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**WORKING PAPERS SERIES ON SOCIAL
RESPONSABILITY, ETHICS AND
SUSTAINABLE BUSINESS**

Volume 1, 2012

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Letter from the editors

Welcome to the first edition of the Working Papers Series on Social Responsibility, Ethics, and Sustainable Business, which includes the abstracts of the papers presented at the International Conference on Social Responsibility, Ethics and Sustainable Business (<http://icsr2012.wordpress.com/>). The purpose of the conference is to create a networking opportunity for both researchers and practitioners to discuss recent insights on socially responsible practices in the non- and for-profit sector.

The idea of creating a network of people interested in Corporate Social Responsibility (CSR) came in 2011 when we established the Romanian Network for Social Responsibility Research (ROnetSRR). This platform is made for networking between researchers and practitioners in the field of social responsibility. The research network also facilitates the collaboration between academics in order to develop course materials and research projects on CSR at both national and international level. ROnetSRR is part of the Research Center for Fundamental and Applied Research in Marketing (CEMARK) and more details can be found on the official website <http://www.marketing.ase.ro/csr>.

ICSR 2012 was organized by the Bucharest University of Economic Studies, Faculty of Marketing, CEMARK-Romanian Network for Social Responsibility Research, the Centre for Advanced Research in Management and Applied Ethics, and Marketer Club Association.

Many thanks to the sponsors of the conference: OMV Petrom (conference partner), Porsche Romania, L'Oreal Romania and Coca Cola HBC Romania.

We hope to meet you at ICSR 2013!

EMPLOYEES' PERCEPTIONS OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES AND SATISFACTION WITH LIFE

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Abstract

Based on a quantitative research conducted in Pakistan, this paper aims to explore employees' association with and participation in corporate social responsibility activities. In order to achieve this purpose, the research highlights a structural equation model applied to primary data collected through a survey. The sample consists of 387 employees from the banking sector. The findings provide significant evidence of a relationship between the two dimensions of CSR (employees' association and participation) and the satisfaction with life. The study also concludes that a higher level of employees' association with CSR activities leads to a greater participation in these activities. Therefore, organizations can increase employees' satisfaction with life by implementing socially responsible initiatives.

A RELATIONSHIP MARKETING APPROACH TO THE SUPPLY CHAIN

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Abstract

The context of the development of the marketing theory has undergone significant changes both at international and global market levels and in different national economies. Every company has to ensure customer loyalty for a longer period of time (thus reducing marketing costs), wants to consolidate the company reliability and stability and has to contribute to improving the efficiency of the market economy, which is beneficial to both companies and population. All this consider, a

company is determine to implement relationship marketing, which can be focused on the organization's relationship with the final consumer or on its relationship with other stakeholders such as its suppliers. Thus, it is justified to approach the supply chain from a relationship perspective and the relationship marketing tools are perfectly applicable on the business to business market. A relationship oriented approach of the supply chain can create value for all stakeholders; therefore bring a substantial contribution to the sustainability of the business, through objectives such as social equity, economic efficiency and environmental performance. This paper emphasizes the results of a research regarding the way Romanian companies from the business to business market are using relationship marketing to build and develop the relationship with their suppliers, with an emphasis on the methods used in selecting a supplier, criteria considered in evaluating suppliers and the retention methods for the main supplier.

Keywords: relationship marketing, supply chain, business to business, business sustainability, Romanian market

CORPORATE GOVERNANCE IN THE REPUBLIC OF MACEDONIA AND THE REPUBLIC OF ALBANIA: A COMPARATIVE ANALYSIS

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Abstract

In the last few decades corporations have grown to become the most important and widely spread form of business organization and therefore there has been an increased interest in their study all over the world. Parallel with this there has been an increased interest in the study of corporate governance. The main purpose of this paper is not to give an extensive review of the theoretical concepts regarding corporations and corporate governance, but rather to introduce a comparative analysis of corporate governance in the Republic of Macedonia and the Republic of Macedonia. Both neighbouring countries have been chosen for this task due to the fact that they are both ex-communist societies at the final stages of their transition and at the same time countries aspiring to become members of the European Union. The paper will present the main similarities and differences in the systems of corporate governance in both countries, having in mind their advantages and disadvantages as well as experiences of good practice that can be shared between them. The main focus of the paper are the governing bodies of the corporations in accordance with the models of corporate governance applied in both countries.

Keywords: corporation, corporate governance, one-level model, two-level model, Macedonia, Albania

THE INTELLECTUAL CAPITAL AND THE INTELLECTUAL PROPERTY IN PRE-UNIVERSITY EDUCATIONAL MANAGEMENT

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Abstract

The pre-university education in Romania goes through a transitional period which requires changes in the educational management. To level undergraduate, have conducted a case study, which identified the opportunity to obtain excellent qualification of the new classification system ARACIS by proposing and achieving a performance standard that involves the increasing of the activity methodical and scientific of the teachers. An analysis of the case study on number of post-graduate courses and programs graduated from human resource involved in teaching, demonstrates that teachers acquired new capabilities of documentation and research. This development of the intellectual capital is still underutilized, generating the need to properly manage and policies to protect intellectual work of teachers by the intellectual property rights.

Keywords: educational management, intellectual capital, new capabilities of the human resources, intellectual property rights

IMPORTANCE OF MARKETING WITHIN PUBLIC SERVICE ORGANIZATIONS IN ROMANIA

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Abstract

The national socio-economic development can be consolidated by an efficient system of public services, whose major role is to bring benefits to the whole community. As marketing is considered a path towards an increased organizational efficiency and citizens' satisfaction, there have been

conducted various scientific demarches in order to emphasize the extent to which marketing is implemented within the public sector. Therefore, this paper approaches the same direction of research by revealing the results of a qualitative marketing study among public service providers in Romania, which are acting on both public and private market. The research tries to identify: (1) the perceived marketing usefulness in this field, (2) the marketing activities that are conducted in the analyzed organizations, (3) the influencing factors underlying the respondents' decisions and (4) the importance of customers' opinions. The employed method of collecting data was the semi-conducting in-depth interview and the organizations were selected by using the snowball sampling. The study indicates that marketing is considered important by most of the respondents, but the financial and organizational obstacles along with the lack of vision lead to a discontinuous process of implementing specific measures and to a narrow array of marketing activities or tasks fulfilled by employees in the public services domain.

Keywords: marketing importance, public service providers, qualitative marketing research, Romanian market

MANAGEMENT AND DURABLE DEVELOPMENT

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Abstract

In a management agreement the selection of performance criteria is a complex process. In the business field there is a harsh competition striving for progress and prosperity. Typically, in their search for reporting very good results, managers manipulate results, auditing firms compile positive results, rating organizations award very good scores, the quotation of the shares on the sharemarket grows up; nevertheless, the actual economic status of companies is more often different and may result in shattering bankruptcy. Therefore, to better protect the shareholders' interests in their agreement-based relationship with managers, it is important to define what type of performance indexes are mostly relevant in a management agreement; also, it is important to identify what kind of reconsideration of financial statements has to be done to avoid fraud, to better show the actual activity results, and lastly to provide the progress and prosperity for the purpose of the durable development of national or international companies.

Keywords: return on equity (ROE), economic value added (EVA), net income; stock price; rating-type analysis methodology

THE SOCIAL OPERATING LICENSE OF CORPORATIONS: MINING COMPANIES AND THEIR CONSTITUENTS

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Abstract

Several authors from the CSR literature have proposed the term “license to operate” when referring to companies and their activities in the relevant communities (Visser, 2008, Post, Preston & Sachs, 2002). Others have implied this term when referring to the types of responsibilities a company needs to have in order to be able to exercise its activity in the society (Blair [1994] 2004, Clarke [1998] 2004 and Philips 2003). Consultancy companies have already coined the term: *social license to operate*, especially when referring to mining activities “existing when a project has the ongoing approval within the local community and other stakeholders, ongoing approval or broad social acceptance and, most frequently, as ongoing acceptance” (<http://sociallicense.com/definition.html>). Media has also asked this question, not only rhetorically, but as a result of new ideas and developments in the business arena (Maidment, 2010<http://www.forbes.com/sites/davos/2010/01/28/does-business-need-a-social-licence/>) – do businesses need a social license to operate? This view is particularly important when we discuss the case of corporations which are exploiting non-renewable resources, like oil and mining companies. In their particular case, the debate is whether the license to operate should be provided by a local community, a series of stakeholders or by an entire nation. For this purpose, the authors will examine the case of Rosia Montana Gold Corporation (a mining company), a situation where the company was a failure both in obtaining the social and the environmental license to operate and will draw a few conclusions that might help other companies in the future.

