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

1. **The Analysis of Performance Control Management System within Romanian IT Companies**
   Adriana Olaru, Alexandru Capatina
   - Page 11

2. **Performance Assessment of a Business Intelligence System Acquisition using Balanced Scorecard Software**
   Rozalia Nistor, Alexandru Capatina, Costel Nistor, Dragos Cristea
   - Page 16

3. **Planning and Developing of a Relationship Marketing Project: Challenges and Opportunities**
   Adrian Micu, Angela Eliza Micu, Irina Susanu, Nicoleta Cristache
   - Page 21

4. **Typologies of Innovation in the Financial Services Sector: Limits and Implications**
   Ion-Dan Micuda
   - Page 27

5. **Beyond Decisions (or to Decisions and Beyond!): An Outline of Building Blocks for a Decision Support and Reconstruction Framework**
   Francisco Antunes, Joao Paulo Costa
   - Page 32

   Michal Tvrdon
   - Page 38

7. **Alliances Strategy in the Air Transport Services Field – a Way to Maximize the Business Companies Potential of this Sector**
   Mariana Lucretia Constantinescu, Dumitru Ioan Motoniu, Constantin Milosteanu, Elena Alina Danaila Andrei
   - Page 44

   Maryam Karimi
   - Page 49

9. **State of Mind of Consumers on the Market of Organic Products in Serbia**
   Gordana Tomic, Maja Durica, Nina Durica
   - Page 53

10. **Linguistic Variables in the Lean Company Project**
    Petr Wolf, Pavel Machula
    - Page 57

11. **Corporate Governance Lessons and Traders' Dilemma Enhanced by the Financial Crisis**
    Carmen Giorgiana Bonaci, Jirl Strouhal
    - Page 66

    Daniela Litan, Desiree M. A. Marinescu, Elena Mititel, George-Daniel Stoian
    - Page 70

13. **Procedure for Transport Projects Dissemination**
    Augustin Mitu, Catalin Popescu, Daniela Uta
    - Page 76

14. **Applying the Markowitz Model on a Global Market**
    Adriana Danis, Dan Cojocaru, Anita Mihalache, Ruxandra Cruceru, Mihaela Parfene
    - Page 81
Estimating the Level of the Informal Economy in Romania
Adriana Danis, Dan Cojocaru, Anita Mihalache, Ruxandra Cruceru, Mihaela Parfene

Using Artificial Neural Networks in Financial Optimization
Liliana Dorneanu, Mircea Untaru, Doina Darvasi, Vasile Rotarescu, Lavinia Cernescu

Accounting Software Using Expert Systems
Doina Darvasi, Adriana Badescu, Constantin Dobritoiu, Florin Molnar, Titus Slavici

Health and Epidemiology of the Internal Risk Factors in the Financial Statements of the Tourism Sector in Colombia
Fernando Juarez

Authors Index