru” Euroregion (Dimensiunile impactului migrației forței de muncă din perspectiva remitențelor în cadrul Euroregiunii „Siret-Prut-Nistru”)

2) Corina MATEI GHERMAN – The future of labour force of “Siret-Prut-Nistru” Euroregion in the global context (Viitorul forței de muncă în Euroregiunea „Siret-Prut-Nistru” în context mondial)

3) Irina GUȚU – Strategies to motivate the employees in commerce/tourism/services (Strategii de motivare a angajaților în comerț/turism/servicii)

4) Andreea MORARU, Roxana Florina MUNTEANU – Migrations: a socio-economic paradigm of our times. Comparative outlook: Bacău and Vaslui Counties (Migrațiile: o paradigmă socio-economică a timpului nostru. Privire comparativă: județele Bacău și Vaslui)

5) Valentina POSTOLACHI – Problems and solutions in the process of motivating the employees (Probleme și soluții în procesul de motivare a salariaților)

6) Galina SAVELIEVA, Svetlana ZAHAROV – Evolutions on the labour market: challenges for sustainable socio-economic policies in Moldova (Evoluții pe piața muncii – provocări pentru politicile socio-economice durabile în Republica Moldova)

7) Gheorghe SĂVOIU, Svetlana GOROBIEVSCHI – From quality of life to social cohesion (De la calitatea vieții la coeziunea socială)

8) Rodica SLUTU – Difficulties of implementing staff marketing in Moldova’s enterprises (Problemele implementării marketingului personalului în întreprinderile din Republica Moldova)

9) Mirela STOICAN, Nelly FILIP, Adina CAMARDA, Elena BOGDAN, Daniela VĂRVĂRUC – Social and economic development in the context of social stratification. Romania–Republic of Moldova comparative study (Dezvoltarea economico-socială în contextul stratificării sociale. Studiu comparativ România–Republica Moldova)

10) Alina SUSLENCO – Human capital and competitiveness: factors of uncertainty elimination at regional level (Capitalul uman și competitivitatea: factori de eliminare a incertitudinii la nivel regional)

11) Svetlana ZAHAROV – Analysis of long run forecasts on Moldovan population for the functioning of a competitive labour market (Analiza unor prognoze de perspectivă privind populația Republicii Moldova în vederea funcționării unei piețe competitive a forței de muncă)

## - Part II -

12) Adriana ABABII – Promoter and his/her relations with clients (Promoterul în relațiile cu clienții)

13) Raluca Irina CLIPA, Mihaela Brîndușa TUDOSE – Management challenges of business globalization (Provocări manageriale ale globalizării afacerilor)

14) Corina MATEI GHERMAN – Brand: its place and role in “Siret-Prut-Nistru” Euroregion (Marca, locul și rolul ei în Euroregiunea „Siret-Prut-Nistru”)

15) Corina MATEI GHERMAN, Georgiana TACU – Communication and image creator in “Siret-Prut-Nistru” Euroregion (Comunicarea și creatorul de imagine în Euroregiunea „Siret-Prut-Nistru”)

16) Cozma RADU – Macroeconomic measures to increase the efficiency of investment management of construction sector in Republic of Moldova (Măsuri la nivel macroeconomic pentru eficientizarea managementului investițional în ramura construcțiilor din Republica Moldova)

17) Dorina ȚICU – Elements of organizational logic in Romanian public administration (Elemente de logică organizațională în administrația publică românească)

18) Marilena DONCEAN – Sustainable use of energy: strategic objective of Romania (Utilizarea durabilă a energiei – obiectiv strategic al politicii României)

19) Gheorghe DONCEAN, Marilena DONCEAN – Natural plasmoids. Harmless live ball lightning (Plasmoide naturale. Fulgerul globular viu, inofensiv)

20) Pantelimon FRĂȘÎNEANU – Improving natural gas distribution management in the EU countries (Perfecționarea managementului distribuției gazelor naturale în țările Uniunii Europene)

21) Corina GRIBINCEA, Alexandru GRIBINCEA – Minimizing the industrial consumption of energy resources: decisive factor of

sustainable development of Moldovan food industry (Minimizarea consumului industrial de resurse energetice ca factor decisiv al dezvoltării durabile a industriei alimentare din Republica Moldova)

22) Gabriela Cornelia PICIU – Air pollution: a topical issue for Euroregions (Poluarea atmosferică, o problemă de actualitate pentru euroregiuni)

## **Room 4**

### **Chairpersons**

Dr. Vasile GLĂVAN

Dr. Dumitru Tudor JIJIE

Dr. Dănuț UNGUREANU

### **- Part I -**

1) Mioara BORZA, Elisabeta GÂDIOI – Considerations on valuing the turistic consumption behaviour from the sustainable regional development perspective (Considerații privind valorizarea comportamentului de consum turistic din perspectiva dezvoltării regionale durabile)

2) Mioara BORZA, Mihai TALMACIU – Sustainability challenges in tourism: an approach from strategical perspective for “Siret-Prut-Nistru” Euroregion (Provocările sustenabilității în turism: o abordare din perspectivă strategică pentru Euroregiunea „Siret-Prut-Nistru”)

3) Laura CISMARU, Gabriel BRĂTUCU – The sustainable development of Euroregions as tourist macrodestinations through an information decision support system based on the European tourism indicators system for sustainable destinations launched by the European Commission in 2013 (Dezvoltarea durabilă a euroregiunilor ca macrodestinații turistice prin intermediul unui sistem informatic de suport decizional bazat pe sistemul european al indicatorilor din turism pentru destinații durabile lansat de Comisia Europeană în 2013)

4) Ioan COSMESCU, Adriana VINȚEAN, Cosmin TILEAGĂ – Outlooks of contemporary world tourism (Perspective ale turismului lumii contemporane)

5) Adriana Anca CRISTEA, Mihaela-Simona APOSTOL, Tatiana Corina DODESCU – Past, present and perspectives on promoting religious tourism in northern Moldavia in the online environment (Trecut, prezent și perspective de promovare a turismului religios din nordul Moldovei în mediul online)

6) Ion CRISTEA, Gheorghe Alexandru CRISTEA – The importance of restauration in saving the patrimony objects which are major touristic objectives (Importanța restaurării în salvarea obiectelor de patrimoniu care reprezintă obiective majore ale turismului)

7) Roxana Valentina GÂRBEA – Development prospects of cross-border tourism. Case study: “Siret-Prut-Nistru” Euroregion

(Perspective de dezvoltare ale turismului transfrontalier. Studiu de caz: Euroregiunea „Siret-Prut-Nistru”)

8) Ray IUNIUS, Laura CISMARU, Gabriel BRĂTUCU – The real contribution of a DSS system developed for the sustainability-oriented tourists to the sustainable development of hospitality industry within Euroregions (Contribuția unui sistem de tip DSS conceput pentru turiștii orientați către sustenabilitate la dezvoltarea durabilă a industriei ospitalității din cadrul euroregiunilor)

9) Iulia LIULICA – Rural tourism in the Moldovan commune of Cosăuți (Turismul rural în comuna Cosăuți din Republica Moldova)

## **- Part II -**

10) Virgil NICULA, Simona SPÂNU, Vasile GLĂVAN – Consistency of the regional tourism development in Romania with the strategies developed at EU level (Dezvoltarea regională a turismului în România în concordanță cu strategiile Uniunii Europene)

11) Simona SPÂNU, Virgil NICULA – A sustainable promoting of balneary tourism in Romanian regions (Promovarea durabilă a turismului balnear în regiunile din România)

12) Petrică ȘTEFAN, Florina ȘTEFAN – Studies on cross-border rural tourism of the southern part of Romania. Case study: Călărași County, a possible example for “Siret-Prut-Nistru” Euroregion (Studii privind turismul rural transfrontalier din sudul României. Studiu de caz: județul Călărași, un posibil exemplu pentru Euroregiunea „Siret-Prut-Nistru”)

13) Mihai TALMACIU – The role of institutions and governance quality in strengthening the competitiveness of the cross-border tourism industry – an analysis in European context (Rolul instituțiilor și al calității guvernării în îmbunătățirea competitivității turismului transfrontalier – o analiză în context european)

14) Carmen Corina VIȘAN – Vineyard road: the visit card of Vrancea Country (Drumul podgoriilor – cartea de vizită a Țării Vrancei)

15) Marina ZAVIDEI – The impact of economic policies upon tourist services (Impactul politicilor economice în sfera serviciilor turistice)

16) Elena BOGDAN, Mirela STOICAN, Adina CAMARDA, Daniela VĂRVĂRUC – Strategies to develop and promote tourism in “Danube-Criș-Mureș-Tisa” Euroregion. An example for “Siret-Prut-Nistru” Euroregion (Strategii de dezvoltare și promovare a turismului în



Euroregiunea „Dunăre-Criș-Mureș-Tisa”. Un exemplu pentru Euroregiunea „Siret-Prut-Nistru”)

17) Adina LUPUȘORU, Cristian SCRIPCARIU – The relationship between irrigation method, crop, soil and efficient water use in Prut cross-border area (Corelația dintre metoda de irigare, cultură, sol și utilizarea eficientă a apei în spațiul transfrontraliier Prut)

18) Alina-Mirela MARCU, Ionel MUNTELE – Socioeconomic development of the Romanian agricultural area of “Siret-Prut-Nistru” Euroregion through EAFRD Programme (Dezvoltarea socio-economică a spațiului agricol românesc al Euroregiunii „Siret-Prut-Nistru” prin Programul FEADR)

### - Part III -

19) Vasile MATEI – Theories of sustainable growth in agriculture in “Siret-Prut-Nistru” Euroregion (Teorii ale creșterii economice în agricultură în Euroregiunea „Siret-Prut-Nistru”)

20) Carmen Mariana MIHALACHE, Elena PETREA – La sécurité alimentaire et le droit à l’information du consommateur. Quelques aspects pratiques (Securitatea alimentară și dreptul la informație al consumatorului. Câteva aspecte practice)

21) Elena POSTOLACHE, A. CIUBUCA, N. BÎRLIGA, Viorica ENACHE – Influence of differentiated climatic conditions upon the evolution of grape maturation in Bujoru vineyard ecosystem (Influența condițiilor climatice diferențiate asupra evoluției maturării strugurilor în ecosistemul viticol Bujoru)

22) Cristian SCRIPCARIU, Adina LUPUȘORU – Aspects concerning sewerage systems and the importance of their rehabilitation in Prut cross-border area (Aspecte privind sistemele de canalizare și importanța reabilitării acestora în spațiul transfrontraliier Prut)

23) Gabriel TABARANU, Viorica ENACHE, Alina DONICI – Study on vineyard ecosystem vulnerability upon the detrimental impact of competing and antagonistic organisms in Dealu Bujorului vineyard (Studiu privind vulnerabilitatea ecosistemului viticol la impactul dăunător al organismelor concurente și antagonice în podgoria Dealu Bujorului)

24) Alina DONICI, Cristina SIMION, Viorica ENACHE, Gabriel TABARANU, Aurel CIUBUCĂ – Suitability of some clonal elite from vine used for obtaining superior quality white wines cultivated in South-East Region of Romania (Pretabilitatea unor elite clonale de viță de vie

pentru obținerea vinurilor albe de calitate superioară în zona de sud-est a României)

25) Viorica ENACHE, Alina DONICI – Aspects about reducing the disruptive effect of climate change by applying an adapted technology in the conditions of Dealu Bujorului vineyard (Aspecte privind diminuarea efectului perturbator al schimbărilor climatice prin aplicarea unor tehnologii viticole adaptate în condițiile podgoriei Dealu Bujorului) Ioana IRINA – The relationship between corporate performance and corporate reputation for ecological food (Relația dintre performanța corporatistă și reputația corporatistă cu privire la hrana ecologică)

26) Dănuț UNGUREANU – “Eco-Carpathians – Eco-Business Development in border Carpathians as a chance for better economic competitiveness”: a cross-border project with a direct impact upon “Siret-Prut-Nistru” Euroregion („Eco-Carpați – Dezvoltarea de Eco-Business în Carpații de frontieră, o șansă pentru o mai bună competitivitate economică”: un proiect transfrontalier cu impact direct derulat în Euroregiunea „Siret-Prut-Nistru”)

27) Victor MOROZ, Anatol IGNAT – Modernization of the Moldovan agrifood sector in the context of international trade development (Modernizarea sectorului agro-alimentar din Republica Moldova în contextul dezvoltării comerțului internațional)

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## **ABSTRACTS**

### **Promoter and his/her relations with clients**

*Adriana ABABII*

Promoter influence approach has a big significance because marketing is in a permanent development, aiming to achieve objectives and results with an obvious impact on the company's turnover and on overall promotion.

