AGRICULTURAL MANAGEMENT, MARKETING AND CONSULTANCY SECTION

THE MARKET PARTICIPATION DEGREE OF THE ROMANIAN FARMS
GRADUL DE PARTICIPARE LA PIAȚĂ AL EXPLOATAȚIILOR AGICOLE ROMÂNEŞTI

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In order to assess the subsistence or the commercial character of the farm, the destinations of the farm output, together with the farm income are both important indicators. The present paper is analyzing these features of the activity in some Romanian farms. The study is based upon data from two complex surveys in 800 and 400 farms respectively (both physical and juridical entities) in all development regions in Romania. The analysis has been carried out for the main crops and livestock products. The results are showing significant regional disparities and various correlation degrees with the influencing factors under analysis.

Key words: *farm output destination, market participation, farm income*

VEGETABLES PRICE VOLATILITY IN REGIONAL PROFILE
VOLATILITATEA PREȚURILOR LEGUMELOR ÎN PROFIL REGIONAL

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The volatility of vegetables production and prices is very high in Romania, which determines a high level of risk in this sector, a high volatility of farmers' incomes as well as difficulties related to the insurance system. In this context, the paper attempts a thorough analysis of vegetables price volatility based upon the variation coefficient. The results prove a very high volatility of vegetables prices, the highest volatility being found in tomatoes. At the same time, the variation coefficient calculation and the comparisons to other EU countries reveal that the Romanian vegetables prices have the highest volatility in the European Union as well.

Key words*: vegetables price volatility, variation coefficient*

THE LEASE, AN EXPLOSIVE DEVELOPMENT IN THE SYSTEM OF LAND EXPLOITATION
ARENDA, O DEZVOLTARE EXPLOZIVĂ ÎN SISTEMUL DE EXPLOATARE A PĂMÂNTULUI

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This paper emphasizes the development of the land exploitation through lease. This type of land exploitation is confirmed by the agriculture of all developed countries from West Europe as well as by the agriculture of some former communist countries. Lease and association, including land exploitation, are accentuated by the action of several social factors. Among these, probably the most important is the need for leisure time at the end of the week and yearly vacations, which lately is expressed more often by the new generations of agricultural workers. Facts confirm that lease combined with the forms of association in land exploitation is the real answer, for future, to the free time management of the population involved in agriculture.

Keywords: *agricultural exploitations, lease, agricultural size, spatial increase through lease and association*

CONSUMERS' OPINION ABOUT THE HYGIENIC RISKS OF THE MEAT OF WILD UNGULATES
OPINIA CONSUMATORILOR DESPRE RISCURILE IGIENICE ALE CARNII DE COPITATE SALBATICE

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In our recent survey the habits and attitudes of consumers were analyzed in context of the hygiene and safety of wild ungulates animals' meat. One of the aims was to map the consumers' fears from hygienic imperfections and the main causes of rejection of consumption. The results represent a descriptive picture on the acceptance, rejection, attitudes and preferences concerning the given product categories. Data were collected by questionnaires and personal interviews. In the recent paper we focused on the following species: red deer, fallow deer, roe deer, mouflon and wild boar. Differences were found between the answers of the asked sample population living in cities and in the rural areas. Those people who have a negative attitude to game meat are vegetarian or refuse consumption due to fear from diseases or emotional reasons.

Key words*: game meat, hygienic rules, attitude of consumers, diseases, food safety*

THE ANALYSIS OF THE PURCHASE DECISIONS OF HUNGARIAN TRADITIONAL PRODUCTS
ANALIZA DECIZIILOR PRIVIND ACHIZITIA DE PRODUSE TRADITIONALE UNGURESTI

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Sustainability is closely linked to the concept of food sovereignty which in the last decade The Hungarian traditional regional products offer wider assortment for the consumer market via their unique features and top-quality images. In the primary research consumers were asked by standard questionnaire which was analyzed by mathematical and statistical methods. Results: the consumers' preferences and attitudes are positive. These products are considered as confidential and Hungarian consumers be aware of the traditional regional products' positive associations. The traditional products contrary to today's fast-paced lifestyle symbolize the slowing-down, searching for the "roots". Conclusion: There is a definite role of marketing tools to repositioning and familiarizing these products.

Key words: *marketing, patriotism, sovereignty*

INFRARED STUDY OF GASEOUS POLLUTANTS (NO +CO) OVER CATALYST
STUDIU CU INFRAROSII PE EFECTELE POLUANTILOR GAZOSI (NO+CO) ASUPRA CATALIZATORILOR

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The adsorption and reaction of NO with CO has been investigated on supported Au Catalysts. The main method was FT IR spectroscopy. Although very limited dissociation of NO was noticed on reduced Au catalyst, catalytic tests showed that all the samples used effectively catalyse the NO+CO reaction above 573 K. By means of FTIR spectroscopy several new absorption bands have been detected on the Au samples, the position of which depended on the nature of the support: it was 2305 cm^{-1} for Au/SiO_2, 2256 cm^{-1} for Au/Al_2O_3, 2212 cm^{-1} for Au/TiO_2 and 2220-2230 cm^{-1} for Au/MgO. These bands were attributed to the asymmetric stretch of NCO attached to the oxides.

Keywords*: catalyst, support, adsorption, NO + CO reaction on Au*

THE DESIGN OF ORGANIZATIONAL STRUCTURE FLOW IN THE DISTRIBUTION AND CAPITALIZATION PROCESS, SPECIFIC FOR THE INTEGRATED UNITS FROM THE PRODUCT CHAIN *"MILK AND DAIRY PRODUCTS"*

PROIECTAREA FLUXULUI STRUCTURII ORGANIZATORICE ÎN PROCESUL DE DISTRIBUȚIE ŞI VALORIFICARE, SPECIFIC UNITĂȚILOR INTEGRATE DIN CADRUL FILIEREI DE PRODUS "LAPTE ŞI PRODUSE LACTATE"

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This paper aims to provide some solutions to the problems of organization and effectiveness in the distribution and capitalization process, specific for the integrated units from the product chain "milk and dairy products". For this purpose, we took a SWOT analysis of the sector, which will identify the various steps of the system and the relationships that are formed between them, which contribute to the realization of finished products. The design flow will take into account the main stages of ***product chain "milk and dairy products":*** *production of raw materials in different systems, transportation, storage, processing of raw materials, wholesale and retail trade of obtained finished products.*