Keywords: corporate social responsibility, license to operate, mining companies, stakeholder engagement, corporate citizens

CORPORATE SOCIAL RESPONSIBILITY AND THE SUSTAINABLE DEVELOPMENT OF ROMANIA

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Abstract

Until now, CSR has been approached either as a Public Relations strategy, through which a corporation benefits from unpaid advertisement, or as an economic activity (especially, marketing), which brings a substantial financial benefit. Of course, we agree with the fact that, for many economic actors, CSR represents a means to obtain “positive notoriety” (especially, for those of whose products and services come against the new dominant values, such as the alcohol and tobacco producers or the polluting industries).

A serious study, having a philosophical basis and support from empirical social research, is absolutely necessary for the Romanian society, which is now engaged in a process of transition, of development, but has no reference point for its evolutions on the short term and on the long one. In a society in which, by tradition, neither the Church nor the State have excelled in deeds of social responsibility, it is useful to see whether CSR can become a source of social change and a key factor in sustainable development. The approach to this issue without any prejudices or illusions might bring to light a way in which the modernization of the Romanian society could be accelerated: a “historical shortcut” that would permit a faster reduction of the historical gaps between our society and the modern ones.

Keywords: social responsibility, public interest, competitiveness, sustainable development, globalization

SOCIAL MEDIA USED BY THE SMALL AND MEDIUM ENTERPRISES AS INTEGRAL COMPONENT OF A CORPORATE SOCIAL RESPONSIBILITY STRATEGY

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Abstract

For owners and managers of Small and Medium Enterprises (SMEs) terms like corporate responsibility are much business school theory than everyday practice. But Corporate Social Responsibility (CSR) encompasses a lot of different things that SMEs can do as part of their operations, actions like: charity, recycle, volunteering programs, reducing energy usage or asking their business partners to do the same actions.

SMEs all over the world are known to play a major role in social economy development and often SMEs are positioned to satisfy limited demands, brought about by small and localized markets. Into a small market, communication is determinant.

Social Media, developed as a new communication option, is now one of the newest marketing tools. CSR is about communication and about producing an overall positive impact upon society.

The present paper proposes to explain how the usage of Social Media tools can be a part of CSR strategy for small and medium enterprises in order to survive the dramatic and powerful changes imposed by globalization, achieving profit by honouring ethical values and respect people, communities and the natural environment.

CORPORATE GOVERNANCE CHALLENGES IN THE KNOWLEDGE ECONOMY

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Abstract

In a knowledge-based economy, effectively developing and applying intellectual capital is the key to creating value. Thus, the potential costs of losing knowledge should be intuitively obvious and

important to all stakeholders. But knowledge is a multi-dimensional concept and its value is determined by circumstances, so diagnosing challenges associated to flows of knowledge is more complicated than at first sight. This paper describes different situations where knowledge flows can prove challenging for corporate governance and provide a framework to identify where the intellectual capital loss hurts the organisational performance. The paper discusses a list of corporate governance codes and their implications on business activities and operations, especially in what concerns two major dimensions of the concept: transparency and disclosure of information to shareholders. The corporate governance refers to that blend of law, regulation, and appropriate voluntary private-sector practices which enables the corporation to attract financial and human capital, perform efficiently, and thereby perpetuate itself by generating long-term economic value for its shareholders, while respecting the interests of stakeholders and society as a whole. For corporate governance codes to be effective, they must reflect the level of best practices that can be handled and implemented by cross-country companies, along with a certain level of measured aspirations toward higher standards.

Keywords: corporate governance code, corporate value, knowledge, transparency, disclosure of information

SEVERAL COORDINATES OF THE RELATIONSHIP BETWEEN TAXATION AND MARKETING

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Abstract

Taxation is a reality that must be imperative, while to understand the importance of taxation and to use those ways that taxation should be a stimulating factor in social and economic development of a nation, should be identified those relationships of dependence and interdependence between taxation and other sciences.

If marketing increases the need to live better, if for marketers working formula of demand is the sum of needs, desires, resources, internal and external conditions, we consider that marketing environment elements, as well as, the methods and techniques for specific investigation can help taxation to become an essential component in the life of any nation, while taxes should not be regarded as an injury to the property / assets of a taxpayer, but a benefit, an element of progress and development.

Through this article we will try to emphasize some coordinates of the relationship taxation – marketing, relying on basic elements, features, functions, methods and techniques of approach. Moreover, in this paper we want to find some answers to the question how can be approached marketing in taxation field.

By this article we do not claim an exhaustive approach to the relationship between taxation and marketing. We want to be a starting point for further research and development to demonstrate

the basis of pragmatic aspects and not only from theoretical perspective that taxation has much to learn from marketing.

Keywords: taxation, marketing, relationship, oriented marketing, mix marketing, consumer, taxpayer

ENHANCING VOLUNTARY CORPORATE GOVERNANCE PRACTICES. A CLUSTER ANALYSIS OF THE COMPLY AND EXPLAIN APPROACH AT ROMANIAN LEVEL

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Abstract

Considering that the “comply and explain” model could enhance disclosure procedures and conduct to better corporate governance practices, the present paper aims to examine the current blueprint of compliance with the principles and respective recommendations of the Bucharest Stock Exchange Corporate Governance Code (BSE CGC) within the Romanian business environment. Therefore, by employing cluster analysis, mainly the hierarchical cluster analysis and the k-means analysis, the research explores the corporate governance – economic performance pattern by identifying natural groups formed by the Tier I and Tier II companies listed at the BSE while accounting for similitudes and dissimilarities in the corporate governance voluntary complying behaviour and considering financial indicators.

The analysis is conducted by focusing on eleven pillars, each corresponding to the articles of and encompassing the principles and recommendations of the BSE CGC: Corporate Governance Framework, The share and other financial instruments holders’ rights, The role and duties of the Board, Composition of the Board, Appointment of Directors, Remuneration of Directors, Transparency, financial reporting, internal control and risk management, Conflicts of interests and related parties’ transactions, Treatment of corporate information, Corporate social responsibility, Management and control systems.

Keywords: corporate governance, comply and explain approach, cluster analysis, financial performance

PROJECT INITIATION PROCESS AND SUSTAINABLE DEVELOPMENT

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Abstract

Increasing interest in the topic of sustainable development is observable in business context (Porter & Kramer, 2011). The necessity to integrate sustainability principles into core processes of a company to receive performance benefits are widely discussed (Wagner 2007). During the last years increasing attention on the consideration of sustainability principles in projects was provided in the research as well as practice community. Projects strongly contribute to value creation in companies and societies, as a significant part of the global gross domestic product is initiated by projects (Turner et al 2010). The PMI sponsored research project SustPM – Sustainable Development & Project Management has started integrating sustainability principles such as economic, ecologic, social-orientation, short, mid, long term-orientation, local, regional, global-orientation and values-based into project initiation and project management, based on the assumption that the consideration of sustainability principles improves the quality of the project initiation and of the project management process (Gareis, et al 2012). While the project was started with focus on project management, in the course of the project the importance of considering sustainability principles as early as possible, especially when describing and analyzing the investment and defining the project and its context became evident. The project initiation process is considered as most relevant for integrating sustainability principles as in this early phase the most influence can be taken (Gareis et al 2012).