Product and services promotion is essential when the goal is to increase sales and to improve company's reputation. In a modern world, promoter is the perfect solution for the picky consumers who analyze promotional offers very carefully. Usually, they think that promotional offer represents stock clearance or that the product's quality is poor. Studying promoter's activity and influence that he has in a successful promotional campaign will represent a current topic if consumer behavior is in a permanent change due to evolution.

This work presents promoter like a main vector of the stand sale. Moreover he's describing the entire activity, functions, attitude and promoter's behavior, techniques of attracting new consumers and some training suggestions of a perfect promoter.

### **The roots of Internet gambling companies in tax havens**

*Mihai-Bogdan AFRĂSINEI*

With the expansion of the Internet, gambling that used to be practiced in casinos, bookmakers rooms or specially designed halls is now taking place online. In this way, the gambling market has evolved significantly every year and the companies that provide such services now have large incomes. In order for providers to be able to acquire a higher share of the profit, tax havens are the ideal solution for hosting them.

The goal of this paper is to analyse the tax jurisdictions in which companies, that host gambling websites which involve real money, are registered. In order to identify gambling websites, we have used the Google search engine. The results of the query show that almost all online gambling companies are registered in tax havens. Among those, the most popular are Malta, Gibraltar, Antigua and Barbuda, Alderney or Netherlands Antilles.

### **Challenges in the development of “Siret-Prut-Nistru” Euroregion from the perspective of implementing knowledge-based economy**

*Ciprian Ionel ALECU*

Knowledge-based economy offers the possibility to explore the best ways to regional sustainable development and develops the specific human potential at a superior level. Through the Lisbon Declaration, the European

Union demonstrates it intends to develop the most competitive knowledge-based economy within the next decade.

In this paper we deal with several major problems to be found in "Siret-Prut-Nistru" Euroregion: the way research is turned to good account in economy and the way technological transfer is achieved; the development of regional "knowledge" human resources; real integration of local research into the European Union; social, educational and technological marginalization of some categories, especially those in rural area and so on.

### **The factors of artistic creativity development in the future teachers of plastic education**

*Olimpiada ARBUZ-SPATARI*

The objectives of investigation referred to the historic exploration of the principles of art, artistic creativity and methodology of its development; structuring of principles of plastic language and artistic creativity (of the students); establishing of the level of incipient/possible creativity of the students; elaboration of the DCAS specific methodological concept in artistic imprint art; experimental validation of DCAS methodology; systematization of the developed artistic creativity values of the students and of their valuation criteria; analysis, synthesis and generalization of the results, elaboration of practical recommendations.

### **Strategies to develop and promote tourism in "Danube-Criş-Mureş-Tisa" Euroregion. An example for "Siret-Prut-Nistru" Euroregion**

*Elena BOGDAN*

*Mirela STOICAN*

*Adina CAMARDA*

*Daniela VĂRVĂRUC*

"Danube-Criş-Mureş-Tisa" Euroregion (KMT) turns out to be a relatively attractive tourist region, European and even international interest, varied tourism potential is the starting point for the multiplication and diversification of tourism activities tourism products. The development of tourism programs are just the beginning for the hospitality and travel industry Promoting its potential, the existing endowments, tourism programs, cultural routes proposed is a prerequisite for tourism to become an important economic sector. Although development strategies developed by each of the component areas (South Plain region of Hungary, Romania and Western Region Autonomous Region of Vojvodina in Serbia) emphasizes the existence of untapped tourist potential, or only partially exploited, lacking concrete measures for the development of forms of tourism potential and promote them suitable for this corresponding impact on potential customers, which highlighted the main tourism indicators available in the DKMT.

## **Entrepreneurial risks during financial crisis**

*Gabriela BOLDUREANU*

*Daniel BOLDUREANU*

The investigation of entrepreneurial risk is a complex process, considering multiple risk determination and diversity of sources and risk factors for the enterprise. This paper analyzed the entrepreneurial issue during the financial and economic crisis by identifying potential sources of risk and risk factors.

## **Considerations on valuing the turistic consumption behaviour from the sustainable regional development perspective**

*Mioara BORZA*

*Elisabeta GÂDIOI*

Nowadays tourism represents a widespread phenomenon with significant impact on the local economy and society, micro-regional or regional, becoming a dynamic stimulus of socio-economic progress. A particularity of tourism is that it highlights as a sector with great importance and interest to the individual and to society, too.

Through this paper we propose to realize a regional analysis regarding the contribution of touristic consumption behaviour to sustain and stimulate the sustainable touristic activities, given that the study of touristic consumption behaviour involves the analysis of the relationship touristic-touristic resource-touristic product. The perspective from which is realized this paper involves two research directions: the study of tourist consumption behaviour and the study of entrepreneur behaviour. The aim of this paper is to identify the typologies of touristic consumption behaviour with influence on regional development, customizing on the North-Eastern Development Region of Romania. The regional development involving the sustainable tourism means "growth plus change", thereby being observed the qualitative dimensions of the process, and concretized in issues such as: performance improvement of productive factors, institutional improvement and renewal of attitudes and behaviours. The contributions of touristic consumption behaviour to the regional development represent a combination of mental and social changes of a population that make it able to increase in a sustainable and cumulative manner the overall product, through a generalized social progress. In the context of requirements manifestation of a harmonious and sustainable regional development, we consider that the adaptation and formation of a consumption behaviour that allows the contribution of tourism to a sustainable economic development is a priority, especially in a modern economy, oriented to a high level consumption, but balanced. The main hypothesis is that a high consumption of material goods, which is not always sustainable, could be offset by a high level consumption of touristic services.

The present research is focused on the observation and analysis of the phenomenon chosen for study and, starting from theoretical considerations, we proceed to the practical approach of the analysed phenomenon. The diversity of informational sources allows the plurality of perspectives and guarantees a closest approach to the realities connected with territorial activity. The territorial approach allows the evaluation of consumption behaviour impact within a region.

Finally, we formulate a set of proposals designed to highlight the most effective models of consumption behaviour in tourism, from the perspective of a sustainable development. The proposals are based on models and examples that have proven effective and advantageous for the consumer, enterprise and economy as a whole, following to concretize the proposals in applicable scenarios on economic development regions, where sustainability is a priority and a long term orientation.

## **Sustainability challenges in tourism: an approach from strategic perspective for “Siret-Prut-Nistru” Euroregion**

*Mioara BORZA  
Mihai TALMACIU*

The sustainability concept has caused interest, but also numerous debates and controversies, especially in the last 15 years, being characterized by a high degree of novelty and originality, and in the same time is regarded as a modern orientation in the economic development field. Although the definitions of sustainability are generously treated in the specialty literature, mainly international, we consider available the possibility that the conceptual approach to be customized in different economic sectors.

Due to its particularities, the tourism is facing with a multitude of challenges correlated to sustainability desiderate, which must be solved by adopting of some appropriate strategies. The challenges that the tourism is needed to respond and to cope in the context of a sustainable development are: an equilibrated socio-economic development, rational consumption of resources, conservation and capitalization of tourism patrimony and cultural heritage, preservation of environmental factors, increasing the resistance to various crisis phenomena.

Through this paper we intend to approach the concept of sustainability in tourism, both at enterprise and sector levels. The main goal of this paper is to identify the most relevant directions of sustainable development in tourism and to establish the appropriate strategies in conjunction of challenges manifestation associated with sustainability. The strategies that contribute to solving the challenges presented are divided into two categories: specific strategies to any economic operator, which is related to the components of the marketing mix (reconfiguration of products and distribution channels, of prices and communication policies) and specific strategies for the tourism sector applicable by the participation of all

stakeholders (cluster strategies addressed by the strategic partnerships perspective, strategies for tourism improvement of territory).

The research methodology of this paper, approached in practical and conceptual manner, is based on a fundamental research, being sustained by the study, analysis and interpretation of specialty literature. The paper personality is defined by a set of proposals that are intended to provide an optimal correlation between the most effective specific strategies for the tourism sector and the sustainability challenges.

## **Dimensions of the impact of labor migration from remittance perspective in “Siret-Prut-Nistru” Euroregion**

*Natalia BRANAȘCO*

The economic dimension of labor migration is represented by financial flows from migrant labor, oriented on family from origin country, and are called remittances. According to International Labour Organization, remittances are presented by cash transfers made by migrants to their origin country. The role of remittances in economic development determines a growing interest in the last time, because remittances are an important financial flow for developing countries, becoming vital elements for existence. Also, remittances substitute successfully and even surpass international aid, reaching the required target. Of course, main function of remittances is to ensure minimum conditions of existence of the households, that generate real living conditions of the migrant family.

In the last decade there has been mentioned a significant increase of remittances at the international level. Official volume of remittances from developing countries represent more than two thirds of global remittances, doubled since 2006 to 228 billion. USD, reaching 2012-401 billion. USD, estimating future maintenance trend recorded. The World Bank estimates that the global flow of remittances will reach at the end of 2015 the amount of 665 billion USD, and in developing countries - 515 billion USD.

It is clear that remittances have some implications on the economic situation in the origin country of migrants, which is reflected in some economic effects:

- direct effects of remittance, representing incomes of people, is converted into incomes of economic agents, from their use for consumer spending.
- indirect effects, related to influence of consumer spending on producers of raw materials, which cooperates with producers of consumer goods and services.
- induced effects, namely, the impact of remittances on the national economy, because incomes of economic agents, no matter of sector of economic activity, are reinvested in the purchase of other goods required.

Achieving these effects will happen in case of multiplication of aggregate demand at the macroeconomic level, so microsocial relations, from

people and economic agents have influence on macroeconomic stability. In this article we propose to analyze the most important implications of remittances, both at micro and macroeconomic level.

### **Sustainability policy implications for the economic development of Euroregions**

*Grațîela BRÂNZĂ*

Euroregions have appeared in the framework of European integration. The elimination of borders gives free movement to people, goods, services and capital, helping to create cooperation links between different countries. This is encouraged by specific policies promoting cross-border cooperation.