Key words*: distribution, chain, integrated units, milk*

CONSIDERATIONS ON THE STRUCTURE AND ORGANIZATION CIRCUIT IN DISTRIBUTION AND CAPITALIZATION, CHARACTERISTIC FOR THE INTEGRATED UNITS IN THE PRODUCT CHAIN *"GRAIN AND PROCESSED GRAIN PRODUCTS" CONSIDERAȚII PRIVIND STRUCTURA ŞI ORGANIZAREA CIRCUITULUI ÎN PROCESUL DE DISTRIBUTIE ŞI VALORIFICARE CARACTERISTIC UNITĂȚILOR INTEGRATE DIN CADRUL FILIEREI DE PRODUS "CEREALE ŞI PRODUSE PROCESATE DIN CEREALE"*

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*In this paper, is considering the product chain "**grain and processed grain products**" on components, and in the whole form of a SWOT analysis, as sub-domain performance is assessed not only on the amount of each component on chain performance but take into account the synergistic effect induced by realising the chain activity. The authors propose the design of an organizational structure, as a flux characteristic for the integrated units in the product chain "grain and processed grain products", to achieve the highest level of efficiency, from first stage,when the operators have large areas of land and continuing with storage, transport, processing lines and packaging, retail stores.*

***Keywords**: distribution, chain, integrated units, cereals*

RISK MANAGEMENT IN AGRICULTURE IN HUNGARY
MANAGEMENTUL RISCULUI IN AGRICULTURA IN UNGARIA

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Risk management is a factor of uncertainty linked to production or sales which involves chances of losses. Changes of risks are reinforced because the effects add up and act as a combination. Risk management is a sequence of systematically established, but separated moves. The intensive agricultural production exercises a high level of harmful effects on the environment. To ensure sustainable development ecotaxes are levied by the Hungarian government.

Key words: *risk, risk management, agriculture, environmental protection, Hungary*

THE KNOWLEDGE ON IT&C IN THE WEST SIDE OF ROMANIA
CUNOŞTINȚELE ÎN DOMENIUL IT&C ÎN VESTUL ROMÂNIEI

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The present paper is presenting some statistics relating to knowledge in the field of information technology and communication in year 2010. Data presented were taken following the processing of 70 questionnaires. Questionnaires have tried to include a higher sphere on IT & C knowledge of the persons interviewed, from what is known as a simple user of programs considered usual, passing over aspects of knowledge minimum hardware and ending with the e-commerce. The study revealed a basic knowledge that allow writing, technical, calculations, surf the Internet and transmitting/receiving e-mails. In other areas (accounting, databases, CAD etc.), only those who work day by day in that domain, have knowledge about the software. The situation is the same at hardware chapter, where the vast majority of persons interviewed are not interested in this type of knowledge, even though in most cases would save time and money. The situation is worse in rural areas, depriving here very often even the knowledge base. However, compared to previous years, there is a knowledge increase and a bigger interest for IT at rural level.

Key words: *IT&C, statistics, urban vs. rural knowledge.*

KNOWLEDGE MANAGEMENT IN BUSINESS
MANAGEMENTUL CUNOŞTINȚELOR ÎN AFACERI

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Knowledge Management (KM) *comprises a range of strategies and practices used in an organization to identify, create, represent, distribute, and enable adoption of insights and experiences. Such insights and experiences comprise knowledge, either embodied in individuals or embedded in organizational processes or practice.*

Recently, other fields have started contributing to KM research; these include information and media, computer science, public health, and public policy.

Many large companies and non-profit organizations have resources dedicated to internal KM efforts, often as a part of their 'business strategy', 'information technology', or 'human resource management' departments. Several consulting companies also exist that provide strategy and advice regarding KM to these organizations.

Knowledge Management efforts typically focus on organizational objectives such as improved performance, competitive advantage, innovation, the sharing of lessons learned, integration and continuous improvement of the organization. KM efforts overlap with organizational learning, and may be distinguished from that by a greater focus on the management of knowledge as a strategic asset and a focus on encouraging the sharing of knowledge.

Key words: *Knowledge management, information management, organizations strategies*

MILK MARKET AND ITS VOLATILITY – A REGIONAL APPROACH
PIAȚA LAPTELUI ŞI VOLATILITATEA ACESTEIA – O ABORDARE REGIONALĂ

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After a boom in the year 2007 – year characterized by high prices of foodstuffs in general – milk prices decreased in 2008 and a stronger decrease followed in 2009, impacting farmers' incomes. By a long-term analysis (January 2005 - August 2010) of the evolution of the average procurement prices by years, months and across regions for cow milk, ewe milk, cow and ewe "telemea" and fresh cow cheese it was possible to calculate the variation coefficient that permitted to determine the price volatility for the above-mentioned products.

Key words: *prices, standard deviation, variation coefficient*

IMPACT OF MILK AND DAIRY IMPORTS UPON THE ROMANIAN MARKET
IMPACTUL IMPORTURILOR DE LAPTE SI PRODUSE LACTATE ASUPRA PIETEI ROMANESTI

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The present paper investigates the competitive pressures of the milk and dairy imports upon the domestic market and market niches of Romanian dairy products. The deficiencies in the milk production and processing system create favourable conditions for imports. Romania is a net milk and dairy importer, yet it succeeds in exporting organic dairy products or dairy products based on ewe, goat or buffalo cow milk. Although the exported quantities are small, the values per product unit are significant. The competitive pressures will continue as long as there are deficiencies in the raw milk production and collection sector.

***Key words**: milk and dairy products, domestic production, import, export*

ORGANIC FARMING AND CLIMATIC CHANGE
AGRICULTURA ECOLOGICĂ ŞI SCHIMBĂRILE CLIMATICE

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Day by day we can see nature systematicly fighting back, in a way that is more and more agressive(11th of March 2011, The 8.9 degree on the Richter Scale earthquake in Japan followed by a 10 meter tsunami). Probably the most serious issue is the global enviromental crisis: we can see Earth's ecosystem as it becomes unstable, with the risk of triggering non-linear, abrupt, large scale, even planetary enviromental changes. There are numerous research that show that ecosystem parameters: climate related, biodiversity and global nitrogen cycle, have gone over the safety thresholds. These values are fueled by many sources among wich we can find farming as well.

***Key words**: climatic change, organic farming, value, promotion*

EXPRESSIONS OF CULTURAL PRACTICES ASSOCIATED WITH THE ALTERNATIVE AGRICULTURE PARADIGM
EXPRESII ALE PRACTICILOR CULTURALE ASOCIATE PARADIGMEI AGRICULTURII ALTERNATIVE

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It is more and more obvious the necessity of implementing another type of agriculutre, necessity that comes from peoples' growing interest in enviromental and health issues. Conventional managagement must be focused on long term sustainability. Alternative forms of agriculture must be sustained by authorities, communities, ideas, social behaviours and adequate lifestyles. Culture can contribute to the paradigm shift, from the conventional one to the alternative sustainable one. Culture can trigger awareness, can offer discussion subjects, can provide legitimacy and can create new oportunities in ways that enable sustainability to dominate agriculture.

