

**ABSTRACT - NAVAL AND MANAGEMENT SCIENCE**

**MĂDĂLINA ALBU (pg.10-11)**

Petroleum – Gas University of Ploiesti

**CONSIDERATIONS REGARDING MANAGEMENT OPTIMIZATION**

*Abstract: Management process consists of a set of actions that individual manager or group, provides, organizes, coordinates and controls the decisions of employees to achieve company objectives. In difficult conditions, the uncertainties and threats, opportunities and failures, major decisions, with the stated aim of achieving strategic goals is a problem and not everyone has the necessary capacity to achieve the best solutions. This paper presents a case study which, based on diagnostic analysis of a company identifies the challenges it faces, propose solutions to them, and optimization strategies within business process management.*

**MARIANA BĂLAN, RALUCA IOANA IORGULESCU (pg.12-16)**

Institute for Economic Forecasting-NIER, Romanian Academy

**HIGHLIGHTS OF YOUTH LABOR MARKET DEVELOPMENTS IN THE KNOWLEDGE-BASED SOCIETY**

*Abstract: In recent decades, a continuous process of transition of the world economy from the development based on traditional factors to one based on knowledge occurred. The development of the knowledge economy leads to changes in labour market demand: new skills and abilities are required. With the introduction of new technologies the demand for highly skilled workers increased, especially highly skilled in information and communication technologies (ICT), while the demand for low-skilled workers decreased. Although the young people have knowledge regarding new media tools and virtual environments, indispensable tools to the labour market in a knowledge-based economy, however, their unemployment rate is, in some EU countries, double than the adult unemployment rate. This paper presents a brief analysis of the problems faced by young people in the labour market, of the measures adopted in various countries in order to increase the role of education and training, both initial and continuous, and to increase the labour market insertion of young people, in Romania and the EU-27 countries.*

**GEORGETA BUMBAC (pg.17-20)**

General Economic Directorate, Ministry of Health, Romania

**TECHNIQUES FOR DETERMINING THE EFFICIENCY OF INVESTMENTS USED TO DEVELOP RURAL INFRASTRUCTURE**

*Abstract: The mitigating of agricultural disparities from rural environment can be achieved acting simultaneously in two directions: adaptation, modernization and development of the rural economy in an coherence integrated vision and promoting investment programs that contribute to sustainable rural development consistent with that of the European Union countries. Meanwhile, shares of investment for the development of rural infrastructure have by their nature, complex economic effects.*

**MIHAELA – LAVINIA CIOBĂNICĂ (pg.21-25)**

Spiru Haret University, Faculty of Accounting and Financial Management Constanta

**STUDY ON HARNESSING OF MANAGERIAL ACCOUNTING IN THE BUSINESS OF S.C. PETROM S.A.**

*Abstract: Capitalizing on the efficiency of economic information can be achieved only under a system informational schedule in which accounting is a basic component. Accounting activity has a major contribution to the economy through its contents, that merge harmonically abstract theory with the reality of the phenomena studied. It provides a system of related information and checked, nelăsând place of subjectivism and promoting accuracy and strictness in the reflection of economic and financial phenomena. The importance of communication in management has increased as the company expanded its borders, iar globalizarea increasingly sharp capital markets requires that you use the everyone has a unique language in accounting, actually achieved through normalization and harmonization.*

**ION DINESCU, BOGDAN MUNTEANU, IOANA MIHAELA VALENTIN (pg.26-30)**

"Henri Coandă" Air Force Academy, Brasov/ "Henri Coandă" Air Force Academy, Brasov/"BUCEGI" Mountain Training Base, Predeal

**THE INFLUENCE OF BUSHINGS' PROCESSING DIRECTION UPON THE FRICTION COEFFICIENT AND THE STATISTICAL ANALYSIS OF THE RESULTS**

*Abstract: Knowing the friction coefficients has a very significant importance, especially when talking about friction couplings that have frequent starting and finishing points. Because of the multitude of factors that appear in the friction process, the calculus relation for the determination of the friction coefficients are very complex.*

*It is known that any measurement process is accompanied by errors. In order to eliminate such errors, in the first stage, we determine the best values of the friction coefficient, then, with statistical indicators to determine the accuracy of the final results obtained by processing.*

*The present paper presents the results of the experimental research made by the authors in order to determine the influence of some parameters upon the friction coefficient within the bushings and the statistical analysis of the results.*