The paper aims to show how sustainability policy in key sectors of the economy can lead to a partnership between territories for sustainable development in fields like transport, energy, agriculture, tourism, environment and others. The present paper offers a brief analysis of some examples of good practice, the Pyrenees-Mediterranean Euroregion and North Euroregion, stressing out the achievements and challenges of their national sustainable development strategies.

### **Prevention and control for corporate insolvency in “Siret-Prut-Nistru” Euroregion**

*Daniel Serafim BROTEA*

The prevention and control of corporate insolvency ensures that the financial, managerial and informational operations reported inner and outer is accurate, reliable and timely; plans and corporate objectives are achieved and satisfied; management actions of the corporation are in accordance with government policies, plans, standards, procedures and nowadays legislation, that all material resources are fully protected, purchased economically and efficiently used in order to prevent corporate insolvency and later, bankruptcy.

The effective activities of control help to identify and evaluate the management of risks and to prevent corporate insolvency. They are developed after the development of control strategies and risk assessments. All this, however, in the context in which are correlated with corporate governance principles that are found in procedures, standards, formalization, harmonization, good practices applied and verified at European level and in Romania provided to reconsider the historical and socio-economic realities.



## **Solutions to overcome the crisis through the corporate management principles: integrity, transparency, responsibility in “Siret-Prut-Nistru” Euroregion**

*Daniel Serafim BROTEA*

The solutions to overtaking the crisis by implementing the principles of corporate management: transparency, integrity, accountability, ensure that: objectives will be achieved according to the management plan proposed by the administrative-supervisory board, approved by the general associates meeting and carried out by the executive, orientation to associates, towards results, reconsideration of the minority associates; the plans and corporate objectives are achieved and satisfied; the management actions of the corporation are consistent with government policies, plans, standards, procedures and nowadays legislation, but also the associates interests, that all the material resources are fully protected, economically purchased and efficiently used in order to increase the corporate profile and also the interest of potential investors. The author has contributed to the establishment of conditions for the control and management of corporate efficiency ecaluare. The results of scientific research have been applied to the Foundation and elaboratrea managerial decisions that have led to increased corporate financial and economic potential of the CNCFR, SCArtego and SCLotusSA.

## **A customer-based brand equity measurement scale**

*Adrian BRUNELLO*

Nowadays brands have become extremely important and the concept of Customer-Based Brand Equity has garnered considerable attention. Brand equity management has come to be viewed as critical to the optimal long-term performance of a brand. Innovation and brand equity are two essential dimensions that drive the businesses of the present; innovation plays a significant role in establishing brand equity. This paper, therefore, aims to offer the people involved in the automotive industry a valid and reliable research instrument, that will help them understand the needs of their potential customers better. The proposed measurement scale deals with the constructs that explain brand preference.

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## **Educational dimension of musical creativity in “Siret-Prut-Nistru” Euroregion**

*Tatiana BULARGA  
Vladimir BABII*

In the pedagogical draft it is very important to analyze the forming and potential development in way to build a relation between the emotional and reasonable spheres of teenagers thinking. But the steps of development of these spheres are different in different ages, the coming contradicts have a specific nuance.

The creativity is the capability and the act of making, understanding or making something new – is the antipode of the actualizing image mind remaking, learned science before. In the contrary to the remaking form of the musical act (music listening, vocal-chorus and instrumental doing), the creativity as it is (the composition and the improvisation) to its specification is the integral, because the pupil in it is a “compositor”, a interpreter and a listener at the same time.

## **Sistemization of musical-educational process in “Siret-Prut-Nistru” Euroregion**

*Marina CALIGA*

Entering the third millennium, the millennium of global changes both in society and in educational practice, we witness many events: changes that occur in an accelerated tempo have revealed a number of global issues that threaten the existence of mankind. Evolution, which has caused fact global issues can endanger the existence of mankind on earth. It also suggests a systemic-integrative change, which requires knowledge of nature and humanity. Along with social changes, there are changes in the hierarchy of values of the contemporary man. It is axiomatic that there is an indispensable link between nature and society. The formation of the concept of integration is dominant in training. Integration stimulates the multiaspect perception of phenomena, forming an integrated vision of the universe. In relation to the processes that occur in the world the precious values of the contemporary man are changing, too. It is necessary to mobilize and re / learn that nature and society are treated with a systemic attitude, expressing the inner integration of humanity. The existing systems in the field of music education are our bridges during this period of integration between past and present. Applying these systems in the Siret-Prut-Nistru Euroregion will contribute to personality formation.

## **The integrity of musical education lesson through operational objectives with application in “Siret-Prut-Nistru” Euroregion**

*Marina CALIGA*

Given the complex approach to integrity, which interests researchers from different scientific fields (sociology, philosophy, economics, psychology, pedagogy, etc.), implementing the pedagogical ideas and values of the phenomenon is an obvious necessity to the foundation of these worthies. Development an overall view, subject to educational interests of society and integrated into practice, which develop music education of students, highlights the idea of integration of skills in different events and spans of integrity. Those values treated from the postmodern perspective, explain the research of integrity in general appearance and both in specific meaning, the context. As anticipation factor of social development outlined by the educational strategies determined by the cultural model of society, aimed at forming an autonomous personality, adaptable to a world in rapid change.

This article is dedicated to one of the most discussed issues regarding the design of operational objectives at music education. Operational objectives involve forward-looking approaches, based on a procedural algorithm. Goal of teacher of music education is to design and identify correct operational objectives at the lesson.

## **The impact of Association Agreement between European Union and Republic of Moldova upon cross-border cooperation**

*Simion CERTAN*

*Ion CERTAN*

The establishment of a free trade area between Moldova and the EU, as a result of initialling of the Association Agreement, urges us to meditate on the development of cross-border relations, the development of Euroregions, including the Siret-Prut-Dniester Euroregion as a model of integration and cross-border cooperation.

The article reflects on the changes of cross-border relations that will occur as a result signing the Association Agreement and the establishment of free trade zone.

## **The importance of Romania’s participation in cross-border cooperation in Eastern Europe in the current context**

*Mariana-Cristina CIOPONEA*

This paper presents some aspects of Euroregion: concept, historical experiences. It also mentions that the Euro-regions are territorial structures designed to enhance the interregional and cross-border cooperation by creating a coherent area of economical, social, cultural and scientific development.

The article illustrates the significance of the establishment of Euroregions in the eu enlargement, especially to central and Eastern Europe. Cooperation through the Euroregions is a preceding exercise for the adherence to eu by the participating countries and a micro-experiment regarding the implementation of the community relationship among the areas of the candidate states.

In the current geopolitical context, enhancing cooperation and affirmation to support Moldova by Romania, represent a premise both for stability in the region and for the welfare of the Romanians on both sides of the Prut.

### **Possibilities to identify and regulate the disequilibria of the fiscal-budget flows**

*Mariana-Cristina CIOPONEA*

Since no economy is perfect, the optimum performance of flows that make up the fiscal-budget circuit may be affected by the occurrence of disturbance that may occur in both inputs and outputs of the circuit. Given that the fiscal-budget circuit functions onto real economy and is also influenced by political decisions, social or personal factors acting on it can be disturbing multiple origins, leading to produce different effects.

In many countries in different stages of development, dysfunctions and imbalances that may affect the conduct of fiscal and budgetary flows occurs with different intensities: the budget deficit, tax evasion, robust growth in tax burden, subsidies etc. Other dysfunctions and imbalances are specific for the transitional periods: arrears, including tax arrears, special budget funds, low tax collection (due to degradation of the fiscal discipline).

### **The sustainable development of Euroregions as tourist macrodestinations through an information decision support system based on the European tourism indicators system for sustainable destinations launched by the European Commission in 2013**

*Laura CISMARU  
Gabriel BRĂȚUCU*

Both information technology (IT) and sustainability have been mentioned amongst the most valuable ways to obtain the competitive advantage by tourist destinations. These are also two of the key priorities within the newest European policy for tourism, launched by the EU Commission in 2010. According to the general theory of the tourist destinations, the "euroregion" might be considered as a "tourist macro-destination" with some interesting particularities. In February 2013, the EU Commission officially launched the document called "The European Tourism

Indicators System Toolkit for Sustainable Destinations” – ETIS 2013. Based on this toolkit, an innovative decision support system for tourist destination management can be developed, in order to offer a real and substantial contribution to the sustainable development of tourism within tourist macro-destinations such as euroregions.

### **Management challenges of business globalization**

*Raluca Irina CLIPA  
Mihaela Brîndușa TUDOSE*

A thorny issue of globalization from the perspective of business management is whether it produces an integration of competition by concentrating capital in the hands of a small group of corporations or on the contrary, results in fragmentation of competition between firms that continuously changes its market position in the struggle for gaining advantages over rivals. The purpose of the paper is, making an incursion in the history of evolution of multinational strategic alliances, the answering the question whether globalization has resulted in an integration or a fragmentation of global competition. The methodology is built mostly on qualitative analysis, making use of logical structures, but also empirical studies using data from official reports.

### **Axiological system: factor for sustainable development of the young generation in North-East Region**

*Georgiana CORCACI*

The theme chosen for this research is a matter of utmost importance for the harmonious development of the youth of Romania - time value and the younger generation. Heavily affected by the unstable climate of the past few years, the younger generation finds it difficult that of values and attitude that underlies any well-formed personalities. The general atmosphere seems to be dominated by concern and pessimism, these characteristics may have negative influences on children and adolescents. By choosing this research theme we wanted to know how does the younger generation axiological system. Documentation of prior research has considered both literature and field documentation. In our documentation, we could turn to three sources of information: people, social reality and social documents. The population was questioned on the subject by means of a questionnaire; social reality was observed, and the findings were discussed in the work of the research team, but were consulted and the results of other studies that have addressed the same topic. Also, in the near future, we intend to expand research in “Siret-Prut-Nistru” Euroregion.

## **Outlooks of contemporary world tourism**

*Ioan COSMESCU  
Adriana VINȚEAN  
Cosmin TILEAGĂ*

If viewed comparatively, structurally, the world tourism has shaped the tendency for a stronger growth regarding the domestic tourism (approx. 80% of the physical volume concerning the world tourism) as compared to the global international one and this is because of the promotional policy adopted by all countries of the world. It is to be considered as compared to our own touristic offer as well as the outcomes of the financial and economic crisis that has been affecting the global economy of our planet for period of time. As far as the autarchic development could not mean a viable alternative for any country in the contemporary world, this reality means that any generality exists through the particular too, each having to offer and to get from the other countries through the international trade.

With this belief the authors of this paper have been preoccupied by the international structure of the world tourism namely that which gets a high importance for the economy of each region or country as such out of which the international touristic waves of Romania and Moldavia cannot set apart. Having as support the method of analysis and synthesis of information regarding the outlooks of developing the touristic sector for 2020 the forecasting of specialists predict the level of foreign currency entries and receipts on the global level during 1995-2020. The authors appreciate that such forecasting entail some revisions after the shock suffered by the economy at the end of 2008- 2009 as a consequence of the financial crisis and economic recession, realities accompanied by the impact of the evolutions in North Africa and the Middle E as well as the earthquake and tsunami in Japan in March 2011 even if there is no expectation for a substantial change regarding the global forecasting so far. The international touristic circulation of Romania and Moldavia will have its part of contributions in the dynamics of the global tourism.

