EcoForum journal is indexed in international databases.

The full list of databases is available on our website www.ecoforumjournal.ro





















Aims & Scope

ECOFORUM is an international, multi-disciplinary, refereed (peer-reviewed), print, online and open access journal aiming to promote and enhance research in all fields of Economics.

Areas of Research

Areas of research include, but are not limited to, the following:

- Global Business
- Business Economics
- Business Administration
- Economic Growth and Development
- Economics of Organizations and Industries
- Marketing
- Accounting
- Sustainable development
- Management
- Finance and Investment

Editorial Team

Editor-in-Chief

Alexandru Mircea Nedelea

Managing Editors

Iulian Condratov

Pavel Stanciu

ECOFORUM

Journal

Volume: 4

Number: 1

ISSN 2344 - 2174





EDITORIAL BOARD

Editor-in-chief: Alexandru Mircea NEDELEA

Managing editors: Iulian CONDRATOV, Pavel STANCIU

ASSOCIATE EDITORS (ROMANIAN MEMBERS)

Emilian M. DOBRESCU, Romanian Academy, Romania Puiu NISTOREANU, The Bucharest University of Economic Studies, Romania

Florina BRAN, The Bucharest University of Economic Studies, Romania

Theodor Valentin PURCĂREA, Romanian-American University, Romania

Gabriela ȚIGU, Bucharest University of Economic Studies, Romania

Aurelia - Felicia STĂNCIOIU, Bucharest University of Economic Studies, Romania

Gabriela PRELIPCEAN, "Ştefan cel Mare" University of Suceava, Romania

Carmen NĂSTASE, "Ștefan cel Mare" University of Suceava, Romania

Aurel BURCIU, "Ştefan cel Mare" University of Suceava, Romania

Gabriela Carmen PASCARIU, Alexandru Ioan Cuza University of Iași, Romania

Ionel BOSTAN, "Ştefan cel Mare" University of Suceava, Romania

Alexandru CHIŞ, Babes-Bolyai University of Cluj-Napoca, Romania

Vasile DINU, The Bucharest University of Economic Studies, Romania

Maria Viorica BEDRULE-GRIGORUȚĂ, Alexandru Ioan Cuza University of Iași, Romania

Adriana ZAIT, Alexandru Ioan Cuza University of Iași, Romania

Nicoleta RACOLTA-PAINA, Babes-Bolyai University of Cluj-Napoca, Romania

ASSOCIATE EDITORS (OTHER EUROPEAN MEMBERS)

Dimitrios BUHALIS, Bournemouth University, United Kingdom

Jennifer Chan Kim LIAN, University of Strathclyde, United Kingdom

Ulrike PROBSTL-HAIDER, Boku - University of Natural Resources and Life Sciences Vienna, Austria

Fernando J. GARRIGOS-SIMON, Technical University of Valencia, Spain

Luca PETRUZZELLIS, University of Bari Aldo Moro, Italy

Gareth SHAW, University of Exeter Business School, United Kingdom

Stewart BARR, University of Exeter, United Kingdom Arie REICHEL, Ben-Gurion University of the Negev, Israel

Anna TRONO, University of Salento, Italy

Joop VINKE, HAN University of Applied Science, Netherlands

Tim TAYLOR, University of Exeter Medical School, United Kingdom

Shaul KRAKOVER, Ben-Gurion University of the Negev, Israel

Claudio NIGRO, University of Foggia, Italy

Rami ISAAC, NHTV Breda University of Applied Sciences, The Netherlands

Sjoerd A. GEHRELS, Stenden University of Applied Sciences, Netherlands

Gianpaolo VIGNALI, University of Manchester, United Kingdom

Chistruga Vladimir BORIS, Academy of Economic Studies of Moldova, Moldova

Razaq RAJ, Leeds Metropolitan University, United Kingdom

Sandro CARNICELLI, University of the West of Scotland, United Kingdom

Tomas LOPEZ-GUZMAN, University of Cordoba, Spain Alexandra KENYON, Leeds Metropolitan University, United Kingdom

