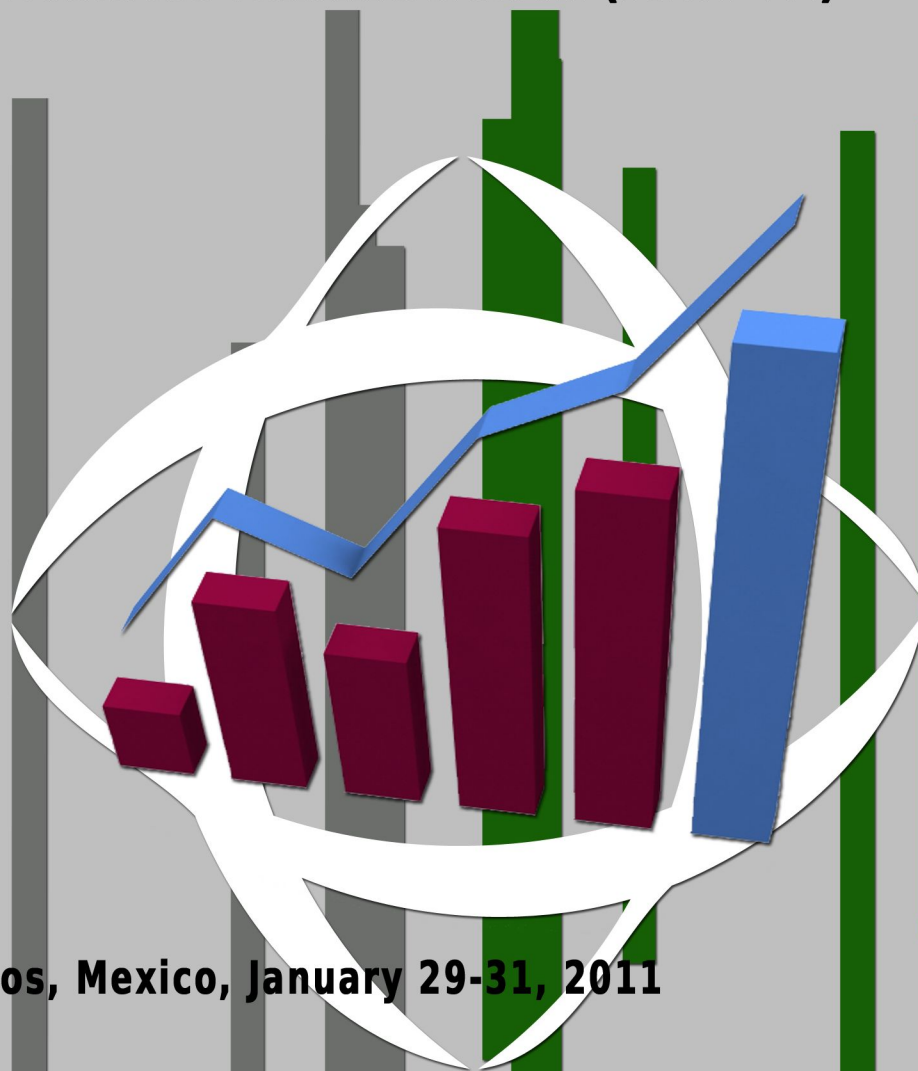




Editors: Alexander Zemliak, Nikos Mastorakis

Recent Advances in Business Administration

**5th WSEAS International Conference on
Business Administration (ICBA '11)**



Recent Advances in Business Administration

Puerto Morelos, Mexico, January 29-31, 2011

**ISBN: 978-960-474-269-1
PRINT VERSION ISSN: 1792-7331
ELECTRONIC VERSION ISSN: 1792-734X**





RECENT ADVANCES in BUSINESS ADMINISTRATION

**5th WSEAS International Conference on BUSINESS
ADMINISTRATION (ICBA '11)**

**Puerto Morelos, Mexico
January 29-31, 2011**

RECENT ADVANCES in BUSINESS ADMINISTRATION

**5th WSEAS International Conference on BUSINESS
ADMINISTRATION (ICBA '11)**

**Puerto Morelos, Mexico
January 29-31, 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>

ISSN: 1792-7331
ISBN: 978-960-474-269-1



World Scientific and Engineering Academy and Society

RECENT ADVANCES in BUSINESS ADMINISTRATION

**5th WSEAS International Conference on BUSINESS
ADMINISTRATION (ICBA '11)**

**Puerto Morelos, Mexico
January 29-31, 2011**

Editors:

Prof. Alexander Zemliak, Autonomous University of Puebla, MEXICO

Prof. Nikos Mastorakis, Technical University of Sofia, BULGARIA

International Program Committee Members:

