

QUAESTUS

NO. 7/ June 2015

EDITORIAL BOARD

HONORARY EDITORS

MOMCILO LUBURICI,

Professor PhD, President Founder
of "Dimitrie Cantemir" Christian
University Bucharest

CORINA ADRIANA DUMITRESCU,

Professor PhD, Rector of "Dimitrie
Cantemir" Christian University
Bucharest

EDITORS IN CHIEF

CIPRIANA SAVA,

Associate professor PhD., "Dimitrie
Cantemir" Christian University
Bucharest, Faculty of Management in
Tourism and Commerce Timișoara

LUIZA CARAIVAN,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest, Faculty of Management in
Tourism and Commerce Timișoara

CONSULTATIVE BOARD

MIRELA MAZILU,

Professor PhD. University of
Craiova, Faculty of Social Sciences,
Drobeta Turnu Severin, Romania

GHEORGHE LEPĂDATU,

Professor PhD., "Dimitrie Cantemir"
Christian University Bucharest

ZORAN MARKOVIC,

Professor PhD. University of Belgrad,
Technical Faculty Bor, Serbia

GROZDANKA BOGDANOVIC,

Professor PhD. University of Belgrad,
Technical Faculty Bor, Serbia

MARIN BURTICA,

Professor PhD. University of the
West, Timișoara

JOZSEF GAL,

Associate professor PhD. Szeged
University, Hungary

METE Cüneyt OKYAR,

Associate Professor, PhD. Economics
Department, Şırnak University,
Turkey

MILAD JANJANI GOUDARZI,

Department Of Geology, Faculty Of
Science , Payame Noor University Of Iran

GABRIELA POHOAȚĂ,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest

FILIP PAȚAC,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest, Faculty of Management in
Tourism and Commerce Timișoara

EMILIA GOGU,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest

DINA LUȚ,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest Faculty of Management in
Tourism and Commerce Timișoara

MARIUS MICULESCU,

Associate professor PhD. "Dimitrie
Cantemir" Christian University
Bucharest Faculty of Management in
Tourism and Commerce Timișoara

CIPRIAN PAVEL, PhD., Faculty of
Management in Tourism and Commerce
Timișoara

ADRIAN MATEIA, Faculty of
Management in Tourism and
Commerce Timișoara

The QUAESTUS journal is published by the
FACULTY OF MANAGEMENT IN TOURISM AND COMMERCE
TIMIȘOARA
DIMITRIE CANTEMIR CHRISTIAN UNIVERSITY
Quaestus Multidisciplinary Research Journal is indexed in



and

INDEX COPERNICUS

Address: Str. 1 Decembrie, nr. 93, Timișoara, cod 300566, România

Phone: 004/0725923071

Fax: +4/0256-29.35.98

E-mail: quaestus.ucdctm@gmail.com

<http://www.quaestus.ro/>**ISSN 2285 – 424X**

ISSN-L 2285 – 424X
ISSN online 2343-8134

Tiraj: 100 exemplare
Apare bianual
Editura Eurostampa
Timișoara, Bd. Revoluția din 1989, nr. 26
Tel./fax: 0256-204816
E-mail: office@eurostampa.ro
www.eurostampa.ro
Tipărit la ***Eurostampa***

Contents

MANAGERIAL STRATEGIES AND ORGANISATIONAL CULTURE	7
CORPORATE SOCIAL RESPONSIBILITY POLICY WITHIN THE ROMANIAN WEST REGION COMPANIES	9
<i>Dina Maria Luț</i>	
THE ROLE OF HUMAN CAPITAL DEVELOPMENT IN INCREASE COMPETITIVENESS IN ROMANIAN TOURISM ENTERPRISES	19
<i>Dina Maria Luț, Florea Vlad</i>	
CURRENT DEMOGRAPHIC AND URBAN PROBLEMS IN THE DANUBIAN DOBRUDZHA (REGION BULGARIA)	29
<i>Milen Penerliev</i>	
THE SOCIAL-ECONOMIC IMPACTS OF A NEW PLANT OF A LARGE COMPANY AS A NEW INVESTMENT	36
<i>Brigitta Zsoter, Sandor Harcsas, Nicoleta Trandafir</i>	
THE ECONOMY OF TATABÁNYA, A MIGRATION INITIATOR BETWEEN 1950 AND 2014	43
<i>Brigitta Zsoter, Balazs Rabai, Nicoleta Trandafir</i>	
SELECTION OF CANDIDATES IN THE PROCESS OF RECRUITMENT AND SELECTION OF PERSONNEL BASED ON THE SWARA AND ARAS METHODS	53
<i>Dragisa Stanujkic, Bojan Djordjevic, Darjan Karabasevic</i>	
BUSINESS SIMULATION OF TOURISM COMPANIES USING THE LEVEL I EXERCISE FIRM MODEL	65
<i>Nora Codruța Curta, Răzvan Petrușel, Corina Anamaria Iftinca</i>	
EVALUATING COMMERCIAL PERFORMANCE IN AN OIL PRODUCTS DISTRIBUTION FIRM	75
<i>Vlad Florea, Dina Luț</i>	
BUSINESS INTERNATIONALISATION AND THE CHOICE OF INTERNATIONAL STRATEGY IN CASE OF SLOVAK COMPANIES	81
<i>Jana Gálová, Elena Horská</i>	

