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THE BLACK SEA: HISTORY AND GLOBALIZATION

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ABSTRACT

From the oldest time, through the favourable geo-strategical position, the Black Sea has represented a pole of civilization and at the same time an economic and cultural integration area. This favourable geo-strategical position represents and will represent a large social and historical integrator.

**THE ROLE OF PROVINCIAL RECONSTRUCTION TEAMS IN THE DYNAMICS OF
REGIONAL SECURITY**

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ABSTRACT

Resolving conflicts and achieving a regional stability environment cannot be met only by providing a stable security environment. Military forces are sent to provide physical protection, to fight insurgents, to stop the violence and the aggression faced by the citizens of that particular State. The current status of conflict makes military structures to extend their requirements to other directions, such as gaining or maintaining the support of the population. If the first goal, providing physical protection, can be achieved as a result of the military superiority offered by the involvement of the allied community, by the professionalism and the military training acquired in the training fields, attracting the citizens is an issue insufficiently addressed in the current field manuals.

THE ARMY'S ROLE AND IMPORTANCE WITHIN A STATE'S SECURITY POLICY

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ABSTRACT

Security is a word that has entered our everyday vocabulary and it is used in a great variety of circumstances, having therefore a lot of meanings, from those concerning personal emotions to those aspects that deal with the vulnerabilities of a community. As a result, security is necessary to be analyzed in direct relationship with a referent object which is multiplying as we pass from the individual level to that of the state. The issues concerning the security of any system related to a public interest are regulated by the public policies, a governing instrument of the political decision maker.

In the post Cold War context, the security concept has been reinterpreted and adapted to the new social realities. Even if security today is approached from a multidimensional perspective, its military aspect is not diminished especially if the state continues to be the pivot of the international system. The Army remains a leading actor in the field of ensuring and promoting stability and

peace but, as a result of the strategic environment changes, its transformation represents a “sine qua non” condition for fulfilling the national and international security objectives.

SECURITY DYNAMICS IN THE CURRENT GLOBALIZED ENVIRONMENT

Gabriel GABOR

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ABSTRACT

“Modernism”, “postmodernism”, “postmodernity” are terms that require increasingly family of concepts of social and human sciences in an effort to understand the world in which we live.

If postmodernity refers to a global world, a planetary phenomenon which includes geopolitical processes that discharge energies conflict between tribalism and imperialism, myth and technology, edges and center, postmodernism signifies cultural phenomenon under the influence of postmodernism.

Decentered world of postmodernity trying to regain meaning and identity in different ways. One of these is the very process of globalization or, better said, the processes of globalization (economic, political, cultural, etc.). Because the phenomenon subsumes all areas of social life.

THE ROLE AND MISSION OF THE MILITARY IN PROVIDING NATIONAL SECURITY

Lucian ISPAS

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ABSTRACT

National security is a necessity, on the one hand, and a responsibility, on the other. It is a necessity because, in this manner, the psychosocial climate of calm, stability and safety is ensured for the carrying out of life and activity of people and human communities without fear of dangers and threats to the physical and mental integrity of the people. At the same time, national defence is the responsibility of the state towards its citizens by maintaining institutions functioning specific to the rule of law.

Moreover, national defence is closely related to state security. Thus, a coherent security policy is not possible without a similar defence policy. The design, planning and organization of defence and national security by competent state institutions must always be based on state security objectives. Hence, the need for optimal connection between the military, in its capacity as main actor and also as a tool for achieving security, and the political class, that is the factors that decide in the field of defence and national security.

NATO – FACTOR OF BALANCE, STABILITY AND COOPERATION IN GLOBAL SECURITY

Mihai-Marcel NEAG

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ABSTRACT

The new strategic environment, specific to the beginning of the century and characterized by an increase of the multidimensional and transnational risks, has become a reality. NATO, a complex political-military organization, although it does not aim to become a global security Alliance, but, rather, an alliance with global partners, is engaged in a proactive process of adaptation to the new requirements and challenges in terms of security. In this article I will highlight the trends and evolutionary perspectives in NATO doctrine as well as the role of the Alliance in terms of specific security environment.

MILITARY DIMENSION OF SECURITY WITHIN NATIONAL, COLLECTIVE AND EUROPEAN CONTEXT

Dumitru SESERMAN

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ABSTRACT

The evolution of the security environment has determined governments, institutions and international bodies to be more concerned with security threats on a local, zonal and even global level and has triggered an alteration and even a new definition of the term. As a result, the development of a world of interdependence calls for an approach in building the security paradigm that strictly correlates with the processes and the phenomena that take place on an international level.

The complexity of the term has determined the delimitation and definitions of the security concept to be insufficient, especially due to its ideological character and its determining connection with the notion of power. The search for a viable paradigm constitutes nowadays a major concern for all political and strategic thinking schools and has the aim to identify an optimal solution that can be applied not only at a state level but also at a zonal or global level in order to diminish and even remove risks.

CONTEMPORARY CRISES AND THEIR DETERMINATION ON NATIONAL SECURITY (II)

Gheorghe UDEANU

pg. 49

ABSTRACT

Over the course of history, human societies have experienced numerous degenerating factors which disrupted, sometimes with major effects, their state of balance and normality. The multitude of situations which brought about phenomena and processes difficult or impossible to manage, with genesis, spheres of influence and diverse consequences, shows that actually there is no social organization, regardless of its location in time and space, and no field of activity, which had developed linearly and smoothly these being called in the contemporary analytical language "social crises". Within their dynamics and complexity, the crises have accompanied the general evolution of humankind and decisively influenced their physiognomy.

