



Editors:

Prof. POPESCU Gabriel, PhD

Prof. ISTUDOR Nicolae, PhD

Prof. BOBOC Dan, PhD

PROCEEDINGS
of the Second International Conference
COMPETITIVENESS OF AGRO-FOOD
AND ENVIRONMENTAL ECONOMY
(CAFEE '13)

Bucharest
7th-8th November 2013



ISSN 2285-9179

ISSN-L 2285-9179

Disclaimer

The responsibility for the content of the papers does not regard the editor and the publisher. For the content of the papers the only responsible are the authors and the co-authors.

HONORARY CHAIRS

Prof. **Pavel Nastase**, PhD, Rector of the Bucharest University of Economic Studies, Romania
Prof. **James Macaskill**, PhD, Director of British Institute of Technology & e-Commerce, UK
Prof. **Andrzej Kowalski**, PhD, Director of the Institute of Agricultural and Food Economics, National Research Institute, Warsaw, Poland
Prof. **Diego Begali**, PhD, University of Verona, Italy
Assoc.prof., **Drago Cvijanovic**, PhD, Director of The Institute of Agricultural Economics, Belgrade, Serbia
Prof. **George Baourakis**, PhD, Director of Mediterranean Agronomic Institute of Chania, Greece
Prof. **Ion Stancu**, PhD, Vicerector of the Bucharest University of Economic Studies, Romania
Prof. **Nicolae Istudor**, PhD, Vicerector of the Bucharest University of Economic Studies, Romania
Prof. **Dimitar Dimitrov**, PhD, Rector of the University of Agribusiness and Rural Development, Bulgaria
Prof. **Mariana Ivanova**, PhD, Vice Rector of education and international relations of University of Agribusiness and Rural Development, Bulgaria

SCIENTIFIC COMMITTEE

Prof. **Gabriel Popescu**, PhD, Director of Department of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
Prof. **Dan Boboc**, PhD, Dean of the Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
Prof. **Marek Wigier**, PhD, Deputy Director of the Institute of Agricultural and Food Economics, National Research Institute, Warsaw, Poland
Prof. **Floriancyc Zbigniew**, Institute of Agricultural and Food Economics, National Research Institute, Warsaw, Poland
Rschr. **Miroslawa Tereszczuk**, PhD, Institute of Agricultural and Food Economics, National Research Institute, Warsaw, Poland
Prof. **Angela Mariani**, PhD, University "Parthenope" Naples, Italy
Rschr. **Flavio Boccia**, PhD, University "Parthenope" Naples, Italy
Rschr. **Simona Monteleone**, PhD, University of Catania, Italy
Rschr. **Nicola Marinelli**, University of Firenze, Italy
Rschr. **Panagiotis Kalaitzis**, PhD, Mediterranean Agronomic Institute of Chania, Greece
Rschr. **Panagiotis Kefalas**, PhD, Mediterranean Agronomic Institute of Chania, Greece
Prof. **Vesselin Mitev**, Administrative Director of University of Agribusiness and Rural Development – Brunch Ruse, Bulgaria
Assist.prof. **Dimitar Yakimov**, PhD, University of Agribusiness and Rural Development – Brunch Ruse, Bulgaria
Assoc.prof., **Jonel Subic**, Ph.D., Deputy Director of The Institute of Agricultural Economics, Belgrade, Serbia
Rschr.assoc. **Vesna Popovic**, Ph.D., Institute of Agricultural Economics, Belgrade, Serbia
Rschr.assist. **Marko Jelocnik**, M.A., Institute of Agricultural Economics, Belgrade, Serbia
Prof. **Gorica Cvijanovic**, PhD., Principal Research Fellow, Megatrend University Belgrade, Faculty of Biofarming, Backa Topola – Serbia
Assist.prof., **Gordana Dozet**, PhD., Megatrend University Belgrade, Faculty of Biofarming, Backa Topola – Serbia
Assoc.prof. **Dorel Dusmanescu**, PhD, Faculty of Economic Sciences, Petroleum and Gas University of Ploiesti, Romania
Assoc.prof. **Adrian Turek**, PhD, Institute of Research for Agricultural Economics and Rural Development, Romania
Prof. **Victor Manole**, PhD, Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
Prof. **Mirela Stoian**, PhD, Vice Dean of the Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
Assoc.prof. **Carmen Trica**, PhD, Vice Dean of the Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
Lecturer **Raluca Ignat**, PhD, Vice Dean of the Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
Prof. **Mariana Bran**, PhD, Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
Prof. **Monica Dudian**, PhD, Faculty of Economics, The Bucharest University of Economic Studies, Romania
Assoc.prof. **Iuliana Dobre**, PhD, Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
Assoc.prof. **Carmen Valentina Radulescu**, PhD, Faculty of Agro-Food and Environmental Economics, The Bucharest University of Economic Studies, Romania
Assoc.prof. **Dragos Huru**, PhD, Faculty of Economics, The Bucharest University of Economic Studies, Romania
Assoc.prof. **Marilena Papuc**, PhD, Faculty of Economics, The Bucharest University of Economic Studies, Romania
Assoc.prof. **Florentina Constantin**, PhD, Faculty of Agro-Food and Environmental Economics, Bucharest University of Economic Studies, Romania
Assist. **Jean Andrei**, PhD, Faculty of Economic Sciences, Petroleum and Gas University of Ploiesti, Romania