**GEORGETA DRAGOMIR, ȘTEFAN DRAGOMIR (pg.31-35)**

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**RATIONAL USE OF RESOURCES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT**

*Abstract: First strategy of sustainable development has been adopted at the European Council meeting in Goteborg (2001). This strategy was supplemented by an external size in the year 2002 by the European Council that take place in Barcelona. The Treaty of Lisbon (2007) has the table of contents and additional protocols on climate change and fight against global warming. In this respect, EU officials highlight alternative the need for thorough the connections between social systems, economic and environmental that contributes to the prevention and limit the risks, to support projects intended for public and private users. One of solutions is the ecological constructions, with various destinations, which are buildings and objectives assigned principles of sustainable development. They directly concerns ensure energetically efficiently, promoting a clean develop for savings and environmental protection. Ecological habitat is a modern and economical solution in which human-factor they can develop their activity and daily existence in an optimum way. This habitat can be achieved physically using recyclable materials, biodegradable and with systems and new technologies that lower costs of heating, air-conditioning and lighting.*

**DANIELA ENACHESCU (pg.36-40)**

Petrol-Gaze University, Ploiesti

**CONSIDERATIONS ON PRECIOUS METALS INVESTMENTS IN ROMANIA DURING 1990-2013**

**Abstract:** *In times of crisis, investments in precious metals are considered the safest. It is assumed that gold provides good coverage against inflation. This is true, but on very long term. Gold is not necessarily the solution for those who avoid risk. The price of gold has a quite high volatility and the price of gold is a direct result of the financial system. In this paper we try to analyze the evolution of investments in gold in both periods of economic boom and crisis in Romania, when and if it is better to invest in gold.*

**RODICA MANUELA GOGONEA, MARIAN ZAHARIA (pg.41-44)**

Academy of Economic Studies, Bucharest/Petrol-Gaze University, Ploiesti

**STRUCTURAL CHANGES IN TOURISTIC TRAFFIC EVOLUTION OF NAVIGATION IN ROMANIA**

**Abstract:** *Navigation tourism is a form of tourism with impact on the sustainable development of tourism. Highlighting connections marine tourism market mechanisms is based on knowledge of the relations between components. In this context, an important role is the analysis of the structural evolution of tourist traffic navigation, as part of marine tourism market demand. This paper analyzes the developments and structural changes, by category of comfort, the number of tourists arrivals and overnight stays recorded for the accommodation on inland waterway and sea in Romania. The conclusions highlight the results obtained following the application of statistical and econometric methods appropriate official statistics on sustainable tourism development.*

**SERGIU LUPU, ANDREI POCORA, ELENA CARMEN LUPU (pg.45-47)**

Naval Academy, Constanta, Romania/ Naval Academy, Constanta, Romania/Ovidius University Constanta

**AUTOMATIC EVALUATION OF STUDENTS IN THE „INTEGRATED SIMULATOR FOR DRIVING OF WATERCRAFT”**

**Abstract:** *“Mircea cel Batran” Naval Academy purchased in 2009 a complex of operational maritime simulators named “Integrated simulator for driving of watercraft” type Navi-Trainer Professional 5000 manufactured by TRANSAS Limited Co and certified by DetNorskeVeritas (DNV) as A class (full mission) for bridge and machinery. For the evaluation of the students, the simulator has the Transas Evaluation and Assessment System (TEAS) module. The Transas Evaluation and Assessment System (TEAS) allows assessing objectively the correctness of an exercise fulfillment by a student. The correctness of the exercise fulfillment can be assessed after the end of the exercise during the playback of the exercise log.*

**FLORIN NICOLAE, ANDREI ILIE DRAGUSIN (pg.48-50)**

Naval Academy, Constanta, Romania

**TOOL FOR COST ANALYSIS FOR THE MARITIME ENVIRONMENTAL CLEANUP STUDY CASE: OIL SPILL IN THE ROMANIAN BLACK SEA COAST**

**Abstract:** *Black Sea, considered one of the sensitive marine ecosystems of the planet, in recent years record a high volume of shipping oil ever higher. In future in this area is projected onshore and offshore activity in increasingly diverse and complex. Sustainable economic development in the Black Sea region requires substantiation and implementation plans in case of marine pollution. In this logistic effort and determination quantify the costs associated with oil pollution in case of an extreme event is required. This paper proposes a tool for analysis of marine pollution costs associated with operations and highlights the results of the calculation in the case of oil pollution in the Romanian Black Sea coast.*

