

ISIRR 2003

**VIIth INTERNATIONAL SYMPOSIUM
INTERDISCIPLINARY REGIONAL RESEARCH - ISIRR 2003
HUNGARY – SERBIA & MONTENEGRO – ROMANIA
Hunedoara, ROMANIA
25th – 26th, September, 2003**

**Section I
- REGIONAL ECONOMICAL MANAGEMENT INTEGRATION -
25th September, 2003
11⁰⁰ - 12⁰⁰**

"BUSINESS CLUB" – "CORVIN CASTLE" HUNEDOARA

Carmen HARAU – President & Chairman

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- ROMANIA

*Apuseni Mountains – General Managerial
Politics for Unfavourable Regions. Regional
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ROMANIA'S CONTRIBUTION TO THE MODERN SECURITY ARCHITECTURE OF THE EUROPEAN UNION

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ABSTRACT:

Taking into consideration the importance of the process of building a new European architecture, Romania is increasingly manifesting its interest in defining its own expectations regarding the future of Europe. The situation appears much more imperative at the present moment, when Romania has not only expressed its option of becoming an EU member, but also began the accession negotiations. The last year's acceptance of ten new states, Hungary, Poland, the Czech Republic, Slovakia, Slovenia, Lithuania, Latvia, Estonia, Malta and Cyprus, proves the fact that the states already members of the EU are willing to develop a wide EU extension including Romania, Bulgaria and recently also Croatia. Therefore, the 207 new wave of extension is viewed as a nearly mechanical process, determined by the present organizational structure of EU.

Since 1990, the Bucharest authorities have been permanently claiming that they wish for Romania to become a member in the European family. The soundings show that population also wishes this thing to happen. The only fact that remains is to convince the EU that we deserve to become a member of this "club".

Key words: *negotiations, strategy, architecture, multilateral relations, consolidation*

1. INTRODUCTION

On a short term, the extension of the EU is processes that not exclude but "incommode" each other. The present logic of the European Union organization and functioning will determine the "dilution" of the integration degree if a rapid extension takes place affecting its effort of profoundest. This process is caused by the fact that the new members will

need time until they will completely adapt to the new organism in which they have been inserted.

The remarkable democratic transformations Romania has undergone during the last years have promoted it among the EU candidate states.

Thus, in 1993, Romania and European Union signed the Association Pact, its ratification-taking place two years later. This pact had as consequences the increase of the commercial relations between Romania and EU up to 60% of the total number of our country's exports and imports.

On the 9th of may 1994, Romania received the status of an associated partner to EU together with other 8 Central and East European states. The mixed Ro-EU Parliamentary Committee has been functioning in Ro since 1995 working in semestrial sessions.

Romania enlisted its candidature to EU in 1995. In the same year, on June, all the parliamentary parties signed at Snagov "The Snagov strategy for Romania's EU integration", expressing altogether through a political statement their support in accomplishing this objective. A period of 4 years of lethargy followed when Romania did not succeed in convincing the western partners that it is capable to become an EU member, managing to accomplish only the political criteria from Copenhagen. The only small exception in this period was the conclusion on the 22 of June 1995 and ratification in august 1996 of the Security Pact between Romania and EU concerning the circulation and deposit of documents.

The moment of an intensified cooperation was marked at the beginning of 1997, when on the 24 th of February, Romania notified the list of the military units that were to be put at the EU disposal carrying out missions of Petersburg type. Our country has proved through all the active participations that followed both at high level and in common action with EU and NATO that it understands its status of western ally.

Concretely through, Romania's negotiations with EU began only on the 15th of February 2000, all the political critics and chiefs of state concluding that the political decision taken at Luxemburg represented a reward for the firm position of Romania as an allied to the West in the Kosovo crisis.

"The EU needs Romania as much as Romania needs EU". This is what the Bruxelles officials declared eventually. In the same time it is not a secret that the integration in the European community represents the major ideal for Romanian people, perhaps the highest one. Even the Romanian prime-minister, reminded not a long time ago that "If 50 years ago we waited for the Americans to come, this time we will not wait for the Western Europeans to come, we will look for them".

However, until 2001, Romania managed to conclude only 6 chapters of negotiations from 31, establishing a negative record, being the country with the least concluded chapters as a series of European press agencies related at that time. The negotiation chapters' temporary concluded were: statistics, the small and medium sized enterprises, science and research, education, professional career and youth, external affairs, external policy and common security.

Although the Romanian officials rejected this kind of criticism indicating in exchange the number of opened chapters. The total number reached thus 11 together with the 6 temporary concluded. The analysis of the EU-Ro negotiations status can not ignore the position of the European Commissary for integration Günter Verhaugen who declared regarding the negotiation chapters that it does not matter the number of chapters opened, but the ones which have been concluded.

The Ministers Council's decision – gathered at Helsinki in December 1999 – to open the accession negotiations with other 6 candidate states, among which Romania too, already became history. Through this act, the European Community recognized the fact that Romania is a constitutive part of the EU, within which it has to play an important role.

The intense wish of the authorities to bring Romania in the European family through its integration in EU and NATO results from the priorities expressed in applying the strategy. Certain action ways have been proposed, among which I mention:

- The support for the OSCE Cross European dimension;
- The consolidation of the privileged relationship with Moldavia;
- The constant concern for improving the juridical status and the treatment of minorities within this organization;
- The harmonization of the Romania's legislation with the European one in the perspective of the future Romanian integration in European Union;
- The consolidation of the partnership relations between the public information systems from Romania and the ones from EU member.

Romania developed along with the trainings and the common missions with the allied countries, a political system of regional cooperation, expressed through the three sided meetings with Hungary and Austria, with the Republic of Moldavia and Ukraine, with Bulgaria and Turkey, with Poland and Ukraine, and developed an active policy for maintaining peace in the Balkans through bi and multilateral political contacts. For example, during the Kosovo crisis in 1999, our country was totally on the side of NATO and EU, putting at their disposal besides the military hospitals also the capacity to receive refugees, the air space for the actions of the allied forces who tried to determine Slobodan Milosevic to obey the resolutions of the security council of ONU. All the political, military and social measures taken at that time proved that Romania wishes and is capable of being an important ally of the western structures in this part of Europe.

The evaluation report of Romania's progress instrumented by the European Commission and published on the 8th of November 2000 maintained the same perspective, not pleasant at all for Romania. Practically we were ranked on the last place in a top of the Eastern reformers.

In order to complete the framework of a fast accession to EU, Romania should also take into consideration the solution for the bilateral problems it still has with the unions countries, for example with Sweden.

In this case, it is necessary to pay the national debt Romania has to Sweden, possible ways of solving this situation being overtaking of certain Romania's factories by the Swedish investors. Sweden declared itself firm in supporting the Romanian agriculture, helping our country's integration in EU. The German situation should also be urgently solved. Taking into consideration the importance of the German opinion in the EU architecture, improving the bilateral relations starting with returning the building that belonged to the German Embassy in the past, is a compulsory objective.

