

# CONTENTS

## *METALURGIA INTERNATIONAL vol. XIV (2009), special issue no.5*

Elisabeta JABA, Alina IONESCU, Marinella Sabina TURDEAN, G. FRANCU: <b>Quantitative Methods to Rank European Countries According to Financial Performance Indicators of Metalurgical Industry.....</b>	5
C. MITRUT, Daniela SERBAN, Simona Nicoleta VASILACHE, Silvia Elena CRISTACHE, G. NICOLAESCU: <b>Population Perception of the Effects of Industrialization on Enviroment. Resita Case Study.....</b>	9
Constanta Nicoleta BODEA, Daniela HINCU, I. POPA, Emilia GOGU: <b>Eexcellence in Project Management – Possible Solution for Overhauling the Economic Crisis in Metallurgical Industry.....</b>	14
V. LEFTER, N. ISTUDOR, Mihaela PREJMEREAN, C. DOBRIN: <b>Intellectual Capital in the Mettallurgical Industry Solution to the Financial Crisis and Regional Development .....</b>	19
Narcisa ISĂILĂ: <b>Web Services.....</b>	25
C. MILITARU : <b>The Valuation of the Suppliers Effiency in the Frame of Quality Management System .....</b>	29
Mădălina MILITARU: <b>The Evolution of the World Trade with Goods and Services at the Beginning of the XXI Century .....</b>	32
Lidia Lenuța BALAN, A. MUNTEANU, G. GRIJAC, E. GALATESCU: <b>Considerations on the Legal Protection of Water .....</b>	35
C. RESTEANU, M. ANDREICA, D. ARDELEAN: <b>Processing E-Business in Metallurgy of Iron Plants .....</b>	38
M. I. ANDREICA, S. BRICIU, Mădălina Ecaterina ANDREICA: <b>Algorithmic Solutions to Some Transportation Optimization Problems with Applications in the Metallurgical Industry.....</b>	46
G. CĂPRĂRESCU: <b>Organizational and National Cultural Influences Upon the Management of the Firms in Metallurgic Industry .....</b>	54
I. POPOVICI, M. BURLIBAȘA, Gabriela TĂNASE, Dana BODNAR, H. T. DUMITRIU, B. DIMITRIU: <b>Health Services Market-Organization and Operating .....</b>	59
Dorina MOCUTA, Laura Roxana POPOVICI, Anca Silvia DUMITRIU, Liliana BURLIBAȘA, C. A. IONESCU, Ruxandra SFEATCU: <b>Life Quality-Condition of Social Welfare .....</b>	62
C. POPESCU, Dorina MOCUȚA: <b>A new development though re-spiritualization .....</b>	65
C. POPESCU, Dorina MOCUȚA, Mihaela COMĂNESCU: <b>For a New Evolution Model of the Social and Economic Life.....</b>	70
Gabriela DRAGAN: <b>A Restructuring the steel sector in the new EU member states - the Romanian case .....</b>	75
Diana Mihaela APOSTOL: <b>Knowledge, Education and Technological Progress in the New Economy... ..</b>	78
Iuliana PAȘTIN: <b>Globalisation and Siderurgy in France.....</b>	82
Irina BOCIANU: <b>Feminism Gone Global, But Where?.....</b>	87
Florina BRAN, Raluca Florentina CREȚU, R. C. CREȚU: <b>The Enviromental Impact of Auriferous Mining Excavation from the Perspective of the Cost-Benefit Analysis.....</b>	90
G. NĂSTASE, Ildiko IOAN, Cristina POPA: <b>The Scientific Technical and Technological Dimension of National Security .....</b>	94
Florina BRAN, Daniela HÎNCU, Carmen Valentina RĂDULESCU: <b>Project Risk Management .....</b>	99
R. C. CREȚU, Florina BRAN, Raluca Florentina CREȚU: <b>Sustainable Development – Alternative and Perspective for Rosia Montana Mining Area .....</b>	103

Florina BRAN: **New International Economic Order, Natural Resources and Environment**.....107

G. CÂRSTEA: **Bureaucracy and Public Administration**.....109

Emilia Mioara CÂMPEANU, Cristina POPA, Teodora Adriana MENDA: **Environmental Impact in the Mining Area South West Oltenia Region** .....112

Teodora DOMINTEANU: **SOCIAL RELATIONS DEVELOPMENT WITHIN RESPONSIBILITY APPROACHES AT CORPORATE LEVEL**... .....117

I. DOBRE, G. NĂSTASE: **Predictions Related to Ethical Decisions in the Context of Globalization** .....120

Daniela HINCU: **Some Economic Aspects of the Metallurgy in European Union - Special Emphasis on the Steel Industry** .....124

Ildiko IOAN: **Climate Change Risks. A Sector Approach with Focus on Iron and Steel Industry**...130

Liliana Paula MOGOȘ: **The Dynamics of Population and its Implications on the Environment Case Study: Apuseni Mountains Zone**.....134

M. NĂSTASE: **Economic Risk and Currency Risk in the Activity of Rural Holdings**.....137

Carmen Valentina RĂDULESCU: **TO WARDS AN ECOLOGICALLY SUSTAINABLE ECONOMY?** .....142