***Key words**: culture, urban agriculture, community -supported agriculture (CSA), community, civic engagement,*

THE TRADEMARK ROLE IN REPOSITIONING STRATEGY OF WINE IN MINIŞ MĂDERAT VINEYARD
ROLUL MĂRCII ÎN STRATEGIA DE REPOZIȚIONARE A VINULUI DIN PODGORIA MINIŞ – MĂDERAT

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During the period of time when wine consumption is decreasing and consumer demands are increasing, it is more and more difficult to preserve and respect the reputation and brand of wine-viticulture product. Brand identity creates sustainable advantages in such explosive wine market.

***Key words**: brand, consumer, trademark, promotion*

BIOLOGICAL VERSUS SYNTHETIC FOOD - RESULT OF AN EFFICIENT CONSUMER PROTECTION STRATEGY
ALIMENTELE ECOLOGICE VERSUS ALIMENTELE SINTETICE - REZULTAT AL UNEI STRATEGII EFICIENTE DE PROTECȚIE A CONSUMATORILOR

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One of the greatest threats to the human race is the invasive, deliberate manipulation of food supply. Without doubt, the contamination of food with synthetic chemicals, combined with production techniques that utterly decimate the intrinsec nutritional value of raw food, is the primary root which cause disease.
The aim of the paper is to show us that a really safe and nutritios consume of food means for the consumer, to select only biological food. To be sure that the consumers will make the right choice and they will buy and consume biological food and avoid the syntethic, risky food consumption, an efficient consumer protection strategy is needed, where the Consumer Protection institutions may play a major role.

***Key words**: biological food, synthetic food, consumer protection*

THE BREEDING SYSTEM OF SPECKLED HUNGARIAN CHICKEN AND SPECKLED TRANSYLVANIAN NAKED NECK CHICKEN IN HÓDMEZŐVÁSÁRHELY

SISTEMUL DE CRESTERE A PUILOR PESTRITI UNGURESTI SI A PUILOR PESTRITI CU GAT-GOLAS DE TRANSILVANIA IN HÓDMEZŐVÁSÁRHELY

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University of Szeged Faculty of Agriculture has been dealing with the cross-breeding of Hungarian speckled hen to maintain the species since 1977. We keep two varieties of the Hungarian speckled hen, the feathered-neck variant and the bare-neck type on the pilot farm. The three colour variations of the domestic hen species were bred from the Hungarian lea-land bird by the middle of the 20th Century. Because of the spread of intensive poultry keeping the population of this species has become endangered. Beside the gene preservation, we endeavour to find the best way for the production-purpose utilisation of the speckled hen stock. On the basis of our experiments the laying hens can be used in small scale egg production. We examined the egg production, the eggshell colour and the hatching results

Key words: *Hungarian Speckled Hen, Speckled Transylvanian Naked Neck Hen, genetic reservation, egg production, eggshell colour, hatching results*

ECOMMERCE – A VIABLE SOLUTION FOR THE ROMANIAN MARKET OF FOOD PRODUCTS
ECOMMERCE – SOLUȚIE VIABILĂ PENTRU PIAȚA PRODUSELOR AGROALIMENTARE

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Appeared in Romania in late 1999 and having a very important point of growth so far, electronic commerce is close to the beginning phase of maturation. The main advantages and opportunities offered by electronic commerce may be listed: the establishment of closer relationships with suppliers, but also with customers, adjust more quickly to customer needs, getting some good prices for some products / services and / or raw materials, taking more than efficient transactions and stock, reduce costs caused by supply, identifying new markets etc.

Key words: *market, agriculture, ecommerce platform*

ORGANIZATION'S MANAGEMENT VIEWS REGARDING MASS COMMUNICATION
VIZIUNEA MANAGEMENTULUI ORGANIZAȚIEI PRIVIND COMUNICAREA ÎN MASĂ

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Mass communication media already plays a dominant role in the life of everyone. Helped by the growth and convergence of global telecommunications and information technology, the role of these media is only becoming more and more important. Few people, let alone organizations, dare to forecast where this will lead in years to come other than to suggest that the media will play a vital role in the survival of every organization.

Key words: *management, mass communication, media, public relations*

USING THE INTERNET AS A COMMUNICATION CHANNEL IN BANK MARKETING
UTILIZAREA INTERNETULUI CA SI CANAL DE COMUNICARE ÎN MARKETINGUL BANCAR

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Implementation of very cheap distribution channels has always been a priority for retail banks. Along with the technological revolution appeared numerous advances in IT systems able to provide remote access to banking services. One of the most frequently used channel for sending informations between customer and bank is the Internet. This work shows the importance of using the Internet as a communication channel in bank marketing.

Key words: *marketing, internet, bank, distribution channel*

THE DEVELOPMENT OF LOCAL PRODUCTS IN ROMANIA: A CASE STUDY OF HONEY
DEZVOLTAREA PRODUSELOR TRADIȚIONALE ROMÂNEŞTI – STUDIU DE CAZ PRIVIND MIEREA

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Romanian local product certification promotes the diversification of agricultural production, bringing major benefits for the development of disadvantaged rural area. Although the certification process of the Romanian traditional products began in 2005, Romania ranks the second place in Europe after the number of certified products. The different types of honey produced in Romania could be certified as local products because they are distinguished from other similar products, by two qualities: the naturalness and the apitherapy. The initiative to certify honey as local product can be developed using the recorded migration flows in the last period in Romania. It is about a process of acculturation.

Key words: *local products, Romania, Europe, honey, sustainability*

RESEARCH CONCERNING THE BODY WEIGHT OF HYBRID CHAROLLAIS X MERINOS DE TRANSILVANIA LAMBS AND YOUNG RAMS FROM DOUBLE LAMBING

CERCETĂRI PRIVIND MASA CORPORALĂ A MIELUTELOR ŞI BERBECUȚILOR HIBRIZI CHAROLLAIS X MERINOS DE TRANSILVANIA PROVENIȚI DIN FĂTĂRI DUBLE

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The type of lambing (simple or double) is under satisfactory genetic control: twin lambs are born 16-30% lighter and achieve less weight gain until weaning when the difference between single or twin lambs is higher. Lambs viability after lambing depends less on genetic factors such as breed, individual, weight at lambing and, in a more considerable way, on the management of their breeding and on nutritional, infectious, and parasitic diseases.