ORGANIZING COMMITTEE

Assoc.prof. **Raluca Andreea Ion**, PhD, Bucharest University of Economic Studies, Romania
Assoc.prof. **Ildiko Ioan**, PhD, Bucharest University of Economic Studies, Romania
Lecturer **Irina Petrescu**, PhD, Bucharest University of Economic Studies, Romania
Lecturer **Raluca Ladaru**, PhD, Bucharest University of Economic Studies, Romania

CONTENTS

Rurality: the impact of social capital	9
James MacASKILL PhD, MBA, FRSA, FCMI, FGMN	
Evaluation of climate change effects on the wine industry: an interdisciplinary approach.....	14
PhD. Diego BEGALLI PhD. Roberta CAPITELLO PhD. Maria DE SALVO	
Enhancing competitiveness of Serbian rural tourism through the process of clustering	27
Principal Research Fellow Drago CVIJANOVIĆ, PhD Research assistant Predrag VUKOVIĆ, M.A. Researcher assistant Vladan UGRENOVIĆ, M.Sc.	
Comparisons regarding the accession degree of the structural funds in the European Union member states	35
Professor Nicolae ISTUDOR, PhD Lecturer Irina Elena PETRESCU, PhD	
Organizations of social economy within market relationships – theoretical approaches.....	40
PhD Professor Gabriel POPESCU	
Evaluation of achieved investments within the Danube Region in the metropolitan area of Vojvodina province	43
PhD Jonel SUBIĆ PhD Marko JELOČNIK PhD Marijana JOVANOVIĆ	
Changes And Trends On Wine Market In Romania.....	50
Roxana STOIAN, PhDs Professor Dan BOBOC, PhD Professor Mirela STOIAN, PhD	
A theoretic model for defining complementarity links among regional development interventions in Romania	59
Cristina CIOCOIU, PhDs Professor Victor MANOLE, PhD	

Characteristics and strategies for the development of pig meat sector in Moldova and the European Union	69
Associate professor Grigore BALTAG, PhD Lecturer Elena BARANOV, PhDs	
Tradition and transition in the Romanian agricultural management as neo-factor of competitiveness and economic performance	75
Professor Radu VOICU, PhD Associate professor Carmen Valentina RĂDULESCU, PhD	
Possibilities and limits of valuing labor productivity in agriculture	85
Professor Costel NEGREI, PhD	
Food security and sustainable development	91
Professor Angelica BĂCESCU-CĂRBUNARU, PhD Professor Monica CONDRUZ-BĂCESCU, PhD	
Food security: changes and trends on world agricultural markets	96
Assistant Professor Raluca Andreea ION, PhD Lecturer George Cristian POPESCU, PhD	
Sustainability education within universities	104
Professor Florina BRAN, PhD Associate professor Ildiko IOAN, PhD Associate professor Carmen Valentina RĂDULESCU, PhD	
The importance of harnessing natural resources through health tourism in Romania	118
Alina-Cerasela ALUCULESEI, PhDs Professor Puiu NISTOREANU, PhD	
Factors requiring performance implementation in Romania	128
Professor Maricica STOICA, PhD	
Corporate governance through environment protection conditions applicable for Aeroflot Company.....	136
Associate Professor Andreea Gabriela PONORÎCĂ, PhD Associate Professor Adriana Florina POPA, PhD Associate professor Georgiana Oana STĂNILĂ, PhD	
Ecological terrorism - from definition to methods of fighting globally against it.....	146
Associate Professor Anca ROTMAN, PhD Associate Professor Camelia SLAVE, PhD	

