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MILITARY ART AND SCIENCE

ABSTRACT

The concept of security has become one of the most discussed topics in both academic and university background, and inside the institutions which implement it, because, in general, this concept includes not only the protection and security of mankind, but also the defense of each nation apart to the threats that it could be subject.

Given the complexity of security issues in the contemporary world, the multiplication of officials involved in managing problematic situations, as well as the requirement of prevention should being primary in relation to solving the crisis, the ordering of institutional perspectives (political and military) of which actions can be approached for maintaining regional and global balance is needed.

ABSTRACT

Over the years, the progress of command and control systems have allowed to commanders to maintain the unity of effort, to achieve information superiority and to value the Army's capabilities at a decisive time and place in order to successfully accomplish the task assigned. Thus, two features have remained constant and these are the human factor and the relevant, sure, appropriate and accurate critical information requirement. The Army personnel have imposed themselves through their ability to select the essential and the react according to the information and data provided information systems, thus facilitating timely decision making and force reaction and they could control the battle space and increase the pace of operations. In the same time with the development of electronic spectrum and cyberspace in term of military actions, the specific information management technologies have highly developed and the electronic warfare values the progress of the interconnection systems and information technology support, provides an effective command and control, and gives the opportunity for information supremacy and friendly forces protection.

ABSTRACT

If the United States offer the most comprehensive and specialized military think-tanks in the world, today, members of the Commonwealth present an interesting case, both by means of comparing them to the American model and also by the application that is the common strategic interests of the Members. A comparative analysis of military-strategic think-tanks within key

Member States has entitled Commonwealth several common elements or comparable: retention of the core values of the British security culture; this special political relations between the ex-British dominions (Canada, Australia and New Zealand having head of state on the British monarch) shared geopolitical features (such as the fundamental role of sea power), strategic partnerships that all these countries are developing with United States.

CONTEMPORARY CRISES AND THEIR DETERMINATION ON NATIONAL SECURITY (I)
Gheorghe UDEANU
pg. 369

ABSTRACT

Throughout history human societies have experienced numerous factors which disrupted, degenerated, sometimes with major effects, the steady state of normality. Challenging situations, the multitude of phenomena and processes, though difficult or impossible to manage, the genesis, spheres of influence and diverse consequences, show that there is no social organization, regardless of its location in time and space, or any field, which will smoothly linear be developed into the language of contemporary analytical "social crisis". Dynamics and complexity in their attacks accompanied the general evolution of humanity and decisively influenced his physiognomy.

Nevertheless, no human society has developed, and even today, not fully evolves without being influenced by stagnation or regress generating 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 highly dependent on both the need for printing a realistic and unbiased perceptions of the characteristics of contexts that have occurred as the required depth of this scientific study.

In principle, serious damage social stability may be due to two major causes: human - the effects of mismanagement, natural - earthquakes, floods, violent storms, landslides etc.

CIVIL-MILITARY RELATIONS IN CRISIS MANAGEMENT II
Florin ZANFIR
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ABSTRACT

Within the last two decades Civil-Military Relations have changed dramatically in terms of fundamental approach, core functions and specific tools, until the point they are indispensable in nowadays-military operations. This transformation naturally imposed itself due to the new global security challenges and operational environment. This article aims to analyze the features of the civil-military relations in the various types of crisis context. It starts with questioning the broader notion of interaction between civil and military organizations, along with different types of terms in use to define it, and continues with a review of civil-military cooperation specificitiesas in NATO and own national conceptual framework. The second part deals with NATO operations in Afghanistan and the civil-military relations' role in complex crisis. It brings a firsthand perspective on the intricate nature of civil-military interaction in operations as the author served two tours of duty in the Civil-Military Cooperation field within Regional Command South, Afghanistan. The article concludes with some recommendations and possible ways for future development.

SOCIAL-BEHAVIOURAL SCIENCES

DEMOCRATIC STABILITY AND LEGITIMACY OF BICAMERAL PARLIAMENTS
Madalina COCOSATU
pg. 386

ABSTRACT

The modern history of Europe is built on the base of bicameralism, with a tradition of each State in this respect.

The analysis from historical perspective highlights the bicameralism as a need multilayered society in terms of wealth and reputation.

The issue regarding bicameralism can be a long discussed one, and their theories are various. This study attempts to cover the primary discussions around this topic by referring to European models.

Federal States rely on recognition of diversity, which was almost invariably implemented federal within legislatures institutions: a first majority chamber and non-majority representation of regional interests inside the second chamber.