Keywords: project management, project, project initiation, sustainability

THE INSTRUMENTAL VALUE OF SOCIAL RESPONSIBILITY FOR COLLABORATIVE LEARNING: A CASE-STUDY BASED RESEARCH

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Abstract

As a follow-up of the identification of social knowledge as one of the main leverages in knowledge creation process, the paradigm of collaborative learning gained importance both in modern universities and in innovative firms. There are several challenges in implementing the collaborative learning paradigm: the instruction design, the analysis of learners' interaction, the optimal group building or the ethics of the group members. The collaborative learning paradigm relies on the fact that the learning peers will adopt each other's good decisions while avoiding unnecessary repetition of mistakes.

The current paper exemplifies the paradigm of collaborative learning through a pilot case study developed with the students of the Faculty of Engineering in Foreign Languages, from the Polytechnics University of Bucharest: the participants had different nationalities and different specializations (Computers and Information Technology, Electronics and Mechanical Engineering). The study revealed the instrumentals for an optimal collaborative learning experience: social responsibility proved to be one of them. The study will be further use to design an ontology-based information system to support collaborative learning in multidisciplinary groups.

Keywords: collaborative learning, multidisciplinary learning groups, social responsibility

WHAT EXACTLY FINANCIAL AUDITORS REPORT GIVEN THE DIVERGENCE BETWEEN ETHICS, SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE. IS THE AUDITOR PROFESSION STILL SUSTAINABLE?

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Abstract

With the installment of the economic crisis, there have been numerous question marks related to the level of credibility of reports delivered by the financial auditors. As to counter the effects of the economic crisis, there have been taken measures to stabilize the financial system, where an important role is being attributed to banks, rating agencies, surveillance entities or national banks. The audit's function needs to be consolidated in order to regain the reputation it had previously the crisis. Financial audit should contribute in a substantial manner to the financial stability of the state. At present, the audit report represent a guarantee for the credibility of financial statements. The reasonability or validity attributed to the financial statements of companies going through difficult situations can, still, mislead investors' and public's opinions. We consider that a better defined role of the financial audit could become usefull in truely fulfilling its social functions expected by the public.

Keywords: consolidation of financial statements, audit reporting, financial performance, corporate social responsibility

INDIVIDUAL AND CORPORATE RESPONSIBILITY: MEASURING THE EFFECTIVENESS OF ETHICS TRAINING IN ORGANIZATIONS

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Abstract

Most corporations have internal Ethics training programs as part of either an Ethics & Compliance management system or a Corporate Social Responsibility strategy. The basic assumption of these training programs is the idea that human behaviour can be changed or at least influenced through something that philosophers used to call "moral education". As previous studies demonstrated, the good or bad reputation of a company depends on the internal and external perception concerning the human behaviour in corporate environment. In this context, the ultimate role of the ethics training is to improve the reputation of companies. Although there is a growing interest and a developing literature dedicated to this area, the titles discussing the effectiveness of ethics training are scarce. This paper presents a model of measuring the influence of the various types of ethics training and correlates it with the external perception over the individual (managers and employees) and corporate responsibility.

Keywords: ethics training, ethics and compliance, corporate social responsibility, individual responsibility, corporate responsibility

BUSINESS PERCEPTION OF INTERNSHIPS AND DEGREE OF EMPLOYABILITY OF GRADUATES

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Abstract

To survive and grow, universities must have their own marketers, identifying sustainable business relationships. Educational marketing activity is based on the interest of educational institutions for the use of specific methods, techniques and tools.

Marketing involves designing offers educational institutions for meeting identified needs and desires of the market and effective use price, communication and distribution to inform, motivate and serve the market. The partnership between business and educational environment can be developed only on the development of marketing research with common objectives.

Perception of utility organizations identify internships and degree of employability of graduates is part of a strategy for sustainable development both universities and the business environment. In this way it is a real connection between the current and the future requirements of a modern society.

Keywords: educational marketing, social responsibility, internship, universities, business environment

RESEARCHING BANK IMAGE AS AN INDICATOR OF CUSTOMER ORIENTED BUSINESS PHILOSOPHY AND SUSTAINABLE MARKETING

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Abstract

Relationship marketing theory provides a framework for sustainable marketing in the banking sector, favoring customer loyalty. The aim of the present research is to investigate the overall image of the Romanian banking sector and its players among retail customers, due to the positive impact of image on organizational success and customer retention indices. The research method is qualitative in nature and the sample investigated consists of forty individuals, over 18 years old who are consumers of banking services, residing in urban areas. In-depth interviews were conducted due to consumer heterogeneity in terms of opinions, attitudes and behaviors towards

banks. According to main research results, although it has a less favorable image than in other European countries, the Romanian banking system is perceived by most consumers as being more effective compared to other domestic economic sectors. Results on the customer oriented business philosophy of banking organizations highlight a relatively neutral corporate image, expressed by moderate bank interest towards customer requirements. Regarding the overall quality of the banking product portfolios, results generally show rather positive perceptions of Romanian retail customers, especially in terms of product diversity. Banking fees and charges are the least appreciated attributes of banking policies and consequently, Romanian consumer perceptions are more negative when evaluating the transparency of the price strategies developed in the retail banking industry. Overall, research participants consider staff competence in the banking sector as being of medium level. Banking image is more favorable in terms of the effectiveness of communication methods and service delivery channels. The paper has implications for both academics and practitioners in the retail banking industry, because better understanding the corporate image components could have important managerial implications, serving in the process of marketing strategy design.

Keywords: retail banking sector, image, qualitative research, Romania, sustainable marketing, relationship marketing, customer loyalty

CHALLENGES AND SOLUTIONS TO PROVIDING RESPONSIBLE RECOMMENDATIONS IN SOCIAL MEDIA

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Abstract

Recommender systems (RS) are a type of information filtering software tools and techniques with the purpose of predicting the rating or affinity of a user to an item (such as music, books, movies) they had not yet considered, using the characteristics of an item (content based approaches) or the user's social environment (collaborative filtering based approaches). In recent years, RS have become very common in e-commerce, social media and the Internet in general, being an important part of many users' personalized browsing experiences. Accordingly, there is a need for generating socially responsible recommendations. The immediate objective of this work is to present ways of generating such recommendations in the context of social media and, to a lesser extent, e-commerce.

As a research methodology, a critical survey was made, taking into account several major directions, such as: how the relevance of recommendations can be increased, how privacy-related issues that affect user data based recommender systems can be solved or how malicious recommendations can be eradicated. This work is part of a growing body of work on RS research,

which aims at improving the reliability factor of e-recommendations and, implicitly, adding value to various RS stakeholders (users and providers).

Keywords: recommender system, social media, social responsibility

SLOW TRAVEL A WAY TO PROMOTE RESPONSIBLE TOURISM IN VALCEA AREA

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Abstract

Lately people speak more about tourism as a global phenomenon. As a result of advanced technology and improve communications tourism has become one of those industries with the highest growth rates from the present. Tourism researchers believe that this industry will continue to grow as people begin to discover new destinations and transport industry becomes more organized.

Responsible Tourism is not a different form of tourism, but a different approach to planning and managing tourism phenomenon. Responsible tourism in the purest sense is an industry that wants to have a minimal impact on the environment and local culture and at the same time generating income, jobs for local community members and contributes to the conservation of local ecosystems.

Responsible tourism comes with an ambivalent role, contributing to cultural exchange and lasting relevance trying to promote respect for cultural diversity by providing opportunities to educate consumers on responsible tourism and sustainable development, assessing the contribution of consumers in the transformation process of society vis-a-vis to sustainability.

Slow Movement is crocheted painstakingly around the notions of “poverty” of time and loss of connection with the world and with ourselves. So finding peace and calm, relax, gain new experiences is made through slow travel that puts pleasure trip prior to travel in haste. The secret is to spend a longer time deliberately in a place where we can “absorb the peace of visited sites”, instead of rushing to the next point on our trip itinerary. Our research aims to highlight the role of Slow travel in practicing responsible tourism in Vâlcea area.