Therefore no human society has developed and evolved perfectly to this day without being influenced by stagnation or regress that generated physical and social insecurity. These imbalances of multiple and complex human activities have different genesis, in some cases unpredictable and very difficult to theorize because their analysis is dependent on both the need for imposing realistic and unbiased perceptions on the characteristics of the contexts in which these occurred and the requirement for a thorough scientific study.

Nevertheless, the serious damage on the social stability may be due to two major causes: a human one – the effects of mismanagement - and a natural one – earthquakes, floods, violent storms, landslides, etc.

SOCIAL-BEHAVIOURAL SCIENCES

ANALYSIS OF READMISSION PROCEDURE AND RETURN IN INTERNATIONAL LAW. CASE STUDY: ROMANIA

Madalina COCOSATU

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ABSTRACT

In the current international context where citizens can move freely from one country to another, as tourists, diplomats, businessmen, studies, there is a permanent need for legal regulation of their rights and duties, which are constantly changing, as new problems are arising from the changes that are taking place internationally in terms of economic, political, social point of view.

Solving the illegal immigration problem of third-country nationals was one of the main principles of common migration policy since the beginning of its implementation.

WRITING WELL – A MUST IN THE MILITARY PROFESSION

Marioara PATESAN

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ABSTRACT

Good writing is important in both our personal and professional lives and it requires effort and much practice. There are many reasons people want to develop their writing skills. Writing well is about getting the facts right. Good writing is important because poor writing can lead to misunderstanding and misinformation and in the military environment this can lead to disasters. Bad writing skills can convey either a wrong or an ambiguous message even if it is not deliberate. This study presents the results obtained after analyzing the amount of knowledge acquisition the sophomores got over one semester, while attending a course on writing. It focuses both on error in writing and task fulfillment to see the students' linguistic development at this point.

MANAGEMENT AND ECONOMICS

MARKETING MODEL TO SATISFY THE CLIENT WITH QUALITY LOGISTICAL SERVICE

Vania BANABAKOVA

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ABSTRACT

The significance of the so proposed in the present paper marketing model, lies in the assumption that clients make their choice of service or product on the basis of how they conceive the idea of quality, service and value. From here it becomes necessary for the companies to assess clients' criteria concerning quality and satisfaction. The aim of the company is not only to attract clients, but also to retain them. In this connection the marketing of the relationship with the client is the key to retaining them. The management of the total quality, hence, needs to be examined as a basic conceptual approach for the satisfaction of the clients and for the increase of profitability. For this purpose what companies need is to research clients' concepts and expectations.

COMPETITIVE ENVIRONMENT ANALYSIS AND ITS ROLE IN THE ORGANISATIONAL MANAGEMENT PROCESS

Ioan Lucian GRIGORESCU

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ABSTRACT

The operation of any business, regardless of its characteristics (size, specialization, etc.) depends on the ways of manifestation of the environment it operates in. The competitive environment analysis determines the ability in which the organisations in a particular field of activity are prepared to obtain a rate of return of the investment that would exceed the average cost of capital. Relating only to this aspect, I believe and claim that the competitive environment analysis has much deeper implications in terms of management and on how Romanian organisations operate and, depending on this result, certain strategies shall be formulated in the attempt to gain a better position in the competition.

THE PROFIT AND LOSS ACCOUNT – SOURCE OF INFORMATION FOR DETERMINING THE COMPANIES' PERFORMANCE

Teodor HADA

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ABSTRACT

The profit and loss account, component of the annual financial statements, is the main source for determining the performance indicators and the rates of return for an economic entity. They underpin future decision making of companies. In this study, there were calculated the commercial, economic and financial profitability rates based on a profit and loss account of real data, from a company whose main activity are the activities of industry and commerce. The main objective of this study is to show the usefulness of analyzing the financial information provided by the profit and loss account in assessing the companies' performance. In the introduction, we presented the aim of this study, the research method, definitions of performance as well as indicators and rates that determine the companies' performance. In the second part, we determined the performance indicators and rates based on profit and loss account in the company the study was conducted, explaining also the level of indicators and rates of return. In the third part, we presented the findings on the development of performance indicators and rates, as well as the comparison of the return rates with their level in the countries with developed market economy.

THE PLACE AND THE ROLE OF STRATEGY AND OF THE STRATEGIC MANAGEMENT IN THE CONTEMPORARY MILITARY ORGANIZATION

Dumitru IANCU

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ABSTRACT

Briefly analyzing the contemporary conditions of an organization, the economic and financial crisis, the migration of the population, the regional conflicts, the terrorism and the organized crime, etc., the question: "Are strategies and strategic management still necessary nowadays?" can arise naturally. The question becomes even more important in the case of the military field, a key area in the existence of a society, even under the conditions we mentioned above.

APPROACHES RELATED TO E-COMMERCE MODELS IN THE E-BUSINESS

Gheorghe MINCULETE

Georgiana Daniela MINCULETE (PIKO)

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ABSTRACT

In the new economy, the actors will be the producers, traders, intermediaries and consumers who will electronically keep in touch and the economy foundation will be the enterprise set up on knowledge.

The new technology contribution to these changes results from the impact it has over the organizations; this happens from at least three different perspectives: the improvement of the marketing activity, the business management change and a new business definition.

It comes out that the modern technologies radically reshape the firms management system calling for a new way of dealing with commerce, for new relationships with the contractors and a new partnership with the consumers. For this purpose we treat several e-commerce models used in electronic business.