

**INTERNATIONAL CONFERENCE
ON BUSINESS AND ECONOMY**

ICBE 2010

2nd edition

Dear Colleagues,

It is our pleasure to inform you of a forthcoming international conference which is to be held in the Faculty of Accounting and Financial Management, Spiru Haret University of Constantza. The conference topic of interest is based on management, business, and economic matters.

The conference is to be held in Constantza over two days: 11th and 12th November 2010 and will cover 4 thematic areas: Management and Marketing, Economics and Regional Development, Accounting and Finance, Social Sciences and Humanities.

The objectives of this conference are to encourage the sharing of expertise among the participants and to foster a climate favorable to future collaborations and partnerships on economic projects.

On behalf of the Organizing Committee,

Prof. PhD Ion Lungu,
Dean of Faculty of Accounting and Financial Management,
Spiru Haret University of Constantza

ORGANIZERS

Spiru Haret University
Faculty of Accounting and Financial Management
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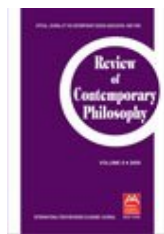
Li Zhi-min Guangzhou University (RCP 9, 2010)

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Linguistic and Philosophical Investigations

Peer-reviewers & contributors associated with Oxford University, Stanford University, University of California, Columbia University, Yale University, etc.



Review of Contemporary Philosophy

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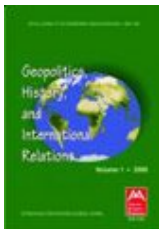
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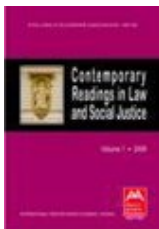
Economics, Management, and Financial Markets

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IN HUMANITIES
AND SOCIAL SCIENCES**

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CONFERENCE PROGRAM

Section A Management and Marketing

Section B Economy and Regional Development

Section C Accounting and Finance

Section D Social Sciences and Humanities

First Day: November 11, 2010

Time	Activity	Place
8.30–09.00	Participants' registration	"Bulevard" Hotel Lobby
9.00–10.00	Opening Plenary	"Panoramic" Conference Room
10.00–11.00	Panel session	Section B – "I.L. Caragiale" Conference Room
		Section C – "Panoramic" Conference Room
11.00–11.30	Coffee Break	"Bulevard" Hotel Lobby
11.30–14.00	Panel session	Section B – "I.L. Caragiale" Conference Room
		Section A – "Panoramic" Conference Room
14.00–15.00	Lunch	"Bulevard" Restaurant
15.00–17.00	Panel session	Section A – "I.L. Caragiale" Conference Room
		Section C – "Panoramic" Conference Room
17.00–18.30	Break time	
18.30	Welcome Reception	"Bulevard" Restaurant

Second Day: November 12, 2010

Time	Activity	Place
8.30–09.00	Participants registration	"Bulevard" Hotel Lobby
09.00–10.30	Panel session	Section D – "Panoramic" Conference Room
10.30–11.00	Closing Plenary	"Panoramic" Conference Room
11.00–11.30	Break time	
11.30	Visit and Goodbye Lunch	"Murfatlar" Winery

Opening Plenary Session

9.00-10.00

“Panoramic” Conference Room

Chair: Prof. PhD Ion Lungu,
Dean of Faculty Accounting and Financial Management,
Spiru Haret University of Constantza

Official Opening of International Conference Business and Economy 2010

by

Dragoş Mihai Ipate, PhD, Pro-Dean of Faculty Accounting
and Financial Management, Spiru Haret University of Constantza

Ştefan Mişu, PhD, President of the Organizing Committee of
ICBE 2010, Faculty Accounting and Financial Management,
Spiru Haret University of Constantza

Also in attendance:

Prof. PhD Ion Anghel, Academy of Economic Studies Bucharest,
Romania

Prof. PhD Alexandru Gribincea, Free International University of
Moldova, Republic of Moldova

Prof. PhD Svetlana Gorobievski, Free International University of
Moldova, Republic of Moldova

Keynote speakers:

Prof. PhD Ion Anghel,
Academy of Economic Studies Bucharest, Romania

Prof. PhD Svetlana Gorobievski, Free International University of
Moldova, Republic of Moldova