A. O. PARASCHIVESCU, M. F. CĂPRIOARĂ, Angela Luisa MICU: **Innovation in Quality Management** .....146

M. F. CĂPRIOARĂ, A. O. PARASCHIVESCU: **Project Management Between the Crisis of Economic Solutions and the Economic Solutions of Crisis**.....150

W. PĂVĂLOAIA , Viorica PARASCHIVESCU, Daniela BORDEIANU, F. RADU, M. D. PARASCHIVESCU: **Dimensions of the “Economic Added Value” Indicator in the Metallurgical Industry**.....154

F. RADU, M. D. PARASCHIVESCU, T. GHERASIM, W. PĂVĂLOAIA, Daniela BORDEIANU: **Models and Structures of the Indicators Regarding the Determination of the Metallurgical Companies’ Performances**.....159

M. D. PARASCHIVESCU, F. RADU, Viorica PARASCHIVESCU, Daniela BORDEIANU, W. PĂVĂLOAIA: **The Heuristic Value of “The Break-Even Point” in Management Decisions in Metallurgical Industry**.....167

S. MUNTEANU: **Opinions Regarding the Relationship of Some Capitalist Economical Doctrines with Ethics**.....173

D. GHERASIM, A. GHERASIM: **The Role of Exchange Relations in Explaining the Essence of Prices in the Metallurgical Industry**.....178

D. GHERASIM, A. GHERASIM: **Interpreting Prices** .....182

# ABSTRACT

## METALURGIA INTERNATIONAL vol. XIV (2009), special issue no.5

### QUANTITATIVE METHODS TO RANK EUROPEAN COUNTRIES ACCORDING TO FINANCIAL PERFORMANCE INDICATORS OF METALLURGICAL INDUSTRY .....5

Elisabeta JABA, Alina IONESCU, Marinela Sabina TURDEAN, G. FRANCU

**Key words:** financial indicators, clustering methods, main component analysis, metallurgical industry performance

**Abstract:** The paper aims to present how groups of countries can be created using multivariate Statistical analysis, taking into account financial performance indicators. The study comprises 25 European countries, including Romania. For each country in order to comprise it into a cluster we took into account 17 financial indicators characterizing the development of the metallurgical industry.

### POPULATION PERCEPTION OF THE EFFECTS OF INDUSTRIALIZATION ON ENVIRONMENT. RESITA CASE STUDY .....9

C. MITRUT, Daniela SERBAN, Simona Nicoleta VASILACHE, Silvia Elena CRISTACHE, G. NICOLAESCU

**Key words:** pollution, industrialization, sampling, questionnaire, population perception, environmental quality

**Abstract:** The purpose of the study was to evaluate the population perception in Resita city, the oldest Romanian metallurgical centre, concerning the effects of industrialization on environment pollution. The survey was designed in compliance with similar researches aiming to evaluate the population attitude towards industrial development. The statistical research was conducted on a sample of 120 persons from Resita, which were asked to assess the relationship between heavy industry development and pollution.

### EEXCELLENCE IN PROJECT MANAGEMENT – POSSIBLE SOLUTION FOR OVERHAULING THE ECONOMIC CRISIS IN METALLURGICAL INDUSTRY .....14

Constanta Nicoleta BODEA, Daniela HINCU, I. POPA, Emilia GOGU

**Key words:** tendencies in Romanian metallurgical industry, project management excellence award, performance indicators, project results.

**Abstract:** The papers want to propose a model to achieve excellence in project management according to International Project Management Association award system, whose winners were for several times metallurgical companies. In order to adapt it for the Romanian metallurgical actors, the papers present the currently trends in metallurgical branch and suggest that project excellence can be a possible solution to overlap the suddenly started crisis.

### INTELLECTUAL CAPITAL IN THE METALLURGICAL INDUSTRY SOLUTIONS TO THE FINANCIAL CRISIS AND REGIONAL DEVELOPMENT .....19

V. LEFTER, N. ISTUDOR, Mihaela PREJMEREAN, C. DOBRIN

**Key words:** intellectual capital, metallurgical industries, human resources, financial crisis.

**Abstract:** The paper presents an overview of the anticipated crisis effects in the Romanian metallurgical industry, and reviews the state of the intellectual capital development, and possible future paths of action, in a period when investments, especially human capital investments, will be drastically limited. The conclusions of the study refer to the metallurgical industry in general, further deepening on the cases of representative companies in the field being needed.

### WEB SERVICES .....25

Narcisa ISĂILĂ

**Key words:** SOAP, XML, WSDL, UDDI, LMS, SOA

**Abstract:** Web services are useful in any field of activity. They allow companies to integrate business and communication with business partners

while in the e-learning field cover the need for connectivity and enable the achievement of interoperable solutions.

The need for interconnection of available applications on different platforms and in different places in the world lies at the basis of Web services development. In terms of informatics, the purpose of Web services is to provide a common interface that enables data sharing and access to services in standardized distribution applications. Web services is addressed to any activity, including the metallurgical field, because any company wants to make its database available on the Web, to link it with the new services, which make Web services are considered an important element in the firms' strategy, in interconnection with business partners.

In education, the emphasis is on developing systems for Web-based training, which in terms of educational develop new skills, attitudes and values. The applications are made using reusable components and the communication between applications is done through standardized means.