**ELISABETA NICORESCU, VALENTINA MUNTEANU, MARIANA FORFOLEA, OANA PAUN (pg.51-54)**

University “Andrei Saguna”, Constanta

**ADVERTISING AND PROMOTIONAL MEDIA**

**Abstract:** *The following study underlines the importance of publicity and advertising in business promotion. The interest of every business is directed to consumers’ perception, imagination and loyalty. This article is improved with advertising criticism.*

**FILIP NISTOR, CORNELIU GRIGORUȚ (pg.55-56)**

Naval Academy, Constanta, Romania/Ovidius University Constanta

**OPEN REGISTRIES AN ATTRACTIVE SOLUTION TO SHIPOWNERS**

**Abstract:** *Open registries have provided for a period of time an attractive method to shipowners wanted to minimize operating costs, for example, levying low or no tax on ship profits and imposing no manning restrictions, and on many occasions by escaping legislative implementation and administrative control. As of 2009, about half of the world’s merchant ships were registered with open registries, and the Panama, Liberia, and Bahamas flags accounted for almost 40% of the entire world fleet, in terms of deadweight tonnage. The aim of the present paper is to examine the open or international registries and their impact on shipping market.*

**CRISTINA OPREA (pg.57-60)**

Petrol-Gaze University, Ploiesti

**CONSIDERATIONS ON THE EVOLUTION OF SHIPPING TRANSPORT AND INLAND WATERWAYS IN ROMANIA IN THE PERIOD 2000-2010**

**Abstract:** *In the last two decades, the transport industry in Romania suffered a number of changes both in terms of volume, but also in terms of weight of the various forms of transport in total. So, the railway transport has experienced significant decline as passengers number and goods volume, while the road transportation evolved upward. Shipping has evolved somewhat differently. While the number of passengers on inland waterways has decreased a lot (about three times), freight transport has evolved almost constantly. The paper stops just on these issues. It performed a comparative analysis between dynamic transport of goods and passengers by inland waterway and maritime and other transportation. It also examines the evolution of the gross weight of goods handled at seaports Romanian and EU, countries are landlocked.*

**IONEL CLAUDIU PASĂRE (pg.61-64)**

“Mihai Viteazul” National Intelligence Academy - Bucharest

**THE ROLE OF EUROPEAN UNION AND NATO IN THE CRISIS MANAGEMENT IN WESTERN BALKANS**

**Abstract:** *The crises that marked the destiny of the Western Balkans Region in early '90s have had a notable impact on the development of crisis management concept both at EU and NATO's level. These international organizations have been playing and important role in stabilizing, securing and upgrading Western Balkan states.*

*The purpose of this paper is to analyze the evolution of NATO and EU crisis management concepts emphasizing the role of the events in this region.*

*This study also approaches the present turmoil in the region. Considering the last evolutions in the area, the Western Balkans crises haven't been ended by peace agreements as there are still political stalemates, tensed relations between states or between ethnic communities.*

**LOREDANA-MARIA PĂUNESCU (pg.65-67)**

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**THE INFORMATION SYSTEM AND ORGANIZATIONAL CULTURE - FACTORS IN THE DEVELOPMENT OF KNOWLEDGE-BASED MANAGEMENT**

**Abstract:** *In a society where information is power, the information system will be, inevitably, a key element in the implementation of any management strategy. In a competitive system, the activities of research, development, innovation in new technologies in the market are needed to ensure economic success. Therefore, an effective system of information management helps project managers to find the necessary information for making different decisions in different moments.*

**VIOLETA POPESCU, HAZEL MENADIL (pg.68-73)**

Ovidius University of Constanta, Romania

**ASPECTS REGARDING WORLD ECONOMIC CRISIS IMPACT ON MARITIME TRANSPORT AND CONTAINER TERMINALS**

**Abstract:** *This paper aims to monitor the impact of global economic crisis on the container shipping and default on its elements (specialized ship, container terminal, shipping routes) and existing expectations on his recovery. Container shipping was in a continuous increase of nearly half a century as a result of globalization, global economic growth, global economic interdependence and the internationalization of the supply chain. Production crisis in 2008, in America, has a profound impact on all economic sectors worldwide and a severe impact on the container industry, particularly on container shipping lines. Decreased activity is observed over a year through poor profitability in all areas, as in 2009 Europe go into recession. Following a collapse of demand plus shipping fleet overcapacity worldwide. Under these conditions transport prices have dropped considerably and transport became unprofitable. To return comparable rate to reduce transport demand, by disarming vessels (landing crew, supplies, fuel, etc.) and stationary ships at anchor etc. Crisis is felt in ports by port traffic in decline, layoffs, and extension and refurbishment projects frozen etc. The crisis has continued in 2012. Expected changes in this area require terminal operators to find new solutions that could minimize the impact of the crisis on their business. Studies, statistics and research conducted by consultants and shipping companies for container transport future was optimistic: they show that at the beginning of 2010 traffic has gradually recovered and in Europe has reached the levels before the global recession.*