Section A

Topics: Management and Marketing

11.30-14.00, November 11, 2010

”Panoramic” Conference Room

Chair: IULIANA PARVU, *Spiru Haret University of Constantza*

1	CONSIDERATIONS ON THE DEVELOPMENT OF METHODS FOR ABSORBING UNCERTAINTY IONEL CIPRIAN ALECU <i>ICES “Gh. Zane” Iasi- Branch of Romanian Academy</i>
2	LAPLACE METHOD DEVELOPMENT USING BASIC RECTANGULAR FUZZY NUMBERS IONEL CIPRIAN ALECU <i>ICES “Gh. Zane” Iasi- Branch of Romanian Academy</i>
3	QUALITY ANALYSIS OF SERVICES PROVIDED BY JOLLY CAFÉ OF THE BLACK SEA BUSINESS CENTER „PRESIDENT” MANGALIA MIHAELA CONSTANDACHE <i>„Dimitrie Cantemir” Christian University of Constantza, Romania</i> VALENTIN NIȚU, ADRIANA IONESCU <i>„Dimitrie Cantemir” Christian University of Constantza, Romania</i> OANA NIȚU <i>Ovidius University of Constantza, Romania</i>
4	CUSTOMERS’ SATISFACTION EVALUATION ON QUALITY OF FOOD SERVICES PROVIDED BY THE PRESIDENT RESTAURANT OF THE BLACK SEA BUSINESS CENTER MANGALIA MIHAELA CONSTANDACHE <i>„Dimitrie Cantemir” Christian University of Constantza, Romania</i> VALENTIN NIȚU <i>„Dimitrie Cantemir” Christian University of Constantza, Romania</i> OANA NITU, ELENA CONDREA <i>Ovidius University of Constantza, Romania</i>
5	FORMAL COMMUNICATION IN ORGANISATION DANIEL DĂNECI-PĂTRĂU <i>Spiru Haret University of Constantza, Romania</i>
6	THE STRATEGICAL MANAGEMENT OF PORT COMPETITION POMPILIU GOLEA <i>„Dimitrie Cantemir” Christian University of Constantza, Romania</i> CATALIN POPA <i>“Mircea cel Bătrân” Naval Academy of Constantza, Romania</i>
7	EVOLUTION OF REMUNERATION SYSTEM GHEORGHE GRECU <i>Spiru Haret University of Constantza, Romania</i> IULIA GRECU <i>Spiru Haret University of Constantza, Romania</i>

8	<p align="center">SOME ASPECTS OF THE CURRENT STATE OF ROMANIAN HUMAN RESOURCES MANAGEMENT</p> <p align="center">IULIA GRECU <i>Spiru Haret University of Constantza, Romania</i></p> <p align="center">GHEORGHE GRECU <i>Spiru Haret University of Constantza, Romania</i></p>
9	<p align="center">THE PROGRAM: INVEST IN PEOPLE! – A WAY OF DEVELOPING HUMAN RESOURCES</p> <p align="center">LAVINIA NĂDRAG <i>Ovidius University of Constantza, Romania</i></p> <p align="center">PAULA CORNELIA MITRAN <i>Spiru Haret University of Constantza, Romania</i></p>
10	<p align="center">CHANGES STUDY IN THE ELECTRICAL ENERGY DISTRIBUTION BRANCH</p> <p align="center">VALENTINA PERSIDEANU <i>Politehnica University of Bucharest, Romania</i></p> <p align="center">VALENTIN GRIGORE RĂȘCANU <i>S.C. Amerilex S.R.L. Bucharest, Romania</i></p>
11	<p align="center">THE ROMANIAN ELECTRICAL ENERGY DISTRIBUTION BRANCH - HISTORY AND PRESENT</p> <p align="center">VALENTINA PERSIDEANU <i>Politehnica University of Bucharest, Romania</i></p> <p align="center">VALENTIN GRIGORE RĂȘCANU <i>S.C. Amerilex S.R.L. Bucharest, Romania</i></p>