Keywords: tourism, responsible tourism, slow travel, sustainability, promotion

BUSINESS ETHICS AND CULTURAL DIFFERENCES IN THE MULTINATIONAL BUSINESS ENVIRONMENT

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Abstract

Nowadays, it is highly important for enterprises to be able to maintain a healthy organizational culture in the business environment, no matter the area of work. As the importance of an organization is given by the contemporary tendencies, enterprises need to be capable of responding to any kind of changes in an efficacious manner in order to be able to survive to the rapid environment changes and to cope with globalization.

The capacity of an organization to adapt to the challenges met in the business environment in which it functions depends on the health of the culture. This is represented by all the beliefs and values that stay at the core of its functioning. Depending on these values and beliefs, an organization will establish its mission, as well as the specific manner in which it will attempt to achieve its goals and objectives ensuring the successful implementation of all necessary changes. For this reasons, special care has to be appointed to business ethics because organizations which follow this path have better chances of survival, compared to the ones whose only goal is to make profits, even if they have to compromise on a lot of things for that.

The purpose of this paper is to highlight the importance of business ethics in some sort of activities related to the functioning of an enterprise. The emphasis will be put more on the international appliance of business ethics and the way in which they are influenced by cultural differences worldwide.

COMMUNICATION AND INVOLVEMENT IN CORPORATE SOCIAL RESPONSIBILITY. THE CASE OF ROMANIA

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Abstract

In the context of increasing importance of CSR for the business environment, the analysis of corporate purposes for CSR communication is a topic that requires the interest of the researchers and practitioners in the field both from an ethical and an economical perspective. In this sense, the main research objective is to discriminate between 'real' involvement and 'visibility' involvement by analysing the CSR communication of a large sample of companies acting on the Romanian market. The empirical analysis is based on public data freely available on websites and a personal survey distributed to a set of companies relevant for their CSR renown and for their economic position on the Romanian market. In order to achieve the proposed objectives, the companies were investigated in terms of CSR specialized communication, reporting, willingness and budget allocation. The achieved results are consistent with the researches in the field and are supported by the size of the sample used. Thereby, there is a high gap between the declared corporate involvement and the willingness to communicate detailed data about CSR, especially about CSR budgets. The results of the analysis are deeply commented and interpreted in the paper and the profile or typology of the involved companies is emphasized. The conclusions highlight the maturity of the market, the knowledge about CSR, the importance of the concept for the analysed companies and for their competitors, the corporate culture and different market pressures as the main causes of the identified gap.

Keywords: corporate social responsibility (CSR), CSR survey, CSR report, CSR involvement, top Romanian companies, top responsible companies in Romania

PRICE FAIRNESS PERCEPTION ON ASIATIC MARKETS

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Abstract

The purpose of this paper is to show the perception of the price fairness in the literature. I made a small comparison between the European and the Asiatic markets. Price is an important key of the marketing mix. On the daily basis, the price fairness is perceived differently from one user to another. Also other researchers states that the price has a great influence on the perceived value and on buying intentions for a product and through this paper can be seen that the culture influences the perception on fair price.

Keywords: price fairness, Asiatic culture, differential markets

CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL INSTABILITY

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Abstract

Given the international economic environment of the recent decades, it is becoming increasingly clear that two issues are beginning to take on a special importance in the academic debates. The first issue is related to financial instability, which has strong, both direct and indirect, negative effects that extend over long periods of time, and which therefore requires a long term concern. The second issue is related to corporate social responsibility. In addition, out of purely social pattern, it is extending to a wider area, which includes economic and financial aspects.

Therefore, given the current relevance of these two issues, the paper studies the link between them, relying mainly on three aspects. First, it examines the role of corporate social responsibility in triggering and causing financial instability. Second, it examines the links between the two, via the banking sector, financial markets, corporations and capitalist system. Third, it examines the impact of financial instability on the processes of corporate social responsibility, stressing the

importance of three categories of corporate social responsibility: philanthropic, strategic and embedded.

Finally, the paper suggests some general guidelines for future more adequate approach to the link between the two notions.

Keywords: financial instability, corporate social responsibility, financial crisis, corporate social responsibility models, financial markets, financial units

PRODUCT PORTFOLIO STRATEGIC PLANNING WITHIN ROMANIAN SMES – THEORETICAL MODELS FOR SUSTAINABLE COMPETITIVE GROWTH

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Abstract

The selection and diversification of the product portfolio is critical for SMEs who want to successfully fulfill their general objectives and strategy and also have a competitive advantage within the market. Considering the limited resources and the dynamic changes that occur within the marketing environment, we can say that the selection and diversification process of the product portfolio rise big challenges for SMEs. However, these difficulties are specific not only to SMEs, but also to big companies within Romania, as due to the economic crisis, they have to rethink their marketing strategies in order to cope with the major changes in the business environment. Thus, in order to meet organizations' needs, over time there have been developed a series of tools and instruments, which are the results of scientific research undertaken by academics in certain areas such as marketing, management, accounting, finance etc. In addition, the academics proposed various strategic decision-making models in order to facilitate the correct construction of product portfolios. Following this scientific approach we have identified a number of the most representative theoretical models to assist top manager's decisions. More specifically, it's about four theoretical approaches, known within the marketing and management literature under the following names: The Chu, Hsu & Fehling Model, The De Maio, Vergata & Corso Model, The Englund & Graham Model and The Cooper Model. Based on these frameworks the authors propose a conceptual model on the selection and diversification of the product portfolios that suits the particularities of the SMEs within Romania and the managers' manner and style of adopting decisions. This theoretical model represents an attempt to simplify and also to better organize the process of new product portfolio strategic planning. As such, the SMEs may apply the model, whenever they identify the need to diversify their product portfolio.

Keywords: product, portfolio, planning, SMEs, Romania, models, competitive

THE ROLE OF SOCIAL ENTERPRISES IN THE DEVELOPMENT OF THE TOURISM INDUSTRY

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Abstract

Social enterprises, as social businesses established to provide real employment opportunities for local residents from prioritized target groups, have become important development actors in the emerging economies over the last two decades. Furthermore, non-governmental organizations (as part of the social enterprise sector) are increasingly involved in “sustainable” activities, becoming the main service providers in countries where the government is unable to fulfill its traditional role. However, there has been given little attention to how social enterprises have an impact on the development of some industries such as tourism. Therefore, the aim of this article is to present the role and importance of social responsibility and social economy in the development of tourism. After a literature review on the social dimensions of business, social responsibility, social economy and their relationship with tourism, the paper presents a research based on an analysis of statistical data regarding the evolution of the number of social enterprises and tourists registered in the eight development regions in Romania. It was found that the regions with the most developed sector of social enterprises register the highest growth rate in the number of tourist arrivals. The analysis can be successfully used in a more comprehensive future research, involving the business environment.

Keywords: social responsibility, social enterprises, tourism, development regions

SOCIAL RESPONSIBILITY IN THE CONTEXT OF COMPANY PERFORMANCE

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Abstract

The article objective is to present a comprehensive image of the social responsible companies in Romania. The article is highlighting the evolution of the interest in Corporate Social Responsibility (CSR) of the companies on Romanian market. Considering the Romanian customer has more sophisticated needs and given the perception that each customer has regarding the image of a company, it appears that it is really needed and important the involvement of firms into social

responsibility. The objective of social responsibility is the development of Romanian economy in which companies create prosperity, while contributing to sustainable development of society and the communities in which it operates.

The results for Romanian market are not surprising. The trend shows that more and more companies allocate funds for social responsibility programs even if it appears that the investment does not pay-off. The investments allocated in social responsible programs represent an additional expense on company profit and loss account and seems to influence rather negative the company results. Nevertheless, it seems that there is sufficient awareness of the importance of the topic on Romanian market. I appreciate also the ethical aspect of social responsibility programs.

