

DEVELOPMENT STRATEGY FOR THE TRAFFIC OF GOODS IN THE CONSTANTA HARBOR

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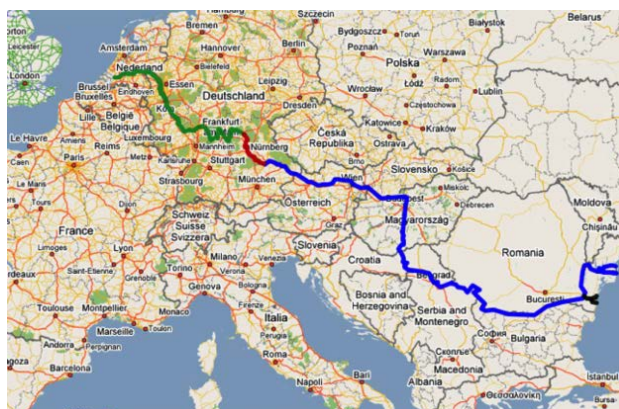
Abstract: *The shipping industry has become a professional environment that for performance targets proposed are forced to govern a flexible amount of effects of external factors not always friendly. The essential element of performing is competitive advantage created in the market by a management structure following a strategy that seeks safely profit as primary objective and environmental protection. The develop business strategies of shipping companies have as main element understanding of critical success factors for each segment managerial function. Strategies for development of harbor Romanian infrastructure as development strategies for domestic shipping companies are developed taking into account the projections of economic and geopolitical medium term of the Black Sea, the Mediterranean, Central and Eastern Europe in particular the countries bordering the Danube river and the Transcaucasian region in accordance with international environmental protection and decrease pollution correlated with performance and development indicators.*

Key words: Constanta harbor strategy

Introduction

The harbor development strategies are based on the advantages of geographical position, capacity and diversity of goods that can be operated, drafts, safety and facilities conferred by the port area, while the economic opportunities of the area and the potential of trade between neighboring see adjacent Black Sea or rivers or inland rivers. Constanta port is located on the west coast of the Black Sea, at 179 nautical miles from the Bosphorus strait and 85 nautical miles from Sulina channel, located at the confluence of major European commercial corridors. Defined as the

largest commercial port within the Black Sea is characterized by the fact that it has become over time the Hub (major center connection) between Central and Eastern Europe with the Far East and Middle East, favorite by Asian and Transcaucasian merchants due transport routes connecting European markets landlocked countries or northern European trade through pan-European transport corridors: Corridor IV, Corridor IX and Corridor VII (Danube) - which links the North Sea to the Black Sea via the Rhine-Main- Danube lane (Figure 1)



Picture1: Pan-European VII Corridor.

Source: https://www.google.ro/search?q=coridorul+vii+pan-european+dun%C4%83rea&biw=1391&bih=700&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiYrcb4rrbQAhUBPBoKHU_RCeYQ_AUIBigB#tbm=isch&q=+harta+europeana+a+coridorul+vii+pan-european+dun%C4%83rea&imgsrc=TjIWhYaVIJVLtM%3A

Constanta harbor is considered commercial Black Sea hub serving the countries of Central and Eastern Europe, bordering the Danube River and the countries of northern Europe through Pan-European corridors VII Rhin-Main-Danube, through the Danube-Black Sea canal.

European development strategy of shipping and port infrastructure in accordance with regulations and current economic situation

In the current political and economic conditions, shipping goes through of technical and legal fundamental transformations, especially regarding the protection of the marine environment and pollution eliminating. This thing highlights a major impact on shipping companies whose economic strategies and/or of markets transformation are reformulated to obtain a stable place on the market, namely the superior economic indicators in terms of efficiency and performance. Therefore, the present research is considering the metamorphosis of activity of small shipping companies aimed performance by implementing advanced technologies and repositioning in the market of naval carriers by creating viable strategy business and redesigning the entire ensemble that actively supports new technology assimilated, aiming to improve the efficiency from economically in terms of increasing the quality of service provided, to ensure navigation safety and marine environment protection.