Section A

Topics: Management and Marketing

15.00-17.00, November 11, 2010

“I.L. Caragiale” Conference Room

Chair: DRAGOS MIHAI IPATE, *Spiru Haret University of Constantza*

1	<p>THE PARTICULARITIES OF PUBLIC MANAGEMENT IN CASE OF CONSTANTZA PORT SERVICES CATALIN POPA <i>“Mircea cel Bătrân” Naval Academy of Constantza, Romania</i> POMPILIU GOLEA <i>„Dimitrie Cantemir” Christian University of Constantza, Romania</i></p>
2	<p>SOME CONSIDERATIONS OF THE MANAGEMENT OF LOGISTICS IN THE MARITIME CARRIAGE OF GOODS ADINA PUISOR <i>Tomis University of Constantza, Romania</i></p>
3	<p>RESOURCES FOR NEW PRODUCT DEVELOPMENT IN TURKEY: A SPATIAL APPROACH ORÇUN A. SAKARYA <i>Çankaya University, Turkey</i></p>
4	<p>NONPROFIT ORGANIZATIONS BETWEEN BUSINESS AND UNCERTAINTY ROXANA TOPOR <i>Spiru Haret University of Constantza, Romania</i> CRISTINA BOROIU DRAGOMIR <i>Spiru Haret University of Constantza, Romania</i></p>
5	<p>METHODS USED IN PLANNING QUALITY MANAGEMENT SYSTEMS – QUALITY FUNCTION DEPLOYMENT METHOD MIHAELA TUROF <i>Spiru Haret University of Constantza, Romania</i></p>
6	<p>DYNAMIC ASPECTS OF BUSINESS PROCESS MODELING DRAGOS MIHAI IPATE <i>Spiru Haret University of Constantza, Romania</i> IULIANA PARVU <i>Spiru Haret University of Constantza, Romania</i></p>
7	<p>THE STRATEGY OF INTERNATIONALIZATION OF THE BUSINESS CRISTINA-ALINA VERIŞAN <i>Spiru Haret University of Constantza, Romania</i> GEORGETA ACHIMESCU <i>Spiru Haret University of Constantza, Romania</i></p>

Section B

Topics: Economy and Regional Development

10.00-11.00, November 11, 2010

”I. L. Caragiale” Conference Room

Chair: IZABELLA GILDA GRAMA, *Spiru Haret University of Constantza*

1	THREE NEW EUROZONE COUNTRIES – CYPRUS, MALTA AND SLOVENIA – MACROECONOMIC SITUATION „BEFORE“ AND „AFTER“ INTRODUCTION THE EURO RASA BALVOČIŪTĖ <i>Šiauliai University, Lithuania</i> MANTAS SINDRIŪNAS <i>Šiauliai University, Lithuania</i>
2	MIGRATION FROM RURAL TO URBAN AND THE ROLE OF INFORMAL SECTOR FOR ALLEVIATING THE POVERTY: THE CASE STUDY OF TURKEY SİBEL CENGİZ <i>Mugla University, Turkey</i> GÜLAY HIZ <i>Mugla University, Turkey</i>
3	CHALLENGES TOWARDS INTEGRATION OF ALBANIA IN EUROPEAN UNION VALBONA GJINI <i>University of Vlora, Albania</i> TERIDA MEHILLI <i>University of Vlora, Albania</i>
4	SUPPORT RURAL CENTERS IN THE FUNCTION OF REGIONAL POLICY IN THE REPUBLIC OF MACEDONIA BLAGOJ GORGIEVSKI <i>State University “St. Kliment Ohridski” Bitola, Macedonia</i> NIKOLCHE JANKULOVSKI <i>State University “St. Kliment Ohridski” Bitola, Macedonia</i>
5	THE WORLDWIDE METHODOLOGIES FOR ASSESSING LIVING STANDARDS SVETLANA GOROBIEVSCHI <i>The Technical University of Moldova</i> LAVINIA NĂDRAG <i>Ovidius University of Constantza, Romania</i>
6	THE IMPORTANCE OF IMPROVEMENTS IN SHORT SEA SHIPPING FOR EUROPEAN TRANSPORT SYSTEM IZABELLA GILDA GRAMA <i>Spiru Haret University of Constantza, Romania</i> LAURA PATACHE <i>Spiru Haret University of Constantza, Romania</i>

7	<p>ECONOMIC FREEDOM AND HUMAN DEVELOPMENT IN THE KNOWLEDGE SOCIETY ALINA-PETRONELA HALLER <i>Iasi Branch of Romanian Academy, Romania</i></p>
8	<p>ECONOMIC LIBERALIZATION AND PROTECTIONISM - BASIC PROCESSES IN THE KNOWLEDGE SOCIETY- METHODOLOGICAL CONCEPTS – ALINA-PETRONELA HALLER <i>Iasi Branch of Romanian Academy, Romania</i></p>