Ioannis S. PANTELIDIS, University of Brighton, United Kingdom

Adele LADKIN, Bournemouth University, United Kingdom

Andrew CUNNINGHAM, John Moores University Liverpool, United Kingdom

Willy LEGRAND, International University of Applied Sciences Bad Honnef-Bonn, Germany

Kevin MEETHAN, Plymouth University, United Kingdom

Gheorghe AVORNIC, European Economic and Politic Studies University "Constantin Stere", Moldova

Irina Virginia DRĂGULĂNESCU, Università degli Studi di Messina, Italy

Grigore BELOSTECINIC, Academy of Economic Studies Of Moldova, Moldova

Javier de LEON, University of Las Palmas de Gran Canaria, Spain

Jean Michel CHAPUIS, Paris 1 Panthéon - Sorbonne University, France

Peter WILTSHIER, University of Derby Buxton, United Kingdom

Stephen BOYD, University of Ulster, United Kingdom Rafael MATOS-WASEM, University of Applied Sciences and Arts of Western Switzerland - Valais, Switzerland

Alfonso Vargas SANCHEZ, Huelva University, Spain Maharaj Vijay REDDY, Bournemouth University, United Kingdom

ASSOCIATE EDITORS (MEMBERS FROM THE REST OF THE WORLD)

Kaye CHON, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, China

Bihu WU, Peking University, Beijing, China

Zheng FANG, Southwestern University of Finance and Economics, China

Ji FENG, China University of Mining and Technology, China

Ross DOWLING, Edith Cowan University, Australia Ulrike GRETZEL, University of Wollongong, Australia Haywantee RAMKISSOON, Monash University, Melbourne, Australia

David NEWSOME, Murdoch University, Australia Larry DWYER, University of New South Wales, Australia

Purva Hegde DESAI, Goa University, India Ignatius CAHYANTO, Black Hills State University, United States

Joe Kibuye WADAWI, Strathmore University, Kenya S.K. GUPTA, H.N.B.Garhwal University, India

Rajib BHADURI, Pondicherry University, India

Manjula CHAUDHARY, Indian Institute of Tourism and Travel Management, India

Lavinia STAN, St. Francis Xavier University, Canada Babu P GEORGE, Alaska Pacific University, United States

Emmanuel ROUSSAKIS, Florida International University, United States

Yasuo OHE, Chiba University, Japan

Thomas R. PANKO, University of Southern Mississippi, United States

Tzung-Cheng HUAN, National Chiayi University, Taiwan, Province of China

Elisa BACKER, University of Ballarat, Australia

Saurabh Kumar DIXIT, North Eastern Hill University, India

Dogan GURSOY, Washington State University, United States

EDITORIAL ADVISORY BOARD

Ghazi A. AL-WESHAH, Al-Balqa Applied University, Jordan

Erdinc CAKMAK, NHTV Breda University, Netherlands Carlos FERNANDEZ, Polytechnic Institute of Viana do Castelo, Portugal

Catriona MURPHY, Limerick Institute of Technology, Ireland

Carmen Valentina RĂDULESCU, Bucharest University of Economic Studies, Romania

W. te KLOEZE, Wageningen International Centre of Excellence on Development of Sustainable Leisure, Netherlands

Efstathios VELISSARIOU, Technological Educational Institute of Thessaly, Greece

Noëlle O'CONNOR, Limerick Institute of Technology, Ireland

Joanna HERNIK, West Pomeranian University of Technology in Szczecin, Poland

Kemal BIRDIR, Mersin University, Turkey

Ildiko IOAN, Bucharest University of Economic Studies, Romania

João Pedro GONCALVES, Catholic University of Portugal, Portugal

Ann CONWAY, Dublin Institute of Technology, Ireland Christos SARMANIOTIS, Alexander Technological Educational Institute of Thessaloniki, Greece

Jens Kr. Steen JACOBSEN, Institute of Transport Economics, Norway

Adam PAWLICZ, University of Szczecin, Poland

Marios SOTIRIADIS, Technological Educational Institute of Crete, Greece

Thomas MAVRODONTIS, Alexander Technological Educational Institute of Thessaloniki, Greece

