

The 2nd INTERNATIONAL CONFERENCE

**COMPETITIVENESS OF AGRO-FOOD
AND ENVIRONMENTAL ECONOMY (CAFE 2013)**

Bucharest – 7-8 November 2013



Thursday, 7th November 2013: Room 2013

11.30-13:30

Session chairs

Prof. PhD. Dan BOBOC

Prof. PhD. Diego BEGALLI

Associate Prof. PhD. Raluca Andreea ION

- EVALUATION OF ACHIEVED INVESTMENTS WITHIN THE DANUBE REGION IN THE METROPOLITAN AREA OF VOJVODINA PROVINCE, PhD. Jonel SUBIĆ, M.A. Marko JELOČNIK, M.A. Marijana JOVANOVIĆ, Institute of Agriculture Economics, Belgrade, Serbia
- CHANGES AND TRENDS ON WINE MARKET IN ROMANIA, PhD Student Roxana STOIAN, PhD. Professor Dan BOBOC, PhD. Professor Mirela STOIAN, Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
- A THEORETIC MODEL FOR DEFINING COMPLEMENTARITY LINKS AMONG REGIONAL DEVELOPMENT INTERVENTIONS IN ROMANIA, PhDs. Cristina CIOCOIU, PhD. Professor Victor MANOLE, Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
- CHARACTERISTICS AND STRATEGIES FOR THE DEVELOPMENT OF PIG MEAT SECTOR IN MOLDOVA AND THE EUROPEAN UNION, PhD. Associate professor Grigore BALTAG, PhDs Elena BARANOV – Agrarian State University of Moldavia, Chişinău, Moldavia
- APPLYING QUALITY POLICY IN ROMANIA FOR TRADITIONAL FOOD PRODUCTS, PhD Achim IRIMESCU, The Bucharest University of Economic Studies, Romania
- TRADITION AND TRANZITION IN THE ROMANIAN AGRICULTURAL MANAGEMENT AS NEOFACTOR OF COMPETITIVENESS AND ECONOMIC PERFORMANCE, PhD. Professor Radu VOICU, PhD. Associate professor Carmen Valentina RĂDULESCU, Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
- POSSIBILITIES AND LIMITS OF VALUING LABOR PRODUCTIVITY IN AGRICULTURE, PhD. Professor Costel NEGREI, Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
- FOOD SECURITY AND SUSTAINABLE DEVELOPMENT, PhD. Professor Angelica BĂCESCU-CĂRBUNARU, PhD. Professor MONICA CONDRUZ-BĂCESCU, The Bucharest University of Economic Studies, Romania
- FOOD SECURITY: CHANGES AND TRENDS ON WORLD AGRICULTURAL MARKETS, PhD. Associate Professor Raluca Andreea ION, The Bucharest University of Economic Studies, Faculty of Agro-food and Environmental Economics, PhD. Lector George Cristian POPESCU, University of Bucharest, Faculty of Administration and Business, Romania

14:30-16:00

Session chairs

Prof. PhD. Mirela STOIAN

Prof. PhD. Drago CVIJANOVC

Associate Prof. PhD. Carmen TRICA

- EVALUATING THE ENVIRONMENTAL SUSTAINABILITY IN EUROPEAN UNION, PhD. Professor Liliana DUGULEANĂ, PhD. Professor Constantin DUGULEANĂ, PhD. Professor Steliana BUSUIOCEANU, Transilvania University from Braşov, Romania
- SUSTAINABILITY EDUCATION WITHIN UNIVERSITIES, PhD. Professor Florina BRAN, PhD. Associate professor Ildiko IOAN, PhD. Associate professor Carmen Valentina RĂDULESCU, Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
- THE IMPORTANCE OF HARNESSING NATURAL RESOURCES THROUGH HEALTH TOURISM IN ROMANIA, PhDs. Alina-Cerasela ALUCULESEI, PhD. Professor Puiu NISTOREANU, The Bucharest University of Economic Studies, Romania
- FACTORS REQUIRING PERFORMANCE IMPLEMENTATION IN ROMANIA, PhD. Professor Maricica STOICA, The Bucharest University of Economic Studies, Romania
- CORPORATE GOVERNANCE THROUGH ENVIRONMENT PROTECTION CONDITIONS APPLICABLE FOR AEROFLOT COMPANY, PhD. Associate Professor Georgiana Andreea Gabriela PONORÎCĂ, PhD. Associate Professor Georgiana Adriana Florina POPA, PhD. Associate Professor Georgiana Oana STĂNILĂ, The Bucharest University of Economic Studies, Romania
- ECOLOGICAL TERRORISM - FROM DEFINITION TO METHODS OF FIGHTING GLOBALLY AGAINST IT, PhD Associate Professor Anca ROTMAN, PhD Associate Professor Camelia SLAVE, University of Agricultural Sciences and Veterinary Medicine, Bucharest, Romania
- THE ENVIRONMENTAL RISK – TOOL FOR THE SUBSTANTIATION OF INVESTMENT PROJECTS, PhD. Associate professor Carmen TRICĂ, Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
- RURAL CULTURE IN TRANSITION, PhD. Professor Toma Dorin ROMAN, The Bucharest University of Economic Studies, Romania