The international naval policy has a purely environmentalist, recently, the International Maritime Organization adopted laws and regulations aimed at protecting the marine environment and the environment by elimination of the CO₂ emission and sulfur, with Dual-fuel powered diesel technology whose sulfur content is very low and LNG or LPG.

The fundamental principles of the European Common Transport Policy (PCT) were established in 1957 through the Treaty of Rome by establishing the European Economic Community (EEC). PCT is governed by Chapter IV (Articles 74-78) of the Treaty. These principles are designed to nowadays through laws and regulations, in accordance with economic and social development in accordance with international law, resulting in an economic trade links supporting international trade policies.

Naval European policy aims, through European, national or regional, creating infrastructure and facilities to this segment to support the performance of trade activities, transport, operation resulting in true "marine highways".

International relations are based on relational systems between economic and political environment.

These relationships involve three facets as follows: Positive in given situations or circumstances; positive if common interests or partnership; negative if are political and economic differences.

Because of this they created political organizations who want to create business-friendly environments through partnerships interstate pursuing development of various economic sectors by goods or services exchanging. Such a "Working Group" is the Economic Cooperation Organization of the Black Sea (Organization of the Black Sea Economic Cooperation BSCE), whose action plan on trade and economic development defines the main goals, objectives and measures for the trade development and economic cooperation on Black Sea. This organization is guided in its actions by the BSCE Charter, Summit Declaration of Istanbul regarding the Black Sea Economic Cooperation, signed on 25 July 1992, to principles and priorities consolidated in the Summit Declaration of Istanbul on the occasion of the twentieth Organization celebration of economic cooperation in the Black Sea (Istanbul, June 26, 2012) in accordance with decisions of the Council of foreign Ministers, statements taken as a result of the meeting of ministers responsible for economy on 17 May 2011 at Bucharest on 23 May 2013 in Yalta. Consequently, the main objectives of the working group are as follows:

- Explore the possibilities for facilitating trade between OCEMN and provide governments with suggestions on practical measures for the implementation thereof;
- Establish a mechanism of exchange information regarding economic issues between the OCEMN Member States and trade;
- To promote investment cooperation in the Black Sea region.

BSCE organization seeks partnerships with international and regional organizations or associations to develop a political and economic plan. International institutions like the World Trade Organization (OMC), World Customs Organization (WCO), United Nations Conference on Trade and Development (UNCTAD), the Organization for Economic Cooperation and Development (OECD), regional organizations - the Association of Asia-Pacific Economic Cooperation (APEC), the Association of Southeast Asian Nations (ASEAN), European Free Trade Association (EFTA), supporting the regional development and thus the group of countries forming this organization. The organization initiate joint meetings of the BSCE, workshops, seminars, conferences and other international activities

aimed at studying the best international practices for the development of regional trade and economic cooperation and improving organizational performance.

States that make this partnership are: Albania, Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Moldova, Romania, Russian Federation, Serbia, Turkey and Ukraine (<http://www.bsec-organization.org/Pages/homepage.aspx>)

Since 2016, Russia, member of the BSCE organization took over the presidency of the organization intends to strengthen the current partnership in accordance with the statements of Foreign Ministers in Belgrade and approved at the BSCE Summit in Istanbul in June 2012. Being an anniversary year, precisely 25 years since the establishment of the organization, it is desired developing strategies to strengthen the economic partnership with performance in economic exchanges.

Considering the last Riga Summit in October 2016, where China declares its obviously economic interest in the Black Sea and the Mediterranean, restates development policy of the signatory countries of this partnership - economic agreement thus creating greater political stability that has positive reverberations in the economic development structure of the area.