Michalis KONIORDOS, TEI of Piraeus, Greece

Marianna SIGALA, University of the Aegean, Greece Stanislay, IVANOV, International University, Colle

Stanislav IVANOV, International University College, Bulgaria

Sotiris HJI-AAGOUSTIS, Indiana University, United States

Gordana RECKOSKA, University of St Kliment Ohridski, Bulgaria

Craig WEBSTER, University of Nicosia, Cyprus

Yao-Yi FU, Indiana University, United States

Aftab ALAM, Birla Institute of Management Technology, Greater Noida, India

Susanu Irina OLIMPIA, "Dunărea de Jos" University of Galați, Romania

Wojciech J. CYNARSKI, University of Rzeszow, Poland Ana ISPAS, Transilvania University of Braşov, Romania Beatrice ŞTEFĂNESCU, GEC Bucovina, Romania

Elena HLACIUC, "Ştefan cel Mare" University of Suceava, Romania

Mihaela BÎRSAN, "Ştefan cel Mare" University of Suceava, Romania

Mariana LUPAN, "Ştefan cel Mare" University of Suceava, Romania

Veronica R. GROSU, "Ştefan cel Mare" University Suceava, Romania

Liljana ELMAZI, Tirana University, Albania

ALL ARTICLES SUBMITTED TO OUR JOURNAL ARE PEER-REVIEWED.

Contents

TOURISM, TRADE AND WEALTH ACCUMULATION WITH ENDOGENOUS INCOME AND WEALTH DISTRIBUTION AMONG COUNTRIES
Wei-Bin. ZHANG Ritsumeikan Asia Pacific University, Japan
THE IMPOSIBLE SUSTAINABILITY: APPLICATIONS OF RELATIONAL PERSPECTIVE IN TOURISM FIELDS
Maximiliano E KORSTANJE
University of Palermo, Argentina
Babu GEORGE University of Nevada, USA
COME A CRECTC DECARDING THE INTERNATIONAL DATABACEC NOWADAYS
SOME ASPECTS REGARDING THE INTERNATIONAL DATABASES NOWADAYS Emilian M. DOBRESCU
Romanian Academy, Bucureşti, Romania
Diana Mihaela POCIOVĂLIȘTEANU
"Constantin Brancusi" University of Tg-Jiu, Romania
THE INFORMATION AND COMMUNICATION TECHNOLOGY – IMPACT ON THE HOSPITALITY INDUSTRY IN ROMANIA
Daniela FIROIU
Romanian-American University, Bucharest, Romania
Adina-Gabriela CROITORU
TotallyH – Total Hospitality Services, Bucharest, Romania
ASPECTS OF ROMANIAN MARKETING ENVIRONMENT FOR INTERNATIONAL HOTEL CHAINS
Adina Smaranda COSMA
Universitatea Babes-Bolyai, Cluj-Napoca, Romania Cristina FLESERIU
Universitatea Babes-Bolyai, Cluj-Napoca, Romania
Marius BOTA
Universitatea Babes-Bolyai, Cluj-Napoca, Romania
Alexandru NEDELEA
Universitatea Stefan cel Mare, Suceava, Romania
SOCIAL FRANCHISING IN CONTEXT OF MARKETING LONG-TERM AND REVERSIBLE CONTRACEPTIVES (LARCS) IN UGANDA: ANALYSIS OF PACE SOCIAL FRANCHISE
MODEL
Makerere University, Uganda
Zacch AKINYEMI (MBA)
Program for Accessible health Communication and Education, Kampala, Uganda
CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SUCCESS FACTORS: AN EXPLORATORY STUDY
Mohammed ALAMGIR
University of Chittagong, Bangladesh
Mohammad SHAMSUDDOHA University of Chittegong, Rangladesh
University of Chittagong, Bangladesh

