

## **Summary**

<b>Study Regarding the Ways of Measuring Cities Competitiveness .....</b>	288
<i>Ruxandra Irina POPESCU</i>	
<b>Innovation – The Key Factor in Global Trade Flow .....</b>	304
<i>Nicolae MOROIANU</i>	
<i>Daniel BELINGHER</i>	
<b>Considerations about Intellectual Property Rights, Innovation and Economic Growth in the Digital Economy .....</b>	310
<i>Carmen Nadia CIOCOIU</i>	
<b>Contributions to the Development of a General Methodology for Innovation and Forecasting .....</b>	324
<i>Gabriela IONESCU</i>	
<i>Ion IONIȚĂ</i>	
<b>Differences Awareness Model to Fundament Long Term Strategy Extension in a New Emerging Market .....</b>	332
<i>Elena Mădălina ȘERBAN</i>	
<b>Economic Indicators of Condition and Tendencies of Serbian Economy .....</b>	348
<i>Zorica SREDOJEVIĆ</i>	
<i>Marko JELOČNIK</i>	
<i>Jonel SUBIĆ</i>	
<b>Investment Process in Romania and Institutional Dysfunctionalities.....</b>	359
<i>Dan Marius VOICILAS</i>	
<b>Country Risk Importance on Investment Decision Making.....</b>	371
<i>Elena Mihaela ILIESCU</i>	
<i>Felicia Alina DINU</i>	
<b>Developing an Integrated Monitoring and Evaluation Flow for Sustainable Investment Projects .....</b>	380
<i>Florin TACHE</i>	
<b>Comparative Analysis of Emerging Green Certificate Markets from a Computable General Equilibrium Perspective .....</b>	392
<i>Cristina GALALAE</i>	
<i>Alexandru VOICU</i>	
<b>Ecological Fiscal Policy: between Theory and Practice .....</b>	399
<i>Mariana VUȚĂ</i>	

<b>Integrating Market Based Instruments for Pollution Control – Strategic Option for Enhancing Competitiveness within Energy Industry .....</b>	406
<i>Oana Cătălina ȚĂPURICĂ</i>	
<b>Corporate Philanthropy in Top Romanian Companies.....</b>	417
<i>Ana-Maria PETRACHE</i>	
<b>Motivation of the Human Resources for a Sustainable Organizational Development.....</b>	425
<i>Armenia ANDRONICEANU</i>	
<b>Performance Issues in the Public Healthcare Services.....</b>	439
<i>Claudiu CICEA</i>	
<i>Cristian BUŞU</i>	
<b>Social Profiles and Social Behaviour and Attitudes towards Gaming and On-Line Gaming in Spain.....</b>	450
<i>Francisco Javier RUIZ MARTÍNEZ</i>	
<b>Economic Efficiency of Social Insurance in the Field of Health in the Context of European Standards .....</b>	460
<i>Gheorghe ALEXANDRU</i>	
<b>The Importance of Management Control in Monitoring the Pharmaceutical Industry Performance for Competitive Advantage .....</b>	465
<i>Florinel Marian SGARDEA</i>	
<i>Elena Monica SABĂU</i>	
<i>Mihai VUȚĂ</i>	
<b>Aspects of Technical Progress in Romanian Agriculture Compared to Some EU Countries.....</b>	473
<i>Florentina CONSTANTIN</i>	
<i>Laura CIOBANU</i>	
<b>Dynamics of Rural-Urban Relations in Urbanization Context .....</b>	484
<i>Laura Maria FURDUI</i>	
<i>Elena Mihaela PRUTEANU</i>	
<i>Matei Valentin ȘERBU</i>	
<b>Ways to Finance Investments within the Local Public Administration.....</b>	492
<i>Monica Daniela TEȘU (PĂSCULESCU)</i>	
<b>Specific Features in Accessing European Funding.....</b>	500
<i>Andreea Lorena RADU</i>	
<i>Elena Alexandra CĂLDĂRARU</i>	
<i>Maria DIMITRIU</i>	
<b>The Real Options Attached to an Investment Project.....</b>	511
<i>Mihai-Cristian DINICĂ</i>	

<b>Derivative Securities on Romanian Capital Market .....</b>	519
<i>Ramona Maria GOGONCEA</i>	
<i>Maria CARACOTA DIMITRIU</i>	
<b>The Speculative Nature of Stock Market .....</b>	527
<i>Bogdan-Gabriel FILIPESCU</i>	
<b>The Impact of Lean Six Sigma on the Overall Results of Companies.....</b>	535
<i>Corina DUMITRESCU</i>	
<i>Marilena DUMITRACHE</i>	
<b>Risk Management in IT Governance Framework .....</b>	545
<i>Mirela GHEORGHE</i>	
<b>Competition as an Effective Tool in Developing Social Marketing Programs: Driving Behavior Change through Online Activities .....</b>	553
<i>Corina ȘERBAN</i>	
<b>Current Approaches Regarding the Knowledge Management Impact on SMEs Performance .....</b>	563
<i>Ionela Carmen RIZEA (PIRNEA)</i>	
<i>Denisa Elena PARPANDEL</i>	
<i>Alexandra Elena CĂLDĂRARU</i>	
<i>Andreea Lorena RADU</i>	