

Editors: Reinhard Neck, Jiri Strouhal



# Recent Researches *in* Economics

- ❖ **Proceedings of the 2<sup>nd</sup> International Conference on Design and Product Development (ICDPD '11)**
- ❖ **Proceedings of the 2<sup>nd</sup> International Conference on Finance and Accounting (ICFA '11)**
- ❖ **Proceedings of the 2<sup>nd</sup> International Conference on Business Administration (ICBA '11)**

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Montreux, Switzerland, December 29-31, 2011

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## Table of Contents

<b>Plenary Lecture 1: Globalisation-Tourism a Model from Green Economy</b> <i>Mirela Mazilu</i>	9
<b>Research of the Influence of Advertising and Background Music to the Marketability of the Product</b> <i>Martina Hedvicakova, Jan Nemecek</i>	11
<b>Study on Consumers' Perceptions of Fiscal Policy Efficiency in Romania</b> <i>Larissa-Margareta Batrancea, Ramona-Anca Nichita, Ioan Batrancea, Andrei Moscviciov</i>	17
<b>Retail Core Banking Services Information Asymmetry Case Study Using the Small Market Model Adjustment</b> <i>Martina Hedvicakova, Ivan Soukal, Jan Draessler</i>	23
<b>Project Management as a Tool for Solving Regional Disparities</b> <i>Martina Hedvicakova</i>	29
<b>Business Restructuring as a Way to Improve Financial Position of Company</b> <i>Inese Mavlutova</i>	33
<b>The Banking Calculator as a Solution of Non-Transparency on the RCBS</b> <i>Martina Hedvicakova, Ivan Soukal, Jan Nemecek</i>	39
<b>Foundation of Production Program Development in the Conditions of Existing Equipment's Constraints</b> <i>Tanase Loredana, Radu Mariana, Voinea Maria Cristina, Ionescu Luiza</i>	45
<b>The Theory of Consumer Behaviour in Fast Food Marketing: Strategies for Competitive Advantage</b> <i>Emmanuel Selase Asamoah, Miloslava Chovancova</i>	51
<b>Model in Estimating Economic Loss in Personal Injury and Death Litigation</b> <i>Haslifah Hashim</i>	57
<b>Globalization - Tourism a Model from Green Economy</b> <i>Mirela Mazilu</i>	63
<b>New Ways of Innovation in Tourism Economy: Implementing Clusters</b> <i>Mirela Mazilu, Cipriana Sava</i>	71
<b>The Importance of Organization the Postcalculation in the Economic Units from the Coal Mining Industry</b> <i>Adela Madalina Arsenie, Mirela Mazilu</i>	78
<b>Aircraft Family Concept for High Subsonic Transport Aircraft</b> <i>Prasetyo Edi</i>	83



<b>Green Consumer Behavior: Empirical Study of Swedish Consumer Behavior</b> <i>Usama Awan, Muhammad Amer Raza</i>	89
<b>Development Trends at Markets with Mergers and Acquisitions in 2001–2010</b> <i>Jaroslav Sedlacek, Petr Valouch, Alois Konecny</i>	105
<b>SeTT: Testing-tool for Measurement System DEWESoft</b> <i>Tomaz Kos, Tomaz Kosar, Marjan Mernik, Jure Knez</i>	111
<b>Designing the Custom Competency Model for Future Business Leaders and Managers (Case Study Mobarakeh Streel)</b> <i>M. Aghili, I. Soltani</i>	116
<b>Strategic Management Performance Using SHRM, EFQM for Iranian Industries</b> <i>Meysam Ranjbari, Nader Naderi</i>	123
<b>Marketing Research: Neuromarketing and In-Depth Interview</b> <i>Maia Ozdemir</i>	127
<b>Multiattribute Assessment Model to Support Career Development of Internal Auditors</b> <i>Igor Karnet, Tanja Rajkovic, Eva Jereb</i>	130
<b>Degree of Uncontrollable External Factors Impacting to NPD</b> <i>Seonmuk Park, Jongseong Kim, Se Won Lee, Hoo-Gon Choi</i>	136
<b>Romanian Monasteries. Website</b> <i>Mirela-Catrinel Voicu</i>	142
<b>Inconsequence of Administrative Policies and Criminal Responsibility of Public Officers, Determinant Factor on the Evolution of Economy</b> <i>Mihalache Carmen-Mariana</i>	148
<b>Data Envelopment Analysis (DEA) Evaluation Framework of Hotel Services</b> <i>N. A. Deraman, J. M. Said, F. I. Saman</i>	154
<b>Authors Index</b>	160

## Plenary Lecture 1

### Statistical Techniques for Virtual Sensors Design using Neural Networks



#### Professor Mirela Mazilu

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**Abstract:** Internationally, Tourism can make an essential contribution to economic recovery and is acknowledged as playing a vital role in the transformation into a green economy (World Tourism Organization, 2010). In this respect nature-based tourism experiences evidently can become a significant feature of sustainable development.