16:30-19:00

Poster presentation

Session chairs

Associate Prof. PhD. Ildiko IOAN

Associate Prof. PhD. Carmen Valentina RADULESCU

- STUDY REGARDING MANAGEMENT OF TECHNOLOGICAL SYSTEMS IN AGRICULTURE, PhD. Professor Mariana BRAN, PhD. Professor Iuliana DOBRE, PhD. Professor Irina Elena PETRESCU, Bucharest University of Economic Studies, Faculty of Agro-food and Environmental Economics, Romania
- INTEGRATION AND COMPETITIVENESS IN THE GOVERNANCE OF RURAL DEVELOPMENT, PhD. Professor Irina-Virginia DRAGULANESCU, University of Studies of Messina, Italy
- AGRICULTURAL MARKET CRISIS AND GLOBALIZATION – A TOOL FOR SMALL FARMS, PhD. Professor Ionela Carmen PIRNEA, PhD Professor Maurizio LANFRANCHI, PhD Professor Carlo GIANNETTO, Constantin Brâncoveanu University, Pitești, Romania; University of Messina, Italy
- STRUCTURAL CHANGES IN THE POLISH AGRICULTURE AFTER ACCESSION TO THE EU IN THE LIGHT OF THE SECTOR’S COMPETITIVENESS AND EFFICIENCY, PhD. Professor Marek WIGIER - Institute of Agricultural and Food Economics, Poland
- THE HYDROPONIC SYSTEM – A WAY TO GET VEGETABLE CROPS THROUGH PERFORMANCE METHODS, PhD. Associate Professor Marcela ȘTEFAN, The Bucharest University of Economic Studies, Faculty of Agro-food and Environmental Economics, Alina-Elena ȘTEFAN, Romania
- INTERDEPENDENCIES REGARDING THE EVOLUTION OF GREENHOUSE GAS EMISSIONS AND AGRICULTURAL ACTIVITIES OF ROMANIA, PhD. Cristian TEODOR, The Bucharest University of Economic Studies, Romania
- THE MILK MARKET TRENDS IN ROMANIA, PhD. Prof. Raluca – Georgiana LADARU, Petre-Florian DINU, The Bucharest University of Economic Studies, Faculty of Agro-food and Environmental Economics, Romania
- ENVIRONMENTAL COST-BENEFIT ANALYSIS ON A WIND FARM, PhDs Alina ZAHARIA, PhDs Gabriela ANTONESCU, The Bucharest University of Economic Studies, Romania
- PROVIDING THE QUALITY OF AGRO-FOOD PRODUCTS THROUGH THE RESEARCH AND TECHNOLOGICAL DEVELOPMENT, PhDs Bogdan BAZGA, PhDs Laurentiu REBEGA, The Bucharest University of Economic Studies, Romania
- EUROPEAN INNOVATION PARTNERSHIP -AN INSTRUMENT FOR SUSTAINABLE DEVELOPMENT IN A KNOWLEDGE-BASED SOCIETY, PhDs Mihaela Valentina DRĂCEA, PhDs Alexandru Costin CÎRSTEA, PhDs Ramona DOBRE, The Bucharest University of Economic Studies, Romania
- FUNDING OPPORTUNITIES ON THE STOCK EXCHANGE FOR AGRICULTURAL COMPANIES, PhDs Francesca Magdalena RAINOV, The Bucharest University of Economic Studies, Romania
- THE MAIN OBJECTIVES OF THE EU RURAL DEVELOPMENT POLICY FOR 2014-2020, PhDs. Mihai DINU, The Bucharest University of Economic Studies, Faculty of Agro-food and Environmental Economics, Romania
- SUSTAINABLE FOREST MANAGEMENT. CASE STUDY, PhDs Aurelia-Gabriela ANTONESCU, PhDs Alina ZAHARIA, The Bucharest University of Economic Studies, Romania
- INVENTORY MANAGEMENT WITHIN A FOOD FACTORY, PhDs. Daniela Magdalena DINU, The Bucharest University of Economic Studies, Romania
- THE POLARIZATION OF THE EXPLOITATION STRUCTURE AND ITS IMPACT ON THE AGRICULTURAL PERFORMANCE, PhDs Ramona DOBRE, PhDs Alexandru Costin CÎRSTEA, PhDs Mihaela Valentina DRĂCEA, The Bucharest University Of Economic Studies, Romania
- THE ECONOMIC AND ENVIRONMENTAL INTEGRATED ANALYSIS SCHEME - INSTRUMENT FOR EVALUATING THE POWER GENERATION TECHNIQUES, PhDs Paul CALANTER, The Bucharest University of Economic Studies, Romania
- PROGRESSES OF ROMANIA IN THE FIELD OF TRADITIONAL PRODUCTS, PhDs. Dan PETRACHE, The Bucharest University of Economic Studies, Romania
- THE RURAL SPACE AND THE HUMAN FACTOR, PhDs Sorin ANGHELUȚĂ - The Bucharest University of Economic Studies, Romania
- THE DISPARITIES ANALYSIS OF THE BUCHAREST-ILFOV REGION, PhDs. Dan Cristian POPESCU, The Bucharest University of Economic Studies, Romania
- RENEWAL OF RAILROADS, THE FIRST STEP TOWARDS ECOLOGICAL RECONSTRUCTION, PhDs Cristina Emilia CIOVICĂ, The Bucharest University of Economic Studies, Romania
- MARKET ORIENTED MEASURES FOR SEMI-SUBSISTENCE FARMS, PhDs. Andrei Marius SANDU, The Bucharest University of Economic Studies, Romania
- CULINARY TOURISM - A KEY-ASPECT OF ROMANIAN TOURISM DEVELOPMENT, PhDs Cristian FLOREA, The Bucharest University of Economic Studies, Romania
- AGRICULTURE OVER LARGE AREAS, AGRICULTURE MODERNIZATION PREMISE OF CALARASI COUNTY, PhDs. Emil MUȘAT, PhDs. Rareș Alexandru IONESCU, The Bucharest University of Economic Studies, Romania
- DEVELOPMENT OF THE HEALTH SERVICE INFRASTRUCTURE IN RURAL AREAS, PhDs Arghir CIOBOTARU , The Bucharest University of Economic Studies, Romania
- THE ROLE OF LOCAL GOVERNMENT IN RURAL DEVELOPMENT OVER THE CURRENT PERIOD OF TIME, PhDs Cristina FILIP MAVRODIN, The Bucharest University of Economic Studies, Romania

- ADAPTIVE MANAGEMENT OF BIODIVERSITY IN THE DANUBE DELTA, PhDs Anca DUNARINTU, The Bucharest University of Economic Studies, Romania
- SUSTAINABLE URBAN DEVELOPMENT, PhDs Mădălina DOCIU, The Bucharest University of Economic Studies, Romania
- THE ENVIRONMENTAL IMPACT OF RURAL TOURSIM IN MEHEDINTI COUNTY, PhDs Florentina MATEI, The Bucharest University of Economic Studies, Romania

Friday, 8th November 2013: Aula Magna (Piata Romana nr.6)

09:00-11:00

Session chairs

Prof. PhD. Gabriel POPESCU

Prof. PhD. James MacASKILL

Lecturer PhD. Georgiana Raluca LADARU

- THE PRESENT AND FUTURE OF SMALL FARMS IN ROMANIA, PhD. Cecilia ALEXANDRI, Institute of Agricultural Economics, Romanian Academy, Romania
- ROMANIAN MILK CHAIN WITHIN ABOLISHMENT ON QUOTAS' BACKGROUND – EU 27 COMPARISONS REGARDING COMPETITIVENESS, PhD. Mariana GRODEA, Institute of Agricultural Economics, Romanian Academy, Romania
- INTRA-SECTORIAL ANALYSIS AND EVALUATIONS ON ROMANIA'S FOOD PROCESSING FOREIGN TRADE, PhD. Mirela RUSALI, Institute of Agricultural Economics, Romanian Academy, Romania
- MODERN MANAGEMENT PRINCIPLES APPLIED IN LEADING AND ORGANIZATION OF AGRO-TOURISM FARMS AND GUESTHOUSES, PhD. Vergina CHIRITESCU, PhD. Mihaela KRUSZLICIK, Romanian Academy, Institute of Agricultural Economics, Bucharest, PhD. Mihai Sorin COSNEANU, Doctoral School, Romanian Academy - INCE, Bucharest PhD. Gina Pusa PIRVU, Institute of Food Bio-resources, Bucharest, PhD. Ruxandra Daniela ANDREI, Romanian - American University, Bucharest, Romania
- AN ESTIMATION OF THE EU INTEGRATION EFFECTS UPON SOME AGRICULTURAL MARKETS FROM ROMANIA, PhD. Lucian LUCA, Institute of Agricultural Economics, Romanian Academy, Romania
- ADAPTING THE LEARNING PROCESS TO THE PRESENT REQUIREMENTS. CHANGES AND NEW WAYS, PhD. Simona BARA, research associate at Institute for Economic Forecasting, Romanian Academy, Academy House Romania, Lecturer PhD. Claudia STANCIU, State University of Pitesti, Faculty of Economics, Romania
- ANALYSIS OF CONSUMER CHOICE BETWEEN INTERN AND FOREIGN AGRIFOOD PRODUCTS IN ROMANIA, PHD. Lecturer Georgiana Raluca LĂDARU, PhDs. CÎRSTEA Costin-Alexandru, The Bucharest University of Economic Studies, Faculty of Agro-food and Environmental Economics, Romania
- GAINS AND LOSSES OF ROMANIAN AGRIFOOD PRODUCTS ON EU INTRA-TRADE MARKET, PhD. Dan Marius VOICILAS, Institute of Agricultural Economics, Romanian Academy, Romania

11:30-12:30

Session chair

Prof. PhD. Gabriel POPESCU

Closing conference session

Book release

Rurality: the impact of social capital

James MacASKILL PhD, MBA, FRSA, FCMI, FGMN
British Institute of Technology & e-Commerce, United Kingdom

Rurality and the development of vital, vibrant and viable rural economies is potentially a major dilemma for the future use of available land in terms of loss of the productive heart of an economy. Urbanisation has now reached to a level where globally more people live in urban environments than in rural. In more developed regions this is projected to reach 80% and above. This paper explores the Harris-Todaro migration model and its interpretation during economic recessions and thus the potential to reverse the traditional march towards urbanization. A key element of this hypothesis is the role of social capital and the ability to develop or more effectively harness existing social capital parameters to raise the level of investment, opportunity and lifestyle potential of rural economies over the next 50 years. It also re-assesses the potential consequences of social capital development in the transformation of rural economies through its impact on the relative nature of poverty between urban and rural environments.