European Union regional policy is materialized through investment, supporting economic growth, creating jobs, improving life quality and sustainable development and is part of the strategy "Europe 2020". All European regional policy complies with the latest environmental strategy which seeks to eliminate emissions of gases containing sulfur and heavy metals pollutants that have the effect of global warming and costs of negative environmental impact products. Operational objectives as pursued are follows:

- EU-15 target, regarding pollution reducing by 8%, limit compared to 1990 by emissions removing of greenhouse effect gas, according to the engagements under the Kyoto Protocol the EU-15 and adopted by most of the EU-25. More precisely, is tracked the performance of reaching the average global temperature with max. 2% more than during before industrial.

- The objective of energy security is supported by the European Energy Policy adopted in 2006 by the European Council and translates into competitiveness, sustainability and energy stability, to limit the global climate change.

- Reorganization protection rules in all industries polluting the environment. Is desired repositioning in global leadership by implementing a plan to increase energy efficiency in view of reducing the energy consumption of the European

Union with 20% by 2020; evaluated estimating by the European Commission dating measures implemented in all EU countries. Europe adopted codes of IMO for pollution MARPOL by European Directives: Directive 2008/56 / CE of the European Parliament and of the Council from June 17th, 2008 of organizing a community action framework in the field of the politics regarding the marine environment (Framework Directive "Strategy for the marine environment").

Another European policy that has the status of balance policy is European Neighborhood Policy (ENP), which confers by adoption the neighboring countries a privileged relationship, built on the eigenvalues of the European Union on human rights, democracy, good governance and sustainable economic development. At the same time seeks political harmony and economic integration by supporting free movement and contacts between people. Neighborly relations always depend on the values promoted by the valence and European Neighborhood Policy does not affect relations between neighboring countries and the European Union. Since 2011 when revised European Neighborhood Policy was enhanced emphasis on promoting deep and sustainable democracy and economic development favorable of including, in response to evolutions in the Arab countries.

The economy gradually recovered, constantly in the appropriate direction, thankstopositive factors that have different vectors exemplifying the effect of implemented reforms in recent years, low price of oil or appropriate monetary policies. Also, due to intensifying geopolitical tensions in the Mediterranean and Black Sea area, the economic outlook are reserved especially in emerging economies.

The development strategy of the European Union economy, generically called " Europa 2020" led to stabilization and to a smart and durable economic growth in the union member states. This strategy had five objectives that were looking the following aspects:

- research and development,
- climate change
- energy
- workforce
- education and the fight against poverty

to be taken by the EU by 2020.

In the context that the objectives regarding the climate change by adopting strategies of environmental protection, energy and education, research, but due to hostile events, both, the crisis, globalization and tensions geostrategic,

objective insufficiently corrected was fighting against poverty.

The strategy "Europe 2020" aimed at workloads requiring national or regional goals for economic development through European Parliament or through various configurations of the Council of Europe, the evolution of these targets has been monitored through reports of reform programs evolution. Eurostat presented regular analyzes reports of European reform progress.

Through the adopted strategy by "Europe 2020" were targeted and phased strategic activities of the European Commission, they are being found in the structure of EU spending, drawing up a multiannual financial framework (MFF), on the progress of scheduled investment funds European Structural, simultaneously with the launch of Horizon 2020 program, which is intended for research, innovation, and development of green technologies performance.

In assessing the state of strategy evolution, at half its evolution to 2020, the European Commission made a review of the strategy "Europe 2020" communicating "balance of Europe 2020" for smart, durable growth favorable to the inclusion ". The European strategy growth is the engine that propels economic growth and creation of jobs in the European Union through the national level. The positive support encouraging the development of reference fields that support key factors of economic growth. Although it proved to be beneficial in terms of economic, the strategy was not treated equally by all Member States, so that in the future European Commission to reassess the policy instruments to implement and monitor the strategy to prepare and efficiency the national reform programs.

Europe is the largest ship owner and the largest recipient of shipping services. The economic growth of countries in the European Union has a positive impact in the business of shipping, the recovery in GDP growth average is based on international trade and the anti-pollution techniques revolution into shipping industry is an engine of trade and increased utilization factor of European sea and rivers vessels.

