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# Applied Economics, Business and Development

Proceedings of the World Multiconference on  
APPLIED ECONOMICS, BUSINESS AND DEVELOPMENT (AEBD '09)

University of La Laguna, Tenerife, Canary Islands, Spain, July 1-3, 2009

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**Preface**

This year the World Multiconference on APPLIED ECONOMICS, BUSINESS AND DEVELOPMENT (AEBD '09) was held in the University of La Laguna, Tenerife, Canary Islands, Spain. The Conference remains faithful to its original idea of providing a platform to discuss business management, financial accounting, human resources management, business design and business strategy, marketing, integrated manufacturing systems etc. with participants from all over the world, both from academia and from industry.

Its success is reflected in the papers received, with participants coming from several countries, allowing a real multinational multicultural exchange of experiences and ideas.

The accepted papers of this conference are published in this Book that will be indexed by ISI. Please, check it: [www.worldses.org/indexes](http://www.worldses.org/indexes) as well as in the CD-ROM Proceedings. They will be also available in the E-Library of the WSEAS. The best papers will be also promoted in many Journals for further evaluation.

A Conference such as this can only succeed as a team effort, so the Editors want to thank the International Scientific Committee and the Reviewers for their excellent work in reviewing the papers as well as their invaluable input and advice.

The Editors



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## Plenary Lecture 1

### Romanian Labour Market Face to Face with the Economic Crises



**Assistant Professor Daniela Zirra**  
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Romania  
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**Abstract:** The labour market is characterized by a special sensitivity. This subsystem of the economy is more vulnerable than the other markets as against the negative influences generated by the evolution of the economic environment. Also, re-establishing the balance on the labour market is very difficult, because the effects of the perturbing factors are to be found for long periods of time.

Considering these, we can say that the Romanian labour market represents a good example to demonstrate how difficult is to create the conditions that could make labour supply more adaptive and flexible in a very dynamic business environment, to satisfy a very exigent labour demand taking into account the technology evolution and to built new and high quality work places. In the last almost two decades, the evolution of the Romanian labour market was spectacular.

Millions of Romanian qualified workers have migrated to the Western European Countries or other developed countries looking for well paid and good jobs, especially between 2000 and the summer of 2008. The global economic crises, which have begun in the end of 2008, will reduce the economic activity and will generate unemployment and a strong unbalance of the labour markets all over the world. A lot of Romanian workers are coming back for a safe work place, but the national economy is not capable to help them.

The subject of this paper is to make some appreciations about what could happen in the future and how the Romanian firms and authorities could react to one of the biggest issue of economic crises, respectively the unemployment and the instability of the work places in a very disturbing and rapidly changing economic environment.

**Brief Biography of the Speaker:** Studies:

Economic degree (1996) - Academy of Economic Studies, Bucharest, Romania, Management Faculty.

MA in Economics (Human Resources Management, 1997) - Academy of Economic Studies, Bucharest, Management Faculty.

PhD in economics (2005) - Romanian Academy, Institute of National Economy.

Membership of professional bodies:

The General Association of the Romanian Experts in Economics (AGER).

Academic Positions:

PhD Assistant Professor, Romanian-American University, Bucharest.

Director of Economic Research Centre since 2006.

Scientific Activities:

At least 40 publications like articles, studies in conferences volume or scientific reviews, etc.:

-Tourism Sustainability in an enlarged Market, International Scientific Conference Tourism in the New Millenium, 15Th Anniversary of the Establishment of the Major of Tourism, Faculty of Economics, South-West University of Neofit Rilski, Blagoevgrad, Bulgaria, 2007;

-Linkages Between Personal Development Process and the Transfer of Learning; in, Annals of DAAAM for 2007 & Proceedings of the 18th International DAAAM Symposium, Editor B. Katalinic, Published by DAAAM International, Vienna, Austria 2007;

-Personal development – challenges and opportunities for knowledge spillovers in Romania (2007), in DAAAM International Scientific Book 2007; indexed and abstracted in Cambridge Scientific Abstracts and INSPEC, Editor Branko Katalinic, Published by DAAAM International Vienna, 2007;

-SMEs Fundamental Role for Growth and Cohesion, 4th International Conference on Business, Management and Economics, Proceeding, Yasar University, Izmir Turkey; 2008;

-Correlations between Entrepreneurship Frameworkand Economic Performances, in, Annals of DAAAM for 2008 & Proceedings of the 19th International DAAAM Symposium; Editor B. Katalinic, Published by DAAAM International, Vienna, Austria 2008;

-Human Resources Development in a Knowledge and Skill-based Economy: trends and constraints; International Symposium Integration of Science and Education: A Key Factor for Building up the Knowledge-based Society, The International Association of Academies of Sciences, Ukraine, Kiev; 2008, etc.

More than 20 books in economics.

11 research projects or grants (national and international) as project manager or member in the project team.

Other:

-Chairman for the Conference on the Structural and Cohesion Availabilities as a Pre-Requisite for Development of the Romanian Business Environment in Romania, the Romanian-American University, May 2006 (first edition), April 2007 (second edition), May 2008 (third edition), Bucharest;

-Coordinating the Internet course on Microeconomics organised in cooperation with the De Sales University, Philadelphia, during November 2004- June 2005, January 2006- June 2006, January 2007- June 2007, January 2008- June 2008, January 2009- June 2009;

-Coordinating the Internet course on Macroeconomics organised in cooperation with the De Sales University, Philadelphia, during November 2004- June 2005, August 2006- December 2006;

-Coordination of the Students' Extra-Curricular Scientific Activities in the field of Economy and Investment Efficiency during 1998-2008, etc.