Keywords: rural development, social capital, urbanization, migration, economic development

Evaluation of climate change effects on the wine industry: an interdisciplinary approach

PhD. Diego BEGALLI, PhD.Roberta CAPITELLO, PhD.Maria DE SALVO
Department of Business Administration, University of Verona, Italy

In this study, the relationship between viticulture and climate change is widely investigated and different approaches are proposed. However, a deficiency of applications emerges, considering the numerous and varied effects of this phenomenon.

This paper aims to propose an innovative approach to estimate climate change effects on wine production. It integrates various scientific competencies via the construction of a framework that connects the effects of climate change with a farm's profitability and structure, entrepreneurs' characteristics and agro-meteorological, phenological, eco-physiological and oenological data. A new interdisciplinary model is formulated using the Romanian wine industry as a case study.

Enhancing competitiveness of Serbian rural tourism through process of clustering

Principal Research Fellow Drago CVIJANOVIĆ, PhD.
Research assistant Predrag VUKOVIĆ, M.A.
Institute of Agricultural Economic, Belgrade, Serbia
Researcher assistant Vladan UGRENOVIĆ, M.Sc.
PSS Tamiš, Pančevo, Serbia

The rural areas of the Republic of Serbia cover more than 80% of the territory and the results of the Census of population 2011 shows that on in these areas living approximately 44% of the total population. From these data it can be concluded about the importance that rural areas can have for the overall economic development of the country. However, rural area are still burdened with many problems (depopulation, migration to urban centres, reduced the volume of investments, etc.). Rural tourism has seen as an economic alternative which can run these negative trends to the opposite direction.

Intensive development of rural tourism in Serbia started in the nineties and in different parts of the territory it took different forms. Priority question is how to strengthen the competitiveness of rural tourism destinations. Given the fact that the tourist industry includes a large number of different factors which is necessary to make tourist product, solution has seen on better way how to organize it and make better connections between all stakeholders in order to enhance tourist competitiveness. In this sense, strengthens the role of the clusters.

This paper highlights the potential of development rural tourism in Serbia using clusters and indicates the possibility of strengthening the competitiveness of rural tourism destinations.

Keywords: rural area, tourism, cluster, destination, agriculture

**Comparisons regarding the accession degree
of the structural funds in the European Union member states**

**Professor Nicolae ISTUDOR, PhD
Lecturer Irina Elena PETRESCU, PhD**

Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies

Every country, regardless of the economic and social development is facing problems with the balanced economic development of the territory, determined by a number of objective and subjective factors that determine the uneven development of economic zones. This paper is an extensive analysis of the degree of accessing structural funds in the period 2007 - 2013 in the Member States of the European Union. Importance of the analysis is that the success of implementation of structural funds for Romania in the next programming period (2014 - 2020) is conditional on a thorough analysis of the current programming period (2013 - 2020), to assess the strengths, weaknesses, opportunities and, not least of which constraints faced by all actors involved in the management of these funds.

Key-words: *structural funds, European Union, gaps*

**Land market under the pressure of free movement of agricultural land,
PhD Professor Gabriel POPESCU,**

*Faculty of Agro-Food and Environmental Economics,
The Bucharest University of Economic Studies*

This paper focuses on the debates of land market under the pressure of free movement of agricultural land in Romania. The objectives are to identify the effects of land market liberalization. Land policy, in the building of the capitalist economy, was developed in two directions. First, it was a reforming process focused on restoring and building the land ownership right over the land unlawfully seized by the communist regime. The second direction involved starting and developing actions regarding the land markets and dealing with the transfer of land ownership by virtue of economic reasons. In this context, we investigate the wider role and importance of cooperatives or associations, other than land market shares in building ownership and operating structures by size (many theorists still understand the need of dimensional optimum) in which to achieve the highest possible performance in yield and efficiency.

Keywords: *land market, free movement, cooperatives, associations*

**Evaluation of achieved investments within the Danube Region
in the metropolitan area of Vojvodina province**

PhD Jonel SUBIĆ, PhD Marko JELOČNIK, PhD Marijana JOVANOVIĆ

Institute of Agricultural Economics, Belgrade, Serbia

Since second half of last decade Republic of Serbia is in phase of transition, which represents milestone towards its future development. Significant role in its orientation, except economy and its stakeholders, has the agriculture as well. Therefore, the process of investing in new business entities, recapitalization of existing business entities and consolidation of financial system are among the measures that can speed up the development of the market economy. At many economic entities exists unfavourable business performances, which can be seen through decrease of market share and total profitability? It has to be systematically focused on the reduction of high investment risks, mostly caused by political instability and problematic business ambient, which would increase the attractiveness of investment and stimulate domestic and foreign investors (they usually evaluate different combinations of risks and profits). In paper will be presented former level of realized investments within the economy, with special attention to the evaluation of realized investments in agriculture on the administrative area of Danube Region in Metropolitan area of Vojvodina province.

Keywords: *investments, economy, agriculture, Danube region, Vojvodina province, Serbia.*

Changes And Trends On Wine Market In Romania

**Roxana STOIAN, PhDs
Professor Dan BOBOC, PhD.
Professor Mirela STOIAN, PhD.**

The Bucharest University of Economic Studies, Romania

In the attempt of a wide analysis of wine sector, with accents over specific marketing particularities of this domain, this paper work wants to emphasize the following: an analysis over the economic potential of winery and the importance in the Romanian agriculture frame, the techniques and marketing approaches of a more and more competitive activity on an European and global market, but also the influence of marketing strategies in consumption decision. From this perspective, the target of the research is to find if this domain, considered by most specialists as being one of „royal blood” (in Romania), it’s really an important economic subbranch or the results of it activity are products with a high percentage of marketing in the consumption equation.

Keywords: *viticulture, winegrowing region, vineyard, export, import, demand, offer*

A theoretic model for defining complementarity links among regional development interventions in Romania

**Cristina CIOCOIU, PhDs
Professor Victor MANOLE, PhD**

The Bucharest University of Economic Studies, Romania

The year 2013 marks a key milestone for the regional development of Romania, being at the same time the final year of the first programming period of the nonreimbursable assistance received by Romania as a fully-fledged member of the European Union and also a decisive year for the preparations for the future 2014 – 2020 programming period. This is the moment when both accomplishments and obstacles encountered in the last seven years should be analyzed in order to identify the lessons learned and to improve the future regional development process of Romania. In this context, this paper focuses on the concept of complementarity in the field of regional development. The purpose of the paper is to propose a theoretical model for identifying the complementarity links among regional development interventions, introducing a definition and a typology of this concept, along with some implementation means.