Keywords: corporate social responsibility, corporate performance, statistics

ROLE OF CSR PUBLIC POLICIES IN ENCOURAGING CSR UPTAKE BY THE SMES IN THE BALKAN REGION

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Abstract

The paper is based on the research study “Readiness of the region’s private and public sectors for the EU CSR policy framework” (attached). In the recent years, the governments in the Balkan countries have shown increased interest in CSR. Adopting CSR policies has increasingly become a trend in promoting and encouraging CSR in the region. Small and medium sized enterprises (SMEs) in the Balkans are increasingly familiar with the concept of CSR although there is still number of companies that identify CSR through compliance with legislation and philanthropy which is normal as the concept is still relatively new in the Balkans.

The paper will compare the CSR policies and their implementation in several Balkan countries: Bosnia and Herzegovina, Croatia, Macedonia and Serbia. Furthermore, it will outline the current performance and challenges of the region’s business sector. It will analyse whether the existing policies are addressing the needs of the SMEs and whether they have contributed to increased uptake of CSR by the private sector.

Finally, the document will provide a series of recommendations for further advancement of the policies and support for the private sector in the Balkans. The findings and recommendations are applicable to other developing countries as well.

THE MAIN DIRECTIONS FOR MODERNIZING THE PENSION SYSTEM AT THE EUROPEAN LEVEL

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Abstract

The paper analyses the main challenges of the pension systems at the European level: population ageing, the reduction of the active population, the consequences of the economic and financial crisis, the trends in the labour market, in order to deliver viable solutions to social decision makers for creating a suitable and sustainable pension system that should allow citizens to maintain a certain standard of living after retirement.

Also, due to the structural changes that have occurred, mainly the transition to funded pension systems that involve for individuals to take more risks, we will analyse if this gradual transition to the private pension systems is the key to the sustainability of pension systems in Europe.

Keywords: private pensions, population ageing, active population, early retirement, viable pension system

TURNOVER AND MARKET VALUE IN CAPITAL MARKETS FROM EUROPEAN UNION

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Abstract

This paper seeks to see if there is a relationship between market liquidity approximated by turnover and market capitalization, both expressed as percentages in GDP for European Union (EU) countries. Turnover represents the total value of shares traded while market capitalization, also known as market value, represents the share price times the number of shares outstanding. We employ a panel data structure with unobserved characteristics for each country modelled as fixed effects. Our data set comprises all 27 EU countries over the period 2001-2011. Our results prove that market capitalization, which in fact can be considered as a size variable is significant for capital market liquidity and implicitly for market performance of the EU countries. This implies as policy recommendation for these countries to enhance their market performance in order to attain a greater turnover as a percentage of their gross domestic product. We thus strengthen the view

that capital market liquidity has a vital role for the investment process and for economic growth of countries.

Keywords: capital market, turnover, market capitalization, EU

INDIVIDUAL VERSUS CORPORATE SOCIAL RESPONSIBILITY

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Abstract

We explore the basic elements that lay at the foundation of the concept of “corporate social responsibility”. We argue that the debate on the “social responsibility” of artificial or legal (that is, non-natural) persons is a result of the logical error of conceptual realism. Its fault is to extrapolate the rights and obligations of human individuals to corporations that are nothing but social and contractual arrangements between individuals. Such an error has been nurtured by other types of regulations such as the taxation of corporate income. We further argue that such a perspective on businesses is not only based on wrong premises but it is not operational. It puts any decision maker in corporatins in the uneasy situation to arbitrate between different and sometimes conflicting sets of ethical norms. Our conclusion supports the view of Milton Friedman that the only responsibility of businesses is to engage in market transactions and observe the rules of law in the society they operate.

CORPORATE SOCIAL RESPONSIBILITY FOR COSMETICS COMPANIES

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Abstract

The great companies of early twentieth century (many of which we find today as powerful multinational with branches in hundreds of countries and thousands of employees around the world) began – as their business grew and size have exponential growth – to realize the impact they have on society. Need to rationalize resources and the importance of a sustainable

development, along with society adverse reactions related to social society, have led in the end to appliance of corporate social responsibility policies (CSR).

The first companies to integrate CSR policies in their development strategy were (and still are) multinationals; and this article aim to take a look at understanding the emergence of this type of behavior within those companies.

Among these also the cosmetics companies are distinguished, organizations which by the nature of invented / produced / distributed products have a direct and personal impact on the consumer. Cosmetics are reaching the individual safety and security, as we have a direct contact with products. The existence of a responsible and ethical behavior in all life stages of the product is vital; and need of strong corporate social responsibility policy is backed by an extremely powerful regulatory affair framework.

The purpose of this article is to make introspection about cosmetics companies, to observe trends in the application of corporate social responsibility and regulatory affairs compliance framework.

Keywords: corporate social responsibility, cosmetics, regulatory affairs, social impact, sustainable development, ethics

THE CORPORATE SOCIAL RESPONSIBILITY AND E-LEARNING

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Abstract

The corporate social responsibility (CSR) has a century long history, and even if there were tones of papers written about, the topic of social responsibility becomes even more attractive to specialists. Regardless the organization type, for profit or not for profit, CSR is a reality and a necessity for every entrepreneur at the actual level of technology, in the Internet era and the world. The CSR concept is revived and in 2012, large universities are tapping into the competitive advantage enabled by the current technologies introducing Massive Open Online Courses (MOOCs).

This paper describes the relationship between social responsibility and e-learning in today's changing nature of the educational field. It analyzes the idea which prestigious universities from the U.S., Europe and Australia have recently had, to offer free online courses for hundreds of thousands of students worldwide. It assesses the social responsibility of such endeavor, and the impact it has on society and education in general.

Keywords: massive open online courses, corporate social responsibility, e-learning, society, education

DRAWBACKS OF ONLINE RELATIONSHIPS: TRUST AND PRIVACY CONCERNS OVER SOCIAL MEDIA WEBSITES

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Abstract

There is a big interest shown in studies regarding the privacy concerns and trust issues of Internet users related to electronic commerce and monetary transaction, e-mail marketing campaigns or the way websites use personal information. Our study proposes a research model for the investigation of users' intention to continue disclosing personal information on social networking sites, in the general context of the exponential growth of online social network users and the weak literature which covers the area of their privacy concerns of information disclosure intentions. The model was validated through an empirical research, which yielded, amongst a few interesting outcomes, the fact that social network users' intention to continue disclosing personal information is strongly related to their privacy concerns and trust over social media websites. The effect of perceived risks of information disclosure and perceived benefits of using online social networks on information disclosure was also analyzed. A construct regarding users' willingness to have personal information used in their advantage was developed for this study, and the other variables impact on it was examined. The moderating effect of risk aversion on the risk – trust relationship was also discussed. We demonstrate that privacy and trust remain the main predictors in online social media users' behavior, having the strongest influence on their usage and information disclosure intention. Also, respondents that perceive a series of risks associated to information disclosure and have privacy concerns will be reticent in disclosing personal information on social media websites.

Keywords: privacy concerns, information disclosure intention, social media websites, ethical and legal concerns, risk-perceptions, internet marketing, online consumer behavior

SOCIO-ENVIRONMENTAL CITIZENSHIP IN THE ROMANIAN MULTINATIONAL COMPANIES

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Abstract

Many multinational enterprises (MNC) based in the Romania engage in corporate citizenship programs to promote sustainable development. Corporate citizenship programs are often defined narrowly, as philanthropy or external relationships with stakeholders to address social problems. As important as these activities are, they do not adequately define the broad range of substantive internal socio-environmental management practices that MNCs also use to pursue sustainable development objectives.

A survey was run in four IT&C multinational companies located in Romania, originating from France, UK and USA. The research questions were designed in order to facilitate the identification and the classification of the MNCs' practices in the field of environmental citizenship and their contributions to sustainable development.

The originality of this study consists in its tentative to assess the means by which MNCs located in Romania collaborate with stakeholders in solving social and environmental problems. By examining the factors that contribute to the success of corporate environmental citizenship for sustainable development, the author aims to develop a set of best practices for the Romanian companies in their quest for competitiveness in the current economical sensitive environment.