Section B

Topics: Economy and Regional Development

11.30-14.00, November 11, 2010

”I. L. Caragiale” Conference Room

Chair: IZABELLA GILDA GRAMA, *Spiru Haret University of Constantza*

1	MONETARY POLICY IMPACT ON THE YIELD CURVE-US CASE UNDER HETEREGENEOUS ECONOMIC ENVIRONMENT (2000-2009) AAZIM Z. M. MOHAMED <i>National Graduate Institute for Policy Studies (GRIPS), Japan</i>
2	TRENDS IN EUROPEAN CAP: NEW OPPORTUNITIES FOR ROMANIA GABRIELA MARCHIS <i>Danubius University of Galati, Romania</i>
3	SMES: THEIR PROGRESS IN THE ALBANIAN ECONOMY OLTIANA MUHARREMI <i>University of Vlora, Albania</i> LUCIANA KOPRENCKA SI ERALD PELARI <i>University of Vlora, Albania</i>
4	EXPLORING ALTERNATIVE ECONOMETRIC MODELSIN ASSESSING TRANSMISSION CHANNELS OF FISCAL DEFICIT IN PAKISTAN AHMAD MUSHTAQ <i>International Islamic University, Pakistan</i> RAUF AHMAD SHEIKH <i>International Islamic University, Pakistan</i>
5	STUDY ON SYNERGY EFFECTS OF CERTAIN CATEGORIES OF POLLUTANTS ON THE HUMAN BODY. CASE OF STUDY: CONSTANTZA COUNTY GABRIELA NEACȘU <i>Spiru Haret University of Constantza, Romania</i> LAURA PATACHE <i>Spiru Haret University of Constantza, Romania</i>
6	STUDY ON THE IMPACT OF THE ENERGY PRODUCED BY CET PALAS CONSTANTZA UPON THE ENVIRONMENT GABRIELA NEACȘU <i>Spiru Haret University of Constantza, Romania</i> ALINA ANTON <i>Spiru Haret University of Constantza, Romania</i>
7	ECONOMIC CRISIS AND LABOUR MARKET POLICY: ROMANIA CASE STUDY LAURA PATACHE <i>Spiru Haret University of Constantza, Romania</i> IZABELLA GILDA GRAMA <i>Spiru Haret University of Constantza, Romania</i>

8	<p align="center">EUROPEAN ENERGY SECURITY, GAS SUPPLY AND DEMAND: SUPPLIERS FROM CASPIAN REGION COUNTRIES</p> <p align="center">RUFAT RUSTAMOV <i>A.T.E.I of Thessaloniki, Greece</i></p> <p align="center">FOTIS STERGIOPOULOS <i>A.T.E.I of Thessaloniki, Greece</i></p>
9	<p align="center">THE RELATIONSHIP BETWEEN ECONOMIC DEVELOPMENT AND ECONOMIC FREEDOM: THE CASE OF TRANSITION ECONOMIES</p> <p align="center">JANINA SEPUTIENE <i>Šiauliai University, Lithuania</i></p> <p align="center">SOLVEIGA SKUNCIKIENE <i>Šiauliai University, Lithuania</i></p>
10	<p align="center">COMPARATIVE ANALYSIS OF LABOUR MARKET'S FLEXIBILITY WITHIN EU</p> <p align="center">MARIUS-CORNELIU MARINAȘ <i>Academy of Economic Studies Bucharest, Romania</i></p> <p align="center">CRISTIAN SOCOL, AURA GABRIELA SOCOL <i>Academy of Economic Studies Bucharest, Romania</i></p>
11	<p align="center">BUSINESS CLIMATE AS ONE OF THE MAIN DETERMINANT OF THE FOREIGN DIRECT INVESTMENT IN SOUTH</p> <p align="center">YLLDEZE SOKOLI <i>University of Vlora, Albania</i></p> <p align="center">LAVDOSH ZAHO <i>University of Tirana, Albania</i></p> <p align="center">INA SOKOLI <i>University of Vlora, Albania</i></p>
12	<p align="center">DETERMINANTS OF DOMESTIC INVESTMENT IN THE LIBYAN PUBLIC MANUFACTURING SECTOR</p> <p align="center">NASER TAWIRI <i>University of Gloucestershire, UK</i></p> <p align="center">MARIN MARINOV <i>University of Gloucestershire, UK</i></p>
13	<p align="center">ENVIRONMENT POLICY IN THE EUROPEAN UNION. CASE STUDY: ROMANIA</p> <p align="center">DRĂGHICESCU MIRELA <i>Academy of Economic Studies Bucharest, Romania</i></p>
14	<p align="center">THE MANAGEMENT OF KNOWLEDGE THROUGH OPEN SOURCE LCMS PLATFORMS</p> <p align="center">ISĂILĂ NARCISA <i>Academy of Economic Studies Bucharest, Romania</i></p> <p align="center">NICOLAU IRINA <i>Academy of Economic Studies Bucharest, Romania</i></p>