Keywords: *complementarity, regional development, e-cohesion, structural instruments, double financing*

Characteristics and strategies for the development of pig meat sector in Moldova and the European Union

Associate professor Grigore BALTAG, PhD.

Lecturer Elena BARANOV, PhDs.

The State Agriculture University from Moldova, Moldova

Currently, the countries of the world are bred several hundred different breeds of pigs on color as well as the direction of productivity, and they are bred by crossing a number of species, reasonable selection of the best animals, the selection for the desired type and direction of growth of new generations. The greatest influence in the process of formed played a large white breeds formation, and is now widely used by Yorkshire, Landrace, Duro, Hampshire, specialized in meat production. Recently, there has been a pronounced tendency to increase the production of pork meat that are in high demand among the population. In addressing the problem of pig meat in the world has a leading role in the meat and pork balance steadily ranks first (36%).

Keywords: *meat production, food demand, pig breeds, productivity*

Applying quality policy in Romania for traditional food products

PhD Achim IRIMESCU

The Bucharest University of Economic Studies, Romania

Romania has a very good quality of agricultural production and, in order to protect it, a legislation, which is partly taken from the EU, should be considered. The lack of coherent legislation may result in the sale of fake traditional products at higher prices, which can cause perturbations in the market. Given the specificity of Romanian agriculture regarding the large number of small farms, traditional food sector could represent an opportunity for them. Traditional food producers obtain small productions, but with a high quality by using traditional recipes and disuse of preservatives and additives. Thus, applying a quality policy for these products is important for both farmers and consumers with quality guarantee.

Key-words: *quality, traditional food products, legislation*

Tradition and transition in the Romanian agricultural management as neo-factor of competitiveness and economic performance

Professor Radu VOICU, PhD

Associate professor Carmen Valentina RĂDULESCU, PhD

The Bucharest University of Economic Studies, Romania

The modern economic life reveals the contribution of management to the improvement of performance in various fields. It could be considered as a factor that support progress and influence the activities by establishing how are they organized and co-ordinated, how resources are used and how cultural values guides the work of the employees engaged in operational and functional processes within and organization. Management also enables the change needed to adapt to the dynamic of the environment. A challenge for Romania was the state of the agriculture along time. In this context, it is useful a better knowledge regarding agricultural management. The paper focuses on a review, analysis, and pursues the steps to be followed by a performing agricultural management. The authors envisage both the experience from Romanian agriculture, and the experience from the EU Member States. The latest ones were considered because in their case the use of the agricultural policies' advantages combined with good management resulted in large production and exports of agricultural products.

Keywords: *agriculture, management, agricultural management, knowledge.*

Possibilities and limits of valuing labor productivity in agriculture

Professor Costel NEGREI, PhD

The Bucharest University of Economic Studies, Romania

As a process that can be measured, labor productivity is important both as level and dynamics, the latter being expressed as absolute and relative spore.

This paper reveals the concerns for labor productivity determination based on the method of effective costs of labor, method inspired by the question: "How much labor uses the agricultural producer (individual or collective) to produce goods for consumption?"

The reasoning of this method has as basic elements salary cost and direct intermediate consumptions, with the aim of determining the indicator “full productivity of labor”.

Key words: *full productivity, intermediate consumption, salary price, potential labor*

Food security and sustainable development

Professor Angelica BĂCESCU-CĂRBUNARU, PhD

Professor Monica CONDRUZ-BĂCESCU, PhD

The Bucharest University of Economic Studies, Romania

The article clarifies issues of food security and its relationship to health security, undernourishment, malnutrition, and food insecurity. Afterwards, it examines the influence of the energy crisis and environmental crisis on the food crisis, continuing with issues linked to hunger on our planet and ending with human anti-natural facts that increase the gap between food security and sustainable development.

Keywords: *food security, food insecurity, health security, undernourishment, malnutrition, family subsistence, agricultural protectionism, agricultural crisis, ecological crisis, chronic hunger*

Food security: changes and trends on world agricultural markets

Assistant Professor Raluca Andreea ION, PhD

Bucharest University of Economic Studies, Faculty of Agro-food and Environmental Economics

Lecturer George Cristian POPESCU, PhD

University of Bucharest, Faculty of Administration and Business, Romania

This paper aims to investigate the state of food security worldwide, trying to answer the questions: What are the changes of food demand and supply on the world market? What are the gaps in food availability between different regions of the world? Which are the future trends of food demand and supply? In pursuing these questions, statistical data from FAO data base have been gathered and analyzed. Forecasts of food consumption and production are made using graphical method. The results show that in regions where food consumption is low, Africa, Asia, it does not provide the nutrients necessary to maintain harmonious development and health. In contrast, there are countries in North America, Europe and Oceania, where consumption is sufficiently varied and nutritionally balanced.

Keywords: *agricultural markets, food security, food crisis, hunger*

Evaluating the environmental sustainability in European Union

Professor Liliana DUGULEANĂ, PhD

Associate professor Constantin DUGULEANĂ, PhD

Lecturer Steliana BUSUIOCEANU, PhD

Transilvania University from Braşov, Romania

The paper refers to the environmental dimension of sustainable development in European Union, emphasized by Europe 2020 Strategy. This paperwork presents the dynamics of greenhouse gas emissions between 1990-2011 in European Union and in Romania and also the forecasting until 2015. The modern analysis of decoupling between two indicators: GDP and the greenhouse gas emissions, was used to show the way of these relative changes during 2005-2011 in the EU countries.

Keywords: *environmental sustainability, annual average dynamic rate, GDP, greenhouse gas emissions, decoupling analysis.*

Sustainability education within universities

Professor Florina BRAN, PhD.

Associate professor Ildiko IOAN, PhD

Associate professor Carmen Valentina RĂDULESCU, PhD

The Bucharest Academy of Economic Studies, Romania

Sustainable development is a challenging goal established several decades ago in order to create a more harmonious relation among humans and between them and the natural environment. On the long way to this goal education is an important component that needs to undergo important changes. The nature of these changes, their expected outcome, processes and actors contributing to this and the progress made so far are examined in an exploratory approach envisaging to clarify further information needs for improving human resources for sustainable development. In terms of competences, institutions, and educational programs we report significant progresses, while in case of practitioners information availability hindered at some extent the relevance of findings which at this point confirmed the normative framework.

Keywords: *human resources, competences for sustainable development, higher education, economics and management, sustainability managers.*

The importance of harnessing natural resources through health tourism in Romania

Alina-Cerasela ALUCULESEI, PhDs

Professor Puiu NISTOREANU, PhD.

The Bucharest University of Economic Studies, Romania

Health tourism is an area with an extensive history in Europe, being dependent on the natural resources from the area where it takes place and on the existence of potential curing factors. The main resource that is used in this field is water, which can be used in various forms. It can be used in the treatment of many diseases for prophylaxis or for maintaining the welfare of tourists. One of the European countries that are characterized by the abundance of resources that can be used in health tourism is Romania. The main advantage of this is that a single resort can treat many illnesses, but that infrastructure modernization delayed to be made resulting in a poor positioning of the destinations in Europe, despite the history, experience and renowned resorts such as Băile Herculane.

Keywords: *spa tourism, natural resources, health tourism, spa tourism in Romania, potential spa resorts in Romania, treatment factors, website spa, resort spa online*

Factors requiring performance implementation in Romania

Professor Maricica STOICA, PhD.

