

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

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

EBSCO:

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

ISSN: 1842 – 4120

CONTENTS

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