Morris Adelman, USA

Robert L. Bishop, USA

Glenn Loury, USA

Fernando Alvarez, USA

Mark J. Perry, USA

Leon O. Chua, USA

Brian A. Barsky, USA

K. R. Rao, USA

Bimal K. Bose, USA

Joseph Sifakis, FRANCE

Sidney Burrus, USA

Biswa Nath Datta, USA

Panos Pardalos, USA

Ronald Yager, USA

Stamatios Kartalopoulos, USA

Lotfi A. Zadeh, USA

Nikos E. Mastorakis, BULGARIA

Gamal Elnagar, USA

Preface

This year the 5th WSEAS International Conference on BUSINESS ADMINISTRATION (ICBA '11) was held in Puerto Morelos, Mexico, January 29-31, 2011. The conference remains faithful to its original idea of providing a platform to discuss accounting, agribusiness, agricultural economics, business communications, business education, business ethics, business law, conflict negotiations, conflict resolution, decision sciences, economics, finance, hospitality industry, human resource management, industrial engineering, international business, management information systems, manufacturing engineering, marketing, public administration, real estate, supply chain management, taxes 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 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

Table of Contents

<u>The Analysis of Performance Control Management System within Romanian IT Companies</u>	11
<i>Adriana Olaru, Alexandru Capatina</i>	
<u>Performance Assessment of a Business Intelligence System Acquisition using Balanced Scorecard Software</u>	16
<i>Rozalia Nistor, Alexandru Capatina, Costel Nistor, Dragos Cristea</i>	
<u>Planning and Developing of a Relationship Marketing Project: Challenges and Opportunities</u>	21
<i>Adrian Micu, Angela Eliza Micu, Irina Susanu, Nicoleta Cristache</i>	
<u>Typologies of Innovation in the Financial Services Sector: Limits and Implications</u>	27
<i>Ion-Dan Micuda</i>	
<u>Beyond Decisions (or to Decisions and Beyond!): An Outline of Building Blocks for a Decision Support and Reconstruction Framework</u>	32
<i>Francisco Antunes, Joao Paulo Costa</i>	
<u>Impacts of the Global Economic Crisis on the European Labor Market Performance: The Case of Visegrad Group Countries</u>	38
<i>Michal Tvrdon</i>	
<u>Alliances Strategy in the Air Transport Services Field – a Way to Maximize the Business Companies Potential of this Sector</u>	44
<i>Mariana Lucretia Constantinescu, Dumitru Ioan Motoniu, Constantin Milosteanu, Elena Alina Danaila Andrei</i>	
<u>Reviewing of ISO Systems Implementation in National Organizations (Case Study: Isfahan Organizations, Isfahan, Iran)</u>	49
<i>Maryam Karimi</i>	
<u>State of Mind of Consumers on the Market of Organic Products in Serbia</u>	53
<i>Gordana Tomic, Maja Durica, Nina Durica</i>	
<u>Linguistic Variables in the Lean Company Project</u>	57
<i>Petr Wolf, Pavel Machula</i>	
<u>Corporate Governance Lessons and Traders' Dilemma Enhanced by the Financial Crisis</u>	66
<i>Carmen Giorgiana Bonaci, Jiri Strouhal</i>	
<u>Innovation in "Globalization Era" – Development and Implementation of Information Systems Financed from European Funds</u>	70
<i>Daniela Litan, Desiree M. A. Marinescu, Elena Mititel, George-Daniel Stoian</i>	
<u>Procedure for Transport Projects Dissemination</u>	76
<i>Augustin Mitu, Catalin Popescu, Daniela Uta</i>	
<u>Applying the Markowitz Model on a Global Market</u>	81
<i>Adriana Danis, Dan Cojocar, Anita Mihalache, Ruxandra Cruceru, Mihaela Parfene</i>	

<u>Estimating the Level of the Informal Economy in Romania</u>	87
<i>Adriana Danis, Dan Cojocaru, Anita Mihalache, Ruxandra Cruceru, Mihaela Parfene</i>	
<u>Using Artificial Neural Networks in Financial Optimization</u>	93
<i>Liliana Dorneanu, Mircea Untaru, Doina Darvasi, Vasile Rotarescu, Lavinia Cernescu</i>	
<u>Accounting Software Using Expert Systems</u>	97
<i>Doina Darvasi, Adriana Badescu, Constantin Dobritoiu, Florin Molnar, Titus Slavici</i>	
<u>Health and Epidemiology of the Internal Risk Factors in the Financial Statements of the Tourism Sector in Colombia</u>	103
<i>Fernando Juarez</i>	
<u>Authors Index</u>	108