PROMOTIONAL STRATEGIES FOR ROMANIAN SMALL AND MEDIUM ENTERPRISES IN THE PERSPECTIVE OF SUSTAINABLE DEVELOPMENT

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Abstract

In the perspective of sustainable development, the promotional activities have to be oriented to an integrated communication, through which all the categories of stakeholders be correctly informed on product's characteristics and company's activities. In this orientation, the promotional messages outline the environmental benefits of products and the company's interest in developing CSR programs. The informative content of messages is necessary to be high as to assure to the customers the most important information in decision making process. Also, the suppliers of services, as media or advertising agencies, must have a sustainable behavior.

The present paper aimed to analyze the promotional activities of the small and medium enterprises (SMEs) that act in the Romanian market. For this purpose, it was done a survey, whose objectives focused on understanding the process of organizing the promotional activities, the budget that sustained them, the attitude towards some promotional techniques, the interest in social objectives, the methods used for assessing the effectiveness of promotional strategies. The main conclusions of the study outline that, for small and medium enterprises, the importance of promotional activities in the marketing mix is high, being surpassed only by the price. Among the most effective techniques were considered: promotional prices, advertising and participating in fairs and exhibitions. The small and medium enterprises are less interested in sustainable communication, the promotional messages being focused more on products' performances than on the company's image, the social objectives not having a high importance.

Keywords: sustainable development, SMEs, promotional strategy, Romania, promotional techniques, social objectives

THE PROTECTION OF THE BANKING SERVICES CONSUMERS, COMPONENT OF THE CORPORATE SOCIAL RESPONSIBILITY. JURIDICAL AND ECONOMIC INTERFERENCE

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Abstract

The article treats a delicate subject, namely the legally or only ethically regulated relationship between consumers and bank commercial companies. Initially the opinions of the consumers living in Brașov are analysed within a quantitative marketing research performed in 2012. Then the behaviour of certain banks is analysed, at global level, as regards the observance of ethical norms. Finally certain legal provisions relatively recent which have been initially moral norms are analysed from juridical point of view – receiving in this way juridical regulation and the force of state protection - and conclusions and proposals are formulated related to the analysed aspects from economic and juridical point of view.

Keywords: corporate social responsibility, bank commercial companies, consumer, juridical analysis, marketing research

WHEN MEANS BECOME ENDS: INSTITUTIONAL ISOMORPHISM AMONG NONPROFITS IN CAUSE MARKETING PARTNERSHIPS

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Abstract

Firm-nonprofit collaboration in cause marketing aims to achieve improved organizational performance, higher level of efficiency and better reputation in the public. In cause marketing partnership, nonprofits must learn to strategize while employing their not-for-profit motive. However, if a nonprofit adapts for-profit behavior when it pursues optimal decisions for maximum payoff, the nonprofit eventually commits institutional isomorphism and goal displacement. Thus, numerous cases of unsuccessful cause marketing partnerships are brought about by nonprofits' proclivity to modify their motive. But under what game theoretic conditions do nonprofits employ nonprofit motive but still pursue optimal decisions while in collaboration with a firm? This study's main goal is to find out if there exists a significant relationship between nonprofit strategic decisions and nonprofit motive. The researcher conducted a field experiment among 43 supervisors and managers of nonprofit organizations and sought their strategic decisions according to various cause marketing scenarios under three game theoretic conditions. Results indicate that after three rounds of iteration, strategic decisions in the final rounds of Prisoner's Dilemma and Snowdrift Game have a significant relationship with nonprofit motive. The findings indicate that nonprofit organizations that do not know how to pursue optimal decisions when playing strategic games are prone to institutional isomorphism and goal displacement. This explains why a nonprofit optimizes its gains from a partnership but eventually loses its organizational goals through opportunistic behavior. The study also explains why the Prisoner's Dilemma paradox holds when a nonprofit partner chooses to remain in partnership with a for-profit that has reduced its collaboration effort. Nonprofits must therefore learn how to strategize but still adhere to their nonprofit motive to avoid opportunistic behavior that undermines their efficiency.

Keywords: cause marketing partnership, institutional isomorphism, nonprofit motive, game theory, goal displacement

APPLICATION OF MARKETING AUDIT IN HEALTH AND ITS RELATIONSHIP TO SUSTAINABLE DEVELOPMENT OF SOCIETY

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Abstract

Sustainable development in society aims to create a balance between man and his environment, be it environmental, economic or social. Health is, along with water, energy, agriculture and biodiversity one of the five priority that ensures sustainable development. For health insurance, it is necessary to present viable strategies at both the macro and micro, both in terms of services offered, how financing them, distribution of public services and not least their promotion. Marketing Audit contribute, on the one hand, to substantiate these strategies by analyzing the factors that determine their adoption, on the other hand, is a tool to assess and control the manner in which they were developed and implemented these strategies. This article seeks to explain the role of marketing audit and evaluation substantiating health strategies, their application in line with consumer needs, which leads to physical and mental wellbeing of the population, direct factor of sustainable development.

Keywords: public health, health market audit, marketing strategy audit, sustainable development

THE ROLE OF ORGANIZATIONS IN PROTECTING THE ENVIRONMENT, PART OF THE SUSTAINABLE DEVELOPMENT STRATEGY

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Abstract

Protecting the environment is essential to the quality of life for present and future generations, and the current challenge is the combination of environmental protection with economic growth continues in a way that is sustainable. Companies and NGOs role in protecting the environment is

part of the sustainable development strategy promoted by the state to civil society pressure, requiring NGOs to be consulted by industrial companies to work with environmental impact. The concept is today known as social responsibility (CRS) and implies greater attention to organizations in decision making concerning environmental protection. Thus, today, foreign partners are more concerned than ever about the manner in which managers run their businesses, particularly in certain industries, with a major impact on the environment. This study aims to highlight the involvement of the Romanian society in protecting the environment as part of sustainable development.

Keywords: environmental protection, sustainable development, sustainable economic growth, corporate social responsibility (CSR)

CONCEPTS OF CSR AND SUSTAINABILITY IN ROMANIA

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Abstract

Romania requires a economical shift to sustainable business. Environmental conditions are conducive to such changes. Number of organic agricultural plantations, the number of wild animals, the number of wind turbines installed, the number of conferences and doctoral theses with the theme of CSR and sustainability is growing. The society is in constant transformation, and this research can be seen and following research undertaken at the University of Economic Studies in recent years.

This transformation is seen in slow changing public perception of how to put these concepts. This article presents details of research undertaken in the period 2006-2012 on the public perception of CSR activities of companies and measure the degree to which the public believes we should engage in sustainable activities.

Keywords: corporate social responsibility (CSR), sustainability, public perception of CSR

THE SHAREHOLDERS' PREFERENTIAL RIGHT OF SUBSCRIPTION AT THE INCREASE OF THE TRADING COMPANIES' REGISTERED CAPITAL

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Abstract

Nowadays, private investors are confronted with serious financial challenges. Therefore, business decisions have to be made on the spur of the moment, however taking into consideration the relevant legal provisions and the long-term implications of these decisions on the company that they run. More often than not, an amendment of the company's articles of association is required, whether there is an increase or reduction of the registered capital, an alteration of the company's objects clause or legal status, a merger or a downsizing, so on and so forth. The increase of the registered capital through new contributions or by compensating the liquid and matured claims on the company with its own shares requires that the shareholders' preferential right to subscribe the newly issued shares or convertible bonds is observed and restricted or suppressed only under the mandatory provisions stipulated by Company Law and Capital Market Law. Any resolution of the Extraordinary General Meeting of Shareholders or of the delegated administrative or management body on capital increase made in violation of the shareholders' preferential right of subscription is annulable. Consequently, the topic of this article is extremely relevant for both the juridical and economic doctrine and for a lawful corporate governance. In dealing with the above-mentioned issues, the author begins with the notion and legal characters of the preferential right of subscription, its holders, the price and period within which the right may be exercised. Following this, the study examines the legal consequences of the exercise of the preferential right of subscription and the withdrawal or restriction of the right under the relevant legal provisions. The article also refers to the trading of this right inside or outside a regulated market and to the special situation represented by the privatization of the company. Finally, a last short section of the paper is dedicated to the legal action in annulment of the resolution on capital increase made in violation of the shareholders' preferential right of subscription. The conclusions of the study refer to the main circumstances in which an in-depth knowledge of the statutory provisions on the shareholders' preferential right of subscription is necessary to both management bodies and shareholders of the company and contains some proposals for the amendment of the current legislation with a view to enhance the protection of the minority shareholders.