The Bucharest Academy of Economic Studies, Romania

The scope of the research is to identify the factors requiring performance implementation in present day Romania and to find the factor in relation to which we need to take action so as to stop corruption in other factors that maintain it. The main research methods that are used are: quantity and quality analysis and comparison. The information base of the researches consists of the statistic data published by international bodies, researches and works in the field published in the country and abroad, information provided by the National Institute of Statistics and other public information. The main conclusions resulting from the research have applicative scientific value that may establish sustainable solutions for performance implementation in Romania within the meaning of the fact that we have identified the factor forming the basis of performance implementation and we have proposed the implementation modes.

Keywords: *performance, education, corruption.*

Corporate governance through environment protection conditions applicable for Aeroflot Company

Associate Professor Andreea Gabriela PONORÎCĂ, PhD

Associate Professor Adriana Florina POPA, PhD

Associate professor Georgiana Oana STĂNILĂ, PhD

The Bucharest University of Economic Studies, Romania

The paper reveals the concept of corporate governance, which states the official definitions of this topic, as well as a brief presentation of its evolution over time and also what it comprises today. This study practically tries to identify the impact of the company's financial results on its corporate governance. We analyse the Russian airline company Aeroflot, whose data was extracted from the online interview with the Chairman of the company's Board of Directors and also from the company's consolidated financial statements and annual reports from 2011 and 2012 and the company's website. Both the management structure and the performance indicators in respect with environment protection represent subjects of huge importance that corporate governance deals with.

Keywords: *corporate governance, environment, key performance indicators, management, quality*

Ecological terrorism - from definition to methods of fighting globally against it

Associate Professor Anca ROTMAN, PhD.

Associate Professor Camelia SLAVE, PhD.

University of Agricultural Sciences and Veterinary Medicine, Bucharest, Romania

International terrorism is the most painful wound of the contemporary world as they know the forms causes destabilization and fear. Terrorists are those who direct their hatred against the innocent motivation preceding the terrorist act is closely related to abstract and absolute ideals. Guilt to the victim is replaced with the fulfilment of a "duty faith." Terrorist killing in the name of justice, the action was considered its tool.

Keywords: *attack, cyber terrorism, ecology terrorism, environmental, disease.*

The environmental risk – tool for the substantiation of investment projects

Associate professor Carmen TRICA, PhD

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In any field of economic, social or political activity the issue of risk occurrence is of great relevance, since it has consequences that cannot be always predicted or anticipated. Generally, the risk represents the uncertainty of a result, action or event, being either a positive opportunity or a negative threat. It is also defined as the probability of occurring an event or action that could interfere with the accomplishment of project goals. Any identified risk should be diagnosed and there should be found the measures needed to avoiding or limiting the impact. The paper present, in its first part, the risk analysis within the process of investment decision substantiation. Further, there are developed methodologies of system and generalized approach of risk analysis. For a better understanding there are included examples of risk analysis in case of industrial, agricultural, and environmental projects.

Keywords: *environment, risk, project management, investments.*

Rural culture in transition

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The progress of the rural economic sector depends also on its cultural ground. A specific culture, that is open to the dynamic of the modern society facilitates the acquiring of new values and knowledge and incentivizes the knowledge transfer. Is the Romanian rural culture opened to such changes? This is a question that worth to seek an adequate answer.

Keywords: *rural community, values, knowledge, rural development*

Study regarding management of technological systems in agriculture

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Initiation of agricultural activities generates preliminary approaches of multiple aspects that characterize them. The content of such problems and their resolution aim, first, knowledge of the market of agricultural products, determining of the production structure, in accordance with ecological potential and, in particular, for maintaining its, choice of technological systems, being known their variety and the influence, ultimately, on achieving a certain level of performance, preferable economical and ecological. Approach is not at all simple, so requires substantial managerial knowledge connected to reality, especially as it is known propagated impact of management in achieving desired goals. Based on the foregoing, this paper aimed the practical elements of organizing a multifunctional farms, focusing on technology, which will lead to different results to the level of farm and environment

Keywords: *agricultural farm, environment, technological system, management*

Integration And Competitiveness In The Governance Of Rural Development

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During the last decade, the European agri-food system has been facing major challenges due to the dynamics of the globalization of markets, the changed international context, increasing competitiveness. From the MacSharry reform in 1992, Fischler in 2003 with the *Mid-Term review*, Fischer Boel with the *Health check* in 2009, to 2014-2020 structural policies, has been modified the method of sector support (partially decoupled support) and, above all, initiating a rural development policy to improve the competitiveness of rural areas, protect the environment and rural heritage, promote the multifunctional role of agriculture. The competitiveness of the sector is an inseparable component of other important objectives, such as the multifunctionality of agricultural activity, the "non-productivistic" functions of agriculture. In this sense, the functions are enhanced environmental, landscape, social and recreational activities as characterization of the "European agricultural model" based on the small size of companies, the relevant presence of multiple employment and strong integration between agricultural activity and territory.

Keywords: *integration, competitiveness, the new CAP, supply chain, agri-food chain, rural development*

Agricultural market crisis and globalization – a tool for small farms

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There are many ways by which globalization has been defined. People around the world are more linked to each other than ever before. Information and money flow more speedily. Goods and services produced in one part of the world are increasingly obtainable in all parts of the world. International travel is more common. International communication is simple and fast. This fact has been termed as "globalization." The positive and negative effects of globalization and the groups that resist and support globalization are many. Some of the impacts of globalization can be seen on small farmers in developed and developing countries. Corporate globalization has impacted the rural communities in several ways. This paper presents the impacts of globalization on small farms.

Keywords: *globalization, sustainability, agriculture, small farms*

Structural changes in the Polish agriculture after accession to the EU in the light of the sector's competitiveness and efficiency

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Socio-economic transformations that took place in Poland in the period of EU membership caused a number of structural changes in the resources and distribution of production factors in agriculture. As compared to other sectors of the economy the changes in the agricultural sector seem relatively the most significant ones. The material presented below includes: a brief analyses of structural

changes taking place in the Polish agriculture in the 2002-2012 period, information on the absorption of the EU funds for implementation of structural programmes and conclusions from this assessment referring to the issues of competitiveness and efficiency of the Polish sector.

Keywords: *structural changes in agriculture, competitiveness of agriculture, efficiency of agriculture, State aid for agriculture, Common Agricultural Policy*

The hydroponic system – a way to get vegetable crops through performance methods

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In the current crisis, in order to cope the situation, many of us are trying to refocus into other more profitable fields. A reliable source of income is getting vegetables on the nutritious substrate, or hydroponics system, a system in which vegetables do not need soil, these are developing successfully in environments loaded with nutrients such as water, sand or sawdust. The techniques to start a hydroponic culture must be performed by specialized growers.

Keywords: *Hydroponics cultures, tomatoes, nutrients substances, vegetable care.*

Interdependencies regarding the evolution of greenhouse gas emissions and agricultural activities of Romania

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This work aims to analyse the interdependence of the activities that lead to the increase of gas emissions afferent to agriculture lands, and as well to identify some characteristics regarding the years within the analysed period. It has been noticed that the biggest quantities of greenhouse gas generated by the main analysed agricultural food groups (cereals, leguminous plants, oleaginous plants) were produced in 2007. In order to develop the agro-food sector in Romania, measures to reduce the greenhouse gas emissions should be taken.

