

TABLE OF CONTENTS

Ionut-Cosmin BĂLOI Sorinel DOMNIȘORU	INTERDEPENDENCIES OF THE INTERNAL / MANAGERIAL CONTROL STANDARD NO. 6 - ORGANIZATIONAL STRUCTURE	7
Claudiu-George BOCEAN Cătălina Soriana SITNIKOV	SETTING INTERNATIONAL STANDARDS IN HUMAN RESOURCES	16
Mandy Loh Maisarah Ahmad Suhaila Abdul Kadir Syed Shah Alam	INFLUENCE OF CUSTOMER VALUES AND SELF-IMAGE CONGRUITY ON CUSTOMER BEHAVIOR-BASED CRM PERFORMANCE	23
Gabriela Lucia SIPOS Alin IONESCU	THE INFLUENCE OF DIFFERENT INNOVATION TYPES UPON THE INNOVATIVE PERFORMANCE – EVIDENCE FROM EUROPEAN COUNTRIES	45
Silvia PUIU	ETHICAL DILEMMAS IN THE PUBLIC SECTOR	57
Cristina Maria BĂLGĂRĂDEAN Raluca BĂBUȚ	YOUNG PEOPLE'S PERCEPTIONS TOWARDS SEXUALITY IN ADVERTISING	63
Lavinia DOVLEAC Marius BĂLĂȘESCU Simona BĂLĂȘESCU	THE PERCEPTIONS OF ROMANIAN YOUNG ENTREPRENEURS REGARDING THE CHALLENGES OF AN INNOVATIVE BUSINESS ENVIRONMENT	78
Azman ISMAIL Mohammad Fuad ZAIDI Aimi ANUAR	ADMINISTRATOR'S ROLE IN PERFORMANCE BASED REWARD AS A DETERMINANT OF EMPLOYEE OUTCOMES	92

Mihaela MANEA	WINE TOURISM IN WESTERN MOLDOVA - TO A FUTURE ALSACE?	111
Erika KULCSÁR Rozalina Zsófia SIMON	THE MAGIC OF DARK TOURISM	124
Claudia Maria CACOVEAN	MARKETING – A WAY TO INCREASE THE VALUE OF THE PERFORMING ARTS	137
Nicoleta-Valentina FLOREA	DEVELOPING CAREERS OF EMPLOYEES IN THE NEW KNOWLEDGE ECONOMY	151
Andrada IACOB	CONSEQUENCES OF EMPLOYEE'S CUSTOMER ORIENTATION IN PUBLIC SERVICES	169
Georgeta-Madalina MEGHISAN	CULTURAL INFLUENCES ON PRE-PAY MOBILE TELECOMMUNICATIONS SERVICES USERS	181
Hyuk KIM	GLOBAL PUBLIC PRIVATE PARTNERSHIP: AN ANALOGICAL REASONING MODEL	188
Dorian-Laurențiu FLOREA	A THEORY OF CONSUMER'S PERCEIVED RISK UNDER THE HALO EFFECT	205
Daniela FUNDEANU	MODEL OF HEALTH TOURISM DEVELOPMENT - SPA TOURISM CLUSTER IN ROMANIA	216
Bogdan BUDICĂ Adrian Florin BUDICĂ- IACOB	COMPARATIVE ANALYSIS OF THE TOURIST ACTIVITY AT THE LEVEL OF SOUTH-WEST OLTENIA REGION	228
Flaviu MEGHIȘAN	CHALLENGES OF SUSTAINABLE DEVELOPMENT AND STAKES OF A SUSTAINABLE WORLD	236