Keywords: preferential right of subscription, increase of registered capital, constitutional amendments, trading companies, the Extraordinary General Meeting of Shareholders

RELATING SUSTAINABILITY PRINCIPLES TO MANAGING PROJECTS: RESULTS OF THE “sustPM” RESEARCH PROJECT

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Abstract

Sustainability principles are of relevance in permanent organizations as well as in temporary organizations, i.e. in projects and programmes.

Sustainable development can be defined by sustainability principles such as ecologic, social and economic-orientation; short, mid and long term orientation; local, regional and global-orientation. As a normative concept it is value based. To be able to integrate these sustainability principles into management processes of projects, the sustPM Matrix has been developed within the research project sustPM.

This project was performed by an international team under the guidance of Project Management Group of Wirtschaftsuniversität (WU) Vienna together with Roland Gareis Consulting and was financed by the Project Management Institute. I was research contributor, part of a team coordinated by Prof. Roland Gareis of the WU Vienna. The research has been conducted in 2011 and the results will be published in 2013.

The objectives of this research project were: consideration of sustainability principles in project initiation and project management approaches analysed and hypotheses, models, and methods relating sustainability principles to project assignment as well as project management developed.

In this paper I present the sustPM project and reflect on the results of the research overall and I discuss the case studies in which I demonstrate how sustainability principles can be integrated in project management in practice.

Keywords: sustainability principles, project management, case study

HISTORY IS AS HISTORY DOES: SOCIAL RESPONSIBILITY AND THE HISTORICAL PROFESSION

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Abstract

The relationship between states and corporations is a complex one. It has evolved over the last two century and in a recent work, the American political scientist Ian Bremmer argues that the two entities are in a state of war and this tension could even be the end of the free market. However, despite this rivalry between economics and politics, both the companies and the state claim to be responsible towards the society. For companies, 'social responsibility' or the 'corporate conscience' are the concepts generally used while in the case of state, its responsibility towards the society could not be synthesized in a term; it is multi-fold, ranging from paternalist actions and measures to discursive strategies meant to create among citizens a common sense of national unity and cohesion.

In this paper I shall analyze these discursive strategies and more precisely those in which the historian has an important role, concentrating on the professional and ethical implications. The elaboration and dissemination of this message could be considered a form of social responsibility of the state. From the reconstruction of the past "as it really was" the historian has nowadays in the digital era to find the optimal relationship between memory and forgetting.

SCHOOL AND NON-GOVERNMENTAL ORGANIZATIONS: SOCIAL RESPONSIBILITY FROM THE PERSPECTIVE OF THE PARTNERSHIP

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Abstract

School is a complex social institution with specific role in a community. Each school works together with other institutions and organizations in a specific environment with characteristics that may

differ from a community to another. Schools have developed many forms of partnership with NGOs in order to achieve different educational objectives. Such forms of partnership have positive impact and benefits for students and their families, teachers, and community as well. This is why entities involved in educational partnerships have to act responsible and to build their actions primarily based on students' needs and interests. The present paper analyses the complexity of circumstances in which the partnerships between schools and NGOs works and also forms of partnership and the interdependence between schools and NGOs from the perspective of partnership's consequences. Some recommendations are presented to improve the partnership between schools and NGOs management and increase the level of social responsibility of involved actors and entities.

COMMUNICATION ETHICS: SOCIAL RESPONSIBILITY AND CRISIS COMMUNICATION

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Abstract

In the last decade, the growth of natural and manmade disasters has created unprecedented choices for people. As individuals, they must decide how to protect themselves and their families. As citizens, they must decide which policies best serve the nation's desire for safety, economic growth, and social cohesion. Without good information the public may find that they have been denied alternative choices, and the lack of access to critical information may further complicate an already difficult situation. Risk perception also affects risk communication. Risk is a social construct which cannot be objectified and that an effective public communication system is essential for preventing and managing a crisis involving threats to the public. Risk and crisis communication is a persuasive based process that takes place in a context of fundamental ambiguity, confusion and speculation, conflicting beliefs and interests, and collective arousal. Considering the context, the persuasive based process could change fast in a concealed one, or to be perceived as such. Officials may sometimes see a greater advantage in concealment than exposure. They will engage in a specific form of impression management called 'masking': not telling the full story, downplaying the seriousness of threat, concealing sensitive aspects of the crisis management response. This study tries to evaluate the ethics of risk and crisis communication strategies from social responsibility point of view, and to point out the challenges that decision makers and their PR confront during the public communication process.

Keywords: communication ethics, risk and crisis communication, decision making

THE RELATIONSHIP BETWEEN DISCLOSURE OF CSR REPORT AND FINANCIAL PERFORMANCE IN THE BANKING SECTOR

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Abstract

We analyse the relation between CSR and financial indicators and examine whether there exist significant differences in performance indicators between firms that have adopted CSR and others that have not. The effects of compliance with the requirements of CSR were determined on the basis the company's CSR report was published in accordance with the GRI guidelines or if the company a signatory of the Global Compact and specific accounting indicators were applied to measure performance. The accounting measures used are the Return on Equity (ROE), the Return on Assets (ROA).

Keywords: financial performance, corporate social responsibility, disclosure

THE PERSPECTIVE OF USING THE NEO-KOHLBERGIAN APPROACH IN ORDER TO QUANTIFY THE MORAL DEVELOPMENT OF THE EMPLOYEES WORKING IN THE ROMANIAN PUBLIC SECTOR

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Abstract

One of the main causes that lead to low levels of performance and competitiveness in the Romanian public sector is a lack of ethics from the participants to the economic processes. There are a number of methods to promote a deontological behavior inside public institutions: the organization of courses and seminars, the conception of ethical codes, rewording ethical behaviors and an organizational culture oriented towards ethics. The direct link between performance and a high moral development has been demonstrated by a large number of empirical studies. The object of this current study is to offer a perspective and an instrument that can quantify the moral development of employees before and after being exposed to measures that promote ethical behavior. The perspective that I propose is the neo-kohlbergian approach and the instrument that is going to be used is the Defining Issues Test (DIT). At the same time, in this study we analyze the

managerial benefits of using a double-testing procedure to quantify the moral development of employees.

Keywords: ethic, Neo-kohlbergian approach, DIT, moral development

THE EXPECTATIONS AND ROLE OF THE VOLUNTEER IN THE POLITICAL FACTIONS IN ROMANIA

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Abstract

The activity of the political factions appears to be strictly limited to the 30 days of electoral campaign to the general public but in reality this conception is far from the truth. Even if the activity of the electoral party is at its top during the campaign days the pre-campaign hustle starts with more than six months prior to the legal campaign and if we correlate this with the average of one campaign each year one can conclude that the political activity is permanent. Even if the main tasks are developed with or coordinated by the members of the party its group of sympathizers and volunteers (maybe pseudo volunteers) do the hardest field work and are responsible for making things happen. The article follows the activity of the volunteer throughout the electoral cycle: from the pre-campaign to the Election Day and beyond and aims at identifying the particularities that make the political environment special for those interested in volunteering. The article is based on an observation conducted from inside the campaign team doubled by a set of in depth interviews conducted among volunteers in the electoral campaign team and middle and top managers from the electoral party from 2010 to 2012. From the specific analysis the role of the volunteers and the importance of their presence is recognized by the middle management of the faction but they seem to be taken for granted by the top management. Even though they are indispensable for the performance of the faction, especially in the legal campaign their role is not quite clear in the minds of the decision makers and the present paper focuses on shining some light on this much discussed subject.