Keywords: *agriculture, GHG, interdependent, sustainable development.*

The milk market trends in Romania

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The dairy market is well developed in Romania, having a high production of milk and products derived from it and increasing values in the last five years. Despite the high production, sales fluctuate being affected by the food safety issues in a negative way and positively by new methods of distribution for milk through automatic dispensers and the intense marketing methods companies practice it in our country. This article aims to analyze the dairy market in Romania making reference to milk production, consumption and price.

Keywords: *milk market, production, consumption, price*

Environmental cost-benefit analysis on a wind farm

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Romania is one of the most attractive countries, in terms of investment in green energy, and this is due both to the green energy potential and to green energy system promotion based on green certificates. This study presents the results of an environmental cost-benefit analysis that was made on a wind farm example. Forecasting costs and revenues was performed for a period of 23 years and relied on the use of inflation rate for obtaining the discount rate. The need of using renewable energy sources requires cost-benefit analysis in this area, to show all the impacts and especially the profitability of a wind park in order to attract more investors in Romania.

Keywords: *environmental cost-benefit analysis, risk and sensitivity analysis, Romania, the profitability of green energy production, wind farm.*

Providing the quality of agro-food products through the research and technological development

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The purpose of this paper is to provide a comprehensive and clear picture about the importance and role that the agro-food product has over the research, technical development and food security. The general aspects regarding food safety and security are presented in the CAP framework. Quality of agro-food products and commodity price volatility is a particularly serious problem especially for those states that are dependent on the producers of such raw materials/commodities. In recent years, price trends revealed multiyear extremes that reached up to 100%. About two billion people, about a third of the world's population, depend directly on the production of primary commodities – basic agro-food products such as grain, oil, sugar, rice, meat, cotton. Food insecurity, climate change and price volatility are, more than ever, the three major global challenges that humanity faces. Food Security refers to food access and availability. A family farm or household, or any other form of organization, can be regarded as being safe, as providing safe food, only when all its members do not live in hunger or fear of starvation. According to UN FAO and that World Resources Institute, global per capita food production has increased substantially in recent decades, but contrary to these calculations/results, over 1.26 billion people suffer of chronic hunger caused by extreme poverty, while over 2 billion people are food insecure and 6 million children die of hunger every year - (17,000 daily) from malnutrition. (Source FAO, 2003). Sustainable development has become a critical concern of many economists all over the worlds, which hold out that in the strategy for agro-food products, should be taken into account as a key issue, the current financial and economic crisis. Agro-food products always depend by the research and technological development, but this will happens only if the agricultural markets are established as well defined entities. Under the pressure of an increasingly unstable economic environment, the phenomenon becomes more and more dangerous, threatening global food security.

Keywords: *agro-food products, research, technological development, food security, climate change, agriculture.*

European Innovation Partnership -an instrument for sustainable development in a knowledge-based society

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In nowadays society innovation has become a decisive factor in the state of economic and social development of a country or region. At the European Union level, changes have occurred in the approach of this factor, knowledge becoming increasingly appreciated and promoted as an indispensable resource. Currently efforts are being made towards improving knowledge transfer to intercede the distribution of this valuable resource across the European space. The agricultural European Innovation Partnership represents the newest instrument in perfecting knowledge transfer in agriculture. Their approach is different, following the "interactive innovation model" which involves creating partnerships between farmers, advisors, researchers, businesses, and other stakeholders in Operational Groups. EIPs are expected to ensure the optimal development opportunities for partners in innovation and research, so they will be able to work together, reaching better and faster results.

Keywords: *innovation, sustainability, knowledge transfer, partnership, rural development*

Funding opportunities on the stock exchange for agricultural companies

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The paper aims to prove how agricultural companies can practically exploit internal and external funding sources available in the

capital market. These sources are seen as an alternative dynamic capitalization / lending to companies' projects investments, meaning both lower costs than traditional alternatives and also image benefits through share issues / public offerings or bond issues. This type of opportunities are recoverable in a bad economic context for agriculture companies, mainly due to the limitations imposed on bank lending and laborious access to funds. The methodology used in the paper is the comparative method and financing alternatives will be compared to " stock exchange - private equity", "stock exchange vs. strategic investor" and "stock exchange vs. banks", and the analytical method by describing minimum criteria required by the market operator, deducted from analyzing agricultural companies access to financing through the capital market methods (exposure, case study and conclusions). The overall result of the work lies in the awareness of the opportunities and benefits of capital market funding system. Once one company knows the outcomes, this leads to practical ways an agricultural companies can access the stock exchange, (here including practical steps that they have to follow and the criteria to perform), leading eventually to understanding how practically works a listed company, beneficiary of the grant funding system.

Keywords: *stock exchange, European funds, agricultural companies*

The main objectives of the EU rural development policy for 2014-2020

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In this article will be identified the main objectives of rural development policy at European level for the new programming period 2014-2020. The paper will begin with a short analysis of the situation in 2007-2013 and will continue with the presentation of new objectives, which are in accordance with the Europe 2020 Strategy. Rural development will remain Pillar 2 of the CAP, thus completing market measures and direct payments. Financing of the policy will be made from EAFRD through rural development programs. Each Member State may propose a single national program or/and several regional programs that can include several thematic sub-programs.

Keywords: *CAP, Europe 2020 Strategy, financial framework, objectives, rural development*

Sustainable Forest Management: Case Study

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Forest management is an important issue at national level, especially in the current context of the Romanian economy and of the international challenges, like climate change. Natural and anthropogenic hazards, climate change, overexploitation of natural resources, environmental pollution, population growth, have led to a drawing alarm signals regarding the existence of humankind and of Earth. Based on these signals, is tried, in each country, to design strategies and policies in order to achieve the objectives of sustainable development concept and one of those is the sustainable forest management. In this research we made a secondary data analysis which had provided information about the current situation of Vrancea's forestry and about the importance of socio-ecological dimension in making economic decisions. The results could contribute on doing a more effective planning of forest management.

Keywords: *economic and social-ecological decisions, sustainable forest management, Vrancea forestry study case, secondary data analyses,.*

Inventory management within a food factory

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An efficient management of inventories means proper planning and usage of one of more control methods as Just in Time(JIT), Material requirements planning(MRP), Vendor Management Inventory(VMI) or Distribution resource planning(DRP). The stock coverage before production capacity is influenced by many aspects, activities or factors, as: delivery time, payment term, payment methods, risk assuming in terms of delivery terms agreed and accepted, transport administration, minimum quantity delivered, stock buffer, planned quantities to be supplied according to the production and sales plan, monthly average consumption, product category ("jumper" or not), availability of one article on market. Each food stock needs Bulletin analysis and Declaration of conformity, migration tests for packaging that come into direct contact with the product. The management methods used will pay attention to storage capacity, ambient or temperature controlled spaces, mandatory and optional documents, the frequency of inventory management, humidity records, Quality standards followed, internal and external audit, physical and qualitative reception, issuance and tracking complaints, labelling, items identifying, samples management, expired items administration, losses recording, key performance indicators and many other aspects.

Keywords: *stocks coverage, minimum and maximum boundary, manufacturing cycle, shelf life*

The polarization of the exploitation structure and its impact on the agricultural performance

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This paper aims to reflect the need to correct the exploitation polarization as a key point in the development of Romanian agriculture and the rural in general. The main purpose is to expose the differences existing between Romania and other EU member states regarding the exploitation structures of the agricultural land and also to identify changes than can be made in order to increase the performance and the competitiveness of Romanian agriculture. Presentation and interpretation of statistical data supports the necessity to correct the exploitation in agriculture, in Romania.

