

**LUCIAN BLAGA UNIVERSITY OF SIBIU**

---

***STUDIES IN BUSINESS AND ECONOMICS***

**Vol. 6, Issue 1, April 2011**

---

**SIBIU**

## *Studies in Business and Economics*

**Editors-in-Chief:**

**Claudia OGREAN**, “Lucian Blaga” University of Sibiu

**Mihaela HERCIU**, “Lucian Blaga” University of Sibiu

**Editorial Board:**

**Lucian Liviu ALBU**, Institute for Economic Forecasting, Romania

**Camille ASSAF**, Centre d`etudes des marches et de la distribution au Moyen-Orient

**Anya DIEKMANN**, Universite Libre de Bruxelles, Belgium

**Monica DUDIAN**, Academy of Economic Studies, Romania

**Alexandra HOROBET**, Academy of Economic Studies, Romania

**Marioara IORDAN**, Institute for Economic Forecasting, Romania

**Kosta JOSIFIDIS**, University of Novi Sad, Serbia

**Dan POPESCU**, Lucian Blaga University of Sibiu, Romania

**Greg RICHARDS**, University Tilburg, Holland

**Victoria SEITZ**, California State University, USA

**Aleksandar Asenov SHIVAROV**, Varna University of Economics, Bulgaria

**Georgi Marinov ZELENKOV**, Varna University of Economics, Bulgaria

“Lucian Blaga” University Publishing House

Sibiu, April 2011

<http://eccsf.ulbsibiu.ro/publicatii.html>

[magazine.sbe@ulbsibiu.ro](mailto:magazine.sbe@ulbsibiu.ro)

**Indexed in:**

RePeC: <http://ideas.repec.org/s/blq/journl.html>

Index Copernicus:

<http://journals.indexcopernicus.com/karta.php?action=masterlist&id=477>  
[1](#)

Ulrich`s Periodicals Directory:

[http://www.ulrichsweb.com/ulrichsweb/Search/fullCitation.asp?navPage=1&tab=1&serial\\_uid=686548&issn=18424120](http://www.ulrichsweb.com/ulrichsweb/Search/fullCitation.asp?navPage=1&tab=1&serial_uid=686548&issn=18424120)

EBSCO:

<http://ebscohost.com/titleLists/bth-journals.pdf>

**ISSN: 1842 – 4120**

## CONTENTS

<b>BOȚA-AVRAM Cristina</b>	<b>SOME ARGUMENTS THAT JUSTIFY THE AUDIT TRINITY'S APPROACH IN THE CONTEXT OF CORPORATE GOVERNANCE</b>	<b>5</b>
<b>BUNESCU Liliana COMANICIU Carmen</b>	<b>ROMANIAN TAXPAYERS' INCLINATION TO TAX CHEATING</b>	<b>19</b>
<b>DANCIU Lucian Alexandru</b>	<b>FAILING STATES – THE IMPACT OF GOODS AND SERVICE TRADE LIBERALIZATIO</b>	<b>30</b>
<b>DUMITRESCU Luigi STANCIU Oana ȚICHINDELEAN Mihai VINEREAN Simona</b>	<b>DISCLOSING THE PROMISING POWER OF SOCIAL MEDIA – AN IMPORTANT DIGITAL MARKETING TOOL</b>	<b>37</b>
<b>LUCIAN Paul</b>	<b>THE INVESTMENT POLITICS AND THE DIVERSIFICATION OF FINANCING RESOURCES IN ROMANIA</b>	<b>46</b>
<b>MIHAIU Diana</b>	<b>PUBLIC EXPENDITURES FOR DEVELOPMENT - THEIR ROLE IN OVERCOMING THE ECONOMIC CRISIS AND ALIGNMENT OF ROMANIA TO EUROPEAN UNION REQUIREMENTS</b>	<b>51</b>
<b>MUSTA Flora SHARKU Gentiana</b>	<b>DEVELOPMENT OF NONBANKING FINANCIAL MARKET THROUGH FISCAL INCENTIVES: ALBANIAN CASE</b>	<b>65</b>
<b>PETRAȘCU Daniela MUREȘAN Radu-Dan</b>	<b>THE EMERGENCE OF MONEY – INSIGHT INTO THE MIDDLE AGES AND THE NEED OF BANKS</b>	<b>75</b>
<b>SINAJ Valentina TUSHAJ Arjan</b>	<b>DETERMINANT FACTORS FOR FERTILITY. CASE OF ALBANIA</b>	<b>83</b>
<b>ȘTEFĂNESCU Cristina Alexandrina</b>	<b>TRANSPARENCY AND DISCLOSURE IN EUROPEAN CORPORATE GOVERNANCE CODES – DOES ISSUER MATTER?</b>	<b>94</b>
<b>TERCHILĂ Sorin</b>	<b>TRAINING STRATEGY IN ROMANIAN AND MULTINATIONAL COMPANIES</b>	<b>109</b>
<b>VINȚEAN Adriana MATIU Ovidiu</b>	<b>VISUAL VOCABULARY IN BRANDING</b>	<b>121</b>

