

# Summary

## Mapamond

|   |          |
|---|----------|
| <b>Nau mai, haere mai! Welcome to Aotearoa, Land of the Long White Cloud<br/>or about Culture and Management in New Zealand .....</b> | <b>5</b> |
| <i>Amedeo ISTOCESCU</i>   |          |

## Management

|  |            |
|--|------------|
| <b>The perspective of Malaysian Manufacturing Organizations on Strategy,<br/>HR Outsourcing and HR Costs .....</b>   | <b>13</b>  |
| <i>Hasliza Abdul HALIM<br/>Norbani CHE-HA</i>  |            |
| <b>The Effect of Private Brands on Business Performance in Retail.....</b>   | <b>25</b>  |
| <i>Radojko LUKIĆ</i>   |            |
| <b>Industrial Agglomerations and Clusters.<br/>The Textile and Textile Products Industry from Romania .....</b>  | <b>40</b>  |
| <i>Monica DUDIAN<br/>Liliana CRACIUN</i>   |            |
| <b>Transforming Match Final Results into Valuable Information<br/>for Managing a Football Championship .....</b>   | <b>52</b>  |
| <i>Vlad ROȘCA</i>  |            |
| <b>Making the Mechanism of Enterprise Performance Management.....</b>  | <b>58</b>  |
| <i>Anatoliy GONCHARUK</i>  |            |
| <b>Human Resources Performance in Service Encounters<br/>– A Customer Service Case Study.....</b>  | <b>73</b>  |
| <i>Claudia GRIGORE</i>   |            |
| <b>Assessing the Role of Automation in Managing of Iranian E-banking<br/>and its Impact on Social Benefit.....</b>   | <b>81</b>  |
| <i>Hamidreza Salmani MOJAVERI<br/>Ali HASSANI<br/>Javad ABEDI FIROUZJAIE</i>   |            |
| <b>A Benchmark for Banks’ Strategy in Online Presence –<br/>An Innovative Approach Based on Elements of Search Engine Optimization (SEO)<br/>and Machine Learning Techniques .....</b> | <b>91</b>  |
| <i>Camelia Elena CIOLAC</i>  |            |
| <b>Inflation Targeting as the Monetary Policy Framework: Bangladesh Perspective....</b>  | <b>106</b> |
| <i>Mohammed SAIFUL ISLAM<br/>Mohammad Taslim UDDIN</i>   |            |
| <b>Foreign Direct Investment and its Role in the Development of Greece.....</b>  | <b>120</b> |
| <i>Vasiliki DELITHEOU</i>  |            |
| <b>Barriers to Investments in Energy from Renewable Sources.....</b>   | <b>132</b> |
| <i>Corina PÎRLOGEA</i>   |            |

|  |     |
|--|-----|
| <b>Family Ownership, Firm's Financial Characteristics and Capital Structure:<br/>Evidence from Public Listed Companies in Malaysia</b> .....         | 141 |
| <i>Punitharaja NADARAJA</i>  |     |
| <i>Abdul Hadi ZULKAFLI</i>   |     |
| <i>Tajul Ariffin MASRON</i>  |     |
| <b>EU Funded Projects: From Financial to Economic Analysis</b> .....   | 156 |
| <i>Andreea Lorena RADU</i>   |     |
| <i>Maria DIMITRIU</i>  |     |
| <b>Biomaterials. The Behavior of Stainless Steel as a Biomaterial</b> .....  | 177 |
| <i>Sanda VIȘAN</i>   |     |
| <i>Rodica Filofteia POPESCU</i>  |     |
| <b>Point Pollution Sources Dimensioning</b> .....  | 184 |
| <i>Georgeta CUCULEANU</i>  |     |
| <b>Aspects of Quality of Life by Type of Regions in European Rural Area</b> .....  | 193 |
| <i>Cristina NECULAI</i>  |     |
| <b>The Strategic Role of Human Resources Development<br/>in the Management of Organizational Crisis</b> .....  | 207 |
| <i>Cristina MANOLE</i>   |     |
| <i>Cristina ALPOPI</i>   |     |
| <i>Sofia Elena COLESCA</i>   |     |
| <b>Measuring the Impact of Industrialization and Financial Development<br/>on Water Resources: A Case Study of Pakistan</b> .....                    | 222 |
| <i>Khalid ZAMAN</i>  |     |
| <i>Muhammad Mushtaq KHAN</i>   |     |
| <i>Mehboob AHMAD</i>   |     |
| <b>Aspects of the Correlation between Corporate Social Responsibility<br/>and Competitiveness of Organization</b> .....                              | 236 |
| <i>Răzvan Cătălin DOBREA</i>   |     |
| <i>Alexandra GĂMAN</i>   |     |
| <b>Financial Investment Management: Testing the Market Model<br/>on the Romanian Capital Market during the Post Financial Crisis</b> .....           | 243 |
| <i>Radu CIOBANU</i>  |     |
| <i>Sebastian Mădălin MUNTEANU</i>  |     |
| <i>Irina-Eugenia IAMANDI</i>   |     |
| <b>Motivating the Stakeholders, a Feature of SMEs</b> .....  | 248 |
| <i>Nicoleta Raluca ROBU</i>  |     |
| <i>Ludovica Ioana SAVLOVSCHI</i>   |     |
| <b>The Managerial Process in the Media Industry</b> .....  | 253 |
| <i>Andrei NICULESCU</i>  |     |
| <b>Evaluation of Attitudes &amp; Knowledge Regarding Municipal Waste among Students.<br/>Case study: Bucharest Academy of Economic Studies</b> ..... | 263 |
| <i>Valentina TĂRȚIU</i>  |     |
| <b>The Role of SMEs in Modern Economy</b> .....  | 277 |
| <i>Ludovica Ioana SAVLOVSCHI</i>   |     |
| <i>Nicoleta Raluca ROBU</i>  |     |