### THE VALUATION OF THE SUPPLIERS EFFICIENCY IN THE FRAME OF QUALITY MANAGEMENT SYSTEM .....29

C. MILITARU

**Key words:** Quality management system, suppliers' selection action, suppliers' efficiency, mutual advantageous relationship, suppliers' credibility

**Abstract:** The basic principle of the quality management, according to ISO 9000 norm, stands on the discretization of the activities in a tree-manner up to the level of relative simple executive task, unambiguously defined, with clear identification of the responsibilities, the way to treat the non-compliances, coercive actions, etc. The execution instructions and proceedings are set up for all activities in the organization, ensuring a constant quality of the delivered products. The norm lays the establishment of a real system, in which any "malfunction" is discovered by feed-back and revised in due time. In the frame of the quality management system a significant role has the supplying action with quality products and, consequently, assuring a real affinity with the suppliers. In this case, the supplying decision and the supplier's selection stand for a critical action.

### THE EVOLUTION OF THE WORLD TRADE WITH GOODS AND SERVICES AT THE BEGINNING OF THE XXI CENTURY .....32

Mădălina MILITARU

**Key words:** Trade with goods, trade with services, export prices, increasing rate of the export and import

**Abstract:** This study is structured in two main parts. First, the study tackles some aspects concerning the world trade with goods, presenting the situation of the year 2007 from the point of view of the world economy increase and thus influence on the world trade with goods. It is highlighted, also, the impact of the prices evolution on the value, physical structure and geographical layout on regions, continents and countries of the world trade. In the second part is presented the evolution of the world trade with services during 2000 – 2007, analyzing the world export of services and geographical layout on regions and countries.

### CONSIDERATIONS ON THE LEGAL PROTECTION OF WATER .....35

Lidia Lenuța BALAN, A. MUNTEANU, G. GRIJAC, E. GALATESCU

**Key words:** water, hydrosphere, resource, public utility, specific problems, regulations

**Abstract:** The water is one of the most important regenerable resources of the future. Water crises, pollution, global warming, increased consumption need specific regulation to find the best way to prevent a major water crises. The Water Framework Directive in E.U. as well as other conferences and specific regulations on water use are the first steps to find the best way for the preservation of this important resource.

**PROCESSING E-BUSINESS IN METALLURGY OF IRON PLANTS.....38**

**C. RESTEANU, M. ANDREICA, D. ARDELEAN**

**Key words:** Metallurgy of Iron Plants, Processing E-Business, Web Based Simulation and Optimization, Production Planning, Multi-Objective Linear Programming

**Abstract:** In order to extend worldwide the processing business of the metallurgy of iron plant, ICI Bucharest has developed the software named Tele-PROCESSING II. This is an informatics support, working via Internet, for negotiations between the metallurgy of iron plant and its business partners. In fact, the plant manifests its interest to have a processing business by displaying on its electronic site the total amount of raw materials that can be processed starting at a given date. The potential partner must respond at that offer demand precising its actual quantities of raw materials, with their physical-chemical properties, and the supplying date. In order to know if the proposal is technique and technological feasible, an analysis based on physical-chemical properties of partner's raw materials and the supplying date is made and, if it so, a first optimal production plan is automatically generating by the plant computer and shown to the potential partner. All end products and needed ingredients are shown accentuating on processing cost and the partner benefit. The plant potential partner can make, on his own judgment, modifications on end products quantities, up-dating its demand, and ask for a new optimization, i.e. a new plant's computer response. Thereby, the dialog between a partner and the plant computer consists in two steps, namely processing demand and plant response, performed repeatedly until the business makes sense or it shows unacceptable. In the first case, the processing contract can be signed. The core of the negotiations process, from technical and mathematical point of view is a multi-objective linear programming model with a large number of divergent goals are under attention. The solving method for multi-objective linear programming model with a large number of objective functions is the strong point of this paper.

**ALGORITHMIC SOLUTIONS TO SOME TRANSPORTATION OPTIMIZATION PROBLEMS WITH APPLICATIONS IN THE METALLURGICAL INDUSTRY .....46**

**M. I. ANDREICA, S. BRICIU, Mădălina Ecaterina ANDREICA**

**Key words:** Transportation Optimization, Algorithmic Techniques, Tree Networks, Geometric Networks, Metallurgical Industry

**Abstract:** In this paper we address several constrained transportation optimization problems (e.g. vehicle routing, shortest Hamiltonian path), for which we present novel algorithmic solutions and extensions, considering several optimization objectives, like minimizing costs and resource usage. All the considered problems are motivated by practical situations arising, for instance, in the mining and metallurgical industry or in data communication. We restrict our attention to transportation networks with path, tree or geometric structures, for which the developed polynomial-time algorithms are optimal or nearly optimal.

**ORGANIZATIONAL AND NATIONAL CULTURAL INFLUENCES UPON THE MANAGEMENT OF THE FIRMS IN METALLURGIC INDUSTRY.....54**

**G. CĂPRĂRESCU**

**Key words:** national culture, organizational culture, management, metallurgic firms, human resources, European integration, culture sensibility.

