

## Knowledge Horizons – Economics

### “DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY, ROMANIA

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- Annual Scientific National Conference on  
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**“THE FISCAL POLICY OF ROMANIA AND ITS IMPACT ON THE DEVELOPMENT  
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## ARGUMENT

### KNOWLEDGE HORIZONS - ECONOMICS

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E-mail: [office@ucdc.ro](mailto:office@ucdc.ro) ; [khe@ucdc.ro](mailto:khe@ucdc.ro)  
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ABSTRACTS  
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**Identifying Constraints And Opportunities In European Union's Future Industrial And Services Strength – Rise Project. A Personal View On European Urbanization**

Issa ABBAS

PhD Candidate, Bucharest University of Economic Studies, E-mail: [abbas.issa82@gmail.com](mailto:abbas.issa82@gmail.com)

**Abstract:** Strategic plans and decisions are needed to put Europe on a balanced growth market. Market's observation for Europe shows the shine of cities and the collapse of others. Economist challenges are how to ensure sustainable growth, secure jobs, and prosperity. European prosperity will not be possible without the industrial competitiveness. Any wise, the European competitiveness is under the pressure of differences in energy costs, and prices relative to other regions in the world. The structural weakness in the economies of some European units leads some units to leave the union like the case of Britain, and escalates the responsibilities of other to keep the union interacting. New policies and rules have to enroll the European markets as one single unit. Improving each market unit increases the competitiveness of the European unit market to compete globally and to attract international investors. There has changed the investors criteria in place selection. Now investors are looking for cities and not countries; they are escaping from the high investing cost of London and Paris, to benefit the talent young human resources, and lowest rentals at Lisbon. Europe market is based on cities rather than countries, investors are focusing on urbans where no competitors, and logistics are available.

**Key words:** Economy, Competitiveness, Investments, RISE European project, European urbanization, European Policy

**JEL Codes:** L 52, M 20, O 18, O 25, R 58

**Creation Of New Organizations And The New Workplaces And Difficulties Faced By Investors In The Kosovo**

Arsim GJINOVI<sup>1</sup>, Fadil OSMANI<sup>2</sup>

<sup>1</sup> Independent researcher, Lector at University College of International Management Studies "Globus", E-mail: [arsimgjnovici@yahoo.com](mailto:arsimgjnovici@yahoo.com)

<sup>2</sup> Independent researcher, Lector at AAB University

**Abstract:** Strategic plans and decisions are needed to put Europe on a balanced growth market. Market's observation for Europe shows the shine of cities and the collapse of others. Economist challenges are how to ensure sustainable growth, secure jobs, and prosperity. European prosperity will not be possible without the industrial competitiveness. Any wise, the European competitiveness is under the pressure of differences in energy costs, and prices relative to other regions in the world. The structural weakness in the economies of some European units leads some units to leave the union like the case of Britain, and escalates the responsibilities of other to keep the union interacting. New policies and rules have to enroll the European markets as one single unit. Improving each market unit increases the competitiveness of the European unit market to compete globally and to attract international investors. There has changed the investors criteria in place selection. Now investors are looking for cities and not countries; they are escaping from the high investing cost of London and Paris, to benefit the talent young human resources, and lowest rentals at Lisbon. Europe market is based on cities rather than countries, investors are focusing on urbans where no competitors, and logistics are available.

**Key words:** economic problems, informality, interest rates, human resources management, integration.

**JEL Codes:** O 15

**Making The K-Means Algorithm Using The Hamming Distance**

Liviu Constantin STOICA<sup>1</sup>, Marian Pompiliu CRISTESCU<sup>2</sup>, Ana-Maria

Ramona STANCU<sup>3</sup>

<sup>1</sup> PhD, Academy of Economic Studies, Bucharest. E-mail: [stoica.liviu.constantin@gmail.com](mailto:stoica.liviu.constantin@gmail.com)

<sup>2</sup> Associate Professor, "Lucian Blaga" University, Sibiu, E-mail: [marian.cristescu@ulbsibiu.ro](mailto:marian.cristescu@ulbsibiu.ro)

