

## TABLE OF CONTENTS

<b>Constantin ROȘCA Nicolae ISTUDŌR Nicolae SICHIGEA</b>	THE COMOR PROJECT – A MULTI-CRITERIA RESEARCH OF ORGANIZATIONAL CULTURE IN ROMANIA	7
<b>Tudor NISTORESCU Daniela FUNDEANU</b>	EMPIRICAL RESEARCH ON THE CHARACTERISTICS OF CLUSTERS IN ROMANIA AND THE IMPACT ON THE ENTREPRENEURIAL ENVIRONMENT	23
<b>Pranav KUMAR Sany Sanuri Mohd. MOKHTAR</b>	FEMALE SHOPPERS' OUTLOOK OF FIRMS' FAIRNESS IN MARKETING COMMUNICATIONS AND DISTRIBUTION CHANNELS	40
<b>Figen SEVINÇ Tülay GÜZEL</b>	SUSTAINABLE YACHT TOURISM PRACTICES	61
<b>Florian Lukas SEIZER</b>	THE INFLUENCE OF LINE EXTENSION STRATEGIES BY PREMIUM BRANDS ON BRAND EQUITY: CULTURAL DIFFERENCES BETWEEN GERMANY AND THAILAND	77
<b>Mohammed BELAL UDDIN</b>	EVALUATION OF THEORETICAL PARADIGMS OF INTERFIRM RELATIONSHIP FORMATION	106
<b>Oana ȚUGULEA Claudia STOIAN (BOBÂLCĂ)</b>	CREDIBILITY OF WEBSITES THROUGH FACETS AND DIMENSIONS	115
<b>Erika KULCSÁR Sándor TÉGLÁS</b>	IN THE MAZE OF E-COMMERCE. ONLINE TRADE DEFINING VARIABLES IN ROMANIA	124
<b>Monica LOGOFĂTU Cristian ȘTEFĂNESCU</b>	ANALYSIS OF EARNINGS TRENDS IN THE EDUCATION SECTOR IN ROMANIA	139

**Daniela POPESCU**  
**Sorina GÎRBOVEANU**

**THE MANAGEMENT TOOLS USED IN  
THE DECISION-MAKING PROCESS**

**151**