



RECENT RESEARCHES in SOCIAL SCIENCE, DIGITAL CONVERGENCE, MANUFACTURING and TOURISM

**International Conference on SOCIAL SCIENCE, SOCIAL
ECONOMY and DIGITAL CONVERGENCE (IC-SSSE-DC '11)
International Conference on MANUFACTURING, COMMERCE,
TOURISM and SERVICES (ICM-CTS '11)**

**Lanzarote, Canary Islands, Spain
May 27-29, 2011**

RECENT RESEARCHES in SOCIAL SCIENCE, DIGITAL CONVERGENCE, MANUFACTURING and TOURISM

**International Conference on SOCIAL SCIENCE, SOCIAL ECONOMY and DIGITAL CONVERGENCE (IC-SSSE-DC '11)
International Conference on MANUFACTURING, COMMERCE, TOURISM and SERVICES (ICM-CTS '11)**

**Lanzarote, Canary Islands, Spain
May 27-29, 2011**

Published by WSEAS Press
www.wseas.org

Copyright © 2011, by WSEAS Press

All the copyright of the present book belongs to the World Scientific and Engineering Academy and Society Press. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the Editor of World Scientific and Engineering Academy and Society Press.

All papers of the present volume were peer reviewed by two independent reviewers. Acceptance was granted when both reviewers' recommendations were positive.
See also: <http://www.worldses.org/review/index.html>

ISBN: 978-1-61804-003-9



World Scientific and Engineering Academy and Society



European Society for Environmental Research
and Sustainable Development

RECENT RESEARCHES in SOCIAL SCIENCE, DIGITAL CONVERGENCE, MANUFACTURING and TOURISM

**International Conference on SOCIAL SCIENCE, SOCIAL
ECONOMY and DIGITAL CONVERGENCE (IC-SSSE-DC '11)
International Conference on MANUFACTURING, COMMERCE,
TOURISM and SERVICES (ICM-CTS '11)**

**Lanzarote, Canary Islands, Spain
May 27-29, 2011**

Editors:

Prof. Vladimir Vasek, Tomas Bata University in Zlin, Czech Republic
Prof. Yuriy Shmaliy, Guanajuato University, Mexico
Prof. Denis Trcek, University of Ljubljana, Slovenia
Prof. Nobuhiko P. Kobayashi, University of California Santa Cruz, USA
Prof. Ryszard S. Choras, University of Technology & Life Sciences, Poland
Prof. Zbigniew Klos, Poznan University of Technology, Poland

International Program Committee Members:

D. Perkins, USA
Marco Ceccarelli, ITALY
Dionysios (Dion) D. Dionysiou, USA
Leon Trilling, USA
D. L. Russell, USA
Leonid Perlovsky, USA
John W. Lund, USA
Kent Davey, USA
David Landgrebe, USA
Miguel A. Marino, USA
Hamido Fujita, PORTUGAL
Steven H. Collicott, USA
F. Akgun, TURKEY
Omar Badran, JORDAN
Y. Baudoin, BELGIUM
M. Versan Kok, TURKEY
A. Kurbatskiy, RUSSIA
S. Linderoth, DENMARK
P. Lunghi, ITALY
A. Midilli, CANADA
Vijayan Iyer Gurumurthy, INDIA
Helmut Jaberg, AUSTRIA
Leonid G. Kazovsky, USA
Leon O. Chua, USA
Ar. Zuhairuse Md Darus, MALAYSIA
Ioana Diaconescu, ROMANIA
J. Torres Farinha, PORTUGAL
Bogdan Zygmunt, POLAND
Lajos Barna, HUNGARY
J. Van Mierlo, BELGIUM
S. Ozdogan, TURKEY
R. Tamme, GERMANY
Brian A. Barsky, USA
M. Teixeira, PORTUGAL
R. Vigotti, ITALY
G. Wolf, GERMANY
G. Wisniewski, POLAND
A. Van Zyl, BELGIUM
Z. A. Vale, PORTUGAL
K. R. Rao, USA
Bimal K. Bose, USA
Joseph Sifakis, FRANCE
Paul E. Dimotakis, USA
Sidney Burrus, USA
Steven Collicott, USA
Panos Pardalos, USA
Olga Martin, ROMANIA
Periklis Papadopoulos, USA