**Abstract:** This paper set the goals to identify the factors with major influence upon the organizational culture and cultural climate of the Romanian enterprises engaged in the process of integration into the European Union. The aim is to approach the features which define the cultural portrait at national level, the influence upon the management of the firms in Romanian metalurgie and the effects of the integration on the cultural climate of Romanian firms. Departing from a short theoretical context, the paper will present the cases of two Romanian enterprises different sizes: form the property, activity, human resources characteristics and management style. Analysis is based both on direct observations of organizational culture and social climate and both an interview to employees of each organization and the collected dates in official acts.

**SERVICES MARKET-ORGANIZATION AND OPERATING.....59**

**I. POPOVICI, M. BURLIBAŞA, Gabriela TĂNASE, Dana BODNAR, H. T. DUMITRIU, B. DIMITRIU**

**Key words:** human health, health services market, health services suppliers, and health service consumers.

**Abstract:** The performing of activities in the health sector requires *trained organizations* with concrete objectives, equipped with specific means that are highly competitive in accordance with the market type where they are

situated, but, also according to the requirements related to the report quality-price. Medical organizations, no matter on what kind of market they are situated, are integrated with their entire activity in a system of rules established by the government that are meant to protect services consumers at the same time with the need of keeping under control negative externalities that could result from either the failures of the competitive market or those of the administrative management. In both cases, the medical organization has to preserve medical service at high standards.

**LIFE QUALITY- CONDITION OF SOCIAL WELFARE.....62**

**Dorina MOCUTA, Laura Roxana POPOVICI, Anca Silvia DUMITRIU, Liliana BURLIBAŞA, C. A. IONESCU, Ruxandra SFEATCU**

**Key words:** life quality, social welfare, health, social programme.

**Abstract:** In the field of life quality, researchers make a distinction between the concept of "life quality" and that of "health". Unlike the other researchers, physicians concentrate on aspects of personal experience regarding health and, in general, use the term of life quality to design physical, psychological and social repercussions of pathology on a patient's life (Launois, 1995). The problem is to know if it is possible to measure health, life quality or life quality related to health. Anyway, there is no absolute agreement on a point of view. There are some authors, such as Torrance (2002), who consider that social health would not be a pertinent aspect of life quality as WHO claims. Life conditions are the central element to improve life quality because they depend on people's possibility to achieve objectives. These can be aimed at under the conditions imposed by economic sustainability and the respect for the others' rights and needs in a certain institutional environment and policies in a certain communitarian and social context.

**A NEW DEVELOPMENT THOUGH RE-SPIRITUALIZATION.....65**

**C. POPESCU, Dorina MOCUŢA**

**Key words:** social individual, human solidarity, social communion, conscience

**Abstract:** The new evolution pattern of the economic and social life implies a new system of value, with the people, communities and nations believing, thinking and acting upon. The core of these values integrates the liberty, the responsibility, the altruism, the human solidarity and social communion. The human and constitutional re-spiritualization is founding the basis of "to be" through "to have", from the perspective of the human being fulfillment as an organic part of the whole common living, consisting of people, environment, communities, organizations, families and institutions.

**FOR A NEW EVOLUTION MODEL OF THE SOCIAL AND ECONOMIC LIFE.....70**

**C. POPESCU, Dorina MOCUŢA, Mihaela COMĂNESCU**

**Key words:** revolution of expectations, human development, livings' health, respiritualization.

**Abstract:** The evolution of the social and economic life has always put into light the huge progress achieved by using scientific knowledge. At the same time, nowadays, individual's position related to it seems to be threaten by serious threats which turn him into the slave of his own achievements, into the slave of the politic and economic life that he has created so far now. The present model of world evolution displays an excess of goods for a certain part of society which generates an uncontrolled and immoral wish of consumption, and a goods deficit for the other part of society that suffers from hunger, inanition and malnutrition. Besides, if we add the technical space arming and systemic pollution, then we have real threats prepared by people for people and the environment where they live in. It is definitely of great need to have a new model of our economic, social and political life that is based on the values of human liberty values- as responsibilities without substitute of altruism, human solidarity and social communion. The moral responsibility to use scientific knowledge regarding the health of all livings including people, environment, organizations, communities, families and institution, represents the culture of the future progress from the perspective of the expectation revolution. This revolution is founded on the concept of ethics priority to technique, individual's primacy to things spirit superiority to substance, belief in hope certainty and social love.

**A RESTRUCTURING THE STEEL SECTOR IN THE NEW EU MEMBER STATES-THE ROMANIAN CASE.....75**

**Gabriela DRAGAN**

**Key words:** Steel industry, state aid, Community acquis, restructuring programme, new member states.

**Abstract:** According to the EU rules, the state aid is considered to distort competition, favoring certain companies. Therefore, aid for steel companies are granted only for a limited period of time, provided these companies

become profitable at the end of the restructuring period and some of the production capacities are closed. Although there were not clear EC Guidelines for setting up a steel restructuring programme, according to the Protocol 2 of the Europe Agreement, in the new member states a number of specific causes established the main parameters of a restructuring programme, viability, the minimum amount of State aid necessary to achieve viability and the reduction of capacity. Moreover, the obligation to have a restructuring programme in pre-accession countries aimed to ensure more transparency in the steel sector. For Romania, this restructuring period finished, according to the Accession Treaty, at the end of 2008.