Development strategy for the traffic of goods in the port of Constanta

Constanta port was designed to be a multipurpose port which offers a modern infrastructure with a high degree of safety of navigation and protection in case of sinister enough drafts in proper berths for the operation of superior capabilities that can cross the Suez Canal.

Thanks to modern infrastructure that allows terminals to connect all relationships redistribution

of goods transport (ship, river, rail, road, air or pipeline) available to intermodal transport lines and companies through the Constanta South Container Terminal Agigea, Constanta port configured as a major distribution center for container from the Black Sea, the main gate to the reception of containers from the Far East.

Being a port with potential multirole provides infrastructure for shipping lines with different destinations in the Black Sea and the Mediterranean and terminals Ro-Ro and Ferry Boat, also enabling a maritime station for passengers.

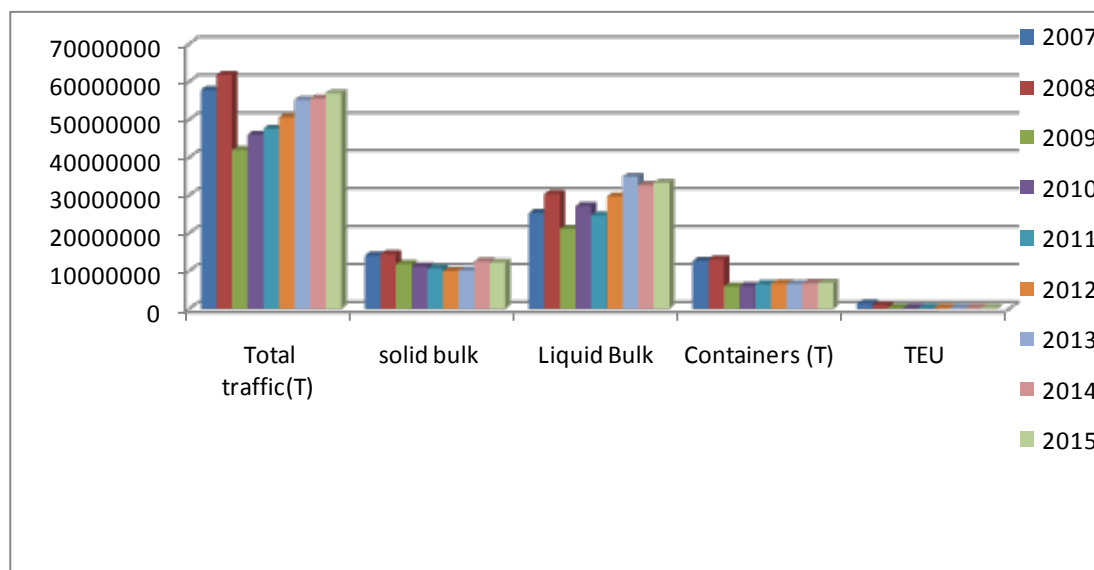
Reconfiguring structural enhancement and efficient use of space and port represents platforms for traders new opportunities for services or have high the potential of existing activities.

Constanta port to enjoy the free zone status, which supports the foreign trade and transit of goods from the Far East to Europe and goods to the East and continental European countries bordering the Mediterranean.

Constanta port has an annual handling capacity of about 120 million tons and is served by 156 berths, of which 140 are operational. The total length of the piers is 29.83 km and the depth varies between 7 and 19 m. These characteristics are comparable to those offered by the major European and international ports, allowing access tanks with capacity of 165,000 dwt. and 220,000 dwt bulk carriers with capacity. Source; ConstantaPort: http://www.portofconstantza.com/a/pmc/portal/static.do?package_id=infgen_port_maritim&x=load

Level low enough traffic of goods in the last period was due to the economic crises of lower trade due to armed conflicts in the Mediterranean basin and lower domestic production for export, while reducing the number of commercial vessels with Romanian flag supporting freight traffic both inland waterway (river) and maritime traffic makes goods by sea and river ports to pinpoint the lowest values in the history of post Ceausescu. According to statistics presented supplied by the National Company Maritime Ports Administration Constanta, goods traffic through the port has a rate of about 50% of potential capacity (graphic1)