Globalisation has transformed the world into a limited, even enclosed space, as well as it has transformed life, because of the need to reduce it to patterns. The success in tourism depends on the counteroffer, on the chance to escape at least for a brief period. Gunn defines "the tourist destination from the spatial point of view as a geographic region containing a critical mass of development that satisfies the objectives of the tourist. The main elements from the perspective of the tourist destination are the natural resources, the accessible transportation, the attractive services, the promotion and the information." But we have to add the most important element in order to have a real, stable tourist destination with chances to last: People who live in the region, the ones who are able to perform quality services and who may shape their life so that the "feelings" be possible in high quantities. They transform the daily loneliness into participation, in the same way as they want it during their holiday; the need to socialise is painful for those who are sentenced to the daily routine by the performing economic systems. A tourist destination means a multitude of elements, practically its natural ensemble, which is also built and human. "The artificial destinations" such as the holiday clubs, the cruises, start to be less popular, these being the image of a chaotic globalisation in tourism.

The clients who afford to tour return to the authentic. The effort must belong to the entire community: not only has the personnel from the tourist sector contributed to its success, but also all the people, including the local population.

It is obvious that the Romanian tourism construction must be started from the "destination".

For now, from the perspective of global tourism, of the tourist destinations, the Romanian tourism exists partially, but it does not operate at all wanted parameters. We must insist due to the importance of this concept. The destination is built for the tourist as well as the local people. It is also different from others, but it has a similar level of comfort and organisation of other destinations, so that the local person as well as the tourist should feel like home, through the natural facilities, in a clean and sustainable environment..

#### Brief Biography of the Speaker:

Mirela Elena Mazilu is professor of the University of Craiova, University Centre of Drobeta Turnu Severin, Romania. She has many national and international researches naming 11 books which were published as a single author; 4 university manuals especially in tourism; over 187 articles which were published in the volumes of the national and international Congresses, symposiums, conferences and seminars and also in prestigious magazines with CNCSIS range and over 194 participations to scientific events. Also, she published over 44 articles in international magazines in different fields such as: Sustainable Tourism, European integration, ecology, environment protection, tourism and 46 articles in national journals CNCSIS, etc. She has 18 articles published in International Journals of specialty with IS(26) range and 8 in Naun Journal.

Her papers are cited in International Data Bases (42). With multiple preoccupations in the field of tourism, organizer of 2 Euro-regional fairs of tourism (with participation Mondial Travel Organization) and 3 International Conferences (2004, 2006, 2009) and in the 4th Conference organized the Special Session "Sustainable Tourism" in collaboration with WSEAS, Plenary Lecturer in Conference: Economy, Management and Transformation 2010 (EMT'

2010) organized by WSEAS, Principal Organizer International Conference:TED'2011 in collaboration with WSEAS, <http://www.wseas.us/conferences/2011/drobeta/ted/>  
She was Chairman in many national and international conferences, Co-editor and editor Volume Conferences, reviewer in 4 Journals of Tourism, coordinator of over 21 research grants, member of doctoral commissions, winner of many diplomas of excellence on tourism and prizes for the researches made in tourism, member of many national(16) and international(22) tourism organizations (AIEST, CIRET, TIES, SUSTAINABLE TOURISM, TTRA, REZOTOUR, SOUTHEASTERN EUROPE MOUNTAIN RESEARCH NETWORK, CEDIMES, Sustainable Tourisme, TIES etc.). Also member of Editorial boards of national and international journals on tourism, President of 2 NGO, in Touris, Scientifics' Prize (3), CNCSIS Prize from ISI ARTICLE, Diploma's of Excellence(4),etc.

## Authors Index

Aghili, M.	116	Mernik, M.	111
Arsenie, A. M.	78	Mihalache, C.-M.	148
Asamoah, E. S.	51	Mosciviciov, A.	17
Awan, U.	89	Naderi, N.	123
Batrancea, I.	17	Nemecek, J.	11, 39
Batrancea, L.-M.	17	Nichita, R.-A.	17
Choi, H.-G.	136	Ozdemir, M.	127
Chovancova, M.	51	Park, S.	136
Deraman, N. A.	154	Prasetyo, E.	83
Draessler, J.	23	Radu, M.	45
Hashim, H.	57	Rajkovic, T.	130
Hedvicakova, M.	11, 23	Ranjbari, M.	123
Hedvicakova, M.	29, 39	Raza, M. A.	89
Ionescu, L.	45	Said, J. M.	154
Jereb, E.	130	Saman, F. I.	154
Karnet, I.	130	Sava, C.	71
Kim, J.	136	Sedlacek, J.	105
Knez, J.	111	Soltani, I.	116
Konecny, A.	105	Soukal, I.	23, 39
Kos, T.	111	Tanase, L.	45
Kosar, T.	111	Valouch, P.	105
Lee, S. W.	136	Voicu, M.-C.	142
Mavlutova, I.	33	Voinea, M. C.	45
Mazilu, M.	63, 71, 78		