#### KNOWLEDGE, EDUCATION AND TECHNOLOGICAL PROGRESS IN THE NEW ECONOMY.....78

**Diana Mihaela Apostol**

**Key words:** knowledge-based Economy, ICT, technological change, technological progress, education, New Economy

**Abstract:** The role that knowledge plays in the New Economy often is confused. The so called E-economy or Knowledge-based Economy usually signifies that the use of increasing returns of knowledge is going to go global in the age of digit and Internet. This paper suggests a formal correction of this position especially about the role that the irreducible relation between education and technology plays in the technological progress considering the production. The sense of the New Economy cannot be looked up somewhere else.

#### GLOBALISATION AND SIDERURGY IN FRANCE.....82

**Iuliana PAȘTIN**

**Key words:** globalization, economic, social aspects of the crisis

**Abstract:** In general, the term « globalization » describes the phenomena which transforms the markets, politics and local systems and markets in politics and in international systems. In business, globalization appears when a company tries to penetrate a foreign market. Under these circumstances, the businesses develop new products or services or adapt the existing products or services for the new clients. For the present paper, my aim is to study the economic and social aspects of the crisis on a regional level and the local actions taken. The comparison shall be made between the French sector and other regions of the world with the purpose of finding possible differences in the development and treatment of the crisis, its rhythms, success and failure.

#### FEMINISM GONE GLOBAL, BUT WHERE? .....87

**Irina BOCIANU**

**Key words:** feminism, global, social, struggle, man domination

**Abstract:** Women tried hard to make themselves heard and fought hard in order to gain their rights as humans and as equals to men. Feminism is a general term that covers a wide range of ideologies and theories, which pay attention to women's rights and women's position in culture and society. The term tends to be used for the women's movement, which began in the 18<sup>th</sup> century and continues to campaign for complete political, social and economic equality between women and men. After a long lasting struggle, it seems that today women go back half of the century. So, feminism gone global, but where?

#### THE ENVIRONMENTAL IMPACT OF AURIFEROUS MINING EXCAVATION FROM THE PERSPECTIVE OF THE COST-BENEFIT ANALYSIS .....90

**Florina BRAN, Raluca Florentina CREȚU, R. C. CREȚU**

**Key words:** cost-benefit analysis, environment impact, auriferous ore, environment, industrial activities, ecologic risk, pollution

**Abstract:** This study wishes to underline the impact of auriferous mining excavation on the environment from the perspective of the cost-benefit analysis. Due to the aggravation of the international crisis, big companies tend to exploit as many fields as possible without taking into account the catastrophic effects of pollution. Often, these activities take place with the local and central public authorities' complicity, the final aim being that of maximizing the companies' profit without considering the social and environmental costs. This study presents the impact of economic activity on the environment, underlines the main agents of the environment degradation and develops a trust instrument of the environment externalities, that is the cost-benefit analysis. The theoretical conception has been passed by using the cost-benefit analysis instrument in a few government actions in Great Britain, USA and Europe. As far as our country is concerned, we have chosen to study the cost – benefit analysis within the Roșia Montană project, where we have noticed a huge potential profit for the Gold Corporation company to the detriment of incredible losses caused to the environment.

#### THE SCIENTIFIC, TECHNICAL AND TECHNOLOGICAL DIMENSION OF NATIONAL SECURITY.....94

**G. NĂSTASE, Ildiko IOAN, Cristina POPA**

**Key words:** research, innovation, national security, defense industry.

**Abstract:** Since 2007, Romania is a member of the European Union and is a trustful partner for companies and countries around the world, as well as an alternative for entering Europe for the international commerce and foreign investments. This new position brought important changes from the perspective of national security. The paper aims to bring more light on aspects to be considered in policy making so that Romania to be able to cope with the security challenges. The new vision on scientific research, technological development and innovation proves that the world is heading towards knowledge, the investments in intangible values through scientific discovery and innovation become increasingly important and determine on a large scale the economic progress and social welfare. The analysis of current state of scientific research in Romania in general and in the military sector revealed that progresses made are significant being triggered by the commitments resulted from the recent military alliances.

#### PROJECT RISK MANAGEMENT.....99

**Florentina BRAN, Daniela HÎNCU, Carmen Valentina RĂDULESCU**

**Key words:** project management, risk analysis, monitoring, quantitative analysis

**Abstract:** Over time risk management has developed and within diverse sectors to meet diverse needs. In recent years all sectors of the economy have focused attention on risk management as a key element in ensuring the success of achieving the objectives of projects. Risk management is attempting to identify and then manage threats that could severely impact. Generally, this involves reviewing operations, identifying potential threats and the likelihood of their occurrence, and then taking appropriate actions to address the most likely threats. Money invested in reducing risk in the early stages of a project is money well invested. Any risks incurred during the project have to be diagnosed, and fixed. The risk monitoring follows risks identified while ensuring the execution of plans and examination of their effectiveness. Those who take decisions will need to know: if and when there is a significant risk attributes, and the effectiveness of mitigation plans, considering all the time need and constraints of the project. The goal is to understand more clearly which statutes is the real risk and mitigation plan and take, in consequence, the best decision.