The extension and consolidation processes of EU security, which I tried to define in this research paper, are in continuous change, their dynamism proving that in the following 30 years various scenarios could be valid.

From the theoretical perspective of the international relations, my opinion is that the neo-realism – neo liberalism synthesis can explain the best the future of the EU security, which will rather be based on a cross governmental type of integration than a project such as the United States of Europe. However, if Europe will decide to adopt this strategy of a supra state, a gradual agenda setting will be necessary. This will imply the politicizing of the subjects involved at supranational level and to create certain expectations for the people regarding a clear set of regulations concerning: citizenship, representation and decision making in Europe.

What means the European Union? What will be the Romania's role in the future Europe's configuration? What will be the costs and the gains of our integration? These are just a few questions to which the Romanian people will have to know the answer because soon they will become EU's citizens, citizens of a space which strengthens and promotes the well being the democracy, stability and security.

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ISIRR 2003

WHO IS AFRAID OF THE EUROPEAN UNION?

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Abstract:

Serving to better public information, a sincere debate over the EU history, present status and evolution perspectives is undoubtedly welcomed especially that the Romania's accession negotiations are presently developing. In this context it is important that the opinion with pro and cons of those who live for several years in EU member states and know the problem their own experience to be also heard.

They can be useful to our country first of all by playing the role of an intermediary part within the bidirectional flux of ideas exchange, and secondly by militating for a better knowledge and correct understanding of Romania's realities in the world, as much as for a more precise representation in Romania of what are the values and the critical aspects of the western democracies.

All these on one condition: to be well intended, to prove through what they state and the way they motivate their claims that they have learnt something during the years of exile, namely civism, tolerance and respect for other's convictions and most of all, for the truth.

Key words: *adhesion, referendum, member states.*

There are more or less removed perspective of Romania's integration in EU has caused lately the expression of certain opinions that, in order to create confusion over the opportunity of the accession process, strongly contest the use and utility of the respective organization. In the support of such a point of view, a variety of historical, juridical, political, social and economical arguments are being brought that can create to a less informed reader the impression of undeniable truths.

To take them one by one, we are, for example, told that the idea of a union between the European states is older; however this idea is certified with paragraphs from Joseph Goebbles or Adolph Hitler. Should we understand from this that the European Union idea is from the start a diabolic fabrication that no mentally insane person would have thought to support?

We however notice that among the post-war supporters, founders and promoters of the EU enlist also personalities whose democratic convictions are beyond any doubt - for example, Charles de Gaulle and Konrad Adenauer, Francois Mitterrand and Helmut Kohl. The use of such interpretation is that of suggesting that nothing good can come from a person like Hitler, which reminds of Eugen Ionescu that said that if the cat has four legs, and the table has also four legs, then the table is also a sort of cat. To put it in other words, any federalization formula of the European States is suspect of a totalitarian hegemonic form and whoever claims to be in favor of the EU idea can be considered a Nazi supporter.

What it is obviously and on purpose forgotten here is the fact that the frontispiece of a European project can include totally different conceptions and that the principles that guided the EU founders have nothing to do with the Hitler's doctrine. Whoever has the smallest doubt regarding this matter can at any time consult the EU's foundation documents on the internet, namely on the site: <http://www.europa.eu.int>

It is significantly important that along the whole argumentation against the EU, these documents are never mentioned. Sometimes, however such links are made, for example: referring to the fact that the possibility of renouncing to the quality of an EU member is not clearly settling, concluding that once a member the states fate and future is sealed without any chance of leaving the organization which is not true. The matter is far more complex both juridical and politically, to be exposed in two sentences. A very well documented and detailed answer comes from serves Arved Waltemathe in his doctor's degree thesis in international law, a paper of more than 500 - from which only the bibliography represents 18 pages - published under the name of Austritt aus der EU (Peterr Lang, Frankfurt am Main, 2000).

It is also stated that almost all the population of the EU states are not satisfied with this partnership putting eventually under a sign of doubt the EU legitimate existence. Consequently the impression that this organization was planned at a high level by a sort of conspiracy totally ignoring the population's will.

Moreover, fearing that their diabolical plans can be spoiled, the tyrannical eurocracy would be strongly against organizing a referendum that gives people the chance to directly express their opinion over the EU's fate. As an argument, it is also brought among others the majority refusal expressed by referendum of the Swiss and Norwegian people adhere, from reasons easily to understand, which however can not constitute a reason to apply this to all the member states population especially to those countries that have organized such referendums whose

outcome was positive (Great Britain in 1975 – 67, 2% pro), Denmark in 1993 – 58, 8% pro).

An essential aspect is also left out, namely that the states we talk about are parliamentary democracies and so it is the free and democratic parliament who represents the main instrument through which the people decide over the fate, including by adopting or rejecting such treaties as those that sit at the EU's foundation.

Explicit constitutional stipulations also reglement the situations in which a referendum can be organized – we have not heard of any case in which a legal referendum initiative has been rejected. The statement that the majority of the member states population would be against the EU is consequently hard to sustain through facts and not speculations.

The fact that on the contrary, the number of member states has increased continuously in time and that more and more states express their wish to become a EU member talk for themselves. Of course there are also enough opponents to the European idea, but they represent the minority, and a simple principle of any democracy requires that the minority to accept the will pf the majority. It is obvious that such elementary principles are not easy for everyone to accept.

EU is also blamed for breaching the national sovereignty of the member states. It is by no means clear the fact that by giving EU certain attributions the respective competence at national level is somehow restrained. But an organism without any attributions would resume itself to a formal existence lacking any utility. The question over the EU's use is put right from the beginning: why it has been founded and what are its goals? Who has the gain from this undeniable restraint? A circulated argument is that the main advantage would be Germany, a state that would seemingly pursue to obtain through this way the European hegemony after the previous attempts have failed. These false accusations can not be taken in serious only by those who do not know at all the present German policy. EU has been founded and evolved on this basis of certain treaties whose content is available to anyone not mentioning at all such false aspects. The endorsement of the European Council's important decisions is done by the rule of unanimity, any member state having the possibility to stop by its veto a decision that would hurt its fundamental rights.

We may say referring to the EU goals that the use of such an organization is especially that of coordinating and harmonizing the efforts of the member states in pursuing common objectives. Such objectives exist without any doubt and some of them have already been accomplished, such as: maintaining peace in Europe and the whole world by preventing and reasonably solving conflicts (let us remind here the two major world catastrophes that have started from European conflicts, or for example the fact that in the 70's the French and the Germans have declared three times war to each other) by helping the countries; by stimulating the economical development through the process of customs elimination, the creation of a common market, by introducing the monetary unity, by reducing the differences among the member states, by

encouraging the regions less developed; facilitating the multilateral exchanges and of free circulation of people by eliminating visa and introducing the European citizenship, by offering a guarantee for the people's rights and liberties, by protecting the private property and the minorities, by according political asylum to those persecuted from political, economical, ethnic or religious reasons, by fighting together against the international terrorism and the organized crime and so many others.