SOUTH AFRICA: THEIR RELATIVE IMPORTANCE AND VARIATIONS IN SELECTED	
	59
Maxwell SANDADA	
Graduate School of Management, University of Zimbabwe	
PERSONALITY INFLUENCES ON ONLINE STORES CUSTOMERS BEHAVIOR	69
Costinel DOBRE	
West University of Timișoara, Romania	
Anca-Maria MILOVAN-CIUTA	
West University of Timişoara,, Romania	
ENTDEDDENELID CHIDDODT OF ECONOMIC CDOWTH IN CHINA (I)	77
ENTREPRENEURSHIP SUPPORT OF ECONOMIC GROWTH IN CHINA (I)	••• / /
Stefan cel Mare University of Suceava, Romania	
THE DECISIONAL MOMENT AND ETHICS	84
Loredana TEREC-VLAD	
Stefan cel Mare University of Suceava, Romania	
Alexandru TRIFU Petre Andrei University of Iași	
Daniel TEREC-VLAD,	
Stefan cel Mare University of Suceava, Romania	
THE BLACK SWAN OF THE ROMANIAN TOURISM	88
Gabriela-Liliana CIOBAN	
Stefan cel Mare University of Suceava, Romania	
ODGANIZATIONAL MODE CROUDS AND WODE TRANS	
ORGANIZATIONAL WORK GROUPS AND WORK TEAMS - APPROACHES AND	
ORGANIZATIONAL WORK GROUPS AND WORK TEAMS – APPROACHES AND DIFFERENCES	94
	94
DIFFERENCES	94
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA	94
DIFFERENCES	94
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania	94
POIFFERENCES Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania	
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania	
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania THE ROLE OF INNOVATION IN CREATING THE COMPANY'S COMPETITIVE ADVANTAGE Alexandru IONESCU Romanian-American University, Bucharest, Romania	
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania THE ROLE OF INNOVATION IN CREATING THE COMPANY'S COMPETITIVE ADVANTAGE Alexandru IONESCU Romanian-American University, Bucharest, Romania Nicoleta Rossela DUMITRU	
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania THE ROLE OF INNOVATION IN CREATING THE COMPANY'S COMPETITIVE ADVANTAGE Alexandru IONESCU Romanian-American University, Bucharest, Romania	
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania THE ROLE OF INNOVATION IN CREATING THE COMPANY'S COMPETITIVE ADVANTAGE Alexandru IONESCU Romanian-American University, Bucharest, Romania Nicoleta Rossela DUMITRU Romanian-American University, Bucharest, Romania	
Raluca ZOLTAN Stefan cel Mare University of Suceava, Romania Romulus VANCEA Stefan cel Mare University of Suceava, Romania THE ROLE OF INNOVATION IN CREATING THE COMPANY'S COMPETITIVE ADVANTAGE Alexandru IONESCU Romanian-American University, Bucharest, Romania Nicoleta Rossela DUMITRU Romanian-American University, Bucharest, Romania EXISTS A RELATIONSHIP BETWEEN STRATEGIC HUMAN RESOURCES MANAGEMENT,	99
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania THE ROLE OF INNOVATION IN CREATING THE COMPANY'S COMPETITIVE ADVANTAGE Alexandru IONESCU Romanian-American University, Bucharest, Romania Nicoleta Rossela DUMITRU Romanian-American University, Bucharest, Romania	99
Raluca ZOLTAN Stefan cel Mare University of Suceava, Romania Romulus VANCEA Stefan cel Mare University of Suceava, Romania Romulus VANCEA Stefan cel Mare University of Suceava, Romania THE ROLE OF INNOVATION IN CREATING THE COMPANY'S COMPETITIVE ADVANTAGE Alexandru IONESCU Romanian-American University, Bucharest, Romania Nicoleta Rossela DUMITRU Romanian-American University, Bucharest, Romania EXISTS A RELATIONSHIP BETWEEN STRATEGIC HUMAN RESOURCES MANAGEMENT, INNOVATION AND COMPETITIVE ADVANTAGE?	99
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania THE ROLE OF INNOVATION IN CREATING THE COMPANY'S COMPETITIVE ADVANTAGE Alexandru IONESCU Romanian-American University, Bucharest, Romania Nicoleta Rossela DUMITRU Romanian-American University, Bucharest, Romania EXISTS A RELATIONSHIP BETWEEN STRATEGIC HUMAN RESOURCES MANAGEMENT, INNOVATION AND COMPETITIVE ADVANTAGE? Anca-Ioana MUNTEANU West University of Timisoara, Romania	99
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania THE ROLE OF INNOVATION IN CREATING THE COMPANY'S COMPETITIVE ADVANTAGE Alexandru IONESCU Romanian-American University, Bucharest, Romania Nicoleta Rossela DUMITRU Romanian-American University, Bucharest, Romania EXISTS A RELATIONSHIP BETWEEN STRATEGIC HUMAN RESOURCES MANAGEMENT, INNOVATION AND COMPETITIVE ADVANTAGE? Anca-Ioana MUNTEANU West University of Timisoara, Romania CONSUMER'S SATISFACTION MEASUREMENT IN PUBLIC HOSPITALS.	99
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania THE ROLE OF INNOVATION IN CREATING THE COMPANY'S COMPETITIVE ADVANTAGE Alexandru IONESCU Romanian-American University, Bucharest, Romania Nicoleta Rossela DUMITRU Romanian-American University, Bucharest, Romania EXISTS A RELATIONSHIP BETWEEN STRATEGIC HUMAN RESOURCES MANAGEMENT, INNOVATION AND COMPETITIVE ADVANTAGE? Anca-Ioana MUNTEANU West University of Timisoara, Romania CONSUMER'S SATISFACTION MEASUREMENT IN PUBLIC HOSPITALS Andreea MUNTEAN	99
Raluca ZOLTAN Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania Romulus VANCEA Ştefan cel Mare University of Suceava, Romania THE ROLE OF INNOVATION IN CREATING THE COMPANY'S COMPETITIVE ADVANTAGE Alexandru IONESCU Romanian-American University, Bucharest, Romania Nicoleta Rossela DUMITRU Romanian-American University, Bucharest, Romania EXISTS A RELATIONSHIP BETWEEN STRATEGIC HUMAN RESOURCES MANAGEMENT, INNOVATION AND COMPETITIVE ADVANTAGE? Anca-Ioana MUNTEANU West University of Timisoara, Romania CONSUMER'S SATISFACTION MEASUREMENT IN PUBLIC HOSPITALS.	99