The implementation of bicameral system within unitary states indicate the degree of decentralization which they reach in the modernization of the state and trend for regional autonomy, items requiring separate representation within the national legislature.

CONSIDERATIONS ON STORED AMOUNTS AND VALUES' WILL WITHIN THE NEW CIVIL REGULATION
Lica FARCAS
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ABSTRACT

Due to socio-economic developments within society, the Romanian legislator had to settle certain special legal situations as to transmit the estate of certain types or under certain conditions. Such were the case for regulated special provisions for testamentary provisions, which have as their object money, regulatory provisions, which we attempt to outline in this study. Representing in essence a legal act upon death, the depositor of money, securities exchange or a credit institution is permitted to dispose of them, mortis causa, by testamentary disposition contained in the agreement concluded credit institution [1]. These provisions shall apply accordingly if the amendment, revocation or withdrawal revocation by the testator bequests and where, until the death of the testator, current account, deposit or other bank instrument which was made by to these monies, securities values or was liquidated.

AN EMPIRICAL RESEARCH ON THE APPLICATION OF HUMOR IN COLLEGE ENGLISH TEACHING
Liu MINGZHENG
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ABSTRACT

By designing and conducting an empirical experiment, the thesis examines the effects of the use of humor in teaching on promoting teacher-students relationship and lowering the affective filters students have in learning a foreign language. By analyzing the data collected from the experiment, it argues that some general pedagogical benefits of humor are uniquely suited to the language classroom in general and the dominant contemporary communicative classroom in particular. The use of humor in the foreign language classroom will facilitate the students' acquisition of the foreign language. Moreover, findings of the research will enable us to identify potential research questions for future research on the use of humor in the foreign language classroom.

MULTIMEDIA IN THE BULGARIAN LANGUAGE AND LITERATURE LESSONS IN THE FIRST THROUGH THE FOURTH GRADE
Daniela YORDANOVA
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ABSTRACT

The aim of the presentation is to introduce the possibilities of multimedia in the Bulgarian language and literature lessons at the first throughout the fourth grade stage by way of describing the advantages and shortcomings in using multimedia in the Bulgarian language and literature education process and pinpointing the didactical requirements toward the multimedia lesson in Bulgarian language and literature lesson.

THE DESIGN OF INFORMATION SYSTEM FOR IMPLEMENTATION OF FORMAL MODELS

Calin AVRAM
Adrian GLIGOR
Marian CRISTESCU
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pg. 413

ABSTRACT

In this paper we want to design a software system that will solve the formalizing problems of economic processes. The formal model resulted from this software system is then optimized in order to obtain a model as close as possible to the real economic process. These models are stored in a database in order to be used / improved later. After obtaining the models the system generates reports in order to interpret these models describing the economic process as easy as possible.

INFLUENCE OF ORGANIZATIONAL CULTURE ON COMPANY PERFORMANCE

Elena Roxana NEAGU
Virgil NICULA
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ABSTRACT

The last two decades are marked by the emergence of new managerial and organizational approaches, some with great conditioning and implications in relation to the organizational culture of companies.

In the current economic climate, every organization goes through periods of gradual or evolutionary growth, punctuated by discontinuities or radical changes increasingly frequent and profoundly. In the light of this fact, managers must adapt organizational management and culture to current developments of the environment without undermining the organization's ability to cope with radical changes.

Management success is determined by its competence to satisfy all involved parties, including staff, customers, shareholders. In these circumstances, the cultural approach is a requirement to meet current demands.

Perception of organizational culture in all its complexity is a prerequisite for the introduction of effective human resource management in organizations regardless of their size and nature. Under these conditions, the change allowing success can occur by getting staff to adhere to a new corporate culture, changing behavior, which leads to superior performance.

IMPROVING THE DIRECT MARKETING ACTIVITY BY USING RFM

Elena Irina PETRICA
Monica Delia DOMNICA
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ABSTRACT

At present, one of the most important characteristics of direct marketing is connected to the increasing need of understanding clients. Direct marketing will be successful if it is capable to address profitable clients. Specialized literature shows that direct marketing has three important additional qualities: It is based on direct answers; It is measurable; It usually requires creating and maintaining a database.

Creating this database contributes to a better understanding of the market and can provide competitive solutions. The most frequent modality of evaluating databases within the companies with specific marketing profile is the RFM method. The RFM method focuses on the most profitable clients. For the following direct marketing campaign, we can consider the customers having similar traits to those identified with the help of this method.