It would be interesting to know what other solution propose the EU opponents for accomplishing the above mentioned objectives. The champions of Europhobia prefer to remain silent when such accomplishments are brought as arguments, except for the case when they try to misinterpret the facts, presenting for example the common European coin as an aberration, a total fiasco neglecting its obvious success and its popularity in countries that have not yet adopted this system such as Great Britain.

Finally numerous arguments refer to measures adopted by EU in order to avoid economical imbalances especially in the field of agricultural policy. Consequently the follow fields, the milk or mine thrown in water, the oranges that have no buyers as well as the risks not quite easy to prevent of the agricultural overproduction are enlisted as being the result of the EU policy and not of the increase of productivity in this sector in all economically developed states.

The measures of encouraging ecological methods and through which the agriculture is set on more rational bases are completely left out. The problem with hens being raised in industrial batteries would be also caused by EU, although rigorous regulations have been settled in this domain too. Even the mad cows are considered the responsibility also of the Bruxelles bureaucrats, when we all know how the disease appeared and that the only fault of the Eurocrats was that they could not stop in time its spreading – due to the stubbornness of the British government who pretended to defend selfish national interests after it has done everything for hiding the seriousness of the danger, purposely misinforming a whole world.

There are, beyond any doubt reasons for criticizing EU: too much bureaucracy, lack of transparence, reduced possibilities of a direct control performed by citizens, lack of efficiency due to the reduced competences and of course to the requirement to assure the unanimous acceptance of the major decisions. It is important to remind in this context to the fact that it is not quite easy to bring together and adjust interests that often exclude each other.

The attributions of the European Parliament should be enlarged and in general more decisive measures should be taken on the way of accomplishing a political union – a perspective that seems to lower the enthusiasm of those who see even now the national interest and the sovereignty of the member states threatened. But we do not believe that there are any reasons to fear the process will be to fast in this direction:

the EU is and will remain for a long time, due to obvious historical, political and cultural reasons, a Europe formed of free nations and of developed regions, and not a federal state as the USA and even less a prison of nations under the yoke of a hegemonic power such as URSS – in fact another label for the old tsarist empire.

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THE FormaTer PROGRAM, A MODEL OF EUROPEAN COOPERATION

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ABSTRACT:

This paper presents the way a Eastern European University can become, as a partner, involved in deploying an E.U. program, pursuing aspects which concern local development in various fields of activity.

The European program FormaTer attempts to create a resource centre for trainers and actors in the field of sustainable local development.

KEYWORDS:

European program, European integration, sustainable development, resource centre.

1. THE ROAD FROM IDEA TO EUROPEAN PROJECT

A European project represents the materialising of a philosophy. Let us elaborate on this assertion.

Philosophy should be understood in the following acceptance: in a larger framework (SOCRATES, LEONARDO DA VINCI, FP6), the European Union announces the major directions in view for directing the common effort of European development and cooperation. In fact, the EU's philosophy concerning Europe's common future, in various aspects).

Materialising means that, from within this framework, various promoters detail certain punctual themes, which they subject for approval to European organisms. The proposition should be complete: vision, modality of achievement, partners, necessary resources.

Whether approved, the proposition obtains financing and becomes a project. This paper presents the FormaTer project, in which the "Eftimie Murgu" University acts as a partner. The project's objective is creating of a resource centre for sustainable local development promoters.

2. PRESENTATION OF THE TERMS USED IN THIS CONTEXT

2.1 Local development. The key term of the FormaTER project is **local development**.

From the point of view of progress, probably the major difference between societies in a process of auto-structuring ('in transition') and the advanced ones is the speed the latter ones realise their problems, acknowledge them publicly and get involved in solving them.

The concept of local development is a concept arisen just in this idea, that of increasing the solving speed of problems, by transferring the decision, to an ever higher extent, in the hands of local communities. Simultaneously, another major preoccupation is the increase of the population's degree of involvement in solving the problems of the local community.

2.2 Durability, Globalisation, Local Community. The approach through the concept of '**durability**' entails a permanent ability of pursuing and seizing of the long-term tendencies, from the local to the global level. **Globalisation**, paradoxically, contributes to enhancing of the local efforts. Apparently in a paradoxical way, it generates a re-enactment of the spirit of the local community, understood in a narrower or broader sense. The more globalisation proves more aggressive; **the local level** structures itself more intense and becomes more creative. The citizen tends to retake into possession the environment, to adapt his/her options, activity and competencies, with a view of granting balance, evolution and protection of his/her territory.

On the other hand, these concerns rapidly take an official and organised form of manifestation. France will soon have an organic law relative to experimentation within territorial communities, which will authorise local communities to issue exceptions from laws, as an experiment and within clear circumstances, in questions pertaining to their sphere of competence, for an interval of five years, extensible with two more years. The law will allow the applying of new provisions introduced into the Constitution. After the experimenting period, a report will be presented to the Government and to the Parliament, which will analyse them and will decide whether they will be continued, abandoned or generalised.

2.3 EU Projects. The European Union considers reducing the inequality between itself and the candidate countries as priority for the assimilation process.

Conceptually, unification (and, in the case of candidate countries, integration) is defined as a process of homogenising the concepts. In a broad social, economic and cultural context, homogenising the concepts is a difficult problem (inclusively at the level of the working groups involved in the Union's projects). This will probably be the touchstone of the achievement of a real united Europe.

On the other hand, following the problems of applicant communities to integration, a similarity of problems is to be noted. That is, problems

for which no precedents in the history of the recent development of the European Union exist are actually few.

It thus appears the problem of transmitting information. Different studies elaborated by EU organisms have demonstrated that information concerning the projects of local actors – both at the level of elaborating the development project, and at that of the structure of preparation and complement – are not always known and, thus, cannot be exploited and transmitted to other promoters of individual or collective projects. It is seen on the other hand that their modality of valorisation does not allow in all cases a good assimilation by other actors at local level.

The same problem is repeated in the case of development agents, which can meet difficulties in finding information about experiences or simply about the available programs offer in forming and training and which can be mobilised in order to meet the needs of local actors.

With these remarks, it appears as natural (and extremely important!) the concern for the transfer of experience.

FormaTer aims exactly at the achieving of an (electronic) centre of transfer of experience in problems concerning local development. In the official wording, a 'Centre de ressources pour les formateurs et les acteurs du développement durable des territoires'.

3. PARTNERS OF THE FORMATER PROJECT

FormaTer is built in each of the partner countries around a coordinating structure from agricultural and rural education or from that supporting local development.

3.1 France

Le Centre d'Expérimentation Pédagogique (The Centre of Pedagogical Experimenting) from Florac, la Bergerie nationale (The National Centre National of Ovines) from Rambouillet and Cempama from Fouesnant are, all, public national institutions, with a mission of support of the structures of public agricultural education.