#### SUSTAINABLE DEVELOPMENT – ALTERNATIVE AND PERSPECTIVE FOR ROȘIA MONTANĂ MINING AREA.....103

**R. C. CREȚU, Florina BRAN, Raluca Florentina CREȚU**

**Key words:** strong development, mining excavation, agrotourism, strategies, SWOT analysis, population, labour force, unemployment

**Abstract:** For many specialists, Roșia Montană has lately represented more of a press and controversy subject than a study object for identifying the realities and solutions meant to save this magnificent country corner. Together with a group of students within the Academy of Economic Studies in Bucharest specializing in Environmental economy and within the University of Agronomic Sciences and Veterinary Medicine in Bucharest, specializing in Agrotourism Management, we have made several trips in the Roșia Montană area during the past three years in order to identify the problems of the area and to suggest an alternative to the mining excavation based on cyanides, it was sustainable development.

#### NEW INTERNATIONAL ECONOMIC ORDER, NATURAL RESOURCES AND ENVIRONMENT.....107

**Florina BRAN**

**Key words:** natural resources, globalization, environment, polarization, conspiracy

**Abstract:** Environmental issues are among the priorities of the new economic order at the beginning of the third millennium. Such issues need to be approached in a world that is divided, with components having contrasting characteristics. Globalization triggers polarization in the utilization of natural resources. The paper aims to enlighten the contribution of the new global economical order with "human face" to the deepening of the gaps whereas accelerated growth is not only physical and also political, social and institutional. We conclude that not the lack of natural resources constitute the economic drag of mankind but irrationality, uncontrolled exploitation without their limits. Meanwhile, an important part in the restructuring of the current international economic order should require the issuing of a democratic international code for earth protection.

#### BUREAUCRACY AND PUBLIC ADMINISTRATION.....109

**G. CĂRȘTEA**

**Key words:** public administration, bureaucracy, management, incompetence, flexibility, political pressure

**Abstract:** Among the variety of characteristics of an ideal public administration, bureaucracy is an important component that provides an arbitrary behavior and decision-making is based on fairness. Bureaucracy is own to any democracy, which differs only in degree that it occurs, must being avoided exaggeration which would result in the instauration of an antidemocratic regime. Bureaucracy does not involve incompetent people in particular - who are much harder removed from their position from public administration than would have worked in private - it limits initiatives of competent people, who have through promotion standardization and by eliminating the initiative. Recommendations refer to forms of recruitment, especially in terms of a system that is in transition and the emergence of a new ethos, extensions of the company model, which are most appropriate for office, and elimination or diminution of the structure in "class" of public administration.

#### ENVIRONMENTAL IMPACT IN THE MINING AREA SOUTH WEST OLTENIA REGION.....112

**Emilia Mioara CĂMPEANU, Cristina POPA, Teodora Adriana MENDA**

**Key words:** impact, environment, mines, South-West Oltenia, pollution

**Abstract:** The magnitude and effects of the mining activities, especially technical accidents products in mining areas have attracted particular attention in the last period, considering the significant impact on environmental that affect ecosystems and human health, from the underground and surface mining activity, as well as from the coal washing and preparing, results a high quantity of sterile, those are deposited in barren gangue or in pond of decantation usually located near human living areas. The aim of paper is to analyze the environmental impact of mining areas. For this purpose, we use this analysis to the South-West Region Oltenia, a major mining area, where 47 mines were closed, which created social problems persist and present, operation and exploitation of natural resources this region gives the main role of energy in Romania.

#### SOCIAL RELATIONS DEVELOPMENT WITHIN RESPONSIBILITY APPROACHES AT CORPORATE LEVEL.....117

**Teodora DOMINTEANU**

**Key words:** sport, competition, socialization, non-culturing

**Abstract:** Within the issuance of a Competition Theory, it raises the problem about how the competition sport should be organized, especially in childhood and youth, to obtain, for as many as possible, results justified from the pedagogical point of view. While this reality of sport may be of a great importance for each and every participant of sport, his/ her socialization and its media transposing influences not only the participants of sport. The influence is not only on the hyper-reality, characterized by sportive reality, but also on the whole society that participate to the debates connected to the performance sport. To be able to differentiate better this interaction process, from a linguistic point of view, we will make a distinction between the two phenomena.

#### PREDICTIONS RELATED TO ETHICAL DECISIONS IN THE CONTEXT OF GLOBALIZATION.....124

**I. DOBRE, G. NĂSTASE**

**Key words:** management, decision making, ethics, globalization, corporate responsibility

**Abstract:** For it is a truism that the decision involves assumption. Not by a refusal of fatality, which otherwise would be superficial through gaps that would leave, but even by assumption that the man becomes his own architect beings. The paper was made to be a knowledge process of acknowledged through ethic and decision. In this respect we approached the five sense of discrimination between ethic and non-ethic. In deciding whether moral or immoral actions under a rights approach is necessary the question if that action respects the rights of all. Actions are wrong when infringing the individual's rights and gravity error is given by the degree of infringement. Growth becomes viable when the requirements for energy and raw materials are correlated with the scientific-technical program, environmental protection and social protection. In this context, ethics becomes a matter of global interest in order to not put in danger the Mankind existence.

#### SOME ECONOMIC ASPECTS OF THE METALLURGY IN EUROPEAN UNION - SPECIAL EMPHASIS ON THE STEEL INDUSTRY.....130

**Daniela HINCU**

**Key words:** metals industries, manufacturing industry

**Abstract:** Metals industries have a vital contribution to shaping the competitiveness of manufacturing industry and jobs in Europe. Yet, the steel

industry is currently experiencing a peculiar dynamic, given the recent developments in some correlated industries (such as the automotive) and the increased international competition.