According to the appreciation of the authors the international conception to the year 2020 outlines the fact that there is still a substantial potential for the coming expansion of the years to come. New destinations are being established and this can be taken for granted as an opportunity proving that adequate conditions can be taken and policies too regarding the business environment, infrastructure, promoting, marketing and human resources. As such, besides opportunities, challenges increase concerning the social maximization and economic fringes with the minimization of the negative impacts. The authors consider that the aim is the implementation of a pattern for tourism on the long run more moderate quantitatively but essentially sustainable regarding the international tourism of Romania and Moldavia.

## **Civic involvement as a resource for the sustainable development of “Siret-Prut-Nistru” Euroregion**

*Ioana-Andreea COZIANU*

The present study approaches the civic involvement as a major and necessary resource for the sustainable development of the “Siret-Prut-Nistru” Euroregion. This issue comes in the context of the intensive process of decentralization started in Republic of Moldova, as well as the second round of funding from Structural and Cohesion Funds, in Romania.

## **Past, present and perspectives on promoting religious tourism in northern Moldavia in the online environment**

*Adriana Anca CRISTEA  
Mihaela-Simona APOSTOL  
Tatiana Corina DOSESCU*

The contemporary society is characterized by the expansion of technology and the dynamic nature of the online environment. This important component may become a strategic weapon in promoting niche religious tourism by bringing to the fore those touristic attractions that are little known from a cultural point of view and in terms of location. Therefore, an advantageous solution is to promote online the touristic attractions considered less important or not included in the pilgrimage routes.

## **The importance of restauration in saving the patrimony objects which are major touristic objectives**

*Ion CRISTEA  
Gheorghe Alexandru CRISTEA*

Patrimony objects are of a special importance for society because they have historic, artistic and information significance and by their existence a nation and culture is defined.

Time, unfriendly nature, or human brutal intervention can destroy them. Their restauration and preservation is the activity through which these assets are saved and then can become major touristic objectives. We will discuss here, as an example, the restauration of the Statue of Liberty in Ploiești, 2011.

## **Classic and modern aspects in the classification of knowledge from a development perspective of music-pedagogical field in “Siret-Prut-Nistru” Euroregion**

*Viorica CRIȘCIUC*

By approach of classic and modern aspects in music knowledge classification, we mean the music pedagogy debut knowledge classification. Music knowledge is a system of reference for the researchers in the field. The classifications presented in the article have kept the theoretical and phraseological value over the years and have remained in the scientific heritage of the music knowledge notion. We realize this aspect in order to define the criteria for the classification of music knowledge and later to elaborate a modern taxonomy for the classification of music knowledge. It should be noted that the main subsystem of educational process, training activity, is the study and research object of the music pedagogy. Knowledge – is an important component of the educational process. It includes all notions specific to music being directly involved in teaching-learning activities during the lesson.

### **The fourth integratory force on the planet**

*Emilian M. DOBRESCU*

*Edith-Mihaela DOBRE*

In our opinion, the first four regional or continental integratory forces in the world are NAFTA, Mercosur, European Union, and Eurasian Economic Union. Our paper deals with the last one.

### **Natural plasmoids. Harmless live ball lightning**

*Gheorghe DONCEAN*

*Marilena DONCEAN*

After detailed analysis of literature, based on experimental results from laboratory and processing fund special information attached, in this paper analyzes the natural globular lightning living – with the pulsations internal harmless, with specific features: color, diameter, surface condition etc.

### **Sustainable use of energy: strategic objective of Romania**

*Marilena DONCEAN*

Sustainable energy is the sustainable provision of sustainable energy development that meets the needs of the present without compromising the ability of future generations to meet their needs.

Technologies that promote sustainable energy include renewable energy sources, such as hydroelectricity, solar energy, wind energy, wave power, geothermal energy, artificial photosynthesis, tidal power and also technologies designed to improve energy efficiency.



## **Suitability of some clonal elite from vine used for obtaining superior quality white wines cultivated in South-East Region of Romania**

*Alina DONICI  
Cristina SIMION  
Viorica ENACHE  
Gabriel TABARANU  
Aurel CIUBUCĂ*

The study was conducted at SCDVV Bujoru in 2012-2013, the vines planted in the experimental field of the resort. They made observations and comparative measurements on two elite obtained by clone selection; elite clone 25-45 Sarba and clone 35-21 Muscat Ottonel. It took into account observations and measurements for the characterization of tolerance to major a biotic and biotic stresses and determinations regarding production capacity and quality. Following studies, a result of the elite clonally 35-21 Muscat Ottonel is a valuable clone being approved in the year 2014.

## **Aspects of reducing the disruptive effect of climate change by applying an adapted technology in the conditions of Dealu Bujorului vineyard**

*Viorica ENACHE  
Alina DONICI*

The research was conducted within SCDVV Bujoru, Galati County - Romania imposed by the climatic conditions of the years 2012-2013 .

Experienced technological factors (soil system maintenance and fruit load) differentially influenced the intensity of physiological and biochemical processes with direct consequences for grape production and quality. A stronger positive influence on the production of grapes to exercise maintenance system ground biggest productions were obtained when total mulching with straw.

High temperatures combined with poor rainfall during the growing season and diurnal average consumption vine led to soil moisture differentiated soil system maintenance. If total mulching with crop residues (straw) and interval partial mulching with composted grape marc, soil moisture is higher compared to control, especially on the profile of 0 -60cm.

Analysis of variance for the entire grape production experience indicated the presence of statistical significance for the factors A simple action (soil maintenance system) and B (load bearing). Simple action of factor A (average) reveals significant influence soil system maintenance on production of grapes. Simple action of factor B reveals significant influence on the production of fruit load. Fruit load reduction from 36 eyes / hub (b1) from 29 eyes / hub (b2) and 22 eyes / hub (b3) induced a decrease in production.

## **Improving natural gas distribution management in the EU countries**

*Pantelimon FRĂȘÎNEANU*

In times of rising energy sector impacts on climate change, increasing dependence on energy imports and rising energy prices, the European Commission has determined that it is imperative that the EU member states to promote a common energy policy based on energy security, development, sustainable competitiveness.

To this end the author analyzes and summarizes the methods and techniques for calculating gas prices in the EU-27. Forming gas prices in the EU is one of the weaknesses in gas supply management link. Finally, the author argues the conclusion that without a single European electricity market developed and management of natural gas can not be competitive and efficient.

## **The situation of young people as regards the labor market, education system and/or training programmes: common challenges and solutions for Moldova and European Union**

*Veronica GARBUZ*

Europeanization represents a goal of the entire our society, including educational and social components of the state. The role of education and training programs is defining in the creation of skilled and competitive workforce on the national and international labor market. Resizing of the labor market from a European point of view requires a unique approach of the application, especially of the labor supply, introduction of new more flexible principles, employment of a new payroll system and proximity of working conditions existing currently in the Republic Moldova to the EU countries.

## **Development prospects of cross-border tourism. Case study: "Siret-Prut-Nistru" Euroregion**

*Roxana Valentina GÂRBEA*

Cross-border regions represents an important subject in the spatial policies domain given that over the decades they have been extensively marginalized. In these circumstances, spatial planning in these areas must be based on mutual knowledge of the territory and the affirmation of common principles that could contribute to the development of cross-border area. Tourism development in Siret-Prut-Nistru Euroregion, in an effective and sustained manner, will create the possibility to improve the economic and social level of Romania and Moldova. Transforming Siret-Prut-Nistru Euroregion as tourist destination is progressive, in this case being absolutely necessary the implementation of strategies and policies on medium and long term.

## **The role of emotional intelligence in the economic development of Euroregions**

*Alina Elena GHIȚĂ  
Iuliana PASĂRE  
Adrian HORVAT*

Emotional intelligence is a better understanding of emotions to its own as well as quality of life, increase productivity and personal image. Emotional intelligence involves a long process of personal development. Our emotions are the factors that influence us: how we process, we relate to our own value system, communicate with others, so we can control our emotions said. Boudha advocate for the release of human intelligence to reach the highest level of happiness. Descartes was the first to give a definition of intelligence that a better understanding of their own emotions.

## **Minimizing the industrial consumption of energy resources: decisive factor of sustainable development of Moldovan food industry**

*Corina GRIBINCEA  
Alexandru GRIBINCEA*

During the last years food companies have had many strong shocks and are characterized by huge energy consumption. To increase efficiency of industrial enterprises is essential to make adjustments to the country's energy policy. Firstly, it is necessary to restructure the country's energy balance: technologies with low power consumption, materials and economy equipments, switching to local types of fuel. The main findings of article is devoted to analysis of trends and directions for minimizing the consumption of energy resources as a decisive factor for the sustainable development of the food industry in Moldova, through application of energy management tools. Also, in the paper is briefly examined secondary energy resources and directions for their saving and effective administration.

## **Strategies to motivate the employees in commerce/tourism/services**

*Irina GUȚU*

This study brings into the spotlight the importance of the employee motivation in the process of work in the area of trade, tourism and services. Without their involvement, no theory or idea formulated and promoted by the top management will ever succeed in practice. However, the importance of the management in order to involve employees is important as well as they should be individual, teamwork and global – organizational motivated.

In order to motivate employee, organizations are required to comply some requirements as qualified HR staff, team-work tasks, customized motivational elements, minimum sanctions, efficient communication, positive labor climate and so on.

For this reason it is important to analyze different types of motivational strategies to understand witch factors motivate us to work. This paper emphasizes how managers can implement different types of strategies to motivate employee.

## **European Union regional policy: model for “Siret-Prut-Nistru” Euroregion**

*Alina-Petronela HALLER*

Regional policy is a set of measures at the disposal of public institutions needed to regulate economic activity in a regional area. Regional policy is part of structural category. Structural measures are indispensable for medium and long growth. Through theoretical and descriptive analysis, we present some general elements of EU regional policy as a model for Siret-Prut-Nistru Euroregion. The Euroregion Siret-Prut-Nistru is comprised of a EU Member State and one non member, making difficult the harmonization of economic policy. However, the EU model can be valid for Siret-Prut-Nistru Euroregion Policy.

## **Motivation and performance in academic research**

*Ioana Alexandra HORODNIC*

This study explores the field of motivation and performance in academic research and the link between these two concepts. In most studies academic motivation and performance or research productivity are investigated like separated fields. Only a small number of recent studies approach these concepts together. This is rather surprising since the studies investigating either motivation or research productivity show that a lot of factors influence motivation as well as productivity, which means that motivation and productivity are indeed related. In this study we briefly survey these two different strands of literature.

### **Acknowledgement**

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## **The impact of Ukrainian conflict on the future of regional and European security**

*Ciprian IFTIMOAEI*

Ukraine has been and continues to be a "torn country", as he called Samuel P. Huntington, who failed after separation from the USSR (1991) to define its own "civilization identity". After the independence of the former Soviet republics, the political and economic elite of Ukraine balanced all the time between two geopolitical and economic choices: joining the Euro-Atlantic structures and keeping the strategic partnership with Russia. Neither Ukrainian population support overwhelmingly one of the two geopolitical options. The conflict within Crimea is a consequence of the crisis of civilizational identity of Ukraine, the political and economic elites indecision and lack of population's support for a geopolitical option or another. Russia has now gained full control of the Crimean province and is continuing to maintain a militaristic occupation of Ukraine's military installations in the area, arguing that they are protecting their own interests within the region from the political instability of the nation. At present, military conflict risks destabilizing the Crimean Black Sea and threaten not only regional security, but the entire European continent. This paper aims to analyze the strategic positions of the main players on the conflict in Ukraine and identify scenarios that may prevent the extension of the risks and threats to regional and European security.