They have coordinated and effectuated various activities, research and studies – actions connected to closer ties between the training system and the territory where the training takes place. They dispose of resource centres widely open to teachers, trainers, actors and local population.

3.2 Portugal

The "INDE" Cooperative (Intercooperação e Desenvolvimento) activates in various fields of development and cooperation. It was responsible with the animation of the Leader II program in Portugal and it participated at the European monitoring organism Leader. She brings in the project a solid experience in animating and sustaining local groups, especially in the field of associations.

3.3 Spain

IDES, The Institute of Development and Social Studies from Granada brings its experience in cooperation with the elected persons from local public administration, concretised in implementing, together with the Superior Institute of Studies on Enterprises, of a master's degree in local

development.

The Centres for Agricultural Information and Formation CIFAs from Cordoba and Hinojosa del Duque have as a mission the training of farmers and employees from the agro-alimentary and para-agricultural sector. It takes an active part in the activities of local organisations and associations, collaborates to numerous cooperative and associative projects and is strongly anchored in the rural economic network.

3.4 Romania

The "Eftimie Murgu" University from Reșița has an economics faculty and is developing a series of international programs with other countries from Europe, especially France, Germany and Italy. It is constantly involved in debates and activities connected to urban and rural development, together with the County Council of Caraș-Severin. As an institution caught in the training and educational structures, it is an essential partner of local development, and is supporting, through information and training, the projects initiated within the local community.

4. CARRYING OUT OF THE PROJECT

4.1 A few notes on the key-concepts

FormaTer has been developed using a "**study – action**" method that consists of developing an appropriate response to the needs arising from a given situation in a specific region, and engaging in a reflection on the pertinent actions that can be put into place taking these needs into account. This method allows the association of periods of "study" and periods of "action". These different but complementary periods of activity result in a clearer understanding of the situation and enable an experimentation of elements that may facilitate a response.

The partners of FormaTer based the project on the knowledge they had of the needs of their respective users, coupled with the results of "study-actions" that recommended the construction of a resource centre for teachers and local development agents. Next, they carried out a series of interviews to confirm the validity of the project.

The interviews in turn resulted in a summary of the needs expressed, and the construction of the website FormaTer. The partners of the project then developed data-collecting tools which were submitted to local reflection groups for approval. A parallel activity was a collective reflection on the supports most likely to respond to the needs of the users whilst stimulating their involvement in the project.

The following glossary comprises the aspects considered most important, within the project, for the problems of local development:

Agribusiness (farm produce industry), Agriculture and forest, Animation, Arts and crafts, Citizenship, Club cooperative life, Communication, Consumption, Creation of an activity, Culture / Interculturality, Diversification, Economy, Education and training, Employment, Environment, Finances / Management, Fishing, Forestry, Health, Heritage, Human resources, Industry, Information et communication, Innovation, International cooperation, Local development,

Local productions, Multi-functionality, N.I.C.T., Natural resources, New jobs and professions, Partnership, Periurban, Pluriactivity, Policies, Religion, Rural development, Services, Social and professional inclusion, Social organisation, Social values, Sport and leisure, Sustainable development, Territorial organisation, The Economy of Solidarity, The fight against poverty, Tourism, Trade, Transport, Urban politics

In the glossary on the site there is also a definition of the terms, specific to the project. Of course, the list is open for new terms, as well as for (re)defining of those already on the site.

4.2 The Actual Form of the Project

The project exists now as a complex site, with a great quantity of information, organised according to several criteria.

The basic unit of the working system is **the record**. The record contains highly synthesised information about one single event from the thematic; let us not forget that, thematic being large, the term 'event' too should be understood in a large meaning: from an action of an ecological foundation to a modification of the legislation in the field. If the case is, at the basic presentation, (by necessity very synthetic!) the record has attached to it texts, documents, images, as its author considers appropriate; these could also be big-sized documents.

Records can be consulted directly, grouped according to several generic criteria: local development experiences, practices in educating (training) in connection with territory, methods and instruments, opinion articles, juridical and political framework, bibliography and internet support.

The second way of grouping is by **thematic dossiers**. If information associated to a topic is more abundant (for example, legislation specific to local development in EU) it can be grouped in thematic dossiers. For the user to find it in a more rapid way, within the dossiers information is organised by groups: specific instruments, points of view, reference texts, reference works, selection of web links, practices of training, experiences in local development.

Your itinerary as a user: in order to read the records, you don't need any special authorisation. You can also introduce your own records; nevertheless, in order to become visible on the net, they should be validated by one of the administrators. Also, if you wish that the record be also included in existent dossiers or to open a new dossier, you should contact one of the administrators.

4.3 Continuing the Project

After stabilising the site (at least in its first phase; the experience accumulated in a few years of activity will naturally lead to re-projecting the site) the first priority becomes its dissemination. That is, avoiding the situation in which FormaTer becomes one of the numerous sites that exist, but very few people frequents them (an electronic version of the dossier laying on the shelf!).

The FormaTer team has in view several directions of action.

'Physical' dissemination: Spanish, Portuguese and French partners have already co-workers networks, in countries having not been involved

in the phase of the project development, and to whom they will present FormaTer. Spanish and Portuguese partners through their de co-workers networks from Latin America, and French partners in the former French colonies, which benefit now from special support programs for agriculture, from the French government.

Launching FormaTer on the market of training organisms. The first action was presenting FormaTer at the Second National Convention of Agents in local development, Lille, between the 25th and 28th of June 2003. The Presentation was the first from a series of similar actions.

The official Launch of FormaTer will take place on the 7th of October 2003, at Marly le Roy, next to Paris, in the presence of several personalities from the field of durable development belonging to the countries having worked together in this project.

At the level of project developers, **to connect FormaTer to other projects**, and to ensure the circulation of information from FormaTer to other projects and the other way round.

By means of the CEP Florac partnerships, to introduce FormaTer in Enter, the European network of the centres for training the trainers from the EU and the East-European countries.

'Electronic' dissemination: the second major direction of action, as important as the first: the opening of FormaTer towards all interested and, in time, emulating a FormaTer community.

FormaTer will soon offer the authors of records the possibility of creating their own personal web page and to promote their own actions of training and durable development. The site will host also a European experts' database, an interactive exchanges space and a link to catalogues of offers for initial and continuous training. FormaTer will regularly broadcast interviews with researchers and personalities from thematic fields connected to training and durable local development.

5. CONCLUSIONS

Speaking about an open project, we prefer that, instead of the habitual conclusions, to offer a last argumentation for joining us.

As developers or implementers of programs, in today's conditions, the training time has drastically reduced. Practically, one is often in the situation of learning on the fly. In which situation, a place where one can find useful information and connections to problems solving becomes extremely important.

More, the problems of local development are so diversified and often hard to anticipate, that those implied can frequently meet unexpected situations. Let us not forget the French law authorising exceptions from laws!