Section C

Topics: Accounting and Finance

10.00-11.00, November 11, 2010

“Panoramic” Conference Room

Chair: LIANA ELEFTERIE, *Spiru Haret University of Constantza*

1	<p>ENVIRONMENTAL AUDIT, REQUIREMENT OF SUSTAINABLE DEVELOPMENT</p> <p>GEORGIANA ALEXANDRU <i>Spiru Haret University of Constantza, Romania</i></p> <p>LUCIANA SPINEANU GEORGESCU <i>Spiru Haret University of Constantza, Romania</i></p>
2	<p>THE DETERMINANTS OF BANK RATING CHANGES:AN ANALYSIS OF AND ACQUISITION (M&A)GLOBAL BANKING MERGER</p> <p>JO-HUI CHEN <i>Chung Yuan Christian University, Taiwan</i></p> <p>CAROL HSU <i>Chung Yuan Christian University, Taiwan</i></p>
3	<p>MODELING LONG-TERM ELECTRICITY CONTRACTS AT EEX</p> <p>ROBERT FLASZA <i>Charles University in Prague, Czech</i></p> <p>MILAN RIPPEL, JAN SOLC <i>Charles University in Prague, Czech</i></p>
4	<p>ACCOUNTING OF THE FINANCIAL INSTRUMENTS: ONE OF THE MOST CONTROVERSIAL FIELDS IN THE FINANCIAL REPORTING</p> <p>CLAUDIA NICOLETA GUNI <i>Spiru Haret University of Constantza, Romania</i></p> <p>OCTAV NEGURITA <i>Spiru Haret University of Constantza, Romania</i></p>
5	<p>ACCOUNTING STANDARDS AND FINANCIAL REPORTS, GUILTY FOR THE ACTUAL CRISIS?</p> <p>CLAUDIA NICOLETA GUNI <i>Spiru Haret University of Constantza, Romania</i></p> <p>OCTAV NEGURITA <i>Spiru Haret University of Constantza, Romania</i></p>
6	<p>THE GROWTH OF REAL ESTATE MARKET IN ALBANIA</p> <p>LUCIANA KOPRENCKA <i>University of Vlora, Albania</i></p> <p>OLTIANA MUHARREMI <i>University of Vlora, Albania</i></p>
7	<p>OPTIMAL STRATEGY OF LIQUIDITY FINANCING FOR NON-PROFIT ORGANISATIONS</p> <p>GRZEGORZ MICHALSKI <i>Wroclaw University of Economics, Poland</i></p>