Keywords: electoral marketing, political factions, volunteers, youth, political doctrine, electoral campaign, activism

PRIVACY ISSUES OF ONLINE MARKETING TECHNIQUES IN THE INFORMATION SOCIETY

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Abstract

In the digital economy, information plays a key role, as currency that makes the knowledge society further develop. In such world, ensuring privacy of personal data without restricting data flows and the economic and social benefits generated can prove in practice to be quite challenging. In the context of the increasing interest in social responsibility in business approaches, companies should take into account also the responsibility for collecting, processing and usage of consumers' personal data, while carrying out their core functions. Thus, we analyze and debate on aspects related to direct marketing techniques and privacy issues, in a consumer-oriented approach, focusing on behavior of the Romanian consumer, with taking into consideration the fast development and use of ICT in business and the increasing regulations for ensuring consumer privacy.

We raise into discussion aspects related to consumer behavior in function of means used in marketing, focusing more on the online than on the traditional means, from the perspective of ensuring privacy of consumers' personal data. The analysis is based on data from a survey conducted in Romania in 2011 with regard to the Romanian consumer and direct marketing and also from techniques used in developing websites for gathering and processing user / consumer information, while taking into consideration the existing legal framework. We consider that companies should pay more attention to issues related to consumer privacy online, with ensuring appropriate information and obtaining consumer consent in collecting and using personal data for business development.

Keywords: direct marketing, privacy, ICT, cookie, cloud

CULTURAL MARKETING HERITAGE AS A FORM OF SOCIAL RESPONSIBILITY AND SUPPORT OF THE SUSTAINABLE DEVELOPMENT OF THE LOCAL COMMUNITIES

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Abstract

The cultural heritage represents an important asset the local communities may consider in their efforts of sustainable development. Based on the observations of the good practices implemented more or less recently, the scientific literature has shown that capitalization of the cultural heritage could represent an important driver for the growth of the tourism activities, and, consequently, one of the potential sources of sustainable development of the local communities.

The marketing of the cultural heritage plays a significant role as a vector of its capitalization and, through the generated economic, social and institutional effects, contributes in a socially responsible manner to the sustainable development of the local communities. The meaning of the social responsibility in the context is related to the promotion of the tangible and intangible heritage's value and is resulted in the establishment of new businesses and creation of workplaces, education of consumers as proud members of their communities preserving the local cultural objectives, customs and traditions, and development of institutions and mechanisms, based on public-private partnerships, facilitating the capitalization of the cultural heritage.

Using the case study method, the paper presents and assess, in a critical approach and from a marketing perspective, initiatives and projects aiming to promote the cultural heritage of several local communities in Romania.

Keywords: marketing, cultural heritage, social responsibility, sustainable development, local communities, Romania

MARKETING STRATEGIES AND THEIR IMPLEMENTATION IN THE REPUBLIC OF MACEDONIA

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Abstract

Even besides the internationally proven and accepted importance of marketing strategies for the development of companies, the opinion that these strategies are underrepresented in the Republic of Macedonia exists in general. Although this might be true, in fact serious field research that would result in a determination of the extent to which companies in the Republic of Macedonia implement marketing strategies are very rare, perhaps even inexistent. Having this in mind a survey of 277 companies from different parts of Macedonia was conducted in order to determine the scale of implementation of marketing strategies and the awareness of companies regarding the opportunities and advantages that can arise and be achieved by implementing these strategies. This paper intends to present the results of this research as a starting point to further research that would result with an increase in the scale of usage of marketing strategies by businesses' in the Republic of Macedonia.

Keywords: marketing, management, business strategy, marketing strategy

SUSTAINABLE SOCIAL INVOLVEMENT: NEW DEVELOPMENTS IN FINANCIAL SYSTEMS

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Abstract

The paper presents a series of best practices in innovative developments in financial systems, instruments and processes in view of improving both the sustainability of the systems, increase the

number of potential clients and enhance community standards of life. The financial world strives to turn from the perceived 'cause of poverty' in some communities to a viable partner in alleviating this prevailing current societal trauma. The aim of this compilation of best practices is to provide a guideline for development of a financial system oriented towards financial inclusion.

The paper presents two types of socially oriented innovation by parties involved in financial systems: the implementation of mobile payments, particularly correlated with microfinancing (as is the case in Kenya) and cashless banks, as supported by an ever growing presence of e-government (as is the case in Singapore). Both of these practices are directly related to financial inclusion, considered as one of the potential solutions in view of alleviating poverty. On the other hand, they present models that have different generators (the state in case of Singapore, the financial institutions in the case of Kenya), in order to cover a wide range of possibilities and scenarios directed towards the single goal of creating a socially involved sustainable financial system.

Keywords: innovation, sustainability, financial systems, microfinancing, mobile financial transactions

CAUSE-RELATED MARKETING, FUNDRAISING OPPORTUNITY FOR NGOS

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Abstract

Given the relational system that characterizes the interaction with donors, it is important to emphasize the fact that a high performance level with regard to fundraising represents a precondition of managing the NGOs' activity, considered in its integrality. By its conceptual nature, the paper presents a mutual perspective on the concept of cause-related marketing. Starting from the in-depth analysis of its particularities as operationalization strategy of corporate social responsibility initiatives, a less approached aspect in the specialty literature is founded, namely the major influence this concept can exert over the quantum of funds at the disposal of the organization activating in the non-profit sector. Therefore, it can be concluded that, although the support of a social cause is taken into consideration, two categories of donors intervene acting conjugated – the company and the individual. In consequence, by the purpose which it integrates – to highlight the benefits of using cause-related marketing from the viewpoint of the funds available to NGOs by concertation of actions of the entities involved as donors –, the paper opens the way to future research on the basis of approaching social causes as communication platforms.

Keywords: fundraising, cause-related marketing, NGOs, donors, corporate social responsibility

THE CSR IN MULTINATIONAL COMPANIES VERSUS INDIGENOUS FIRMS

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Abstract

This paper proposes an analysis of CSR behaviour of MNCs versus indigenous corporations in developing countries. Examples from Romanian environment will be used in order to explain the existing differences and the reasons that are staying behind these differences.

Although there is a developed literature on CSR, aspects regarding CSR of MNCs versus indigenous companies are still in searching for a more developed argument. Several studies (Amaeshi et al. 2006) have revealed that in some developing countries, as Nigeria, CSR of indigenous firms are mostly oriented to philanthropy. Instead, CSR of MNCs seems to reflect the home country business model.

The conclusions expect to confirm the hypothesis that in a country as Romania the CSR behaviour of companies is highly influenced by the company's size and its ownership structure. MNCs are more involved in the CSR actions than indigenous companies, mixing the home country business model and host country opportunities.

Keywords: CSR, MNCs, indigenous firms, Romania

NEW APPROACH ON THE ECO-TRACKING AND PRODUCT LIFE CYCLE ASSESSMENT

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Abstract

The companies should consider adopting new strategies and policies according to the new reality and the changing demands of the stakeholders in today's changing economy. More and more

companies become conscious of the importance of protecting the environment and the society and the benefits and advantages it could gain by just doing the right things. The Eco-Advantage Mindset is a powerful motivator and the core of the environmental vision that helps companies step up to challenges and find opportunities for seizing advantage. Also the companies need tools to get going. One of these tools forms the Eco-Tracking process.

Eco-Tracking treats important parameters for the company: the impact of the company's activities on the environment; identification of the activities and the time when the impact arise – manufacturing activities, distribution, shipping, before or after the Supply Chain Manufacturing activities; the global company performance on environmental impact parameters. The companies must include some strategic activities in order to trace the environmental impact of their products or services, to create and set-up environmental management systems and to make efforts directed to Corporate Social Responsibility. Examples of metrics in Eco-Tracking are presented. There are three guidelines for environmental data and metrics: track the relative and absolute metrics, capture data at multiple levels inside the company and collect the same information for the whole supply chain and life cycle of the product/service. An example of the SimaPro reports are presented in order to evaluate the Eco-indicator 99.

Keywords: eco-tracking, product life cycle assessment, eco-indicator 99, eco-footprint, corporate sustainability