Keywords: *polarization, property structure, exploitation structure, performance in agriculture, holdings structure, agricultural land.*

The economic and environmental integrated analysis scheme - instrument for evaluating the power generation techniques

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In the context of the current economic and financial crisis, the costs reduction has a great importance in any sector of activity. Moreover, in order to comply with the environmental requirements a significant financial effort is needed. In such situation, the integrated analysis - environmental and economic - gains increasingly more ground worldwide for developing and selecting of viable scenarios for sustainable development. Within this work, the scheme of integrated analysis - economic and environmental - will be presented. This type of analysis might be an appropriate basis for evaluating the electricity production techniques, and finally for guiding the strategies in the energy sector.

Keywords: *energy, integrated analysis, indicators, algorithm*

Progresses of Romania in the field of traditional products

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In Romania there are many products that have potential to be applied in accordance with Regulation (EC) 1151/2012 on the certification of traditional products. However, Romanian traditional products do not have a good representation in the EU market, imposing such measures on their certification and promotions. One reason is the lack of association of farmers and procedures that require a long time for the EU attestation of traditional products. In this paper is presented the situation of the certification of traditional products in Romania, as well as its evolution during 2005 - 2013, each food category.

Keywords: *traditional products, promotion, European Union*

The Rural Space And The Human Factor

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Given the growing importance of sustainable management of resources, as including human resources, in recent years is trying increasingly to growing importance is given to rural. Without taking into account the human factor, can generate problems like loss of social welfare. The purpose of this article is to make an analysis of the importance of the human factor in achieving the expected results due to the promotion and use of green economy, as well as a overview of the characteristics of the human factor in rural. The importance of the human factor is given by the need to take decisions that must have an impact on various aspects of rural.

Keywords: *rural, green economy, Romania, the importance of human factor, Human Development*

The disparities analysis of the Bucharest-Ilfov region

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The reduction of economic and social disparities has become the key problem within the regional policy of the European Union (EU), especially in the context of its extension, and inclusion of new regions which presents for the most part inequalities in comparison with the average level of development existent at the level of European Union's regions. The existence of regional disparities at each country level remains an important problem both from a theoretical point of view, and from a practical one, which implies the necessity of an examination with the result of planning and optimal allocation of resources and funds at the regional level.

Keywords: *regional development, cohesion policy, disparities*

Renewal of railroads, the first step towards ecological reconstruction

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The current trend of railroad transport defines a future scenario in which cost minimization strategies will be replaced by quality maximization strategies due to the continuous development of the society and the change occurring in consumers' preferences that are in a constant desire of more and better. The renewal of the European railroads is one of the main objectives of all representative institutions. This is the reason for which the current paper wishes to analyze the present state of the Romanian Railroad System from a passengers' perspective and to assess the trend of the following years.

Keywords: *railroad, infrastructure, rolling stock, intermodality*

Market oriented measures for semi-subsistence farms

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The aim of the measures in Axis 1 in the National Rural Development Programme 2007-2013 was the market orientation of semi-subsistence farms. This was possible by using measures 111, 141, 142, 143. Beneficiaries could simultaneously access all these measures in order to achieve a competitive market. By accessing the semi-subsistence measures, the beneficiaries could modernize and restructure small farms and could also make technical investments in the agricultural holdings they own in order to sell to the market.

The level of access was pretty low compared to what it was proposed in the National Rural Development Programme 2007-2013, but despite the low degree of absorption there were some satisfactory results for semi-subsistence farms.

In this research I did a secondary analysis of data to provide information about the current situation of accessing measures under Axis 1 and the importance of semi-subsistence farms and markets for the Romanian economy. The results could help make a better future planning and respond to the needs traced by analyzing the measures of market orientation of semi-subsistence farms.

Keywords: *semi-subsistence farms, National Rural Development Programme 2007-2013, market, measures, economy, investments*

Culinary Tourism - a key-aspect of Romanian tourism development

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Generally, this article aims at discussing the subject of culinary tourism, especially with its Romanian particularities. Besides resources, wild nature with mountains, rivers, Danube Delta, monasteries and medieval cities preserved in order for the contemporary footprint not to be noticed, Romania has an important background of traditional food products. These original and traditional products, as well as the authentic way of preparing them, increasingly invite the tourists to experience Romania from a culinary tourism point of view. The rural space of Transylvania, with its life, captivates more and more tourists and the article expresses the influence of British tourists arrivals observed in the last period.

Keywords: *culinary tourism, Romanian food products, authenticity, strategic management, British visitors*

Agriculture over large areas, agriculture modernization premise of Călărași County

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Calarasi County is one of the counties with the most modern agriculture in Romania. Technological progress has also marked the agricultural field, so in addition to new technologies to improve soil fertility, new agricultural machineries of high efficiency have been brought, with extremely important role in increasing agricultural productivity. Currently, in Calarasi County are 574 farms, each one operating over 100 hectares of arable land, all of them exploiting approx. 330.000 ha, respectively 85% of the arable land of the county, utilizing approx. 59% of the county farming machinery. Agriculture over large areas was possible mainly by exploiting the leased land, and the largest contribution to the modernization of agricultural production was possible by accessing the European Funds, in this process, belonging to a cooperative structure such "farmers group", being an advantage for scoring projects.

Keywords: *large areas, modern agriculture, Calarasi*

Development of the health service infrastructure in rural areas

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Sustainable development of Romanian communities, especially of those in rural areas is a basic requirement for development of the state and therefore, should be a priority for a good governance. Given the current situation, in which primary healthcare is provided only by the private practice of the family doctor, the state medical dispensary reestablishment becomes a vital condition both for the health of the community, especially in rural areas and for the support of other activities related to the social and medical field.

Keywords: *community, rural areas, state medical dispensary, sustainable development.*

The role of local government in rural development over the current period of time

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Local Government, currently under reorganization, should play an important role in managing the rural communities' issues in Romania. Therefore it detaches the theme of spatial planning or that one of supporting the local producers, including systems supporting small and medium enterprises (IMM) and the use of European funds.

Keywords: *rural communities, local authorities, European funding*

Adaptive management of biodiversity in the Danube Delta

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Biodiversity is a the heritage of life that could held the information needed for the wellbeing of human kind. The challenge of biodiversity preservation was addressed by various management solutions, the newest being the adaptive management. The paper aims to give insights for the application of adaptive management and to reveal its potential for increasing the effectiveness of ecosystem management in the Danube Delta. Carefully designed adaptive management action plans could allow important improvements in the information base that support decisions related reed valuation.

Keywords: *biodiversity, adaptive management, ecosystem services, Danube Delta*

Sustainable urban development

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The urban environment is becoming the host for most of people around the world. Therefore, the concern regarding the environmental challenges is increasing and the range of solutions is widening. Various combinations of these solutions are proposed as models of urban sustainability and some of them are supported by governmental policies. Integrated urban development and urban regeneration models are presented in order depict how could be resolved sustainability issues related to air and water pollution and waste management. Strategic approach, coordination and public-private partnership result as the key prerequisites for implementing these models.

Keywords: *air pollution, water pollution, urban sustainability, waste management.*

Environmental impact of rural tourism in the Mehedinti County

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The tourism industry in general has a major impact on the economy of a country, given jobs and gains generated from this activity. But equally important is the impact that tourism has on the environment, both through the destruction of ecosystems, and through measures for their protection. Today, tourism development involves a range of new products, higher quality, and quantity. Therefore, I chose to analyse Mehedinti County environmental effects that occur with the development of tourism in general and rural tourism in particular.