## **Moral profile of Moldova's inhabitants in relation to the land relations in the eighteenth century**

*Ion Gr. IONESCU*

This article has a multiple role. Before to be a study of economic history, on land relations, between the owners of farms and their workers, as well as of morality, in the eighteenth century, he wants to convey, to affirm and to confirm the idea that the region (Euroregion) Prut, Siret, Nistru, has common origins, has common roots and common morality and consequently has a common mental that enables them away, now has a similar relatively and a future why not, common.

Relationships of any kind, and primarily agrarian, of Moldova, in eighteenth century, took a sinuous evolution, due to a systemic crisis, same time with the end of the native reigns, by the fall of Dimitrie Cantemir prince and Earlier Phanariot rule. Thus, relations between owners of land and peasants have acquired new dimensions with profound social reverberations.

Appearance of the new nart (norm) system, which meant the work quantity during the day, has sharpened life, standard of living and damaged peasant relationships with owners of estates Improper practices used by the administrative-fiscal, Phanariot type, associated with the new trends of landowners were due to a long series of setbacks that have presented in

various forms, manifesting their bedraggled, frail, only with early entry of new capitalist relations.

### **European insurances: way for market economy construction**

*Oana Claudia IONESCU*

Many wise people have referred, in their thoughts, to the concept of insurance. The reason is mainly related to the care of people for the present and the future, as always they thought to defend of damage or suffering. So far, in the civilized world, nothing is imagined outside the concept of insurance, which confirms the importance of this way of thinking. Insurance is a natural consequence of the sense of prevention and provision, which is part of the thinking in perspective, instinct, tradition and education.

For the life of XX century and especially the XXI century, we can't imagine a real breakthrough, sustained and lasting, without insurance, only if we think about the avalanche of natural disasters and acts of terrorism in recent years, affecting many areas of the world and brought suffering to millions of people creating huge economic losses. The fact, commonly known that, the economic power of a country is in banking and insurance system, needs no arguments. It is not by chance that the most stable economies, in which prosperity is remarkable, are found in countries where insurances are well represented in economic life.

It is a very dynamic and comprehensive domain both quantitatively and qualitatively, whose development marks even economic progress, technological and, why not, of humanity in general. Insurance covers almost the entire range of human activity: business, culture, education, travel, family life, with all that entails, it exceeds any boundaries, attenuates cultural differences, tradition and mentality between ages and nations.

### **The relationship between corporate performance and corporate reputation for ecological food**

*Ioana IRINA*

When discussing about corporate reputation, a question will invariably occur: is it a cause or a consequence of corporate performance? Moreover, the approach that reputation is developed simultaneously with performance should be considered. Intangible resources create sustainable competitive advantage and help companies to get over in moments of crisis. Being stable on a changing marketing is the desire of companies, but finding the best solution is not an easy process. In terms of intangible assets, the good news is that corporate reputation can be measured, managed and can create corporate value. The aim of this paper is to describe the journey of corporate reputation and to offer a deep explanation of the facets that describe the relationship between corporate reputation and corporate performance. Producers of ecological food will be considered as examples of companies.

## **The real contribution of a DSS System developed for the sustainability-oriented tourists to the sustainable development of hospitality industry within Euroregions**

*Ray IUNIUS  
Laura CISMARU  
Gabriel BRĂȚUCU*

Consumer's orientation towards goods and services that respect the principles of sustainable development is one of the key trends affecting all fields of an economy. In this context, the concept of "sustainability oriented tourists" (SOT), which has a different content than the concept of "eco-tourists", is truly innovative. Software products developed for offering decision support for tourists within a specific destination have received the generic name of "tourist trip planners". Several international projects studied different possibilities to create such IT instruments, but none of them had a focus on sustainable development. This paper presents the idea of conceiving a decision support system for Euroregions able to help sustainability oriented tourists plan their trip in an optimal way. This software product should be based on a genuine "Certification system for goods and services that respect the principles of sustainable development", tailor-made for each Euroregion. It should also act like a trigger for the sustainable development of hospitality enterprises in Euroregions.

## **European financial services market: models of consumer protection. Possible example for "Siret-Prut-Nistru" Euroregion**

*Yuriy KOZAK  
Sławomir SMYCZEK*

Financial services have become one of the most interesting subjects of the consumer law. They constitute a driving force of the modern economy and form its economic basis. Their significance is constantly growing along with the ongoing commercialization of economies of states and international communities. Together with consumer selling, financial services (especially credit facilities) have paved the way for legal regulation of relations between professionals and individual clients.

## **The phenomena of modern economic relations: cross-border cooperation of enterprises**

*Ievgen KRAVCHENKO  
Antonina KOZAK*

Under the modern conditions of the expansion of globalization, internationalization and integration processes, the cross-border cooperation become an important factor in the intensification of economic development, the

competitiveness increase and the convergence of both the regions and the enterprises that are in the border areas. Cross-border cooperation offers the number of potential opportunities to the enterprises: the access to world markets and the possibility of occupying its niche; the upgrade of production facilities; the risks' diversification, improved access to finance; etc. That's why, it is necessary to research this phenomenon.

The purpose of this research is to determine the nature of such phenomenon as cross-border cooperation of enterprises and expand its role in the modern economic relations.

### **Rural tourism in the Moldovan commune of Cosăuți**

*Iulia LIULICA*

The study performed on Cosăuți village from Soroca district has as a main purpose to determine the implications of rural tourism on the development of Moldovan village. To achieve this goal we presented this locality and its history; found out about its touristic and natural potential, as well as antropic practically untapped in the present; researched village development opportunities based on SWOT analysis. Practice of rural tourism is one of methods of development, that could be used in the village at the moment.

### **The relationship between irrigation method, crop, soil and efficient water use in Prut cross-border area**

*Adina LUPUȘORU*

*Cristian SCRIPCARIU*

Agriculture is the largest water consumer and a highly inefficient one when, in certain cases, most of the irrigation water is lost and only part of it reaches the plant. Moreover, agriculture can be held responsible for soil degradation and for carrying other potential risks to the environment.

Due to the population growth and the decrease of water supplies worldwide, there is an increasing demand to reallocate part of the water used for crops' irrigation to urban uses.

This article seeks to highlight how to match the main variables that are part of the irrigation process for an efficient use of water in agriculture.

### **Socioeconomic development of the Romanian agricultural area of "Siret-Prut-Nistru" Euroregion through EAFRD Programme**

*Alina-Mirela MARCU*

*Ionel MUNTELE*

In this scientific approach we propose to analyze the socio-economic development of the Romanian agricultural space of Siret-Prut-Nistru Euroregion, in the Romania's post-accession period to the European Union. The



need to debate of this subject is given by the fact that the gradual socio-economic transformation which occurred after the period after the revolution, at the level of national economy and the profound changes generated by Romania's need to adapt to European requirements, to integrate in the European Union, were the main factors of socio-economic changes at the level of Romanian rural communities. Regarding the intensification of rural development process of agricultural area of Siret-Prut-Nistru Euroregion, through European Fund for Agriculture and Rural Development, we have observe that this evolution was determined and sustained by the socio-demographic specificity of the rural space and the peculiarities of rural economies. Whereas, the agriculture is further the „backbone” of the rural economy, we consider that it may be a factor in rural development, through modernization of agricultural holdings, installation of young farmers, support for semi-subsistence farms and revitalization of relationships with food industry.

### **The future of labour force of “Siret-Prut-Nistru” Euroregion in the global context**

*Corina MATEI GHERMAN*

The economy of the future man will be in the center of creativity and progress. But employment in “Siret-Prut-Nistru” Euroregion will find increasingly difficult, individuals will be less and less, the more elderly and more and more immigrants more women and more ethnic. All this will change the way of doing business. Winning the competition for new technological elite “Siret-Prut-Nistru” Euroregion will define the future of companies and business. You will decide who will win and who will lose in the future. It will be a test for the managers of this century. Skilled work force and innovative attitude will be a crucial factor for the survival of firms “Siret-Prut-Nistru” Euroregion.

### **Brand: its place and role in “Siret-Prut-Nistru” Euroregion**

*Corina MATEI GHERMAN*

Consumer confidence is one of the tasks of branding and promoting “Siret-Prut-Nistru” Euroregion, a reason to become a brand longevity, with a life as possible, to gain consumer confidence and esteem as opposed to a product, a brand can survive a long period of time through an innovative and constant reinvention. To maintain longevity mark “Siret-Prut-Nistru” Euroregion, firms including the release must choose strategies brand able to support a market on a long, action-based management strategies and marketing information in a competitive environment market and customer feedback. Although in recent years there have been significant changes in the technological, economic and social, there were brands that have survived all these changes and continue to exist today.

## **Communication and image creator in “Siret-Prut-Nistru” Euroregion**

*Corina MATEI GHERMAN  
Georgiana TACU*

Currently, hypermedia language which appeared in the beginning of the 21st century in “Siret-Prut-Nistru” Euroregion combines photography with graphics, videos with animation using 3D and 4D image dimension, benefiting from this integration and interactivity. It is a break through as the traditional way of communication is concerned and gives the Euroregion beneficiaries a much wider range of content types with a higher reaction rate. Modern civilization is based on information and as economically efficient communication as possible on the competitive global market communication.

The image is a way of organizing information. We can define image as the end result of man’s ability to build mental representations about things, people, organizations, etc. In general, the elements of which an image is formed belong to subjectivity, namely that of its creator and they are found under the form of experiences, attitudes, expectations, assumptions, opinions, beliefs. All these elements have to be influenced. Hence the need, when we create or modify images, to capture the views of the others, their expectations, opinions, beliefs, etc. The same is true for the “Siret-Prut-Nistru” Euroregion consumers, those for whom we wish to create or provide an image.

## **Theories of sustainable growth in agriculture in “Siret-Prut-Nistru” Euroregion**

*Vasile MATEI*

The issue of the role of agriculture in economic development economics appearing in most work, but few admit that they are hiding behind the fact implicit theory of agricultural development. These two matters are far from being independent. So when we talk about economic development, implicitly talking about springs agricultural development, in close connection with other sectors of the economy, especially industry.

## **The imperative of political parliamentary reforms in the Romanian historical space**

*Ion MĂRGINEANU*

The author approaches one of the most actual issues of the Romanian space, Republic of Moldova and Romania, that is the imperative of the political parliamentary reforms. We consider that the solution is a small and efficient bicameral Parliament.

## **La sécurité alimentaire et le droit à l'information du consommateur. Quelques aspects pratiques**

*Carmen Mariana MIHALACHE  
Elena PETREA*

The right of the consumer to information is in consonance with the European Union policy on health and food safety of European citizens.

The three "S" raise the problem of a real legislative balance and not only between manufacturers and consumers in the context of the industrial revolution that has profoundly changed the way of food production both of the finished product and raw materials, marked by the current use of an intensive agriculture.