***Key words**: body weight, young ewes, young rams, Charollais, Merinos de Transilvania, double lambing*

RESEARCH CONCERNING THE BODY WEIGHT OF HYBRID CHAROLLAIS X MERINOS DE TRANSILVANIA LAMBS AND YOUNG RAMS FROM SIMPLE LAMBING

STUDIU PRIVIND MASA CORPORALA A MIELUTELOR SI BERBECUTILOR CHAROLLAIS X MERINOS DE TRANSILVANIA PROVENITI DIN FATARI SIMPLE

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The type of lambing (simple or double) is under a satisfactory genetic control (prolificacy h^2 = 0.2-0.3), lambs from double lambing are 16-30% lighter and achieve a lower growth until weaning, when the percentage difference between lambs from simple lambing and lambs from double lambing increases. Lamb survival after lambing is largely dependent on the amount of colostrums consumed in the first 12 h that ensure immunity for a period of 10-12 days.

***Key words**: body weight, young ewes, young rams, Charollais, Merinos de Transilvania, simple lambing*

MARKETING AUDITING OF THE ROMANIAN ECONOMIC ENVIRONMENT AND THE IMPACT FOR THE AGROFOOD ENTERPRISES

AUDITUL DE MARKETING AL MEDIULUI ECONOMIC ROMÂNESC ŞI IMPACTUL ACESTUIA ASUPRA ÎNTREPRINDERILOR AGROALIMENTARE

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The aim of this article is a marketing auditing of the Romanian economic environment in order to highlight the main positive and negative implications for the agro food enterprises. The method used is the statistical analyze of secondary data. Results indicates that the variables that have a positive impact are: the incomes and expenses of the population in correlation with the categories of consumption, the export level, the internal commerce, the inflation rate and the interest rate while the contribution to the gross domestic product and the exchange course have a negative impact. In conclusion the marketing audit is needed periodical in order to identify the changes and their implications.

Key words*: marketing audit, economic environment, economic variables, agro food industry*

OPPORTUNITIES AND THREATS FOR THE ROMANIAN AGRO FOOD INDUSTRY

OPORTUNITĂŢI ŞI AMENINŢĂRI PENTRU INDUSTRIA AGROALIMENTARĂ ROMÂNEASCĂ

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The aim of the present study is to identify the major opportunities and threats for the Romanian agro food industry using the marketing audit specific tools represented by the PEST and SWOT analysis. The results obtained after using PEST analysis were synthesized using the SWOT analysis section regarding external environment. The main conclusions of the study indicate that the external environment is a source of many opportunities and threats and the task of each enterprise is to exploit or avoid them according to their own marketing strategy.

Key words: *marketing audit tools, PEST, SWOT*

CONCEPT STUDIES REGARDING THE AGRICULTURAL MANAGEMENT FROM THE PERSPECTIVE OF ECONOMIC AND RESEARCH THEORY
STUDII CONCEPTUALE PRIVIND MANAGEMENTUL AGRICOL DIN PERSPECTIVA TEORIEI ECONOMICE SI A CERCETĂRII

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Management is a conscious process leading and coordination of actions and individual and group activities like mobilization and resources allocation in order to achieve the main objectives in accordance with the mission, goals and social and economic responsibilities. Management Science, including the agriculture, is a product of developed capitalism, organized, in which the great corporation is already playing a leading role in the economy; is a product of a capitalist economy reached a high degree of concentration and centralization.

***Key words**: process, coordination management, organization*

THE EXTERNAL ENVIRONMENT OF THE HIGHER EDUCATION –PROVIDER OF RESOURCES AND BENEFICIARY OF RESULTS
MEDIUL EXTERN AL INVATAMANTULUI SUPERIOR – FURNIZOR DE RESURSE SI BENEFICIAR DE REZULTATE

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The vision on higher education organizations as open systems reveals the external environment as resources supplier for the higher education (inputs) and as beneficiary of the results (outputs).
The external environment in continuous transformation is important for the higher education system and its managers in order to provide resources and to draw up strategies. The influences of the external environmental factors on higher education organizations and their managers must be taken into consideration in order to exploit the potential of the external environment by ensuring the success of the organization in the future.

***Key words:** general external environment, competitive external environment, strategic groups, competitiveness*

POLICY ANALYSIS – ITS SIGNIFICANCE WITHIN REFORMING PUBLIC POLICIES MANAGEMENT
ANALIZA DE POLITICI – SEMNIFICAȚIA ÎN CONTEXTUL REFORMEI MANAGEMENTULUI POLITICILOR PUBLICE

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Social-politic contexts constitute particular frameworks in which specific public issues emerge. Their institutional answer allows the elaboration and implementation of adequate public policies. Implicit/intrinsic strategies require organized, oriented approach intervention from different institutions. Public policies management has developed specific aspects in Romania as compared to other countries.

Key words: *reform, management, policy analysis, public policies, institutions*

BODY CONDITION AND MILK PRODUCTION ON SAANEN GOATS AS ECONOMIC FACTORS
STAREA DE SANATATE SI PRODUCTIA DE LAPTE A CAPRELOR SAANEN CA FACTORI ECONOMICI

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The authors examined the body condition of Saanen goats on 5 farms; they registered the milk yield, the number of kids, the date of births and the age of does. They tried to find an answer to how the body condition changes during lactation and how it affects milk production as well as which body condition is best in the various periods of lactation to achieve the best milk yield. There were 37 ewes on the first farm, 17 on the second, 45 on the third, 17 on the fourth and 80-90 on the fifth.
Based on the examinations we can conclude that the most milk was produced on farm No. 1. during lactation, where at the beginning of lactation the body condition score was 2.5, in the middle it was around 3 while at the end of lactation the body condition score reached 3.3 (r = -0,18). The more the other farms differed from these data the less milk they produced.

Key words: *goat, body condition, milk production*

STUDY REGARDING THE FAVOURABLE FACTORS THAT INFLUENCE SWINE PRODUCTION
STUDIU ASUPRA FACTORILOR FAVORABILI CARE INFLUENȚEAZĂ CREŞTEREA SUINELOR

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The productive and economical characteristics made swine to produce a high quantity of good quality meat, obtained in a relatively short period of time, that insurance space usage and investments and utility spends absorption, superior using the feed and having high economical efficiency. Also, it is very important to mention that pigs value very well the concentrated feed, some quantity of gruel and green feed. Also, swine can efficiency use different reminder from food and domestic industry; transforming them, in an economically way, in meat and fat.

Key words: *growing, swine, favourable factors, influence*

THE ROLE OF ENDOGENOUS FACTORS UPON SWINE PRODUCTIVITY
ROLUL FACTORILOR ENDOGENI ASUPRA PRODUCȚIILOR SUINELOR

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The main objective in swine breeding and exploitation technology is to obtain animals with characteristics that will allow producing a higher quantity of good quality meat, in advantageous economical conditions. Beside the main production – meat and fat – after slaughtering the pigs can be obtained a series of secondary products and waste that can be valorise, so from the from the live weight its not lost almost anything. Endogen factors with influence upon swine production are: genetic, gender, number and weight of the pigs at birth, milk production of the sows, number and weight of the wean pigs, sexual maturity, capacity to use the feed, health status and individual particularity.