Rural culture in transition.....	152
Professor Toma Dorin ROMAN, PhD	
Study regarding management of technological systems in agriculture	161
Professor Mariana BRAN, PhD	
Associate Professor Iuliana DOBRE, PhD	
Lecturer Irina Elena PETRESCU, PhD	
Integration And Competitiveness In The Governance Of Rural Development	170
Professor Irina-Virginia DRAGULANESCU, PhD	
Agricultural market crisis and globalization – a tool for small farms.....	189
Lecturer Ionela Carmen PIRNEA, PhD	
Professor Maurizio LANFRANCHI, PhD	
Professor Carlo GIANNETTO, PhD	
Structural changes in the Polish agriculture after accession to the EU in the light of the sector’s competitiveness and efficiency.....	197
Professor Marek WIGIER, PhD	
The hydroponic system – a way to get vegetable crops through performance methods	213
Associate professor Marcela ȘTEFAN, PhD	
Alina-Elena ȘTEFAN	
Interdependencies regarding the evolution of greenhouse gas emissions and agricultural activities of Romania	218
Cristian TEODOR, PhD	
The milk market trends in Romania	224
Lecturer Raluca-Georgiana LADARU, PhD	
Petre-Florian DINU, PhDs	
Environmental cost-benefit analysis on a wind farm	231
Alina ZAHARIA, PhDs	
Aurelia Gabriela ANTONESCU, PhDs	
Providing the quality of agro-food products through the research and technological development	241
Bogdan BAZGĂ, PhDs	
Laurențiu REBEGA, PhDs	

European Innovation Partnership – an instrument for sustainable development in a knowledge-based society	247
Mihaela Valentina DRĂCEA, PhDs Alexandru Costin CÎRSTEA, PhDs Ramona DOBRE, PhDs	
Funding opportunities on the stock exchange for agricultural companies	251
PhDs. Francesca RAINOF Professor Victor MANOLE, PhD	
The main objectives of the EU rural development policy for 2014-2020	256
Mihai DINU, PhDs	
Sustainable Forest Management: Case Study	262
Aurelia Gabriela ANTONESCU, PhDs Alina ZAHARIA, PhDs	
Inventory management within a food factory	269
Daniela Magdalena DINU, PhDs	
The polarization of the exploitation structure and its impact on the agricultural performance	275
Ramona DOBRE, PhDs Alexandru Costin CÎRSTEA, PhDs Mihaela Valentina DRĂCEA, PhDs	
The economic and environmental integrated analysis scheme - instrument for evaluating the power generation techniques.....	282
Paul CALANTER, PhDs	
Progresses of Romania in the field of traditional products.....	292
Dan Cosmin PETRACHE, PhDs	
The rural space and the human factor	298
Sorin ANGHELUȚĂ, PhDs	
The disparities analysis of the Bucharest-Ilfov region.....	305
Dan-Cristian POPESCU, PhDs	
Renewal of railroads, the first step towards ecological reconstruction	311
Cristina Emilia CIOVICĂ, PhDs	

Market oriented measures for semi-subsistence farms	318
Andrei Marius SANDU, PhDs	
Culinary Tourism - a key-aspect of Romanian tourism development.....	325
Cristian FLOREA, PhDs	
Agriculture over large areas, agriculture modernization premise of Călărași County	332
Emil MUȘAT, PhDs, Rareș Alexandru IONESCU, PhDs	
Development of the health service infrastructure in rural areas	339
Arghir CIOBOTARU, PhDs	
The role of local government in rural development over the current period of time	343
Cristina FILIP MAVRODIN, PhDs	
Environmental impact of rural tourism in the Mehedinti County.....	348
Florentina Daniela MATEI, PhDs	
The present and future of small farms in Romania	353
PhD Cecilia ALEXANDRI	
Romanian Milk Chain within Abolishment on Quotas' background – EU 27 comparisons regarding competitiveness	363
PhD Mariana GRODEA	
Intra-sectorial analysis and evaluations on Romania's food processing foreign trade	369
PhD Mirela-Adriana RUSALI	
Modern management principles applied in leading and organization of agro-tourism farms and guesthouses.....	376
PhD Vergina CHIRITESCU PhD Mihaela KRUSZLICIKA PhD Mihai Sorin COSNEANU PhD Gina Pusa PIRVU PhD Ruxandra Daniela ANDREI	

An estimation of the EU integration effects upon some agricultural markets from Romania	382
PhD Lucian LUCA	
Adapting the learning process to the present requirements. Changes and new ways	387
PhD Simona BARA, research associate Lecturer Claudia STANCIU, PhD	
Analysis of consumer choice between intern and foreign agrifood products in Romania	394
Lecturer Georgiana-Raluca LĂDARU, PhD Costin-Alexandru CÎRSTEA, PhDs	
Gains and loses of Romanian agrifood products on EU intra-trade market	401
PhD Dan-Marius VOICILAS	
Use Of Satellite Imagery In Monitoring Agricultural Areas	410
Camelia SLAVE, PhD Anca ROTMAN, PhD	
Preparing Of Compost By Using Different Types Of Substrates	417
Dimitar YAKIMOV Mariana IVANOVA Svetla DIMITROVA Elena NIKOLOVA Teodora ILIEVA Yubomir LALEV	
BOOK Review	
<i>Old issues, new relations in agriculture</i>	423
PhD. Simona BARA	