

TABLE OF CONTENTS

Russell KAMPANI Pierre MOSTERT Michelle Caroline VAN DER MERWE	TRUST AND ECONOMIC SATISFACTION AS ANTECEDENTS, AND LOYALTY AS OUTCOME, OF SMALL BUSINESS CUSTOMERS' COOPERATION AND COORDINATION IN BANKING RELATIONSHIPS	7
Lucian MIRESCU Ana-Maria Camelia POPESCU	A STATISTICAL STUDY ON KEY PERFORMANCE INDICATORS IN HEALTH SYSTEM	25
Olamitunji DAKARE	FOSTERING AGROPRENEURSHIP PRACTICE IN NIGERIA: A LOOK BENEATH THE SURFACE	36
Cătălin CÂMPEANU	IMPACT OF AGE AS A SOCIO- DEMOGRAPHIC VARIABLE ON HEALTH INSURANCE PRODUCTS	51
Mihai STOICA	ORGANIC FOOD POSITIONING: HOW DO COMPANIES WANT THEIR BRAND TO BE PERCEIVED BY CONSUMERS?	61
Ancuța REMETE Laura BACALI Marcel Ciprian POP Brîndușa Mariana BEJAN Monica BOGDAN Andrei PICOȘ	DENTAL SERVICES – TO FEAR OR NOT TO FEAR? THE EFFECT OF MUSIC ON PAIN PERCEPTIONS	94
Ramona-Maria DIMITROV	COMPARATIVE STATISTICAL ANALYSIS OF VEGETABLE AGRICULTURAL PRODUCTION IN ROMANIA IN THE PERIOD 2009- 2021	110
Hela DIOUANI Amel GRAA Khadidja BECHELAGHEM	DIGITAL MARKETING ADOPTION FACTORS IN ALGERIAN SMALL AND MEDIUM ENTERPRISES: A TAM APPROACH	134

Alexandru SIMION Gabriel MANGRA	STRATEGIC OPTIMIZATION OF THE MANAGEMENT OF SPORTS ORGANIZATIONS	151
Nicolae CONCIOIU	CONSIDERATIONS ON THE STRATEGIC APPROACH TO SUSTAINABLE RURAL DEVELOPMENT	162
Claudia-Marinela ZĂTREANU	WOMEN ENTREPRENEURSHIP	170