Key words: *endogenous factors, production, swine, influence*

NEGOTIATION WITH SYMMETRIC DUOPOLY
NEGOCIEREA CU DUOPOUL SIMETRIC

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Negotiation is often observed in the economic reality, but seldom approached in the economic theory. This paper gives two examples of negotiation with symmetric duopoly: negotiation on the product market, and negotiation on the factor market.

Key words*: price negotiation, symmetric duopoly*

POULTRYMEAT MARKET IN ROMANIA AFTER THE ACCESSION TO THE EUROPEAN UNION
PIAȚA CĂRNII DE PASĂRE ÎN ROMÂNIA DUPĂ ADERAREA LA UNIUNEA EUROPEANĂ

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The post-accession experience reveals a certain fragmentation of the Romanian meat market as regards the lack of competitiveness mainly in the pork meat market, dominated by massive imports.
The paper investigates the deep changes that have been produced in the poultry meat sector after the accession, as regards the poultry meat production and self-sufficiency, the price convergence process on the European market in this period of agricultural production instability and price volatility.
In the year 2009, the self-sufficiency in poultry meat in Romania reached 75.6%.
In the period January 2007 - June 2010, poultry meat prices slightly fluctuated, while the low level of variation coefficients indicated a low volatility. The fast increase of chicken meat prices in Romania in the year 2008 reveals a high sensitivity of this sector to different factors, to the increase of input prices respectively (feeds, fuels).

Key words: *poultrymeat, prices, standard deviation, variation coefficient, volatility*

STUDY ON ESTABLISHING THE OPTIMUM PRODUCTION CAPACITY
STUDIU PRIVIND DETERMINAREA CAPACITĂȚII OPTIME DE PRODUCȚIE

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Establishing the optimum production capacity represents a fundamental issue for the economic activity. Building of oversized objectives is equal to fund wasting, immobilizing capital in fixed assets which remain unused. Or, building of undersized objectives creates bottlenecks in economic processes. This is why prior to designing the investment objectives thorough calculations are necessary in order to establish the optimum production capacity.

Key words: *optimum production capacity, specific investment, production cost, recalculated expenses, specific recalculated expenses*

CUSTOMER ORIENTATION WITHIN AN ORGANISATION
ORIENTAREA SPRE CLIENT ÎN CADRUL UNEI ORGANIZAȚII

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The impact of customer orientation on organisational performance has been measured in different studies that highlighted the fact that customer orientation is a complex, multidimensional concept, that includes dimensions like: motivation of an employee for meeting the customers' requirements, abilities necessary for an employee to satisfy the customer's needs, freedom of the employee to make decisions aimed at meeting the customer's needs and desires. Customer oriented organisations offer services with a high level of quality that ensures the customer's satisfaction.

Key words: *customer orientation, organisation, customer satisfaction, organisational performance*

IMPACT OF FOOD ADITIVES AND SUPPLEMENTS ON BREADMAKING PRODUCTS
INFLUENȚA ADITIVILOR ALIMENTARI ŞI A SUPLIMENTELOR ALIMENTARE ASUPRA PRODUSELOR DE PANIFICAȚIE

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Food additives may present chemical-nature risks in milling and breadmaking industry. The additives of food biotechnological products, which improve final products' qualities (smell, taste, aspect, stimulating properties), colour them or play the role of excipients, may generate toxic effects, especially related to the deficient dosage. These categories include: antioxidants, flavours, colorants, preservatives, emulgators, sweeteners and flavour enhancers.

Key words*: food additives, breadmaking products, risks, influence*

METHODS OF EXPRESSION OF FEED'S PROTEIN NUTRITIONAL VALUE

MODALITĂȚI DE EXPRIMARE A VALORII NUTRITIVE PROTEICE A NUTREȚURILOR

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The systems expressing the protein nutritional value of feed should allow the expressing in the same unit. The selection of expressing method is different according to species and depends on: the bigger or smaller variability degree of successive Nitrogen losses, either in the digestive utilization or in the metabolic one; possibility of knowing or express as accurately as possible these losses, according to feed or animals' own characteristics. The utilization of aminoacids for protein synthesis occurs with Nitrogen excretion at urinary level, mainly as urea. The measure of this fraction depends on the crude protein amount ingested and especially on the quality of feed used in swine nutrition.

Key words*: feed, nutritional value, protein, pig*

EVIDENCE MANAGEMENT SYSTEMS OF REAL ESTATE PROPERTY

MANAGEMENTUL SISTEMELOR DE EVIDENȚĂ A PROPRIETĂȚII IMOBILIARE

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Records management systems of the property deals the way they are organized legal records and attempting a land registry connection between them, and interconnection with other databases involved in the management of property as a whole. The methods are based on various paper records to the integrated database or databases created by GIS systems. In conclusion, database systems are the main element in the management of property of evidence systems.

Key words: *real estate property, database systems, land registry, cadastre*

CONCEPT OF PROPERTY MANAGEMENT
CONCEPTUL DE MANAGEMENT AL DREPTULUI DE PROPRIETATE

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We want to study this new concept "Management of ownership" based on ownership as a whole with all its attributes, attribute of focusing on provision as property management until now has examined only attribute of usage. This paper proposes a study in order to create a unified and efficient system of recording efficient and management of ownership. The methods of analysis of this concept relates to systems and recording management real estate property and concluded that in the future, management of the various institutions will be linked.

Key words: *property management, law, real estate property, real estate advertising*

SEASON INFLUENCE UPON SOWS' PREGNANCY LOSS THROUGH ABORTIONS
INFLUENTA SEZONULUI ASUPRA PIERDERILOR DE GESTATIE PRIN AVORTURI LA SCROAFE

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The researches were carried out with the goal to see the influence of season upon the proportion of abortions, in different stages of gestation, for swine specie. As we could see from the trial, during the months of August, September and October the sows had the highest proportion of abortions. From all the abortions, in August were observed 10.69% abortions; in September 13.42% abortions in October 18.45% of all the abortions. The months with the lowest rate of abortions were: March with 4.82% abortions; April with 4.19% abortions; May with 3.56% and June with 4.61% abortions. From insemination until 28 days of gestation, a high proportion of animals that aborted (29.77% from all the abortions) was observed. Between 29 to 56 days were observed 20.75% from all the abortions. After 57 days until 110 days of gestation were noticed 49.48% from all the abortions. The differences between the proportion of abortions observed during the last quarter of gestation (49.48%) was statistically very significant (χ^2 test, $p \leq 0.001$) comparing to the proportion of abortions observed in the first and second part of gestation. The differences between the proportion of abortions observed in the first part of gestation (29.77%) was statistically not significant comparing to the abortions observed in the second quarter (20.75%) of gestation (χ^2 test, $p \geq 0.05$).