<sup>3</sup> Assistant Lecturer, "Dimitrie Cantemir" Christian University, Bucharest, E-mail: [ana-maria\\_ramona@yahoo.com](mailto:ana-maria_ramona@yahoo.com)

**Abstract:** In this article I will start in the first part with an introduction to unsupervised learning methods, specifically the K-Means clustering algorithm, the algorithm achieved using the Euclidean distance. In the second part, we modified the K-Means algorithm, which is to say, I realized it with the help of Hamming, and then we compared the clustering time, and we made a parallel between the two algorithms (the K-means algorithm conducted with the Euclidean distance and the algorithm K-Means achieved using the Hamming distance).

**Key words:** algorithm, cluster, distance, iteration, group

**JEL Codes:** C 55, C 61

**New Directives Taking Action In The Secondary Education System Waldorf School – Where To?**

Viorica Gh. STANCIU (MANGA)

DrD Professor, University Doctoral School of Bucharest, e-mail: [viorica.stanciu73@yahoo.com](mailto:viorica.stanciu73@yahoo.com)

**Abstract:** Waldorf School represents an alternative to the traditional teaching methods, regarding primarily state education. Its pedagogy relies on the pedagogical indications of Rudolf Steiner. Waldorf school is a European school; every individual that is concerned about the globally ongoing evolution of the pedagogical concepts, knows and acknowledges its success in all developed European countries.

**Key words:** Waldorf School, traditional education, Rudolf Steiner

**JEL Codes:** I 20, I 22

**The Revolutionary Evaluation Techniques In Waldorf Schools**

Viorica Gh. STANCIU (MANGA)

DrD Professor, University Doctoral School of Bucharest, e-mail: [viorica.stanciu73@yahoo.com](mailto:viorica.stanciu73@yahoo.com)

**Abstract:** "Waldorf Education is not a pedagogical system but an art - the art of awakening what is actually there within the human being." - Rudolf Steiner  
The Waldorf-Steiner education system is globally known as being an infused canvas of anthroposophical, experiential, creative and cognitive oriented activities, which mainly focus on the comprehensive integration of the intellectual, rational and artistic human evolution of students. It encompasses all kinds of arts and crafts combined with music, dance and theatre, writing, literature based on legends and myths that encourage a distinct development of the mind and a practical orientation towards life. A crucial principle of Steiner's education represents the formative approach of the child's growth divided into three major stages: pre-school & kindergarten, elementary and secondary education. The approach of early childhood education focuses its attention on the hands-on activities and creative play which nurtures and conserves the child's deep, innate pure attitude, character and beliefs. In the elementary stage, children are prone to establish artistic expression through elements such as motion, color, rhythm etc. and social abilities not necessarily as a way of self expression, but as a way of constructing an efficient perception of the world and to learn to connect with it: "Only when we have made the world-content into our thought-content do we again find the unity out of which we had separated ourselves" - R. Steiner. Secondary education centers on every person's unique consciousness while acquiring critical reasoning and empathic understanding of what is true based built on each individual's personal experience, thinking and judgement. The overall aim is to enable students to build their own personality and freedom of thinking while venturing into the world.

**Key words:** Steiner, Waldorf, anthroposophical, growth, creative, world-content, experience

**JEL Codes:** I 20, I 22

**The Assets Accounting – Support Of The Lending Process Analysis**

Gheorghe LEPADATU

Professor PhD, "Dimitrie Cantemir" Christian University, Bucharest, E-mail:

[cilezbujor@yahoo.com](mailto:cilezbujor@yahoo.com)

**Abstract:** The financial documents underlying the analysis of credit are the annual accounts. The financial statements of a company contain a series of relationships characteristic to the type of activity undertaken by it, and they can be described by analyzing individual components of each financial statement and financial ratios.