**INTRINSIC LIQUIDITY VALUE FOR NON-PROFIT
ORGANIZATIONS**
GRZEGORZ MICHALSKI
Wroclaw University of Economics, Poland

Section C

Topics: Accounting and Finance

15.00-17.00, November 11, 2010

“Panoramic” Conference Room

Chair: LIANA ELEFTERIE, *Spiru Haret University of Constantza*

1	THE TAX AUDIT - PROCEDURAL ASPECTS AND CONSEQUENCES GEORGE MIHU <i>Spiru Haret University of Constantza, Romania</i>
2	REFORMING THE TAX CODE MODERN PRINCIPLES OF TAXATION STEFAN MIHU <i>Spiru Haret University of Constantza, Romania</i>
3	PRESCRIPTION IN TAX LAW TEODOR MIHU <i>Spiru Haret University of Constantza, Romania</i>
4	THE MANAGEMENT OF EQUITY CAPITAL IN THE CRISIS AND POST-CRISIS PERIODS NATALIA MOKKOVA <i>Brno University of Technology, Czech</i>
5	PANEL DATA ANALYSIS OF MALAYSIAN LISTED BANKS ON CORPORATE GOVERNANCE AND RISK AKHYAR ADNAN MUHAMMAD <i>International Islamic University Malaysia</i> MAJDI AB. RASHID HAFIZ AHAMED KAMEEL, MEERA MYDIN SHEILA NU NU HTAY <i>International Islamic University Malaysia</i>
6	THE PROCESS OF NATIONALIZATION OF U.S. BANKS AND ROMANIAN BANKS - ONE OF THE BIGGEST STAGES IN THE PROCESS OF ECONOMIC CRISIS OANA NITU <i>Ovidius University of Constantza, Romania</i> SIMONA UTUREANU, CRISTINA DUHNEA SILVIA GHITA MITRESCU <i>Ovidius University of Constantza, Romania</i>
7	THE ROLE OF FAIR VALUE MEASUREMENT IN THE RECENT FINANCIAL CRUNCH DAVID PROCHÁZKA <i>University of Economics, Prague, Czech</i>
8	TRANSFORMATIONS OF FINANCIAL RELATIONS: THE CASE OF LITHUANIA DALIA RUDYTE <i>Siauliai University, Lithuania</i> DAIVA BERZINSKIENE <i>Siauliai University, Lithuania</i>

9	<p align="center">THE ART OF DECIDING TROUGH COSTS ELENA RUSE LIANA ELEFTERIE <i>Spiru Haret University of Constantza, Romania</i> ANDREEA AVRIGEANU <i>Spiru Haret University of Constantza, Romania</i></p>
10	<p align="center">STRESS TESTING: CONSERVATIVE CALIBRATION AND REGULAR VERIFICATION JAKUB SEIDLER <i>Czech National Bank & Charles University in Prague, Czech</i> ADAM GERSL <i>Czech National Bank & Charles University in Prague, Czech</i></p>
11	<p align="center">METHOD OF DETERMINING WARNING SIGNALS BASED ON A COMPANY'S FINANCIAL CYCLE OF LIVE USING LOGISTIC AND LOG-LOGISTIC FUNCTION RAFAL SIEDLECKI <i>Wroclaw University of Economics, Poland</i></p>
12	<p align="center">IMPACT OF STOCK SPLITS ON LIQUIDITY TOMASZ SLONSKI <i>Wroclaw University of Economics, Poland</i> JOZEF RUDNICKI <i>Wroclaw University of Economics, Poland</i></p>
13	<p align="center">STRUCTURAL COMPONENTS OF THE FINANCIAL SYSTEM LUCIANA SPINEANU GEORGESCU <i>Spiru Haret University of Constantza, Romania</i> GEORGIANA ALEXANDRU <i>Spiru Haret University of Constantza, Romania</i></p>
14	<p align="center">FORECASTING MODEL OF WORKING CAPITAL ALEKSANDRA SZPULAK <i>Wroclaw University of Economics, Poland</i></p>
15	<p align="center">SOCIAL SYSTEM OF PENSIONS - PRESENT AND PERSPECTIVES SIMONA UTUREANU <i>Ovidius University of Constantza, Romania</i> OANA NITU, CRISTINA DUHNEA, SILVIA GHITA MITRESCU <i>Ovidius University of Constantza, Romania</i></p>

Section D

Topics: Social Sciences and Humanities

09.00-10.30, November 12, 2010

“Panoramic” Conference Room

Chair: OLGA DUTU, *Spiru Haret University of Constantza*

1	PERSONALITY AND LEARNING STYLES IRINA ALECU <i>„Mugurel” Kindergarden of Constantza, Romania</i>
2	ESP – THE LEARNERS’ JOB ANALYSIS1 CAMELIA BOARCAS <i>Spiru Haret University of Constantza, Romania</i>
3	THE ERA OF GLOBALIZATION AND THE UNDERGROUND ECONOMY MIHAIL DAVID <i>Spiru Haret University of Constantza, Romania</i>
4	THE ROLE OF THE POLITICAL LANGUAGE IN EXPLAINING THE WORLD OLGA DUTU <i>Spiru Haret University of Constantza, Romania</i>
5	NEW TENDENCES IN EUROPEAN HIGHER EDUCATION RALUCA OLGUȚA PĂCURARU <i>Spiru Haret University of Constantza, Romania</i>