#### CLIMATE CHANGE RISKS. A SECTOR APPROACH WITH FOCUS ON IRON AND STEEL INDUSTRY.....134

**Ildiko IOAN**

**Key words:** climate policy, risk, adaptation, mitigation, iron and steel industry, voluntary agreement

**Abstract:** Climate change climbed to the top position among environmental concerns at high levels. For mitigation and adaptation fronts became clear that although global approaches are a necessary condition, they are not enough. This paper aims to contribute on the topic by analyzing the possible risks of climate change in a sector setting that will also provide an evaluation of sector suitability for voluntary agreements with an exemplification for the iron and steel industry. The results show that despite concerted efforts emissions are beyond planned levels, iron and steel industry will be significantly affected in the absence of adaptation efforts and that this sector has a low suitability for voluntary sector agreements in climate change policy.

#### THE DYNAMICS OF POPULATION AND ITS IMPLICATIONS ON THE ENVIRONMENT CASE STUDY: APUSENI MOUNTAINS ZONE.....137

**Liliana Paula MOGOȘ**

**Key words:** environment, forests, population, Stella program, Apuseni Mountain

**Abstract:** The present study has the aim to identify the link between few essential elements of the environment and the dynamics of the population within this. Will be analyzed the variation of the forests and water surfaces in report with the population. Using the Stella program, will be created two models, one for the forests and the other one for the water. With their help we can observe how varieties the characteristics of the environment taking into account the dynamics of population.

#### ECONOMIC RISK AND CURRENCY RISK IN THE ACTIVITY OF RURAL HOLDINGS.....142

**M. NĂSTASE**

**Key words:** uncertainty, economic risk, foreign direct investment, currency risk, rural holding

**Abstract:** In the contemporary world economy risk represents a permanence that has not to be neglected in decision making at company or any other level. The paper addresses this topic by presenting the main tenets of economic and currency risk theory, an analysis of the rural holding's exposure to international investments that bring different types and sizes of currency risk and by introducing several methods of currency risk analysis that could be useful in the activity of Romanian rural holdings. It is concluded that although there are well established methods for currency risk analysis their practicality for the Romanian rural holding still has to be gained by improvements in areas like education, training, consultancy, and extension.

#### TOWARDS AN ECOLOGICALLY SUSTAINABLE ECONOMY?...146

**Carmen Valentina RĂDULESCU**

**Key words:** sustainable development, corporate responsibility, strategic management, environmental policy.

**Abstract:** Despite the efforts to define the meaning of "sustainable development", it has proved difficult to establish certain strict limits, achievements so far being, rather, with comprehensive understanding tinge. Sustainable development is linked to policy packages on the reallocation of government resources, the promotion of human resource management, infrastructure development and encouraging foreign trade and ensuring the continuous flow of information to and from the developed countries. The paper presents the conceptual evolution of sustainable development emphasizing its different understanding at various levels - ideological, national, European, global, and corporate. Progress toward sustainability requires the restructuring of conventional decision-making processes and redistribution of classical economic assumptions, at both national and international level. Everything must be examined and determined from complex legitimate ecological management of environmental resources to ensure full equality between the present and future generation, for solving perspective environmental problems and the transition to a new global ecological development.

#### INNOVATION IN QUALITY MANAGEMENT.....146

**A. O. PARASCHIVESCU, M. F. CĂPRIORĂ, Angela Luisa MICU**

**Key words:** quality, catalytic manager, intellectual capital, internal customers, external customers

**Abstract:** Nowadays, the quality has become a key element of the organization's strategy and an ace, which allows it to face the competition catching the consumer's, manager's and marketer's attention more and more. The manager must become "the catalyst" of applying the knowledge to all his co-workers, must be the promoter of a courageous vision upon the strategy of the product's and service's quality, together with a new mentality which promotes transparency, the knowledge dissemination and their active usage. These are applicable to manufacturing of goods and services in general and also specially to the metallurgical industry.

**PROJECT MANAGEMENT BETWEEN THE CRISIS OF ECONOMIC SOLUTIONS AND THE ECONOMIC SOLUTIONS OF CRISIS.....150**  
**M. F. CĂPRIORĂ, A. O. PARASCHIVESCU**

**Key words:** project management, efficiency, economic crisis, economic solutions of crisis

**Abstract:** The object of research has in view the reconfiguration of the project management as an optimal solution to the present challenges, regarding the public and private management. The main thesis of the article is that in the turbulences on the international markets, one of the optimal solutions to solve the economic crisis is the endorsement on a large scale of the behavior of project management at the states level and private organizations, including the ones in the metallurgical industry.

**DIMENSIONS OF THE "ECONOMIC ADDED VALUE" INDICATOR IN THE METALLURGICAL INDUSTRY.....154**  
**W. PĂVĂLOAIA, Viorica PARASCHIVESCU, Daniela BORDEIANU, F. RADU, M. D. PARASCHIVESCU**

**Key words:** economic value added, market value added, performance, value, cost of capital, turnover

**Abstract:** The article proposes the study of economic value added as central criteria of analyzing the performances of big companies. In order to fulfil this goal, the authors illustrate throughout a complex graphical approach the value development chain and also present the mathematical model that supports the "opportunity cost" (a different manner for expressing the economic value added). The current research allows us to accede to the main advantages of the economic value added. Firstly, it determines the economic health to be measured numerically, not in percentage. Secondly, the economic value added consists in a better measurement of enterprise performances when compared to value production indices and stock exchange ratios. Lastly, the economic value added forms an enterprise governing system that channels both managers and employees to cooperation in order to obtain the best performances as its one and only objective is to increase the absolute sum of enterprises' value.