Let us add that, in a short span of time, major legislation will be, in Romania too, compatible with the European one. Those who conceive projects for a longer period of time (durable development, ecology, etc) find here a presentation of the European way of approaching the problems.

In one word: Become members of the FormaTer community at www.formater.com

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TERMINOLOGY OF E-COMMERCE

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ABSTRACT:

Entering the third millennium, we are witnessing one of the most important changes to our daily lives - the move to an Internet based society. As a result, much has changed at home, school, work. One of the most significant changes is how we conduct business. In that sense, appearance of e-commerce (also known as e-business), which in fact involves the process of buying, selling, or exchanging products, services and information via computer networks becomes one of the most investigated phenomena of the last decade. It is analyzed in relation to many disciplines such as law, politics, software engineering, sociology, international relations, business, economics, security, linguistics and so on.

In this paper, special attention will be paid to development of new e-commerce terminology from linguistics point of view. As a consequence of digital revolution there are a lot of terms in the field of e-commerce such as brick-and mortar, B2B, B2C, B2E, EDI, Extranet, Intranet, mobile commerce, virtual communities, and so on which should be collected, considered and studied. The aim of this paper is to show that people will not understand e-commerce properly if they are not familiar with e-commerce terminology.

KEY WORDS:

E-commerce, B2B, B2C, Extranet, Intranet, Virtual communities

1. INTRODUCTION

Since importance of the Internet grows rapidly in the fields of human life, including not only research and education but also marketing and trade (a part of which is e-commerce), it becomes more and more important to know how to use Internet services and as a part of that to write and read English well. In case of lack of English knowledge you may find yourself isolated on the Internet. In that sense, using of proper Internet terminology (mostly written in English) becomes one of the most significant things for surviving in a world of rapid and continuous change.

2. ENGLISH AS THE MAIN LANGUAGE ON THE INTERNET

“Generally speaking, English is the universal language on the Internet, but it has no official status and it will never have.” [1]. The main reasons for this status are the imperialism and economical and political importance of English speaking countries. Linguistically, English, as a national language is extremely unsuitable for international communication. There are several reasons for that. For example national languages exist in various dialects and forms, sometimes they are even mutually unintelligible, but the differences always make communication harder. A national language carries with it the history of the nation. Words and phrases have got in addition to their dictionary meanings, connotations, colors and associations. From international communication point of view it is a burden. Due to their long history national languages have historical relics and features, which make them illogical and irrational, such as grammatical gender or irregular forms. Moreover, being originally spoken language it lacks sufficient tools for expressing things in an exact, unambiguous manner. The need for such expression is immense, especially in the field of business and trade. Nevertheless, English remains universal language of Internet because no alternatives (like constructed language) have been promoted.

3. ABOUT E-COMMERCE

This digital revolution is believed to impact us as much as the Industrial Revolution did, or even more. The Internet usage is estimated to reach approximately a billion people in the near future. One of the reasons for this popularity lies in the fact that people are delighted with buying opportunities online offered by e-commerce. The convenience is overwhelming in many respects. People can shop on-line 24 hours a day, from almost any location, products and services availability is increasing and quick delivery is enabled. With e-commerce, each product that a company produces can be offered to everyone that can access ordering web site, or ordering line in the phone system. Without having to actually produce these products to keep shelved, companies will be able to lower production cost, preventing overproduction of products that they won't be able to sell.

Consequently the appearance of e-commerce, which actually refers to buying and selling of goods or services over the Internet, has become a social trend.

4. E-COMMERCE KEY TERMS

The terminology of e-commerce is defined so as to explain how the people name and classify transactions and activities being referred to by this area. The best explanation of the most important e-commerce terms and phrases is given in [2] where all definitions seem to be like a standard. In fact, it is an insight into the world of digital economy, based on digital technologies, including digital communication networks, computers, software and other related information technologies.

The interpretation of e-commerce key terms and their definitions will be the main task of this paper.

It is well known that electronic commerce can take several forms depending on the degree of digitalization of the product sold, the process and the delivery agent. Pure physical organizations (corporations) are referred to as **brick-and-mortar** or old economy organizations, whereas pure EC organizations are considered **pure online**

virtual organizations. **Click –and-mortar** organizations are those that conduct some e-commerce activities, yet their primary business is done in the physical world.

EC can be classified by the nature of the transaction or relationship among participants. The following types of EC are distinguished:

- **(B2B) Business-to-business:** All of the participants in business-to business e-commerce are businesses or other organizations. Today most EC is B2B.
- **(B2C) Business-to-consumer:** It includes retail transactions from business to individual shoppers. This EC is also called **e-tailing**
- **(B2B2C) Business-to-business-to-consumer:** enables some product or service to a client business. The client business maintains its own customers to whom the product or service is provided.
- **(C2B) Consumer-to-business:** This category involves individuals, who use the Internet to sell products or services to organizations, as well as individuals who seek sellers to bid on products or services they need.
- **(C2C) Consumer-to consumer:** In this category consumers sell directly to other consumers. . The best examples are individuals who are selling residential property, cars and so on in online classified ads. It also includes advertisement of personal services over the Internet and the selling of knowledge and expertise online. A special type of C2C is where people exchange music, videos, software and other digitizable goods electronically using a peer-to-peer (P2P).
- **(M-commerce) Mobile commerce:** Operations of this category involve transactions conducted in a wireless environment. M-commerce transactions targeted to individuals in specific locations in specific times are called location commerce (l-commerce).
- **Intrabusiness (organizational) EC:** This category includes all internal organizational activities that involve the exchange of goods, services or information among various units and individuals in that organization. Intra-business EC is usually performed on intranets.
- **(B2E) Business-to-employees:** This category is a subset of intra-business activities in which the organization deliveries services, information, or products to individual employees.
- **(C-commerce) Collaborative commerce:** It is applied when individuals or groups communicate online. For example, business partners may jointly forecast market demand.
- **Non-business EC:** There are a lot of non-business institutions such as academic institutions, not-for-profit organizations, religious organizations, social organizations and government agencies using EC to reduce their expenses or to improve their general operations and customer service.
- **E-government: (G2C) Government to citizens and to others:** In e-government EC, a government entity buys or provides goods, services or information to businesses or individual citizens.
- **(E2E) Exchange-to-exchange:** This category describes a public electronic market with many buyers and sellers. In fact, it is a formal system that connects exchanges.

