

TABLE OF CONTENTS

~ *Management and the economic crisis*

<i>Editorial</i>	5
OANA MĂDĂLINA POPESCU, STELIAN STANCU, ALINA NEAMTU (IDORASI), PAUL MARINESCU ~ Customer solutions – new sources of sustainable competitive advantage in times of global economic crisis	7
ALINA NEAMTU (IDORASI), STELIAN STANCU, OANA MĂDĂLINA POPESCU, IONUȚ CONSTANTIN ~ The customer perspective – an effective and efficient way to differentiate for companies in the globalization era.....	31
VALENTIN MIHAI LEOVEANU ~ Can Mobile Payments Boost E-Commerce Business in Romania?.....	52
VALENTIN MIHAI LEOVEANU ~ The Evolution of Bank Lending at Regional Level in Romania.....	62
MARIUS SAVIN, CRISTINA VEITH ~ Performant Management Through The Introduction of The Lean Six Sigma Methodology in the Hospitals in Romania Case Study Municipal Emergency Hospital Moinesti.....	72
CRISTINA VEITH, MARIUS SAVIN ~ Industry 4.0 – Opportunities and Risks in the It&C Industry –.....	82
DANIEL COSTEA, CRISTINA VEITH ~ About the Need to Redefine the Concept of Illegal Trading; A Case Analysis and A <i>De Lege Ferenda</i> Proposal.....	92
CAMELIA SURUGIU ~ Regional Disparities in the Development of Small and Medium Enterprises: An Analysis of Hotels and Restaurants Sector in Romania.....	106

ANDREEA-MIHAELA STOICA, MIHAELA IONIȚĂ ~ Key leadership qualities for major science events. The case of SCIKIDS Science Festival.....	114
MIHAELA IONIȚĂ, ANDREEA-MIHAELA STOICA ~ Leadership in a Romanian Franchise Organization.....	120
CORNELIA NISTOR, RADU HERMAN ~ Innovation Process with Some Evidences for Romania and EU-13 Countries.....	127
RADU HERMAN, CORNELIA NISTOR ~ Current Characteristics and Future Trends in the Field of the Green Transport from the Perspective of the Sustainable Management in the Sustainable Development.....	147
VLADIMIR-CODRIN IONESCU, CRISTINA BOLCAȘ ~ Entrepreneurship and intrapreneurship. Entrepreneurs and intrapreneurs.....	155
CRISTINA BOLCAȘ, VLADIMIR-CODRIN IONESCU ~ Organization Culture. Models and Approaches.....	163
SORIN-GEORGE TOMA ~ Learning From A Smart Asian State: Singapore.....	172
LOREDANA NICOLETA ZAINEA, PAUL MARINESCU, DRAGOȘ TOHĂNEAN ~ Volunteering, A Key Factor to Increase the Employment Rate, in the European Context.....	181
IRINA I. POPESCU(DOGARU), FLORENTINA-MIRELA S. MARINESCU(DRAGNEA), GABRIELA OPREA ~ The Leader of the Future Seen By Millennials.....	191
FLORIAN G. GURĂMULTĂ ~ A Regional Effects Of Population Aging.....	205