Cargo traffic in the port of Constanta in the period: 2007 – 2015

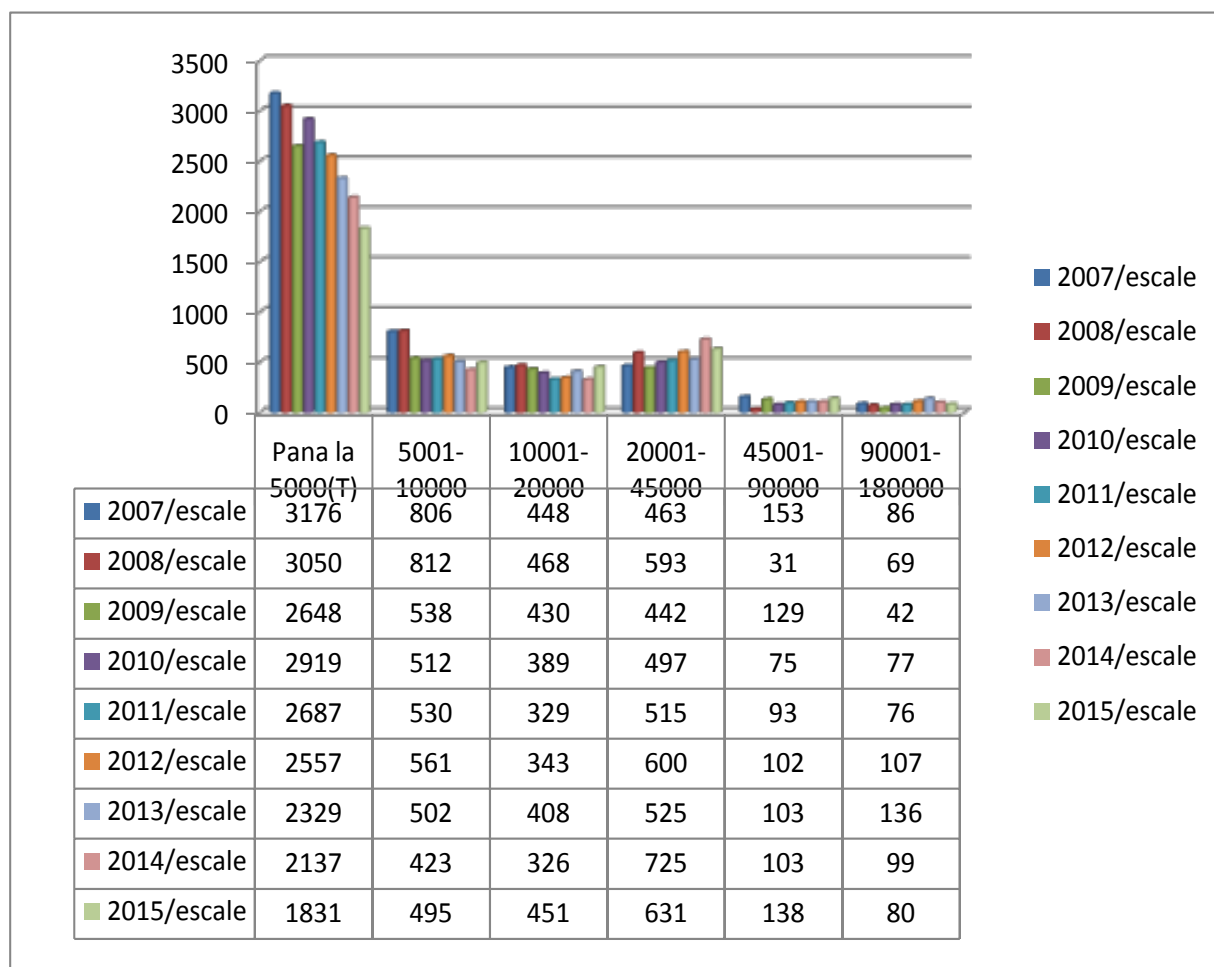


Graph 1

The statistics of the National Company Maritime Ports Administration Constanta (graphics 2 and Annex 1) it follows that vessels operated in Constanta port capacities are relatively small vessels up to 20 000 dwt. which confirms that during the financial crisis or recession vessels are used as vessels of capacities small that have as beneficiaries companies carrying party of small commodity is targeted to obtain reduced prices up to a maximum inferior, whose economic activity is at subsistence; or ships usually very big carrying minerals, oil, LNG, LPG or general goods with low price for freight to be bearable for the measurement unit (large freight ships is small);