Keywords: *rural tourism, environment, touristic products, economy, sustainable development*

The present and future of small farms in Romania

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Small-sized farms have a significant share in Romania's agriculture, as a result of the specificity of land restitution to former owners in early 1990s. Although the total number of agricultural holdings in Romania was down by almost half a million in the last decade, it remains one of the highest in the EU countries and reveals the social, subsistence character of a large part of agricultural holdings. The paper attempts to evaluate the situation of small farm sector restructuring after applying Measure 141 referring to the support to semi-subsistence farms from NRDP 2007-2013 and the Life Annuity national scheme. At the same time, starting from the Commission's proposal for the post-2013 period on the support to small farms under the form of a lump sum payment ranging from 500 to 1000 euro, a series of calculation variants are made in order to see whether this measure would be financially attractive for small-sized farms in Romania. The main conclusion of the study could be that the process of small farm consolidation and its integration into the market economy structures would be quite slow, due to the extremely large number of small farms and to their safety net role for the extremely poor rural population, whose survival depends on the operation of the small plot of land into ownership.

Keywords: *small farm, CAP Reform, Romania*

Romanian Milk Chain within Abolishment on Quotas' background – EU 27 comparisons regarding competitiveness

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Taking into consideration the new Common Agricultural Policy (2014 -2020, for the milk sector, which will have as main component the milk quota removal after 2014, the present paper makes a comparative analysis of the indicators from the milk chain links (agriculture, processing, trade, consumption) from Romania and the EU-27 member states in the period 2009-2012, in order to reveal the performance level and Romania's position among these European countries, as well as the modalities to narrow the productivity gaps along the Romanian milk chain compared to the European Union, having in view the domestic supply improvement and meeting the consumers' needs. In this context, an investigation was made by each link in the chain, at the level of milk production, raw milk collection for processing, milk processing, distribution and consumption, in close connection with milk quality and price evolution; certain variants and measures were designed to narrow the gaps of productivity and institutional organization of the milk chain in Romania.

Keywords: *cow herds, milk production, dairy cow farm size, prices, quality*

Intra-sectorial analysis and evaluations on Romania's food processing foreign trade

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The research investigated the impact of EU accession on the competitiveness of Romanian agricultural products processing sector. Quantitative statistical analysis and qualitative methods have been applied based on relevant specific trade indicators. Romania is a net exporter of agricultural commodities, while over two decades an importer of processed products. The main results of the empirical research indicate a weak competitiveness of Romania's processing sector, alerted by dependence on imports, disadvantages compared to EU, especially concerning the quality of exports and trade inefficiency revealed by cheaper exports than imports.

Keywords: *agrifood processing sector, trade indices, competitiveness, accession*

Modern management principles applied in leading and organization of agro-tourism farms and guesthouses

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Apply an effective and efficient management seems today the key to success for any enterprise in our country and beyond. Quality managers and management applied to them can ensure the continued growth and sustained economic entities, regardless of the profile and scope of their activities. Agro-tourism is the moment for our country and for a number of European countries a highly attractive area for both potential investors and customers. Offer in the Romanian rural area is still lacking. However, there is already approved and classified two specific forms of agro units, namely: agro-tourism farms and guesthouses. During their performance management problem often arises in the context in which they are often family businesses, and the manager is actually the head of the farm (agricultural exploitation).

Keywords: *agro-tourism, management, agro-tourism farms and guesthouses, manager.*

An estimation of the EU integration effects upon some agricultural markets from Romania

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The paper analyses the effects upon welfare for two alternative scenarios, generically named "Fragmentation maintenance" and "Deepening of integration", comparing the effects of a stronger integration of seven important agricultural markets from Romania upon producers and consumers. The period 2014-2020 brings about certain development opportunities for Romania's agriculture in the poultry and wheat sectors, as well as certain threats associated to competition in the pig sector and milk reform sector, adding to certain pressures on the maize sector.

Keywords: *Romania, agricultural markets, European integration, producer surplus, net welfare.*

Adapting the learning process to the present requirements.

Changes and new ways

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In this context, attention should be interesting development in two areas: that of so-called " professional assessment " ; development through the education system, the quality of " soft skills" of future graduates.

Why assessment is an area of interest in the training - As a result of successive evaluations of activities, all of them starting from the need for a more balanced development of the European space within the program documents more often the problem increased use in business conclusions of current evaluation processes. The problem of developing a theory of evaluation and its conclusions are motivated by at least the following: it is a tool to improve the efficiency of economic, social and educational process; provides reasons for Promotion Program Evaluation recognition as a profession; professional assessment provides the essential recognition and can better serve communities and populations to involve them in programs allocations for different needs - local / regional, national; contribute to influencing decision making for various programs; provide development of professional links between evaluators and evaluation users.

However, in the globalized labor force movement, the expansion of information technologies, the development of skills structured "soft skills" to graduates in economics becomes a necessity. Although they have many capabilities that are useful. Here the problem that arises is that of a minimum their training, in order to meet the challenges that will be submitted in the future. However, the free movement of labor force makes potential employers from the international arena, including at European level, to require increasingly more, at least five skills, qualities of " soft skills" for their future employees namely: flexibility; self-awareness; intercultural understanding and communication; technical expertise; resourcefulness as an expression of inventiveness .

Analysis of consumer choice between intern and foreign agrifood products in Romania

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Romania is among the top twenty countries in the world, in terms of meat production, livestock, fruit and vegetable prices. Following the dynamics of consumer preferences for food products, lately, many foreign producers have entered in the Romanian market, resulting in a rapid diversification of food products range. Consumer purchasing decisions are significantly influenced by the quality of the products, information on the label, appearance, price and packaging. In the conditions of a more diversified offer of agro-food products, the present study aims to highlight the consumer preferences for Romanian and imported food products. The paper is structured in three parts. The first part analyses, through documentary synthesis and analysis of statistical data, the market of main categories of food: meat market, milk market, fruit and vegetable market and grain market. Under this part are analyzed the production, household consumption and the volume of imports and exports of Romania. The second part of the study analyses the consumers preferences for different categories of Romanian and imported food products through questionnaire survey on a representative sample of 400 people. The last part of the study presents the conclusions of the analysis carried out and a set of pragmatic proposals for matching supply to the requirements and preferences of food products consumers.

Keywords: *Agri-food products, competitiveness, EU market, Romania*

Gains and loses of Romanian agrifood products on EU intra-trade market

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The paper attempts to highlight the evolution of the main Romanian agri-food products on EU intra-trade market, in the last two decades. We would like to analyse the products which lost the markets and those which have had a positive evolution. This analysis used data provided by National Institute of Statistics (INS), EUROSTAT, internet databases and articles periodically published by the institutions specialized in economic analysis, as well as other specialty works, studies and working papers done by different researchers across Europe. Last but not least, we use the partial results from the FP7 Project COMPETE (*International comparisons of product supply chains in the agro-food sectors: determinants of their competitiveness and performance on EU and international markets*), financed by European Communities and National Ministry of Education and led by IAMO (Halle/Saale-Germania). By present paper we would like to put in evidence the weakness of Romanian governments in the last decades and the lacks of the policies elaborated to keep the high competitiveness of the products on EU and global market. In the same time, we would like to estimate the influences and pressure of the trade with the products analysed on the national budget. That is why we consider that our approach based on this paper will show the impact of investments and policies on products' competitiveness.

Keywords: *Agri-food products, competitiveness, EU market, Romania*