Key words: *season, sow, abortion, pregnancy*

HUMAN RESOURCE MANAGEMENT INVOLVED IN THE ROMANIAN RURAL TOURISM
RESURSELE UMANE IMPLICATE ÎN TURISMUL RURAL ROMÂNESC

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The importance of the Romanian tourism in economy and society, as well as the dynamics shown by the tourism phenomenon worldwide requires the existence of highly qualified specialists. In these circumstances it is imperative that those engaged in this field should prove the existence of high skills and competences.

Keywords: *human resources, rural tourism, organization, satisfaction, performance*

RISK MANAGEMENT IN THE DIGITAL AGE
MANAGEMENTUL RISCULUI ÎN ERA DIGITALĂ

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In recent years dynamic internet-based start-ups have captured the public imagination through the creation of revolutionary business models. As we are now seeing, many lack the financial stamina to survive and become profitable. Attention has switched to how established companies are trying to clone these new models to their competitive advantage. However, in the rush to do so, many organizations are making quite fundamental strategic mistakes; mistakes that are often then repeated by others. This may be because they have failed to recognize the need to apply advanced risk management thinking to both the strategic and implementation issues surrounding the E-business imperative.

Keywords: *e-business, strategies, technologies, security*

FARM MANAGEMENT THROUGH COSTS AND ECONOMIC PERFORMANCE OF ACTIVITIES
MANAGEMENTUL FERMEI PRIN COSTURI SI REZULTATE ECONOMICE ALE ACTIVITATILOR

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Agricultural producer has as objective either the maximization of the profit, or the determination of the combination of production factors so as to achieve a certain amount of products at a minimum cost. The economic behaviour of the agricultural producer is an expression of its involvement in the market economy realities. Estimation of unit cost for each product, is a priority for farmers, because it characterizes farm's consumption and is the premise of the economic mechanism of recovery costs through revenue. Determination of cost production and financial result for existing crops in a vegetable farms, can be used as tools of management, that summarizes the quantity and quality of effort and effect, for increasing the economic efficiency of activities.

***Key words**: farms, production cost, financial results, economic performance, management tool*

EVOLUTION AND CURRENT SITUATION OF CATTLE BREEDING IN OUR COUNTRY
EVOLUȚIA ŞI SITUAȚIA ACTUALĂ A CREŞTERII TAURINELOR ÎN ȚARA NOASTRĂ

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After 1989, the cattle livestock in Romania (6.2 million individuals) has continuously decreased, reaching the value of 2.8 million individuals in 2003, with 1.75 million cows and heifers (62.3 %); at the moment, there is a number of 1.19 million exploitation recorded, with 1.73 million cattle and heifers and a mean of 1.46 cows per exploitation. Now the cattle livestock comprises 2503 thousand individuals. Regarding the percentage of imports in the internal consumption, we may notice that the beef category recorded, during 2006-2008, the most reduced percentage, 10.3%, compared with pork – 38.1% or chicken – 37.3%.

Key words: *evolution, cattle, livestock, beef, import, export, Romania*

RISK MANAGEMENT IN BEEF CATTLE FARMS
MANAGEMENTUL RISCULUI ÎN FERMELE DE TAURINE DE CARNE

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The association of the biological cow type with the proper environment is important in risk management and in the achievement of optimal animal performance levels, given the constraints generated by natural resources. The attention paid to the number of animals, grazing systems, cattle category and season confers critical control points that affect this tendency at individual and collective level. When the animal livestock increases, the competition relationship between plant species becomes modified and may cause changes of plant species composition, favouring the intrusive plant species to the detriment of the desired plants. The long-term effect is represented by the reduction of animal performances.

***Key words**: cattle, management, meat, rick*

SEASON AND PARITY INFLUENCE UPON SOWS PROLIFICACY AND STILLBORN

INFLUENTA SEZONULUI SI A PARITATII ASUPRA PROLIFICITATII SI PIERDERILOR DE PURCEI LA FATARE

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Environmental is one of the factors that can highly influence swine production parameters. We notice that depending on the season, gilts and sows can have variances regarding the number of pigs born alive and stillborns. First parity sows farrow a very small number of pigs during autumn comparing to the other parity sows (0.26 pigs less than second parity sows). Prolificacy was similar during spring and autumn seasons (11.24±0.74 pigs/sow). The season when the prolificacy have the lowest value was winter (11.14±1.85 pigs/sow). There is a positive correlation between the prolificacy and the number of stillborn pigs; in winter, both prolificacy and stillborn decrease – have the same trend line as prolificacy.

Key words: *sows, prolificacy, stillborn, season, parity*

SEASON AND PARITY INFLUENCE UPON WEAN-TO-SERVICE INTERVAL TO SOWS WEAN AFTER 28 DAYS OF LACTATION

INFLUENTA SEZONULUI SI A PARITATII ASUPRA INTERVALULUI INTARCARE-ESTRU, LA SCROAFE INTARCATE DUPA 28 DE ZILE DE ALAPTARE

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The researches were carried out with the goal to see the influence of season and parity of the sows wean upon wean to estrus interval. As we could see from the trial, the proportion of first parity sows showing estrus in the first 7 days after weaning was the lowest (85.73% average per year) comparing to the sows parity 2 to 6 (91.46% to 93.85% average per year). Regarding the seasonal influence, we can say that summer is the season that has the highest negative influence upon wean to estrus interval; respectively, only 90.45% of all the animals show estrus in the summer versus 92.49% in the spring. Also, first parity animals have the lowest rate of showing estrus in the summer and autumn comparing to spring and winter. We can see that the proportion of animals showing estrus is the smallest in the summer (90.45%), increasing in autumn (90.92%) and winter (91.86%) and it is maximum in spring (92.49%).

Key words: *wean, estrus, interval, sows, primiparous, pluriparous, season, lactation*

MANAGERIAL TECHNIQUES IN THE FIELD OF CONTINUOUS TRAINING OF HUMAN RESOURCES AT MICROECONOMIC LEVEL

TEHNICI MANAGERIALE IN DOMENIUL DE FORMARE CONTINUĂ A RESURSELOR UMANE LA NIVEL MICROECONOMIC

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The last decade of the 20th century represented a historical moment that resulted in deep changes in the inner and outer environment of organisations as well as in the way world economy works. The main cause was the globalisation of economy and the development of society based on knowledge. A knowledge society asks present organisations leadership to fundament strategies based on the implementation of a continuous training behaviour.Human resource needs not only to have a basic training since knowledge, skills, and attitudes acquired have become deeply volatile. Thus, numerous successful employers have started to send their staff more and more often to conferences, training courses, and specialisation courses. During the last decade all the countries have intensified their research work and the experimentation of different methods of planning, organising, carrying out, monitoring, and assessing social and economic effects in the training of human resources.