Such medium capacity vessels became inoperable during the crisis and have made effect. Shipping companies have rerouted ships pursuing other opportunities in other markets of transport, but due to the agglomeration of assets in areas where this type of ship was still operable freight rates was drastically reduced and expenses have exceeded revenues.

Constanta port traffic in cargo ships spread over capacity in the period 2007-2015

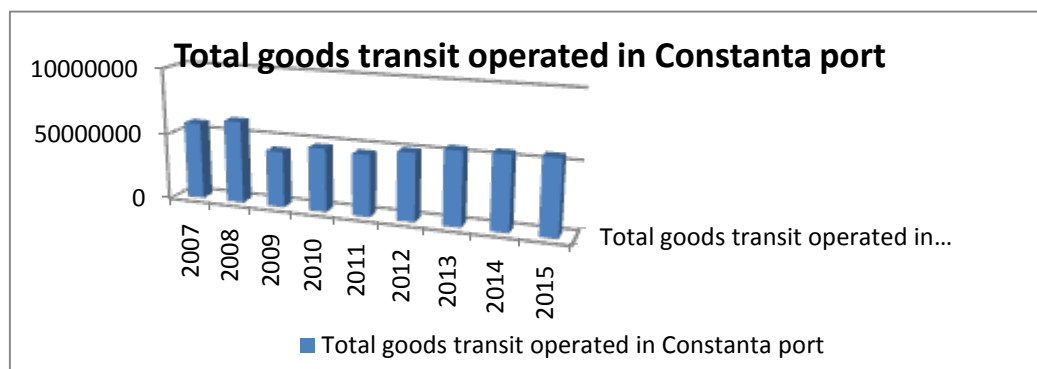


Graph. 2

Traffic and type of goods transport and transit through the port of Constanta show that exports from Romania in the period 2007-2015 were predominantly raw materials such as grain, timber, oil, ferrous and nonferrous scrap with deforestation resulting from domestic industry.

Imports are the consumer items that are transferred via intermodal maritime transport but decreased approximately 50% compared to 2007; Industry and stands solid mineral fuels (coal represented - Cox, anex.3).

Total goods transit operated in Constanta port



Graph 3

Strategies for development of seaports as development strategies shipping companies are drawn up taking into account the projections of economic and geopolitical medium term, the Black Sea, the Mediterranean, Central and Eastern Europe in particular countries bordering the river the Danube and the Transcaucasian region in accordance with international environmental protection and decrease pollution correlated with performance indicators and development are addressed as "Master Plan -2040" for development of the port of Constanta.

Cargo traffic in ports Romanian is also the image capacity of operability and performance of shipping companies.

Romanian shipping has gone through major transformations due to the policies of environmental protection, geo-political and economic situation today. The evolution of these phenomena printed tracts whose sudden changes have challenged the managerial capacity of leaders of shipping companies Romanian, which results better or worse they tried to cope with adverse situations that were faced in the last 20 years. The complex of negative factors that affected the early 90s of last century Romanian fleet belonging to the state were declining situation of the European economy and partner countries Romania until then - CAER. To this unfavorable situation was added the Romanian industry too, which had to enter into a period of transition and privatization. Of course, due shipping activity development, this situation was not very comfortable, especially because Romania's fleet was aging and designed to serve the Romanian industry with relatively high costs. Soon the Black Sea was isolated from Europe in terms of commercial by blocking corridor VII pan-European, represent by the Danube, along with the navy of all countries bordering it, with the beginning of the armed conflict in 1996 in the ex-Yugoslav. This conflict led to blocking navigation