**Key words:** assets accounting, lending process, risk, loan decision, financial statements

**JEL Codes:** M 41

**Wage Cost And Their Impact On The Company Profit**

Roxana IONESCU

Associate Professor, "Dimitrie Cantemir" Christian University, Bucharest, E-mail:

[roxy.ionescu@yahoo.com](mailto:roxy.ionescu@yahoo.com)

**Abstract:** The salary is a very important element both at the level of the individual who performs an activity, as well as at the level of the legal entity for which is rendered this activity. The employer must take into consideration that supplementary to the basis salary, there will be expenses with other additional wage salary and expenses related to the monthly contributions for the special funds. This paper aims to present the total cost an employer has with an employee and the way this cost affects the activity.

**Key words:** income costs, income, supplementary, contributions

**JEL Codes:** E 24, G 11, M 21

**The Assets Accounting – Support Of The Lending Process Analysis**

Gheorghe LEPADATU

Professor PhD, "Dimitrie Cantemir" Christian University, Bucharest, E-mail:

[cilezbujor@yahoo.com](mailto:cilezbujor@yahoo.com)

**Abstract:** A company that consistently generates significant cash is also solvent, profitable and able to secure development. Therefore, the objective of a cash change statement is to provide information about the company's ability to generate cash and the way the company has used it during the financial year.

Profit and loss account gives information about flows, but not about cash flows, but about the income and expenditure flows. For a beginner in accounting, there is a tendency to consider each payment as cost and each cashing as earnings. However, the evolution of concepts of expenditure and income must take into account the gap that exists between the flows of goods and services (sales, purchases) and cash flows (receipts, payments). Therefore, it may happen for a company to obtain profit, but only a small part of it is included in the company treasury. When expenditure is recorded in the accounting records, payment might have been done in the past (rent costs were recorded in the N period although the rent had been paid in advance during the N-1 period) or to be recorded in the future (registration of invoice for payment to a service provider).

**Key words:** flows, cash-flow, cash flow statement  
**JEL Codes:** M 41

#### The Importance Of Quality Assessment, Forming And Analysis For Obtaining And Commercially Distributing Of Food Products Alexandru BURDA<sup>1</sup>

<sup>1</sup>Dimitrie Cantemir" Christian University, E-mail: [alex.burda@mail.com](mailto:alex.burda@mail.com)

**Abstract:** The "ideal" quality of food products must ensure consumer satisfaction both subjectively, through the organoleptic component of quality, and objectively by the nutritional component and through the satisfaction of the implicit needs regarding food safety.

**Key Words:** commerce, food, definition, quality, analysis, production  
**JEL Codes:** D18, L66

#### The Social And Economic Importance Of Standardization Ensuring Auditing And Certifying The Quality Of Goods Alexandru BURDA<sup>1</sup>

<sup>1</sup>Dimitrie Cantemir" Christian University, e-mail: [alex.burda@mail.com](mailto:alex.burda@mail.com)

**Abstract:** Standardization, ensuring quality auditing and certification are essential both to the development and distribution of goods corresponding to customer expectations and to strengthen relationships between companies so that they can coordinate their actions on the market in order to increase efficiency, effectiveness and customer satisfaction.

**Key Words:** commerce, food, definition, quality, analysis, production  
**JEL Codes:** D18, L66

#### Marketing And Cybermarketing

Liviu Constantin STOICA<sup>1</sup>, Ana-Maria Ramona STANCU<sup>2</sup>

<sup>1</sup>PhD, Academy of Economic Studies, Bucharest, E-mail: [stoica.liviu.constantin@gmail.com](mailto:stoica.liviu.constantin@gmail.com)

<sup>2</sup>Assistant Lecturer, "Dimitrie Cantemir" Christian University, Bucharest, E-mail: [ana-maria-ramona@yahoo.com](mailto:ana-maria-ramona@yahoo.com)

**Abstract:** In this paper I want to describe Marketing and Cybermarketing and similarities between them. The work has divided it into two parts, as follows: in the first part I realize the conceptual delimitations on the two terms, and in the second part I made a parallel between the two. Marketing is everything that can trigger a business growth and may include: market research, advertising, advertising, sales, distribution, and Cybermarketing is the marketing that uses the internet. This includes: market research, advertising, brand management and online support. At the same time, we have described e-commerce as a field of activity as a complex system in terms of economic relations.