**SERGIU ȘERBAN, ALECU TOMA (pg.74-78)**

Naval Academy, Constanta, Romania

**THE ANALYSIS OF SQUAT AND UNDERKEEL CLEARANCE FOR DIFFERENT SHIP TYPES IN A CANAL**

**Abstract:** *During the last decade researches in ship hydromechanics were directed to navigation problems in getting bigger ships into harbors. This issue is connected to navigation safety and correct determination of the hydrodynamic forces generated on the ship hull moving in confined waters. This paper's purpose is to explain what is squat, how is calculated and includes an analysis of squat for different ship types navigating through a canal. Following the results it was concluded that the ship squat depends on the block coefficient of the ship, its speed and the cross-sectional area of the canal.*

**Nikola STOYANOV (pg.79-83)**

Director of Postgraduate Training Department at Nikola Vaptsarov Naval Academy, Varna

**USING A POSTERIORI ANALYSIS TO ASSESS SCENARIOS ASSOCIATED WITH THE USE OF TACTICAL NAVY**

**Abstract:** *In the new millennium, information and communication technology has become a tool that is transforming our time into an age of information. The widespread use of information technology results in significant changes both in weapons of war and the way they are employed in modern warfare. New trends are appearing to reflect the processes of transformation and integration affecting the armed forces worldwide. Evaluating the effectiveness of the use of M & S in the training of servicemembers is a problem related to the lack of uniform criteria and methodology to assess the quality of individual and / or group simulator training. The subject of this study is to apply a posteriori analysis to the training carried out at the "Ship Bridge" navigation simulator as part of the course in "Naval Tactics".*

**LUCIANA SPINEANU-GEORGESCU (pg.84-87)**

“Spiru Haret” University, The Faculty Financial-Accounting Management in Constanta

**DIAGNOSIS BASED FINANCIAL FLOWS BALANCE**

**Abstract:** *In economics, accounting makes an outstanding contribution as the entire contents of his blends abstract theory with reality analyzed information. Through the system of accounts, accounting information system provides correlated and verified, leaving no room subjectivity and promoting rigor and accuracy in reflecting economic and financial phenomena. Over time accounting information were imposed both by increased cognitive value and the share that they hold in total economic information so far accounting is fundamental in knowledge and comprehensive analysis of economic phenomena and processes actually constitute basis for decisions.*

**VERONICA PAȘA STIGNEI (pg.88-91)**

„Spiru Haret” University Constanta

**LOCAL PUBLIC INVESTMENTS - PRESENT ISSUE**

**Abstract:** Investing resources in local public interest objectives locally involves taking risks caused by the operation and efficiency level established. Uncertainty and risk are found everywhere (even local), combined in different proportions, so that for any conscious process that took place in every industry, uncertainty can be eliminated.

**MARIAN ZAHARIA, RODICA-MANUELA GOGONEA (pg.92-95)**

Petrol-Gaze University, Ploiesti/Academy of Economic Studies, Bucharest

**AN ANALYSIS OF THE EFFICIENCY OF ACCOMMODATION CAPACITY IN OPERATION ON FLUVIAL AND MARITIME SHIPS IN ROMANIA**

**Abstract:** The Romania's tourism supply includes the Danube River and Black Sea, forming the potential for tourism navigation. The study aims evaluation of the efficiency of accommodation capacity in operation, on inland waterway and maritime in Romania between 2000 and 2012 years. The paper begins with analysis of the number of these types of tourist accommodation, of the number of places they offer and accommodation capacity in operation. Amid presenting tourist supply (tourist accommodation), we study the annual evolution of the indices of accommodation capacity in operation. The analysis elaborated, according to the method applied to official statistics, aims to highlight specific aspects in order to establish management decisions for business continuity in tourism at odds as higher, compared with the standards set at European level and world level.