KNOWLEDGE AND INFORMATION – NEW FAC OF GLOBALIZATION	
	Mirela Alina COCALIA (CRĂCIUN)
	Ștefan cel Mare University of Suceava, Romania
THE ROLE OF UNIVERSITIES IN THE DEVELO	PMENT OF BUSINESS TOURISM
	Gabriela ARIONESEI
	Stefan cel Mare University of Suceava, Romania Anca ICHIM
	Stefan cel Mare University of Suceava, Romania Livia VRANCIU
	Stefan cel Mare University of Suceava, Romania
COSIDERATIONS REGARDING THE COMPA	
	Dana Codruța DUDĂ-DĂIANU
	University" Aurel Vlaicu" of Arad, Romania
	Denisa Bogdana ABRUDAN
	West University of Timişoara, Romania
ANALYSIS DYNAMICS VALUES FORMULATI	
ORGANIZATION' S MISSION	
	Marius-Costel EŞI Stefan cel Mare University of Suceava, Romania
	Sterair cer iviare on versity or succeiva, itomania
THE ROLE OF KNOWLEDGE MANAGEMI	
TRATEGIES WITHIN LEARNING ORGANIZAT	
	Otilia-Maria BORDEIANU
	Stefan cel Mare University of Suceava, Romania
HUMAN CAPITAL THEORY AND HUMAN RES DEVELEOPMENT OF KNOWLEDGE MANAGEN	MENT STRATEGIES
	Simona BUTA
	Stefan cel Mare University of Suceava, Romania
NNOVATIVE CLUSTER OR COMPETITIVENE	SS POLE?
	Liliana SCUTARU
	Stefan cel Mare University of Suceava, Romania
THE ANALYSIS IN THE TERRITORIAL PROFROM THE NORTH-EAST REGION OF ROMAN	
AND THE HORIZINE LIEUT REGION OF ROMAN	Iulian CONDRATOV
	Stefan cel Mare University of Suceava, Romania