There are also a lot of new terms in the field of payments online. The overwhelming majority of Web payments (B2C payments) are made with **payment cards** (usually credit cards,) not with digital cash. One innovation in online credit cards is a **virtual credit card**. It is an e-payment system in which a credit card issuer gives out a special transaction number that can be used online in place of regular credit card numbers. **Purchasing cards** are used for B2B. They are special-purpose payment cards issued to a company's employees to be used solely for purchasing non-strategic materials and services up to a present dollar limit. **Smart cards** look like plastic payment card but they are distinguished by the presence of an embedded microchip that enables predefined operations or the addition, deletion or manipulation of information on the card. Smart cards can be categorized by the way in which data are downloaded and read from the card. There are two major types of smart cards. The first type is a **contact card**. That is a smart card containing a small gold plate on the face that when inserted in a smart-card reader makes contact and so passes data to and from the embedded microchip. The second type is the **contact less (proximity) card**, which is fact a smart card with an embedded antenna, by means of which data and applications are passed to and from a card reader unit or other device.

Electronic payments (e-payments) are another payment option. In fact it is a transfer of payment from one person or party to another person or party over a network without face to-face-interaction. They are used as alternatives to credit cards when small amounts are in question and they are grouped into four categories:

- **e-cash and micro payments,**
- **stored value cards,**
- **e-loyalty and rewards programs, and**
- **person-to-person (P2P) payments.**

E-cash is the digital equivalent of paper currency and coins, which enables secure and anonymous purchase of low-priced items.

Micro payments are small payments, usually under \$10.

Stored-value cards involve **visa cash** (sponsored by Visa) and **mondex** (sponsored by Mondex, a subsidiary of MasterCard), which are designed to handle small purchases or micro payments.

E-loyalty and rewards programs are used to generate repeat business. The currency used by loyalty programs is electronic script. It is a form of electronic money, issued by a third party as a part of loyalty program. Consumers at participating stores can use it.

Person-to-person payments involve one of the newest and fastest-growing e-payment schemes, enabling the transfer of funds between two individuals.

Intranet is an internal corporate or government network that uses Internet tools, such as Web browsers and Internet protocols.

Extranet is a network that uses the Internet to link multiple intranets.

Virtual communities involve groups of individuals linked on the Internet.

The ability to define terminology reduces ambiguity, improves consistency and makes e-commerce operations more precise. In order to get the most qualitative terminology it is necessary to be aware of the interdisciplinary nature of of EC.

After brief overview of EC infrastructure it can be observed that EC is based on several different disciplines, which are mutually interrelated (Fig.1) [3].



Fig.1 – The interrelated disciplines of EC [3].

For example, economists are needed to understand the myriad of marketplace and financial considerations that shape the business environment. Social scientists are needed to understand the behaviors of consumers and organizational entities competing in the new economy. Computer scientists, information technology specialists are needed to understand the electronic and informational linkages among the infrastructures. Linguistics as a science is necessary to take into account the interdisciplinary nature of e-commerce and find appropriate solutions for rather complex terminology, which requires continuous updating and unambiguous identification of entities.

Consequently, terminology of e-commerce must provide business transactions without ambiguity and uncertainty, which are not desired from legal, commercial consumer and information technology perspectives.

5. CONCLUSION

As the universal language on the Internet, English has a leading role in the usage of e-commerce, which rapidly developed thanks to development of new technologies. **Naturally, along with new technologies comes new terminology**, which involves terminologists' adaptation to the new technological environment. Consequently systematic approach to Internet terminology will have to be developed, bringing to light the underlying linguistic nature of terminology as well as socio-terminological aspects.

Having in mind the fact that EC is a new field, based on several different disciplines, the development of new terminology should be a group activity with interaction between terminologists, subject matter experts, and direct and indirect users of the terminology. In that sense, it will be possible to create networks for producing and sharing information, transcending national and geographical boundaries, because it is no longer a luxury but a necessity.

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REGIONAL POLICY AND COORDINATION OF THE STRUCTURAL INSTRUMENTS

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ABSTRACT

Regional development, sustained by the Structural Funds is the pillar of the social cohesion policy, one of the major objectives of the European Union. During the pre-accession period,

Romania will benefit from a substantial non-reimbursable financial support, by the means of the three specially created, pre-accession instruments Phare, ISPA and SAPARD. Among others, these instruments are supposed to stimulate the social and economic convergence of the candidate countries. In view of the accession, an adequate legislative and institutional framework should be created in a very short period of time in Romania as well as a good professional training of the staff within the central and local public administrations. The challenges of the 2000-2006 period come from the necessity of a fast assimilation of the aggregate of procedures and norms specific to the various fields of communitarian interest, to the so-called "acquis communautaire".

The present paper refers to the main elements concerning the EU regional policy, respectively to the Structural Funds and the Cohesion Fund, of their allocation principles and of the programming documents, which are the basis of the community financial support. The pre-accession funds are granted in order to facilitate the legislative and institutional transition and the transition in the field of human resources, towards the complex and integrated system supporting the cohesion policy of the UE.

Keywords

*Structural Funds, Nomenclature of Territorial Units for Statistics (NUTS),
The Partnership Principle, The Principle of Additionality*

1. INTRODUCTION

Romania accepts the entire *acquis communautaire* on Chapter 21 – "Regional policy and co-ordination of structural instruments", in force on 31 December 2000, and will take the necessary measures for its effective implementation by the date of the accession, without requiring transition periods or derogations, and declares that it will be able to entirely apply this *acquis* upon accession.

The institutional infrastructure required for the implementation of this acquis shall be completed and functional on the date of Romania's accession to the European Union. Romania has unilaterally assumed the date of 1 January 2007 as working hypothesis for concluding the preparations for accession to the European Union.

Romania is prepared to further examine the evolution of the Community legislation and to systematically inform the Accession Conference or the Association Council on Romanian's legislation and the implementing measures adopted in order to apply the new acquis or, whenever necessary, on the difficulties that might arise in transposing the new acquis.

Regarding this chapter, Romania refers to the information provided throughout the screening process and agrees to further submit this information to the Member States of the European Union.

Romania expects that upon accession, all its development regions, implicitly all its territory will be eligible for Objective 1 of the Structural Funds. Romania states its interest to take part, by the date of accession to the EU, in all Community initiatives.

From the date of accession, Romania intends to participate in the Community social and economic cohesion policy and will take full advantage of the Structural Funds and the Cohesion Fund under the conditions applicable to other Member States.

Romania will ensure the coherence of its economic and social cohesion policy with other Community policies, in particular in the areas of employment, equal opportunities between men and women, social policy and vocational training, SMEs policy, common agricultural policy, common fisheries policy, energy, transport and trans-European networks and the implementation of the environmental protection requirements, etc.

2. TERRITORIAL ORGANIZATION

In Romania eight development regions, specific territorial entities, without administrative status or legal personality have been created by voluntary association. The development regions closely follow the European system of Nomenclature of Territorial Units for Statistics (NUTS), corresponding to NUTS II level. They represent the framework for drawing up, implementing and assessing the regional development policy, as well as the economic and social cohesion programmes. The development regions also represent the framework for collecting specific statistical data, according to the European regulations issued by Eurostat for the NUTS II territorial level. According to Emergency Government Ordinance No 75/2001 on the functioning of the National Institute for Statistics, eight Directorates General for regional statistics have been created and together with the 34 county directorates for statistics, aim at developing regional statistics.