## **Organizing the artistic phenomenon in "Siret-Prut-Nistru" Euroregion**

*Marina MORARI*

By the artistic activities we judge the art's fundamental value. The artistic phenomenon represents the external manifestation of the essence of one thing, of a process. In the diversity of its forms, the artistic phenomenon is organized as a representation, which depends on the environment or the human inner/spiritual nature. The artistic phenomenon reveals one of the states of the realities – the reality, the possibility, the necessity. An artistic phenomenon may become an educational act. The power of the artistic phenomenon to influence the human values represents the preeminence of art in the ensemble of culture.

## **Migrations: a socio-economic paradigm of our times. comparative outlook: Bacău and Vaslui Counties**

*Andreea MORARU  
Roxana Florina MUNTEANU*

The complexity of this social phenomenon provides us different perspectives of analyze and partial explanations concerning the present demographic situation that Romania is facing. Under political, economic and cultural pressure, humans react by searching and finding salvation solutions, as migration in this case, which has a long term negative impact. Even if it is often seen as an economic privilege, migration cause major changes whose cyclical effects are manifested in social, demographic and economic aspects. Therefore, migration is the indirect result of political, economic and social conjecture with worrying implications on population. These implications, already visible in Romania, denounce a demographic decline redirected on changing the population age structure.

Starting from the title of our article we can explain the research direction of this paper which aims to facilitate identifying the disagreements

concerning migration realities. Macro spatial analysis of this phenomenon provides us a more clear view over the causes of migration as an integrated whole, but to highlight the motivations for migratory behavior is needed a more detailed analysis at regional, even local levels.

Through this article we intend to highlight significant differences in terms of migratory behavior in the two counties, Bacău and Vaslui. The choice of the two counties is based on the fact that we identified some differences, concerning the debut, the causes of migration and the forms of migration in these two counties named above. To prove this features that characterize each county we will use mapping method to provide a visual image of the situation.

### **Modernization of the Moldovan agrifood sector in the context of international trade development**

*Victor MOROZ  
Anatol IGNAT*

The purpose of the paper is to identify opportunities for modernization of the agrifood sector of the Republic of Moldova in the context of the recent developments in the international and regional trade in the Black Sea region. The analysis of the macroeconomic indicators was performed in order to show the existing patterns of the agrifood trade between the Republic Moldova and its main trade partners. Recent trends and perspectives for agrifood production and trade in the Republic of Moldova were analyzed.

### **Theoretical approaches and external evaluation instruments for the nonreimbursable funding programmes specific to the cross-border cooperation**

*George NEAMȚU*

Naturally, lately we may notice a raised interest towards the non-reimbursable funding possibilities that represent a powerful development source for the local communities. But this support process comes with a series of constraints because the main donors, as well as the representatives of the government or the civil society are interested on the way these funds are used, and if they reach the initial purpose they were given for. That is way there are envisaged instruments to function simultaneously with funded programmes implementation, and which to answer accurately to questions, like: What is the funding impact? To which regard are the objectives achieved? Are the results achieved with the smallest costs? Could the granted funds be better spent in different sectors? All these aspects make the object of certain specific practices – or instruments – that are more and more present in programmes' implementation that is materialised in external evaluation methods.

In a generic sense, European Commission defines evaluation as the "Independent analysis of an intervention, depending on the results, impacts and needs that intervention intends to satisfy". But here this approach begins to

complicate, since there are examples of evaluation that uses econometric, sociological and highly sophisticated statistical research techniques. And if we extend the approach in areas such as mathematics, physics, psychology and medicine, then we reach a highly specialized field. However, in order to assess public policies and interventions, most often it applies a certain narrower range of specific tools such as the research of the relevant documents, structured interviews, surveys based on questionnaires and, particularly there where it regards infrastructure and regional development cost-benefit analysis for both financial evaluation and for the economical one.

Our study aims to present synthetically some methods of external evaluation that are mandatory and apply to the financing programmes specific to the cross-border cooperation.

### **Private sector investment financing by international financial institutions**

*Corina NICHITCIN*

In order to achieve the investment objectives, the economic entities require optimal financial resources that would ensure an investment potential necessary for business development. The study of the financial market enable the identification of some alternative funding resources for financing private sector investments, such as those offered by international financial institutions, which appear as a result of the globalization process evolution and aim to promote international financial cooperation.

The economic entities in the Republic of Moldova, in terms of compliance with the eligibility criteria, can access the credits granted through numerous investment projects financed by international financial institutions. In this study are examined the types of sustainable investment projects in Moldova, the sectors which include the economic agents who have benefited from such credits as well as the advantages and the private sector funding limits on the account of foreign credits.

### **Evaluation of environment impact and risk in Prut river using five indicators (CBO5, CCO-Cr, SO4-2, NO2-, NO3-)**

*Mircea NICOARĂ*

*Ștefan-Adrian STRUNGARU*

*Gabriel PLAVAN*

Prut River is very important for sustaining the biodiversity and economical activities in its area. Anthropogenic activities are present everywhere especially near a big water flow because they need a close water resource. The major problems remain the impact and a possible risk produced as a negative result in these activities (agriculture close to river, wastewater from the cities, animal farms, industry and others).

In the case of Prut River, there were constructed matrices for evaluation of environmental impact and risk using five indicators (CBO5, CCO-Cr, SO4-2, NO2-, NO3-) during different months (September, October, November and December 2013). The sampling sites were fixed between Costesti-Stanca and Giurgiulesti localities, covering a large study area. The impacts and risks were analyzed according to each indicator and as total ones. The resulted values were integrated in different classes for impact - EI (B - environmental impact which does not cross the maximum admitted value; C - environmental impact that creates slight disturbance of the organisms; D - environmental impact that creates high disturbance of the organisms) and risk - ER (A - insignificant risks; B - minor risks = monitoring it is not required; C - medium risks = monitoring it is very required). The conclusions suggested that the impact is different according to each analyzed indicator and to sampling period. The highest peak was recorded between the sampling stations Leuseni and Leova.

### **Consistency of the regional tourism development in Romania with the strategies developed at EU level**

*Virgil NICULA  
Simona SPĂNU  
Vasile GLĂVAN*

Over the years, the European Union has managed to establish a European tourism policy, focusing on the factors that determine its competitiveness, given at the same time, the need for sustainable development.

The value gained by the territory in terms of heritage, becomes a strategic factor for its development, and Europe is particularly rich in this respect, whereas there are many areas, like many regions of Romania, who either have an enormous tourism potential, although they are still in an early stage of their tourism development, or have developed an important tourist activity. One should consider especially destinations that have specialized in tourism activity and which being well-known destinations, need restructuring and rehabilitation to cope with increasingly fierce global competition from emerging countries in terms of quality and innovation.

To mitigate the consequences generated by the complex process of regional economy restructuring through the development of SMEs sector, modernization and diversification of economic activities, are considered alternatives. In order to increase the competitiveness of the tourism sector companies, it is expected to provide consultancy services which aim to provide higher quality products in order to penetrate foreign markets. In this context, given that both the tourism infrastructure, and the tourism potential are not used to full capacity, it is necessary to develop, diversify and promote tourism, seeking to improve the performance of companies operating in the tourism sector by improving service quality and effective promotion of tourism,

stimulate and support private companies viable through activities developed in this field.

Regional development strategy, especially for regions that comprise tourist areas of real value, must consider that the tourist influx growth, of any origin, positively influences the regional economy directly, through the total receipts from tourism consumption and indirectly, through contact and local bilateral cultural influences, knowledge of local economic values and potential business opportunities, labour employment in services, creating favourable image.

### **Methodological challenges and innovations in studying online flow influence on perceived quality of an e-commerce website**

*Daniel Rareş OBADĂ*

The aim of this conceptual paper is to discuss the methodological challenges and the innovations in studying online flow influence on perceived quality of an e-commerce website. First, we refer to different conceptualizations of flow and perceived quality constructs. Then, we discuss the unidimensional and multidimensional measuring methods of the online flow and perceived quality of an e-commerce website, by reviewing the main studies and instruments from the literature. Afterwards, we briefly refer to data collection methods by emphasizing the strengths and weaknesses of each method, and suggest a research design for assessing the influence of the online flow on the perceived quality of an e-commerce website. Finally, conclusions and directions for future research are discussed.

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### **The tradition of choral music of the 19th century in “Siret-Prut-Nistru” Euroregion**

*Eugenia Maria PAȘCA*

Values of musical art are recognized by national traditions and universal, which lasted over time and were the foundation of the education of all ages. However, reality shows that we are dealing with an avalanche of non values, a so-called art of kitsch and a tendency to reject the cult Romanian musical creation. We believe that the psychological profile outlining the development and evolution of young generations is a need for better knowledge of Romanian culture and cult music that kept the authentic moral values, aesthetic and mobilizing through their message, patriotic or descriptive of the beauties of homeland could be an alternative aesthetic education. Emergence of Romanian national school musical meant printing a national

character and original aesthetic ideas of musical language and pave the way for harnessing inexhaustible sources provided by the Romanian space. It was the beginning of shaping Romanian identity in European cultural and artistic space with elements of folklore, that have drafted local spiritual profile. A large number of composers who lived in the nineteenth century have laid the foundation by compositions Romanian musical culture of great artistic value. Choral music has occupied a special place in their creations, representing a characteristic of the entire treasury branch of Romanian sound art at the time.

### **The role and importance of transport infrastructure to the development of Euroregions. “Siret-Prut-Nistru” Euroregion**

*Teodor PĂDURARU*

Balanced development of a territory greatly depends on both the inside infrastructure and that of the neighbouring areas. Transport infrastructure is the most important and is considered the circulatory system of a region at several levels: structure (rail, road, or maritime transport), density, coverage area, links with the neighbouring areas, and technical state.

Transport infrastructure ensures constant flow of goods and people, which is very important for better workforce productivity and thus contributes to the development of all branches of national economy.

In this paper we make a comparison between the development levels of certain regions and their transport infrastructure, especially in “Siret-Prut-Nistru” Euroregion.

### **The attitude of mass education teaching staff towards the education inclusion of children with disabilities in Prut cross-border area**

*Maria PERETEATCU*

This article studies the perceptions and attitudes of pedagogues in mainstream schools towards the subject of education of children with special educational needs, as well as raises awareness of the practical issues of inclusive education.

Additionally, it draws the attention towards the level of openness to children with SEN by the school environment, the teaching staff's actions against possible changes induced by the presence of children with special educational needs in the classroom, the challenges and practical obstacles met by inclusive classes' participants, as well as the prospect of teaching in inclusive classrooms.



## **Air pollution: a topical issue for Euroregions**

*Gabriela Cornelia PICIU*

The present paper deals with a sensitive and controversial at the same time: crossborder pollution, that with the sovereign right of States to exploit their world natural resources, their duty is to ensure that the business activities within their jurisdiction or control their cause damage to the environment of other states or in areas which do not fall under any national jurisdiction.

Romania is the sixth industrial polluter in the EU, according to a recent report published by the European Environment Agency (EEA). The energy sector is a major contributor to environmental degradation and crossborder pollution in Romania due to burning fossil fuels in power plants. In 2012, about 90 % of Romania's emissions were generated by the energy sector, including extraction, transport, conversion and fuel combustion. This sector releases significant amounts of atmospheric emissions.

How Romania will make the transition to the renewable thermal energy by using an energy mix that will require energy producers a high degree of flexibility to be offset fluctuating nature of renewable resources, "Siret-Prut-Nistru" Euroregion pollution will be reduced.