on the Danube River with the establishment of the embargo on Yugoslavia. Such was the largest channel cargo transport sectioned between Western Europe and Eastern Europe. Both Romanian navy and the river have suffered economic losses due to the inability to achieve or limitation of transport in terms of effectiveness. Last and most important attempt was felt navigation companies and all shipping companies once the economic crisis starting from 2008 - 2009, namely the commencement of armed conflicts in Arab countries in North Africa and eastern Great Mediterranean.

These important sales markets for Romanian economic agents promoters of domestic exports; dissipated because of these conflate the perimeters while consolidated trade. Commercial potential has decreased dramatically, reaching the lowest levels in recent years. Shipping companies have a policy of forced survival, relying on the experiences of previous years. Of course, the crisis was felt strongly by the company, but the owner was striving to maintain and increase deliveries promptness largely service quality. Also, the company's management sought to implemented management policies to streamline transport activity, namely to retain greater flexibility, optimizing transport characteristics both in the Mediterranean, Black Sea and the Danube River. Situation of crisis and economic recession have not deviated even the Northern European shipping companies. They have recorded heavy periods, but had abilities to maintain market bringing new concepts of modernization and optimization of shipping. The crisis and its effects on international shipping activity were studied by Hans J. Peters in *"The Maritime Transport Crisis" under the tutelage of The International Bank for Reconstruction and Development / THE WORLD BANK 1818 H Street, N.W. Washington, D.C. 20433, U.S.A.*

Economic and financial crisis and conflicts which involve countries bordering the Black Sea

(Ukraine, Crimea) and those whose political situations or fragile in conflict bordering on the Mediterranean (Syria, Libya, Egypt) are contexts totally unproductive for transport naval. We appreciate, however, that their end is near future horizon and the potential trade and shipping to and from these areas is and remains very high. As soon as practicable, consider that will go to the reconstruction and economic recovery of these areas, which will create new transportation outlets and outlets for coastal shipping companies. Moreover, commercial spirit will certainly contribute to the revival of commercial activity mentioned above basins and increasing trade with them will help to increase the activity of shipping goods.

Although severely damaged, the business of shipping, which in the past five years was held at subsistence, small companies managed by flexibility to survive registering but profit ridiculous and making efforts to reduce costs and especially to avoid or eliminate the cat possible losses. These measures were also supported by a narrowing of wage employees, in conjunction with the reconfiguration crews and reorganization of the company structure. Quality of transport remained, despite these efforts, unaffected visible, to beneficiaries of transport services. The company's most important competitive advantages - speed, reliability and timeliness of operation for all beneficiaries remained unchanged, the company managed to position itself appropriately among competitors and contribute greatly to reposition of Romanian shipping industry.

Danube – the largest trade link between Central Europe and the Port of Constanta

Danube - the river is the most important link in the VII Pan-European corridors for transport that supports trade flows between neighboring countries and maintains commercial freight route build by within Europe from the North Sea to the Black Sea.



Figure 4 The VII Pan-European corridors for transport

Source: ConstantaPort

<http://www.portofconstantza.com/apmc/portal/stati>

c.do?package_id=infgen_port_fluvial&x=get&resource=coridor_4_7.gif

International economic impact in the context of socio-economic and politico-current legislative highlights a number of reconfigurations and adaptations arising from the implementation, since 2016 the principles of sustainability. These relate primarily to the adoption of clean technologies in line with general trends in contemporary society: fuel propulsion that has as LPG, LNG, reducing fuel consumption, reducing the polluting effects of shipping on marine fauna and flora etc. The effects of adopting such measures is felt both within the shipping companies, where impose new managerial strategies to increase performance and efficiency or effectiveness of daily activities and in the horizontal plane adjacent industry shipping providing support from a technological perspective and staffing industry. Another specific measure, based on the principles of sustainability, enhancing the quality of transport services.