The legal acts regarding Romania's territorial division define the current territorial structure, similar to NUTS, as follows:

NUTS I level: Romania

NUTS II level: 8 development regions with an average population of 2.8 million inhabitants

NUTS III level: 42 counties, reflecting Romania's administrative-territorial structure

NUTS IV level: not used, as territorial units associations have not been identified yet;

NUTS V level: 265 cities and towns; 2686 communes with 13,092 villages, reflecting the administrative-territorial structure of Romania.

In the EUROSTAT Report regarding the sectoral evaluation in the field of regional statistics, finalised in 2000, this structure was inserted for Romania, and the statistical data for NUTS II and NUTS III levels, provided by the National Institute for Statistics to the REGIO database of EUROSTAT have been elaborated in accordance with the above-mentioned structure.

3. LEGAL FRAMEWORK

Law No 151/1998 on regional development is the fundamental law in this field in Romania and lays down the objectives, the institutional framework, the competences and the specific instruments necessary to promote the regional development policy. Law No 151/1998, amended by GEO No 268/2000, established decision-making and executive bodies both at regional and national level.

4. INSTITUTIONAL FRAMEWORK

The evaluation of the way in which the regional development processes are unfold as conducted on several dimensions. These dimensions were selected depending on the types of social actors involved in these processes. We can identify two large categories of actors who can to hinder or accelerate activities described in Chapter 21 of the pre-accession process, namely the public and the private actors.

The "public actors" category include institutions of the central administration. Among these institutions the Ministry for Development and Prognosis and the National Council for Regional Development play the leading part. Furthermore major tasks have been assigned to the Ministry of Agriculture, Food and Forests (which also includes the SAPARD Agency), the Ministry for Public Works, Transportation and Housing (which co-ordinates the transportation component of the ISPA programmes), the National Road Administration Authority (the ISPA programme) and the National Railway Corporation "*Compania Nationala CFR SA*" (covered by the ISPA programme), The Ministry for Waters and Environment Protection (in charge of co-ordinating the environment component of the ISPA programmes), The Ministry of Public Finance (Phare's Central Finance and Contracts Unit and ISPA's Implementation Agency), as well as the Ministry for European Integration.

Regional Development Agencies and Regional Development Councils are the main actors of the regional development of the regional and local level. Local councils, county councils, County Environment Protection Inspectorates (in relationship to ISPA), the local subsidiaries of *Compania Nationala Apele Române* (Romania's national water resources manager, also related to ISPA), SAPARD's eight Regional Agencies and the County Agriculture Department (the SAPARD programme) also play important roles in these processes.

Private actors play mostly indirect parts in the regional development process. Some of these players are non-profit organizations, but also profit-oriented organizations, such as businesses, investment funds or commercial banks, non-governmental organizations working in regional development areas and research institutions or higher education institutions.

5. THE PARTNERSHIP PRINCIPLE

The drawing up of the preliminary National Development Plan (NDP) and especially of the 2002-2005 NDP was accomplished on the basis of some precise methodological orientations, in the framework provided by a large partnership - ministries involved in the management of different funds and programmes, implementing institutions, regional development agencies, local authorities, trade-unions and employers' organizations, non-governmental organizations or other institutions with a relevant activity in the field of environment, rural development, combating poverty, providing equal opportunities to all the citizens. NDP has been drawn up by a double approach: "top-down", by taking into consideration the sectoral plans and strategies elaborated at national level as well as "bottom-up", by using the information transmitted through the Plans for Regional Development, elaborated by the Regional Development Agencies, and approved by the Councils for Regional Development. Consequently, most of the proposals included in this document are a result of a systematic dialogue on issues such as economic growth and social cohesion, dialogue carried out at local, regional and central level.

The MDP undertakes the responsibility of promoting an enhanced partnership and of participating to the improvement of the programming and monitoring exercise. Consultation of all partners will be done from the initial phases of the programme and subsequently, in the implementation stage, by their involvement in Monitoring Committees created at different levels. To strengthen the partnership in regional development policies, the MDP will initiate a promotion campaign in order to raise awareness among the potential partners on the role and benefits they obtain by taking part in the process of preparation and implementation of the regional development policy.

6. THE ADDITIONALITY PRINCIPLE

Romania will observe the principle of additionality in using assistance from the Structural Funds. In this respect, Romania will provide the relevant data required in checking out the compliance with the additionality principle.

The institutions designated to manage the Structural Funds and the Cohesion Funds will also assure the data collection and their insertion in the Development Plan. By 2003, an IT system for the collection, updating and processing of the pre and post-accession data will be defined within the Ministry for Development and Prognosis.

Similarly to the Structural Funds the EU Member States benefit from, which follow the additionality principle, the Phare, ISPA and SAPARD Community assistance is meant to supplement and not substitute the national effort. For each of these programmes, for the investments component, the value of the Romanian co-financing has been foreseen.

7. EVALUATIONS AND MONITORING

The National Development Plan for 2002-2005 is drawn up on the basis of methodological guidelines established by the MDP, in cooperation with the ministries and the RDAs, complying with all the procedures required by the European Commission. This methodology provides for the attributions and responsibilities of all the institutions involved in the social and economic development of the country respectively, ministries, RDAs, employers' organisations, professional organisations, etc.

The future programming exercise will also include the ex-ante evaluation that will be carried out by an independent institution. Currently, there are academic and research institutes in Romania, which, with a minimum effort to train their experts, may perform independent ex-ante evaluations, according to EC Regulation No 1260/1999.

Monitoring of the programme implementation financed through Phare is annually carried out by a Joint Monitoring Committee, established by Government Decision No 1011/1999. For each sectoral component there are sectoral monitoring sub-committees of the programmes implementation, to which the Implementing Agencies submit periodical (semester) reports.

For the projects financed through the ISPA Facility, the ISPA Monitoring Committee was established. The first meeting of the Monitoring Committee was held in June 2001. As regards the reporting procedure, the National Authorisation Officer is in charge with making sure that the National Fund and the Implementation Agencies maintain a viable technical and financial reporting system for all financial measures financed through ISPA, including funds transferred by the Implementation Agencies. The National Fund has to draw up periodical reports on the financial situation of the measure, on scheduling the future tenders, evaluating the tenders already held and the contracting, on project

implementation, problems encountered, future perspectives and any other information required by the Commission.

