

**BUCHAREST UNIVERSITY OF ECONOMIC STUDIES**



**Faculty of Management**

**Research Center  
*Project Management for Business***



**SAMRO**

**<http://www.samro.ro/>**

# **Management and Economics Review**

**Vol. 4, Issue 1/2019 (June)**

**[www.mer.ase.ro](http://www.mer.ase.ro)**

**email: [mer@man.ase.ro](mailto:mer@man.ase.ro)**

**Bucharest  
Editura ASE**

**Editorial board:**

Editor-in-chief: Carmen Nadia Ciocoiu

Managing editor: Corina Marinescu

Co-editors: Sofia Elena Colesca, Claudiu Cicea

**Scientific board:**

Adrian Curaj, Politehnica University of Bucharest, Romania  
Aniko Csepregi, University of Pannonia, Hungary  
Anne Charlotte Taillandier, Universite d'Artois, France  
Antonio Natera Peral, Universidad Carlos III de Madrid, Spain  
Baiba Savrina, University of Latvia, Latvia  
Basarab Gogoneata, The Bucharest University of Economic Studies, Romania  
Catalina Crisan, Babes-Bolyai University, Romania  
Catalina Radu, The Bucharest University of Economic Studies, Romania  
Constantin Bratianu, The Bucharest University of Economic Studies, Romania  
Corina Marinescu, The Bucharest University of Economic Studies, Romania  
Cosmin Dobrin, Bucharest University of Economic Studies, Romania  
Cosmin Mosora, The Bucharest University of Economic Studies, Romania  
Cristian Tiu, University at Buffalo, USA  
Daniela Grigori, Universite Paris-Dauphine Paris 9, France  
Francisco Puig, Universidad de Valencia, Spain  
Ion Partachi, University of Economic Studies from Moldova, Moldova  
Ion Popa, The Bucharest University of Economic Studies, Romania  
Irina-Eugenia Iamandi, Bucharest University of Economic Studies, Romania  
Irina Salanta, Babes-Bolyai University, Romania  
Joanna Sadkowska, University of Gdansk, Poland  
Jonel Subic, Institute of Agricultural Economics, Belgrad, Serbia  
Lefteris Tsoulfidis, University of Macedonia, Thessaloniki, Greece  
Maria da Conceição Pereira Ramos, Universidade do Porto, Portugal  
Miguel Gonzalez-Loureiro, University of Vigo, Spain and Polytechnic of Porto, Portugal  
Minodora Ursacescu, The Bucharest University of Economic Studies, Romania  
Monica Dudian, The Bucharest University of Economic Studies, Romania  
Philippe Duez, Universite d'Artois, France  
Răzvan Andrei Corboș, The Bucharest University of Economic Studies, Romania  
Răzvan Cătălin Dobrea, Bucharest University of Economic Studies, Romania  
Roberto M. Constantino T., Metropolitan Autonomous University – X, Mexico  
Salmi Mohd Isa, Graduate School of Business, Universiti Sains Malaysia, Malaysia  
Sebastian Mădălin Munteanu, Bucharest University of Economic Studies, Romania  
Simona Ștefan, The Bucharest University of Economic Studies, Romania  
Stephane Callens, Universite d'Artois, France  
Vandana Deswal, Sheridan College, Toronto, Canada

**ISSN 2501-885X**

**Published by: Editura ASE**

Piata Romana no. 6, sector 1, code 010374,

Bucharest, Romania

Telephone numbers: +4(021) 319.19.00 /

ext. 146, 460

www.editura.ase.ro, editura@ase.ro

Editorial director: Simona Bușoi

Editor: Silvia Răcaru

Typesetter: Violeta Rogoian

Cover design: Livia Radu

The responsibility for opinions expressed by articles belongs to authors.

---

---

## Table of contents

<b>Does Increasing Public Hospital Financial Autonomy Improve Performance? A Study of Indonesian Public Hospitals .....</b>	<b>1</b>
<i>Fitri HANDAYANI</i>	
<i>Hasan BASRI</i>	
<i>Heru FAHLEVI</i>	
<b>Determination of Purchase Intensity in Online Shopping: Case on Syiah Kuala University Student.....</b>	<b>14</b>
<i>Teuku Roli Ilhamsyah PUTRA</i>	
<i>Anzan HARIO</i>	
<b>Do Audit Committees Have Capacity to Monitor Management: The Case of Serbia.....</b>	<b>23</b>
<i>Savka VUČKOVIĆ-MILUTINOVIĆ</i>	
<b>Challenging the Status Quo: Steel Producer Case Study on the Enterprise Value for M&amp;A .....</b>	<b>41</b>
<i>Mădălina Viorica MANU</i>	
<b>Promoting Cities: Measures to Improve Urban Marketing Strategy .....</b>	<b>57</b>
<i>Ruxandra Irina POPESCU</i>	
<i>Laura MINA-RAIU</i>	
<b>Improving the Management Process through IT&amp;C for Increasing the Customer Satisfaction Level in Health Care Sector .....</b>	<b>69</b>
<i>Darko SHULESKI</i>	
<i>Monica Adriana PANAIT</i>	
<i>Cătalin Liviu PRICOP</i>	
<i>Elena TALEVSKA</i>	