Key words: *training, management, methods and techniques, database, efficiency*

THE INFLUENCE OF TECHNOLOGICAL MEASURES OVER THE ECONOMIC INDICATORS AT TRADITIONAL AND GENETICALLY MODIFIED SOYBEAN CROP

INFLUENŢA UNOR MĂSURI TEHNOLOGICE ASUPRA INDICATORILOR ECONOMICI LA CULTURA SOIEI CLASICE ŞI MODIFICATE GENETIC

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Various researches and results confirm the importance of growing soybeans as an extraordinary source of protein and fat, with utility in both food and animal feed (Dencescu S., 1982, Giosan N.1986).
There have been taken to study some classical varieties and genetically modified soybean, monitoring the effectiveness of some herbicides and agro-technical measures for weed control.
This paper promotes the recovery of crop technology through economic efficiency calculations, which is an important component when we consider the profitability. Results are presented as an average of 2003-2005 years, when genetically modified soybean was a great attraction for farmers (Pătrăşcoiu Mihaela, 2004, 2005).
Resumption of GM soybean cultivation in Romania is necessary both in agronomic purposes and for the ensurance of domestic production of vegetable protein requirements for the livestock sector (Smith S. 2002).

***Key words**: traditional soybean, genetically modified soybean, herbicide influence, economic efficiency*

ANALYSIS OF GENERAL AND SPECIFIC CHARACTERISTICS OF ROMANIAN NATIONAL AND NATURAL PARKS
ANALIZA CARACTERISTICILOR GENERALE ŞI SPECIFICE ALE PARCURILOR NAȚIONALE ŞI NATURALE DIN ROMÂNIA

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Efficient management planning of protected areas depends in a great manner on the quality of data based on which analyses are conducted. This study examines the characteristics of national and natural parks in Romania from a perspective that helps the researcher to conduct further analysis on developing efficient management plans for the areas. A comparative situation is analyzed among the 27 Romanian parks. Results emphasize that some features should be in the attention of park administration in organizing management activities. This is, for instance, the case of information points and visitor centers, which are missing in nine parks.

Key words: *national and natural parks, Romania, management plan*

MARKETING MIX AREA MEDICAL SERVICES
MIXUL DE MARKETING ÎN DOMENIUL SERVICIILOR MEDICALE

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All persons employed in health and social services should have some type of training, providing sector capacity to cooperate, to organize and manage any changes to the procedure. Collaboration between the various services and assistance to individuals or certain groups of people can not be successful unless it takes into account equally, not just treating symptoms but also on research and eliminate the causes of evil

Key words*: marketing mix, health services, health system*

MEDICAL SERVICES IN RURAL AREA IN ARAD COUNTRY
SERVICIILE MEDICALE ÎN SPAȚIUL RURAL ÎN JUDEȚUL ARAD

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The health of the population is determined by access to health, on one hand, and access to health services, on the other side. Access to health care is almost entirely influenced by the health system organization. In most communes provide only primary health services.
For specialized services, rural residents should call, usually at health facilities in cities and towns.
The degree of assurance of medical services by qualified personnel is generally low, the number of physicians is relatively small compared with the number of inhabitants.
They came in average 1417 population to a physician, compared with an average of 378 inhabitants in urban areas.

***Key words**: health, medical services, quality of life*

AGRICULTURAL CONSULTANCY: A REAL SUPPORT FOR THE PROFESSIONAL TRAINING OF THE FARMERS
CONSULTANȚA AGRICOLĂ – UN SPRIJIN REAL PENTRU FERMIERI PRIVIND FORMAREA PROFESIONALĂ

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The goal of the present research was to point out the role and usefulness of agricultural consultancy in farmers' activity.
To do so, we monitored the way the most important objective of consultancy is reached: involving agricultural consultancy in the professional training of the farmers, the type of courses and the number of graduates, the distribution per areas of the courses, and the impact of courses on the graduates.

***Keywords**: agricultural consultancy, farmers, professional training, courses, graduates*

UTILIZATION OF „BALANCED SCORECARD" MODEL FOR BUSINESS PERFORMANCES ANALYSE OF AGRICULTURAL EXPLOITATIONS

MODELUL „BALANCED SCORECARD" INSTRUMENT PENTRU ÎMBUNĂTĂȚIREA PERFORMANȚEI ÎN AFACERI A EXPLOATAȚIILOR AGRICOLE

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Concept „Balanced Scorecard" (BSC) is based on mainly economic aims and proposed a series of targets grouped on four categories: finance, customers, internal processes, and development/potential. All the gathered data, all the measurements and analyses effectuated are presented from these four perspectives. In other words, this approach of strategic management will help the agricultural exploitations to fulfil the targets, being focused not only on financial results but also on customers and employees. The great advantage provided by BSC face to the business classical concepts is the one that together with recognition of the problems which could appear at agricultural exploitations, the system permit also the identifications of some solutions or an action plan to cover more non-financial performance indicators. Model Balanced Scorecard applied at S.C. Agrocomplex S.A. Bîrlad, Vaslui County, present, after the done analyse, the structural stability of the income, in the way of concentration of a great part of incomes in the exploitation ones. This competitive advantage of the firm leads to a decrease of the instability of selling, nowadays the firm controlling a great part of the market at the level of Vaslui County.

Keywords*: performance, management, Balanced Scorecard, S.C. Agrocomplex S.A. Bîrlad*

PRODUCTION MANAGEMENT AND HACCP QUALITY ASSURANCE AT SC VINIA IAŞI
MANAGEMENTUL PRODUCȚIEI ŞI ASIGURAREA CALITĂȚII PRIN SISTEMUL HACCP LA SC VINIA SA IAŞI

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Enterprise development, in wine producing and marketing wine products, on increasing the production line in conditions of high economic efficiency raises the specialists of agricultural enterprises a wide range of economic and organizational problems, that require for their solution the use of appropriate and varied methods and procedures.
The study includes theoretical and practical concepts and principles of production and quality management, and a number of methods and techniques which are tools in managerial decision-making units that have as a main activity the production of grapes, wines and marketing wine products. Theoretical foundation is complemented by a practical example consisting of SC VINIA JSC analysis in terms of manufacturing technologies, implemented quality management systems, completed by the assessement of the enterprise activity in 2007 – 2009, with emphasis on the dynamics and structure of the obtained results as well as the indicators of economic efficiency achieved during the analysed period

***Keywords**: production management, quality, HACCP, SC VINIA Iasi*

THE CURRENT STRUCTURE OF THE RURAL ECONOMY. LABOR RESOURCES
STRUCTURA ACTUALĂ A ECONOMIEI RURALE. RESURSELE DE MUNCĂ

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This paper deals with a resource of the rural economy, namely the labor force. The current situation of the rural area in terms of micro and macroeconomic indicators.