## **Influence of differentiated climatic conditions upon the evolution of grape maturation in Bujoru vineyard ecosystem**

*Elena POSTOLACHE*

*A. CIUBUCA*

*N. BÎRLIGA*

*Viorica ENACHE*

Climatic context in which made the grapes mature in 2013 is reversed compared to 2012 SE area of Moldova. If 2012 was noted by excessive drought during the growing season, the grapes had a small increase in the biological variety, index grape berry and weight was around half the specific weight, 2013 in terms of rainfall overall was sometimes excessive moisture. This resulted in better growth of the vegetative shoots and grapes and the grapes respectively. In 2012 phenophases growth and maturation of the grains were reduced so that the grape harvest was performed from the third decade of August. Full maturity of the grapes in the conditions of 2012 was made prematurely and forced under the impact of excessive temperatures causing strong deshidratarea grains and sugars concentration more by evapotranspiration than by assimilation. Dry climate during the ripening period of the grapes quantitative accumulation favored high color compounds, due to their synthesis but also by changing the quantity of grape skin and pulp. In 2013 during the growing season were recorded rainfall over 450 mm, which located this year in an optimal year with a good heat balance active and useful. Grape maturation was in August and harvesting was done in stages from early September until the second decade of September. The weight of a grape harvest

stood at the potential variety of grains due to the progressive increase followed by a good sugar accumulation coupled with a significant decrease in acidity.

### **The role of innovations in the modernization of regional economy**

*Victoria POSTOLACHE*

Current situation dictates research of regions not only in terms of the subject possessing natural resources, population, production process and consumption of goods or services, being omitted their interpretation as subject of economic relations, carrier of economic interests, but as a multifunction system.

The purpose of research is to identify innovative development tools of the regional economy and the principles that determine changes in core development areas.

### **Problems and solutions in the process of motivating the employees**

*Valentina POSTOLACHI*

The transition to a democratic society depends largely on changing attitudes and behavior, on new attitudes, on the introduction and use of new methods and principles, which are accompanied by new forms of labor motivation. The emergence of new needs and individual values increases the role of the human factor which becomes decisive and strategic in the same time, because an institution will work efficiently only when the human potential will be effectively motivated.

### **Promoting regional development through economic policies**

*Liubovi PRODAN-ŞESTACOVA*

The many causal linkages in the context of socio-economic relations put regional development process under the direct or indirect influence of a range of socio-economic policies. In this article the author highlights a series of such relationships, to demonstrate the interdependence of regional development with a number of instruments of government intervention.

### **Theoretical approach on the role of communication in migrant families as a premise of transcultural development**

*Lavinia Maria PRUTEANU*

Migration is a phenomenon which influences the population and the world economy more and more. The labour market dynamics and the liberalization of this movement make major changes in the structure of the population and of the labour force in Europe. Together with the necessity of attracting skilled workers, foreign ones included, there is the problem of those

who want to emigrate in search for better living conditions and a safer future for their families, especially under the circumstances of unfavourable evolution in the demand for labour force for certain jobs or specializations in the inland space.

Bryceson and Vuorela define the transnational families as the families who live separated from each other partially or most of the time and who, despite this thing, hold together and create something which can be regarded as the feeling of collective wealth or unity, that is a family-hood which extends beyond the national borders.

The cultural influence on the family, acquired through migration, can be found at the level of the reconsideration of the family dimension, of the relation between its members, of the roles which each member assumes, of the personal values and beliefs.

### **Macroeconomic measures to increase the efficiency of investment management of construction sector in Republic of Moldova**

*Cozma RADU*

Taking into consideration that the first recession symptoms in the construction sector were noticed before the global economic crisis and were determined by internal factors, most measures to relaunch the sector should aim, above all, relevant regulatory and institutional framework. Need to implement these measures do not necessarily derive from the constraints generated by the economic crisis, but rather the systemic failures that have occurred in this area in recent years.

### **Percottus glenii distribution and influence on native fish species in Siret river, Romania based on trophic spectrum**

*Marius Andrei RĂU*

*Gabriel PLAVAN*

*Ștefan Adrian STRUNGARU*

*Mircea NICOARĂ*

*Dorel URECHE*

The aim of this study is analyse of *Percottus glenii* food spectrum and the comparison of the fish food composition and food behaviour between the invasive species and the native species. In the investigations carried out on Siret River in the autumn of 2012 on eight established sites, was recorded a total number of 348 *Percottus glenii* individuals. GPS coordinates and the physico-chemical parameters (temperature, pH, conductivity etc.) were measured for every sampling site. The sampling sites have been established to intercept as accurate as possible the hydrobiological aspects. Were calculated the indices of abundance, equitability and diversity (Shannon) of the benthic macroinvertebrates found through the digestive tract content analysis. A total number of 57 taxa of benthic macroinvertebrates were identified, summing a

total of 2582 individuals. For 48 individuals the digestive tract was empty. The most abundant species was *Asellus aquaticus* and *Baetis* spp. Following the indices results we can conclude that the amur sleeper, *Perccottus glenii*, has a general feeding mode and a diversified food spectrum.

### **The role of artistic education in the global economic crisis**

*Marinela RUSU*

In the current global economic crisis, we wonder what is the role of arts and arts education, how can they support the process of overcoming the crisis and what role plays in shaping of human personality? This paper analyzes the function of art in society, in the individual training, and education for a society marked by creativity and innovation.

Individual personality reaches the self-realization, when it defines itself through creation, through innovative thinking, through free self expression. Therefore, we believe that arts education continues to manifest its functions in any society, be it reached crisis or not.

We present in our paper some general considerations about the support which arts can bring in the process of individual resilience in terms of economic, social and psychological crisis.

### **Regional disparities: factor influencing the economic and social cross-border cooperation**

*Mihaela RUSU*

Development of Romania in European and international political, social, economic, access to EU resources defined a new strategic planning operational context you need to consider what is relevant in existing planning documents and identify new challenges. Therefore, given the current socio-economic situation, to be applied to regional development policy, the main objectives should be linked to the reduction of regional imbalances existing correlation governmental sectoral policies and activities in the regions and especially to stimulate interregional cooperation domestic and international and trans-border, including the Euro-regions, developing regions participate in the European structures and organizations that promote their economic and institutional development in order to achieve projects of common interest both in economic and social , as well as the agriculture, environment, tourism, cultural and educational exchange).

## **Evolutions on the labour market: challenges for sustainable socio-economic policies in Moldova**

*Galina SAVELIEVA  
Svetlana ZAHAROV*

The evaluation of the main indicators of labour market development over a 20 year period have presented in this paper, two main stages, especially the formation of conducted policies and the relationship between the labour market and socio-economic development of the country are highlighted. The main purpose is to identify opportunities to improve the situation on the labour market and ensuring stable socio-economic development of the country. The recommendations on the possibilities of overcoming the negative processes in the labour market, more effective use of labour force, improving the quality of human resources as a basis for the further socio-economic development of the country were elaborated on the results of analysis. These recommendations will as a basis for perfecting of the conducted policies and the elaboration of the normative-legislative documents in the field of human resources development and the management of labour market.

### **From quality of life to social cohesion**

*Gheorghe SĂVOIU  
Svetlana GOROBIEVSCHI*

In this paper the authors summarize the concept of quality of life (QOL), from the socio-economic positions in support of general definition using and inserting the main historical stages, finally generating a modern concept in the XXI century. After a brief introduction, the authors develop and define concepts and the similitudinele of quality of life and human development, the first concept providing broader coverage, more dynamic and a more synthetic approach. Inside the pages of this section is presented the value of the Human Development Indicator (HDI), proposed in 1990 by UNDP as a factor in assessing the overall quality of life increase, demonstrating the appropriateness of using HDI in CV global assessment or approach, but only after extending its components, which refers to the reduction of social inequalities and ensuring the cohesion of human society. A distinct section addresses the concept of social cohesion, as a relatively new or recent concept or as the last and modern trend to quantify systemic human development in general, and to integrate human relations (exemplifying the calculation of the complex system of indicators developed by one of the authors in Romania, before of Romania's entry into EU).

## **Aspects concerning sewerage systems and the importance of their rehabilitation in Prut cross-border area**

*Cristian SCRIPCARIU  
Adina LUPUȘORU*

Although in many developing countries water supply systems have higher priority over sewage systems, the latter are just as important as being related to the pollution of many natural resources. The most important aspects to be considered in this case are the increasing contamination of soils and clean water supplies, which may lead not only to future unsustainable cities but also to an alarming decrease of drinking water reserves.

This paper focuses on aspects regarding the sewage systems, the importance of their rehabilitation, the constructive solutions and materials, especially from the perspective of durability and protection of collective natural resources from the various pollutants from wastewater.

## **Difficulties of implementing staff marketing in Moldova's enterprises**

*Rodica SLUTU*

Studying of specialized literature has shown that a special attention is given to marketing for personnel management within enterprises. According to the studied literature, we can mention that human resources marketing is a new concept, a new optics, a new way of thinking. In this article is speaking about the main elements of human resources marketing in companies. The researches conducted is based on the general methodology of human resources marketing.

This article discusses about the problems of implementation of human resources marketing in enterprises from Republic of Moldova. The conclusion is that personnel marketing is very poorly known in enterprises. One of these cases is that the human resource marketing is a new concept and in academia is attracting more attention for human resource management.

## **A sustainable promoting of balneary tourism in Romanian regions**

*Simona SPÂNU  
Virgil NICULA*

EU gives rightful importance to tourism, which contributes substantially to its economic and social objectives. The opportunities offered to less developed regions to make progress in economic development, contributions to protect the environment strengthen the European identity and vision, justify the interest of the EU and the Member States in tourism industry development.

European tourism faces many challenges, which represent, at the same time, opportunities that should not be missed.

There are a number of socio-economic processes and phenomena in Romanian balneary tourism development strategy that will determine the development of this type of tourism on medium and long-term. Aging of western European populations is an important growth potential for balneary resorts in Romania who would like to embark on this market. In 2030, people over 60 will account for more than a quarter of the French population, compared to 20% today; neither Germany nor the Nordic countries can manage to provide generational renewal. At the same time, in 2030, people over 60 will represent 37% of the German population and 30% of the Nordic countries population. The purchasing power of people over 50 years is 30% higher than other age groups, seniors hold over 50% of the net income of households in Western Europe.

To increase the attractiveness of regions and, thus, to attract new customers, it is necessary to move from a balneary resort, often focused on rheumatic diseases and various treatments, to the global resort centred on fight against aging, through an opening to a clientele aged between 50 and 65, who today rarely come in balneary resorts, continuing at the same time to rely on the fundamental component represented by thermal water. Some national officers from EU countries also consider that priority should be given to medical diversification of balneary offer.

### **Social and economic development in the context of social stratification. Romania–Republic of Moldova comparative study**

*Mirela STOICAN*

*Nelly FILIP*

*Adina CAMARDA*

*Elena BOGDAN*

*Daniela VĂRVĂRUC*

Our world is facing major changes. Innovation, globalization, population migration and economic and financial crisis decisively put their mark on quality of life. Today, issues of social stratification of communities in Romania and Moldova, the situation of different social classes and, above all, the middle class, as a guarantor of social stability and political and economic importance of particular interest, both in terms theoretically and practically.