Table of Contents

<u>The Impact of Relationship Marketing on the Performance of Insurance Organisation</u>	9
<i>Festus M. Epetimehin</i>	
<u>The Influence of the Prague Section of DuOeAV (1870-1938) on the Alpinism</u>	18
<i>Pavlina Chaloupska, Dasa Hrusova</i>	
<u>Valorization by Tourism of Gypsy Culture in Romania</u>	22
<i>Teodorescu Camelia, Dinca Iulian, Popovici Adina, Tuduca Adela</i>	
<u>Tourism Based on Vegetal Element in the UNESCO Patrimony Romanian Monasteries Frescoes</u>	28
<i>Teodorescu Camelia, Dinca Iulian, Tuduca Adela, Popovici Adina</i>	
<u>The Impact of the Specific Conditions of Sandstone Rock Climbing on Climber's Performance</u>	34
<i>David Chaloupsky, Blahoslav Komestik, Dagmar Hrusova</i>	
<u>Consumers Decision Making in Buying Private Brand and Manufacturer Brand</u>	39
<i>Zuraidah Mohamed Isa, Norhidayah Ali, Rabitah Harun</i>	
<u>A Comparative Analysis of Poverty and Social Inclusion Indicators at European Level</u>	44
<i>Cristina Stroe, Eva Militaru, Silvia Cojanu, Isadora Lazar, Codruta Dragoiu, Eliza-Olivia Lungu</i>	
<u>Diagnosis of Poverty in Romania. Dynamics, Determinants and Future Challenges</u>	50
<i>Cristina Stroe, Eva Militaru, Silvia Cojanu, Codruta Dragoiu, Isadora Lazar</i>	
<u>Research in Technology - A Major Instrument of the Technological Changes and Development</u>	56
<i>Eliza Lungu, Cristina Stroe, Eva Militaru, Silvia Cojanu</i>	
<u>Transmission Mechanisms of Monetary Policy in Romania: A Bayesian VAR Model</u>	62
<i>Cristi Spulbar, Cristian Stanciu, Mihai Nitoi</i>	
<u>Corporate Finance in Emerging & Developed Countries - Mixture between Commonality and Heterogeneity Features</u>	69
<i>Morar Teodor Adrian</i>	
<u>Can We Blame the Housing Boom for Causing the Economic Recession in Estonia?</u>	75
<i>Tiina Nuuter, Irene Lill</i>	
<u>The Current State of the Application of International Accounting Standards in the Czech Republic</u>	81
<i>Karel Steker, Milana Otrusnova</i>	
<u>Foreign Direct Investments and Financial Economy: Empirical Perspective at the Level of the CEE Countries</u>	87
<i>Triandafil Cristina Maria</i>	

<u>Learner Perceptions of Construction Industry Knowledge and Skills Requirements</u>	93
<i>Emlyn Witt, Irene Lill</i>	
<u>Interest of Cost Management within the Context of Accounting System Development in Romania</u>	99
<i>Mariana Radu, Valentin Radu, George Ciprian Giju, Daniela Elena Nicolae</i>	
<u>Effect of Subcontracting on Construction Scheduling</u>	105
<i>Erki Soekov, Irene Lill</i>	
<u>An Empirical Study on Identification in Blogs</u>	111
<i>Mei-Ching Chen, Yu-Chuan Chen, Shung-Ming Tang, Tzu-Yi Hsu</i>	
<u>Impacts of the Global Economic Crisis on Tourism in the Czech Republic</u>	117
<i>Lubos Smrcka, Jaroslav Schonfeld</i>	
<u>A Healthy Labour Market for an Improved Quality of Life – Workers’ Perceptions</u>	124
<i>Silvia Cojanu</i>	
<u>Experimental Assessment of Physical Characteristics of Textile Proteinic Fibres from Albanian Breeds</u>	130
<i>Genti Guxho, Vladimir Nika, Ylli Shehu</i>	
<u>Women’s Status during the Safavid Period</u>	137
<i>Mitra Jahandideh, Shahab Khaefi</i>	
<u>Applying the “Markow Chain” Theory in the Case of Operating Several Tools</u>	143
<i>Dima Ioan Constantin, Novak-Marcincin Jozef, Duica Constantin Mircea, Cucui Floriana Andra</i>	
<u>The Method of Optimisation of the Service of Several Tools, Using the "Mechanisation Coefficient"</u>	152
<i>Dima Ioan Constantin, Modrak Vladimir, Duica Anisoara, Goldbah Ioana Raluca</i>	
<u>Fair Value and Financial Instruments: Some Obstacles Again?</u>	161
<i>Jiri Strouhal, Jirina Boksova, Carmen Bonaci, Nicolae Pasca</i>	
<u>Authors Index</u>	167