THE GROWING IMPORTANCE OF SOCIAL MEDIA IN BUSINESS MARKETING	93
<i>Pavel Ciprian</i>	
ACCOUNTING AND FINANCE	99
EFFECTIVENESS PROBLEMS AT URBAN PUBLIC TRANSPORT – FROM THE PERSPECTIVE OF THE EUROPEAN COURT OF AUDITORS	101
<i>Sándor NAGY</i>	
ACCOUNTING AND TAX LEGISLATION ISSUES REGARDING THE PROCUREMENT AND THE SUPPLY FOR INTRA-COMMUNITY GOODS	109
<i>Marius – Nicolae Miculescu</i>	
INTERNAL FINANCIAL ACCOUNTING CONTROL OF PRIVATE ENTITIES	120
<i>Radu Dorin Lenghel</i>	
CONSIDERATIONS REGARDING PERISHABLE ITEMS	132
<i>Radu Dorin Lenghel</i>	
CONSIDERATIONS REGARDING THE SIMULTANEOUS WRITING-OFF OF COMPENSATIONS AND PERISHABLE ITEMS	140
<i>Radu Dorin Lenghel</i>	
DETERMINATION OF THE OPTIMUM PRODUCTIONS SURFACE (MONOFACTORIAL MODEL) HAVING AN INITIAL FIXED CAPITAL	149
<i>Ciprian Ioan Rujescu, Adrian Nicolae Mateia, Simona Martin, Ramona Ciolac</i>	
STATISTICAL YEARBOOK OF ROMANIA, A PUBLIC GOOD ...	157
<i>Filip Pațac, Janeta Weisz</i>	
EXTRAORDINARY FINANCIAL RESOURCES – TRENDS	164
<i>Corina Miculescu</i>	
OPPORTUNITIES FOR PREVENTION AND FIGHTING TAX EVASION	174
<i>Corina Miculescu</i>	

LEGISLATION IN TOURISM	183
PREPARATORY CONTRACTS REGARDING THE PREFERENTIAL OBLIGATION	185
<i>Gheorghe Pinteală</i>	
THE PRE-CONTRACTUAL PHASE AND THE NEGOTIATIONS REGARDING THE CONTRACT IN THE ROMANIAN CIVIL CODE	190
<i>Gheorghe Pinteală</i>	
LEGISLATIVE PROPOSALS ON SPECIALIZATION AND IMPROVEMENT OF RURAL TOURISM	196
<i>Romeo Cătălin Crețu, Adelaida Cristina Honțuș, Traian Ioan Berbecaru</i>	
THE MARKET LAND LIBERALISATION IN ROMANIA ECONOMIC, SOCIAL, LEGAL AND POLITICAL IMPLICATIONS	207
<i>Dumitru Adrian Crăciunescu</i>	
 SOCIAL AND EDUCATIONAL ENVIRONMENT	213
GUIDELINES FOR BUSINESS CORRESPONDENCE	215
<i>Luiza Caraivan</i>	
DO WE REALLY UNDERSTAND ANGLICISMS USED IN TOURISM AND HOSPITALITY TERMINOLOGY?	221
<i>Mihaela Lazovic, Slavoljub Vicfic</i>	
BABEL TOWER – AN INDICATION OF HUMAN ASPIRATION TO SACREDNESS	231
<i>Christina Andreea Mițariu</i>	