**MODELS AND STRUCTURES OF THE INDICATORS REGARDING THE DETERMINATION OF THE METALLURGICAL COMPANIES' PERFORMANCES.....159**  
**F. RADU, M. D. PARASCHIVESCU, T. GHERASIM, W. PĂVĂLOAIA, Daniela BORDEIANU**

**Key words:** analysis, performances, efficiency, diagnostic, decisions, information

**Abstract:** The authors propose an analysis of the performances of a metallurgical enterprise seen through the relationship established between results, means and objectives, specifically we are dealing with an approach from the point of view of the efficiency of the management based on the accounting information. The heuristic value of the accounting information have been demonstrated by applying the diagnostic analysis to a representative case study, that allowed the identification of the strengths and weaknesses of the enterprise, fact that helps the management to take decisions regarding the future activity, related to the competition and the economic environment.

**THE HEURISTIC VALUE OF "THE BREAK-EVEN POINT" IN MANAGEMENT DECISIONS IN METALLURGICAL INDUSTRY.....167**  
**M. D. PARASCHIVESCU, F. RADU, Viorica PARASCHIVESCU, Daniela BORDEIANU, W. PĂVĂLOAIA**

**Key words:** break-even point, financial results, profitability, effectiveness, financial-accounting activity

**Abstract:** The market economy claims the existence of an elastic, operative and prompt management. Those mentioned above attributes presume the existence of some adequate instruments. One of these instruments is constituted by the break-even point that may be approached in a double

sense: theoretically and practically as well. The level of the products costs and the profitability rate are in a close connection with the relation between the sold quantities and the expenses occasioned by the manufacturing process.

The break-even point marks the activity level for which the entire collect covers the total costs in such a manner that the profit is equivalent to zero. The determination of the break-even point presumes, as a preceding and indispensable step, the grouping of costs by constant and variable. The significance and the importance of the break-even point for an economic agent results from the following reasons:

- it is a mean of presenting, in an operative and very suggestive manner, the comparative, temporal and spatial state of the financial health and power;

- the point defines an industrial strategy.

As an operative method of management the break-even point must be approached by all its complexity. Not always the constant costs are considered to be stable as the practical situation may offer cases when these costs increase significantly and therefore having as an immediate consequence the migration of the break-even point away from the origin, also there may be cases of favorable influences. Consequently, the break-even point does not represent a static concept as it does not exist a balance point but a critic point having a certain horizon of estimation, its determination offering the manager the possibility to adopt operative decisions that may interest both the manufacturing and financial-accounting activity.

**OPINIONS REGARDING THE RELATIONSHIP OF SOME CAPITALIST ECONOMICAL DOCTRINES WITH ETHICS.....173**  
**S. MUNTEANU**

**Key words:** capitalism economic doctrines; rational capitalism; selfishness; protestant ethics

**Abstract:** The study wants to propose a theoretical objective outlining in what extent the opinions of great thinkers, starting with Adam Smith to Max Weber and ending with Milton Friedman could still be actual, having in mind the compatibility between capitalism and ethics. The importance of this problem results from the large variety of mutations witnessed in the field during the last decades, under the pressure of the globalization process. The more important is this matter for Romania, where the political and juridical institutions can not succeed to stop the unfair competition and corruption. The difficulties of this endeavor are major, and the results of the research can not be but reasonable. We have started from the hypotheses in which the moral norms assure an organizational framework proper to each type of society. The debates are becoming contradictory when referring to what is happening in capitalistic free market, under the circumstances in which the role of state is being restricted. This diversity of options makes it necessary a permanent research upon the fundamental values of the contemporary capitalism. This study pleads against the false representations, deforming the correct understanding of the private initiatives. The conclusion is that nobody can be moral, more over in the case of the businessman, without having a clear and responsible assumed set of values. In order to do that, the debate should become permanent.

**THE ROLE OF EXCHANGE RELATIONS IN EXPLAINING THE ESSENCE OF PRICES IN THE METALLURGICAL INDUSTRY...178**  
**D. GHERASIM, A. GHERASIM**

**Key words:** relation between producers and consumers

**Abstract:** The participants to the exchange act are approached in the theories on prices in different qualities, the exchange relations taking specific forms. Their common element that can be noticed in this context is the exclusivist form of interpretation of the exchange relation type and, from here, of the price fairness.

**INTERPRETING PRICES.....178**  
**D. GHERASIM, A. GHERASIM**

**Key words:** price, economy

**Abstract:** Everything has a price is an expression encountered not only in the business world or in the underworld, but also wherever people are faced to some options or trade relations. In its general meaning (the one specific to the current language), price refers to everything that is offered or transferred (in the form of money, but not only) in order to obtain something. According to this definition, we can refer to prices (even if this would be rather surprising for the economists) even beyond acts of trade, independently of the idea of merchandise.