**Key Words:** research, economics, internet, marketing, advertising  
**JEL Codes:** M31, N20

#### Marketing In The Virtual Space

Liviu Constantin STOICA<sup>1</sup>, Marian Pompiliu CRISTESCU<sup>2</sup>, Ana-Maria Ramona STANCU<sup>3</sup>

<sup>1</sup>PhD, Academy of Economic Studies, Bucharest, E-mail: [stoica.liviu.constantin@gmail.com](mailto:stoica.liviu.constantin@gmail.com)

<sup>2</sup>Associate Professor, "Lucian Blaga" University, Sibiu, E-mail: [marian.cristescu@ulbsibiu.ro](mailto:marian.cristescu@ulbsibiu.ro)

<sup>3</sup>Assistant Lecturer, "Dimitrie Cantemir" Christian University, Bucharest, E-mail: [ana-maria-ramona@yahoo.com](mailto:ana-maria-ramona@yahoo.com)

**Abstract:** The paper titled "Marketing in Virtual Space" was divided into three parts. In the first part we studied the marketing strategy and mix in virtual space, focusing on the set of variables that are controlled by an organization. In the second part we studied the concepts of branding, branding, online branding and e-branding with the similarities and differences between them, and in the third part we studied the cybermarketing-specific indicators and the general characteristics of the performance indicators.

**Key Words:** indicators, marketing, mix, organization, performance  
**JEL Codes:** M31, N20

#### Proposal On The Marking Of A New Product Under A New Mark Liviu Constantin STOICA<sup>1</sup>, Marian Pompiliu CRISTESCU<sup>2</sup>, Ana-Maria Ramona STANCU<sup>3</sup>

<sup>1</sup>PhD, Academy of Economic Studies, Bucharest, E-mail: [stoica.liviu.constantin@gmail.com](mailto:stoica.liviu.constantin@gmail.com)

<sup>2</sup>Associate Professor, "Lucian Blaga" University, Sibiu, E-mail: [marian.cristescu@ulbsibiu.ro](mailto:marian.cristescu@ulbsibiu.ro)

<sup>3</sup>Assistant Lecturer, "Dimitrie Cantemir" Christian University, Bucharest, E-mail: [ana-maria-ramona@yahoo.com](mailto:ana-maria-ramona@yahoo.com)

**Abstract:** In this article entitled "PROPOSAL ON THE LABELING OF A NEW PRODUCT UNDER A NEW MARKET", I wanted to know the impact of placing a product on the market of the people questioned. The study was divided into two, ie: in the first part I made a presentation on the studied society and in the second part I made a mathematical model to see if the company will profit or not after the launch of the wifi internet .

**Key Words:** contract, marketing, mathematical model, product, society  
**Jel Codes:** C 02, M 30

#### Relationship Between Consumer Behavior And Marketing Strategies

Liviu Constantin STOICA<sup>1</sup>, Marian Pompiliu CRISTESCU<sup>2</sup>, Ana-Maria Ramona STANCU<sup>3</sup>

<sup>1</sup>PhD, Academy of Economic Studies, Bucharest, E-mail: [stoica.liviu.constantin@gmail.com](mailto:stoica.liviu.constantin@gmail.com)

<sup>2</sup>Associate Professor, "Lucian Blaga" University, Sibiu, E-mail: [marian.cristescu@ulbsibiu.ro](mailto:marian.cristescu@ulbsibiu.ro)

<sup>3</sup>Assistant Lecturer, "Dimitrie Cantemir" Christian University, Bucharest, E-mail: [ana-maria-ramona@yahoo.com](mailto:ana-maria-ramona@yahoo.com)

**Abstract:** This article titled "RELATIONSHIP BETWEEN CONSUMER BEHAVIOR AND MARKETING STRATEGIES" has been divided into three parts. In the first part we studied the concept of marketing with a special focus on consumers, consumers who can be: individual and organizational. In the second part we studied the role of the behavioral study emphasizing the marketing strategy and its success, and in the third part we studied the behavioral patterns.

**Key Words:** consumer, marketing, models, decision-making processes, marketing strategies  
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