***Key words:** Rural area, labor force, economic resources*

LAND DEGRADATION AND WAYS TO PREVENT AND COMBAT THEM WITH FOREST VEGETATION – FORESTRY MANAGEMENT

DEGRADAREA TERENURILOR ŞI MODALITĂȚI DE COMBATERE CU VEGETAȚIE FORESTIERĂ – MANAGEMENT FORESTIER

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Land degradation and pollution may derive from various industrial activities like mining and oil processing, wood industry, pulp and paper, chemicals, energy, transport, etc. Also, land degradation occurs from natural causes (volcanoes, desertification, and erosion) due to farming (intensive grazing, salted lands due to inadequate irrigation, etc.), due to community or residential construction. Pollution and risk to human communities and natural ecosystems do not disappear but continues on and off after the economic activities that have caused land degradation. These lands remain sources of pollution and risk. Failure to take into account these risks has sometimes led to accidents or disasters registration, either ecologically or directly on human communities.

Key words: *degradation, management, forestry, salted lands, ecologically*

NEED FOR ACTION FOR RECONSTRUCTION AND ORGANIC MANAGEMENT OF OAK FOREST

NECESITATEA ŞI MANAGEMENTUL ACȚIUNII DE RECONSTRUCȚIE ECOLOGICĂ A PĂDURILOR DE STEJARI

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The impact of climate change on forest vegetation, forest ecosystems have a very active role in the potential size of the phenomenon of climate change through the role of sinks and store carbon dioxide (CO^2), are also affected by this phenomenon. Recovery of forest resources in a sustainable way to make the forest a carbon sink continuously, but the exploitation and use of wood in the forest outside the chain of recovery from the immediate contribute either return air or the lengthy storage of carbon ready products Wood.

Key words: *recovery, resources, exploitation, wood, vegetation*

LEISURE IN RURAL AREAS

RECREEAREA ÎN MEDIUL RURAL

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The population in administrative and industrial centers, in factories and offices suffer more than the "evil city" living and working away from nature, being isolated by a smokescreen of real sunlight, ultraviolet rays. As a result of increasing chemical pollution, physical and sonic, man feels the need for more and more free time to escape into the wild in order to restore his mental and physical capacity, the relaxation, the relaxation, or recreation of "leisure", meaning through this last term, a set of occupations to which the individual can devote to them voluntarily, either to relax or for fun or to develop information or disinterested training, social participation was voluntary or creative ability after it was issued by their professional obligations, family and society. In other words, recreation can be defined as an activity practiced by man's good looks like and where he is right.

Key words: *recreation, rural, leisure, areas, landscape*

SOCIAL FACTORS IN THE AESTHETIC LANDSCAPE PROFILE

FACTORII CU PROFIL SOCIAL ÎN ESTETICA PEISAJULUI

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For centuries we have come to learn that spinning globe on which we live is a minor planet suspended in infinite space - an infinitesimal amount of matter in the universal scheme of things. However, it is our world for us vast terrible and wonderful world in which regions a perfect order and includes in it an unfailing energy. It is illuminated and heated in rhythmic cycles of heat that comes from our sun, bathed in an atmosphere of moist air and winds constantly circulated and changed

Key words: *social factors, landscape, nature, surface*

ASPECTS CONCERNING THE MARKET OF VEGETABLES IN ROMANIA

ASPECTE PRIVIND PIATA LEGUMELOR IN ROMANIA

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There are in Romania particularly favourable pedo-climate conditions for developing truck farming, for increasing its share of national wealth, for meeting vital food requirements of the population, or for increasing exports. The Romanian market of vegetables is characterised by unbalance between demand and offer, caused mainly by the seasonal character of the vegetable production. Neither producers, nor traders can meet the continuous consumers' demand of vegetables on the market. Balancing demand and offer can be done by completing the latter with imports of fresh vegetables from countries where vegetable cultivation is not seasonal. The offer should be as continuous as possible; the solution to do so is double: greenhouse or solarium cultivation, and storage in conditions that allow market offer prolongation. This is why we need to adopt policies meant to develop vegetable culture, taking into account the three advantages of such a culture: the very favourable ecological frame, tradition, and potential of the domestic market.

Key words: *market, offer, demand, consumption, price*

A COMPARATIVE STUDY ON THE EFFECTIVENESS OF ADVERTISING LEAFLETS FOR METRO CASH & CARRY STORES IN TIMISOARA

STUDIU COMPARATIV PRIVIND EFICACITATEA PUBLICITATII PRIN PLIANTE PENTRU MAGAZINELE METRO CASH & CARRY DIN TIMISOARA

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The advertisement to be broadcast is expressed in very different forms depending on the type of product or service, being the "fruit" of both creative activities, imagination, etc. and providing an effective combination of a number of visual elements. Catalogs and promotional leaflets are promoting tools - print advertising - and as promotional techniques, they are included in advertising. The catalog is an advertising support, of variable size that is used as a tool for presenting the work of a firm, of a major business unit, areas or tourist resorts etc. The leaflet is another advertising support which is included in the scope of advertising carried by publications and used widely in promotional activities of modern business.

Key words: *advertise, hypermarket, supermarket, marketing tools, leaflet*

THE INFLUENCE OF ADVERTISING ON CONSUMER BEHAVIOR OF FOOD PRODUCTS ON THE MARKET OF TIMISOARA

INFLUENȚA PUBLICITĂȚII ASUPRA COMPORTAMENTULUI CONSUMATORULUI DE PRODUSE AGROALIMENTARE PE PIAȚA MUNICIPIULUI TIMIŞOARA

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With our study we try to demonstrate the influence of the promotion in the consumer decision to purchase. In our paper the results are eloquent: over 62% of people interviewed admit that they are influenced by advertising to purchase a product. From here emerges the importance of advertising in the sale of products in general and food products in particular. The consumer is influenced in a relatively high percentage by advertising to purchase a product found in advertisements, regardless of the medium used for these ads. Also, advertisements in agricultural products have the largest share in the interest of the people interviewed, with a percentage over 51%.

Key words: *promotion, advertising, consumer behavior, food products, questionnair, sample, market*