### **Comparative analysis of regional competitiveness: North-East Region of Romania and North Region of Moldova**

*Alina SUSLENCO*

In this paper were analyzed methodological, theoretical and practical implications on the development of regional competitiveness and increase the country's competitiveness by developing the human capital of firms in the North of the country. A sociological survey was conducted some business in the North of the country and were highlighted distinctive aspects of these

enterprises. In terms of the research methodology was based on the following methods: analysis, synthesis, comparative analysis, abduction, induction, logical method, quantitative analysis. This research has contributed to the development of the concept of regional competitiveness and the delimitation of its aspects in Moldova.

### **Competitiveness, factor of change in Moldova's regions**

*Alina SUSLENCO*

Ensuring the competitiveness of an economy and its maintenance over time is an imperative requirement for the vitality of enterprises, the economy of the country. This research was based on consultation literature at home and abroad, the deepening of normative theories by addressing problems and interconnection perspective, we sought to penetrate into the essence of phenomena analyzed, taking into account the social and economic context in which they are located.

### **Human capital and competitiveness: factors of uncertainty elimination at regional level**

*Alina SUSLENCO*

In our era of profound changes related to the introduction and use of new methods, principles and technologies, together with new forms of work organization, the human factor has become a valuable and strategic factor for any organization is the factor that drives the development of a nation. This research focused on the analysis of national and international literature and the use of methods: the method of logical analysis, synthesis, induction, abduction, deduction, observation, comparison.

### **Studies on cross-border rural tourism of the southern part of Romania. Case study: Călărași County, a possible example for "Siret-Prut-Nistru" Euroregion**

*Petrică ȘTEFAN*

*Florina ȘTEFAN*

Aims of the paper: In this paper we proposed to bring before the public the treasure of Romanian touristical resources and to contribute to a better knowledge of rural tourism of Romania and, in particular, of Calarasi county.

Research goals: Integrating of touristical product into the market is ensured by strengthening the private and type of economic organization in which natural processes go hand in hand with economic mechanisms in a manner that creates a balance of organic supply-demand. For this purpose open development strategies are needed that exploit the advantages created by the dominant share of private ownership in rural tourism and ensure intensive



development to achieve competitive supply of touristical products and an expanded market for all types of tourism.

Expected results: the paper makes a diagnosis on the arguments space evaluated and outlines a possible solution to develop the rural tourism in the South part in Romania.

### **Study on vineyard ecosystem vulnerability upon the detrimental impact of competing and antagonistic organisms in Dealu Bujorului vineyard**

*Gabriel TABARANU*

*Viorica ENACHE*

*Alina DONICI*

This paper presents the research conducted in the period 2012-2013 S.C.D.V.V. Bujoru. The emergence and evolution of the main pathogens and pests of vines in vineyard Dealu Bujoru viticultural area is influenced by the direct and indirect effects of technological and ecological factors specific area impacting the quality and quantity of grape production. Lately, the problem of protecting of biodiversity at the ecosystem, species and populations has become increasingly vital for reducing human impact on the biosphere. Viticultural ecosystem is defined as being the functional unit of biosphere created and controlled by man in order to obtain high yields of grapes quality and economic and social conditions more favorable. Pesticides used to combat of pathogens of grapevine, in addition to their positive effect, increase their level of aggression and contribute to environmental pollution and the grape harvest, when not used rationally. In the last two decades, public opinion in general and Romanian scientific research proved particularly sensitive to the environment and human health. Epigenous fauna research focused study of vine plantations, that any pesticide treatment has a greater or lesser influence on its specific structure, but also the quantity of individuals within the same species that are found in different agroecosystems (D. Ball et al., 1986).

### **Quantifying the moral development of public procurement experts**

*Andrei TABARCEA*

The process of awarding public contracts is one of the most important stages of obtaining a sustainable development for the member states of the European Union. At the same time, public procurement experts are under constant moral pressure generated by their difficult assignments. This paper is aimed at identifying the most important ethical risks that these professionals are exposed to. In this context it offers a tested and validated instrument that can quantify the moral development of public procurement experts.

#### **Acknowledgement**

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## **“Siret-Prut-Nistru” Euroregion: 10 years of research, achievements and dissatisfactions**

*Ion TALABĂ  
Elena-Monica CREȚU  
Georgiana TACU*

The authors will critically analyze the scientific results that have been obtained during the ten years of study on the complex issues of “Siret-Prut-Nistru” Euroregion.

## **The role of institutions and governance quality in strengthening the competitiveness of the cross-border tourism industry - an analysis in European context**

*Mihai TALMACIU*

According to "The Travel & Tourism Competitiveness Report 2013" Romanian tourism industry recorded the lowest competitiveness of all EU countries, despite tremendous tourism potential. The development process in EU countries is strongly institutionalized and shaped by politics, strategies and financial allocations through the Structural Funds. In this context, factors such as institutional framework and governance quality can play an important role in supporting the efforts of all stakeholders to enhance the development of tourism industry and to strengthening the competitiveness to world touristic market. This article aims to find answer to the following questions: "To what extent the competitiveness of the tourism industry is influenced and shaped by institutional variables and attributes of good governance? How this influence manifests itself? Which attributes of good governance are more important to strengthen the competitiveness of tourism in the foreign markets?. Moreover we propose to identify ways to improve the competitiveness of Romanian tourism industry. To achieve these objectives we used data and information related on competitiveness of tourism industry and governance indexes in EU countries, from different sources, official EU statistics, European Commission reports, scientific studies, reports of international organizations on competitiveness indexes and governance indicators

## **Elements of organizational logic in Romanian public administration**

*Dorina ȚICU*

The present analysis aims to identify the features that the study on management administrative organizations develops in a context of the

knowledge-based society. From this point of view, the present article aims to identify the elements of the organizational logic at this level, variables that - in our opinion - can be found at the confluence of the concept of management, in general, with the term of management of administrative organizations (with specific models enabled with the study variables: decision making process and decision, typology and construction of the organization, management of the financial, human, information resources, etc.) and with the type of decisional models (which enables new variables such as: rational actor model, incremental model or bureaucratic organization model), all of this variables applied in the counties of North-East Region Region (Iași, Bacău, Botoșani, Vaslui, Focșani, Galați, Piatra Neamț, Suceava City Halls).

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### **Perspectives of sustainability for the European social welfare. An analysis from the point of view of centre-periphery model**

*Radu ȚIGĂNAȘU  
Ramona ȚIGĂNAȘU*

An actual dimension of the welfare state problems, of great importance, is the „fiscal crisis”, the situation when the budget of a country becomes unsustainable. From this perspective, the European crisis is, in first instance, one related to the durable development and the solution seems to be the reduction of the expenses. The dilemma of the governments is how to limit the negative consequences of this reduction, in the same time with the satisfaction of the requests of protection and improvement of the social policies. In the present paper, we intend to realise an analysis, from the perspective of the center-periphery model, of the deprivations faced by the population of the EU countries and some of the limitation measures which have, or should have been adopted by the national governments. In addition, we intend to check whether there is a link between social protection expenditure and labor productivity in the states taken into account and provide an interpretation of the results, oriented towards economic sustainability of the old continent.

**“Eco-Carpathians – Eco-Business Development in border  
Carpathians as a chance for better economic competitiveness”: a  
cross-border project with a direct impact upon “Siret-Prut-Nistru”  
Euroregion**

*Dănuț UNGUREANU*

The Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 (hereinafter JOP RO-UA-MD) is one of the EU's new ENPI financing instruments, which are going to be implemented on the EU's external borders during the programme period 2007-2013.

It aims at creating “bridges” among the three countries involved, in order to help the border areas overcome their similar development challenges, by working together and finding common solutions. Hence, instead of dividing, the border will unite the areas concerned.

Through the JOP RO-UA-MD the people in border areas will be encouraged to further develop the border economy, confront environmental challenges and enhance their preparedness for emergency situations. The program will also promote greater interaction between people and communities living in the border areas.

The EC funding for the JOP RO-UA-MD is 126,72 M€ for the period 2007 to 2013. The programme is financed from the European Neighbourhood and Partnership Instrument (ENPI) and national funds.

The rayons Vijnîța, Putyla and Storojineț from Ukraine, Suceava County from Romania and Edineț rayon from Republic of Moldova are comprised within the project „ECO-CARPATHIANS - Eco-Business Development in Border Carpathians as Chance for Better Economic Competitiveness”.

**Vineyard road: the visit card of Vrancea Country**

*Carmen Corina VIȘAN*

The Vrancea County is famous for its wines, being the biggest wine producer in Romania. Over 11% of the county surface is covered with vines. The county's best known wine regions are Panciu, Odobești, and Cotești.

The Panciu vineyard is located on the northern part of Vrancea County and has three main wine-growing centres: Păunești, Panciu and Țifești, vinification is being made within the more of 20 centres established in the area. The vineyard benefits of a humid and moderate climate, and due to the region's relief, altitude and pertaining soil and climate conditions in this area are being produced special wines both red and white. Another major advantage which this region offers is that the obtaining wine has a high acidity that recommends them for producing sparkling wines as well.

The Odobești vineyards is located on the central part of the county and is compiling from the three main centres of Bolotești, Jariștea and Odobești, vinification is being made within the more of 35 centres established in the area. The way vineyards' fields display and the medium altitude where the plantation

are placed offers the advantage of grape fully ripeness. The region offers the possibility of obtaining white and red wines of the highest quality level from the most representative sorts of the country.

The Cotești vineyards is located on the southern part of the county and is compiling from large centres of Vârteșcoiu, Cârligele, Cotești and Tâmboiești, vinification is being made within the more of 40 centres established in the area. The vineyards benefits from the advantage of latitude, southern exposure and soil structure. The environmental friendly pertaining soil and climate condition favours the vine culture, especially for obtaining the red wines.

### **Analysis of long run forecasts on Moldovan population for the functioning of a competitive labour market**

*Svetlana ZAHAROV*

This is a analysis of the population on age groups 15-64 and 65 and over in the Republic of Moldova for the during from 2015 to 2025 in this paper. The main purpose of this study is the identification of the numerical trends on possible changes in the age population groups.

The conclusions and recommendations have given on according to the results of the conducted analysis that can be as a basis for policy development of the labour market and the elaboration of the Employment Strategy of the Republic of Moldova for the period 2015-2020.

### **The impact of economic policies upon tourist services**

*Marina ZAVIDEI*

The impact of economic policies in the field of tourism services. A seferficielle analysis indicate positive effects of tourism in the economic plan and the negative effects in the socio-cultural and medium. But the actual situation is quite complex.

That tourism has a major influence in the world economy must el factors decision by the applied policies, maximalisent the economic profits of this industry and they minimize the inconvenience to the natural and social-cultural environment. At present tourism is one of the largest industry in the world. It has a very large potential to bring prosperity and wealth, creating great value.

The increase in capital investment in tourism also talks about the economic importance of this area on a global scale. Of total world tourist arrivals represent 60% holiday trips and 30% - the travel business. We can not ignore the strong and dinamiques field of global economy and we can not stay out of the development of tourism services.

Organizatorii acestei manifestări științifice sînt onorați să aducă sincere mulțumiri următorilor sponsori:

**Asociația „Euroregiunea «Siret-Prut-Nistru»”  
Universitatea de Stat „Alec Russo”, Bălți, Republica Moldova  
AGER - Filiala Iași**