Romania is an important transit point for steel industry raw materials coming from Russia and the Union of Independent States sustained by performance port infrastructure, the Danube-Black Sea Canal, and has as a strategic objective the transport of raw materials for Romanian and Croatian steel centers, lines Constanta- Galatzi, Vukovar-Constantza, Constantza-Regensburg. Implementation of clean technologies programs onriver shipboard that are differentiated constructive in two categories, with pusher and barge convoys of motorized vessels, lead to lower carbon emissions in the atmosphere and reducing the possibility of marine pollution, protects aquatic environment. At the same time, lowering costs fuels, leading to decreasing freight rates and make interesting the river transport of steel products and raw materials.

Romanian river transport companies have in goal replacing or rehabilitation the fleet of ships with the latest technology, technology which supports not only technically but river transport activity has a positive economic effect on companies by increasing profitability.

Economic strategy that is aimed at increasing the traffic of goods through the port of Constanta, in terms of political and economic current in conjunction with interdependence between segments of the shipping industry, make strategies have character and approach, in harmony with other segments competing in the marine industry and not only.

Starting from the fact that freight traffic in Constanta port has an operating rate of about 50% (anexa3) of real ability, given that infrastructure and port facilities allow to increase operating rates 50-60000000 tons per year

development strategy port is seen to be converging with the performance of shipping companies native whose development strategies are based on the same economic opportunities created by the development policies of the Black Sea basin, cessation of conflicts in the Middle East Arab countries bordering the Mediterranean Sea, and the partnerships and economic agreements that are foreshadowed by the Riga Summit-October 2016 that develops the opportunity to work in two new markets that are found in economic areas with great potential such as:

- China Market whose economic interests of immediacy, accompanied by treaty economic "16 + 1" which refers to exchange freight and international relations of transport on the so-called "New Silk Road", which has positive effects throughout Eastern Europe drawing on their infrastructure transport channel 7 Pan-European, which is determined by the path followed by the Danube river, canal Mainz and Rhine River, which connects the North Sea with the Black Sea, drawing on the geostrategic position of Romania as riverine and exit gate to the Black Sea. Creating a belt of direct shipping between China and European East through the existing port infrastructure and more specifically, the port of Constanta, which is advantaged by his geographical position and operational facilities.



Figure 5 The initial proposal of the "New Silk Road"
Source: "The Diplomat Magazine"

CONCLUSION

The opportunities that arise in the context of economic stabilization in the European trade perimeter, with the stabilization of the conflict situation in East Mediterranean and the reconfiguration of economic interests in Eastern Europe and the Black Sea, speculating the advantages of the geostrategic position of Romania in Eastern Europe and using the port infrastructure and internal pathways waterway, which gives a high potential transport, supporting reconstruction of maritime fleet and cargo in accordance with the requirements of global environment protection, applying economic strategy effective, the traffic of goods through sea and river Romanian ports will have an evolving in manner in which, development is not only will satisfy the current potential operating, but will be imposed solutions to lifting capacities operating by efficiency actions, thus, Romanian shipbuilding industry performances of transport and goods operation, will reposition the maritime routes and international markets of transport and logistics.

- Reopening old trade ties interrupted in the Black Sea and the Mediterranean Sea by armed conflicts and political changes that have occurred in South and South-East Mediterranean and are about to be extinguished, it is another opportunity, if viewed from the perspective reconstruction of these countries and Europe is the first competitor interested in establishing trade relationships that lead to promoting the exchange of goods and strengthen river-sea shipping.



Figure 6 European naval trade routes.

Opportunity is introduced into the equation for the assessment of operational perspective, to the qualities nautical vessels that will replace the current fleet to correspond by technically with the areas of operation infrastructure while having the strength and configuration of on-board equipment to satisfy in flexible way necessities imposed by the expected objective.

Based on these opportunities can punctual reconfigure the port - operational performance strategies for traffic and transit of goods and may be developed or reconfigure new strategies to developing through the performance of local shipping companies.

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