For the SAPARD Programme, the Management Authority represents the body responsible for efficiency and accuracy in co-ordinating and reporting on the monitoring and assessment of the Programme, ensuring that the information is reported to the Monitoring Committee and the European Commission. The Monitoring Committee (established by Decision No 271/14 May 2001 of the Prime Minister) plays an important role in the monitoring, assessment and reporting process of the SAPARD Programme ensuring that the SAPARD Programme is implemented in an effective and qualitative manner so as to attain the objectives set. While performing its duties, the Management Authority can make adjustment proposals of the programme and consults the SAPARD Agency on the aspects regarding the implementation. The Management Authority and the SAPARD Agency will provide the genuine monitoring of implementation of the Programme and will report to the Monitoring Committee the progress of the measures, and if case be, of the sub-measures. The monitoring and evaluation of the SAPARD Programme will be based on procedures regarding data collection, the algorithm of the indicators calculation, the analysis and data reporting. The SAPARD procedures for measures and the procedures for SAPARD Agency's functioning have been completed. They are going to be submitted to the National Fund for pre-accreditation and to the European Commission for accreditation. The drawing up of these procedures has followed the steps established by the European Union.

By the end of 2003, a uniform evaluation and monitoring system will be developed at national and regional levels, based on the experience acquired, with technical assistance support to the Agencies and Implementing Authorities. The system will integrate regional sub-programmes and will facilitate communication among management authorities, payment authorities and implementation units, in order to provide for the technical and financial surveillance of the programmes carried out. This system will be the basis for the establishment of the evaluation and monitoring system of the management and use of the Structural Funds, which will comply with the Community requirements in the field. The system will be applicable from the date of accession.

8. CONCLUSIONS

The results and conclusions of this survey cover both the technical issues related to the processes and activities conducted in the field of regional development, as well as the issues that concern the policies or visions of the actors involved in these processes.

Technical aspects cover *inter alia* the selection, contracting, monitorization, implementation, and financial management of certain projects from funding lines devoted to regional development. Another dimension makes reference to a wider scope that harbours the activities associated to regional development. This different dimension includes

certain issues that define the social, cultural, political or economic environment specific to each local, regional or national level. These aspects influence the way in which development policies are designed or developed regionally. Analyses have illustrated the prime role the political environment has in preparing, implementing and controlling these processes. Now that there is a clear picture of what regional development means, new institutional frameworks should be created and should take charge with clear responsibilities and jurisdictions; these new bodies should be capable of responding to the extremely diverse challenges inherent to this environment. Last, but not least, it should be said that – for various reasons – the involvement of private players is just partial for the time being.

Although the conclusions mostly revealed current malfunctions, it should be mentioned that the interviewees also underlined certain positive evolutions of the regional development process.

From an institutional point of view, there are a few major observations that came out as a result of an analysis of sociological type:

- Development agencies are insufficiently provided with space and they have a small number of employees. This is the joint opinion of both the beneficiaries and the employees of the development agencies;
- The program or project specific activities conducted are perceived as bureaucratic. The procedures are regarded as complicated, and therefore a major hindrance for most of the applicants. Everybody agrees that a simplification of this process would mean an advantage, and would encourage the spirit of initiative of the applicant.

Another aspect of the Regional Development Agencies is that these institutions should offer more support in the writing and the implementation of the projects. The agency's employees agree on this matter, but underline that the insufficiency of the hired personnel is the major obstacle in this matter. A better collaboration with other institutions and organizations could probably balance this insufficiency. On a local level (and we mostly refer to the rural areas) ADR activities would necessitate close collaborations with local leaders.

Yet – looking ahead – should regional policies still remain unchanged after 2006, the costs of social economic cohesion will decrease, and the majority of the regions currently involved in these processes will no longer have „Priority one” status. New member states are also expected to no longer enjoy support like the member states used to, over the previous periods of time. Changes may materialise in terms of either the creation of the Structural Funds or the amount of funds that Romania receives. Therefore, it is to be expected that Romania's accession to the EU on January 1 st 2007, the target date indicated by the Romanian Government, will take place in the context of a European Regional Policy which would be significantly different from the one currently in place.

For the above-mentioned reasons, Romania's strategy should focus on enhancing its competitiveness on the European market and on training

manpower in profitable lines of business. To achieve all these aims, Romania has five years, and the Pre-Accession Structural Funds. More than that, as of 2004 – when the first states in this area accede to EU membership – their exposure to the European system will be beneficial to their domestic strategies. Romania is expected to observe certain principles related to the regional development, such as partnership, precedence, decentralization, programming, concentration, additionally.

What still needs to be clarified is the domestic regional development policy, which right now doesn't seem to be uniform:

- a regional approach based on regional strategies and plans; the aim of the regional approach is to develop every region's potential;
- a national approach that focuses on preventing imbalances and supporting the local potential;
- a local approach that focuses on public resources, state assistance and pre-accession funds (injected in several types of areas: underprivileged zones, areas subject to industrial restructuring, assisted areas) that mix with each other without a clear underlying pattern.

If Romania's regional policy relies on the "zoning" principle, then the instruments involved in this process will have to be unified and synergised; the role of the Regional level with respect to the implementation of the Structural Funds will have to be clarified and – more importantly – the provisions of the European Agreement on state assistance should be observed." 1 1. Remarks of the Commission regarding the National Development Plan 2002-2005.

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POSSIBILITIES OF THE SAPARD PROGRAMME IN THE HUNGARIAN ENTERPRISES

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Keywords: *SAPARD, rural development, economic evaluation*

The goal of the SAPARD programme is to accelerate regional development in the rural areas. They consider the adaptation, that is the conformity and the development of the specific regions important. They wish to place an emphasis on the promotion of the use of the Special Action Programme for Pre-Accession Aid for Agriculture and Rural Development.

Their aim is to implement multi-year, complex development programmes. Unfortunately the regional development subjects were not given a preferential status during the past years. According to the plans will be 6 areas in the near future, among which the assistance of regional development objectives will also be included.

During my work I examine the possible effects of the SAPARD programme on regional development. I am preparing a model for actions assisting the alternative employment of the residents of the regions, which is related to the supplementary activities in tourism and hospitality in the farming economy of Homokhátság. I am preparing a model for the costs and the rate of return of investments realised using private resources and SAPARD assistance.



THE ECONOMIC ANALYSIS OF THE POSTHARVEST OF THE PEAR IN HUNGARY (2001-2002)

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Keywords:

pear-storage, economic evaluation, unique Hungarian product

We have viewed a business in the SouthPlain Region from an economic point of view. The main activity there is pear growing and storage. Four varieties of different time of ripening and storing are grown there.

We have measured all the relevant activities, worked out local normative and prepared a detailed technology. The economic evaluation was based on this data. Activities, like disinfection, pre-storage disinfection and selection, in-storing and out-storing, classification after storage, packaging, as well as loading trucks, were monitored by variety. Storage loss was also determined. It widely varied according to varieties, length of storage and time of out-storing. Varieties resulted in different quality classes after storage.

Price varied according to quality classes. Economic evaluation was carried out when all the relevant costs and revenues were known. Fix and variable costs of storage were determined, break-even point was calculated and the market position of the product was evaluated.



APUSENI MOUNTAINS – GENERAL MANAGERIAL POLITICS FOR UNFAVOURABLE REGIONS. REGIONAL COMPARISONS

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ABSTRACT:

Apuseni Mountains region represents by its position in western Romania, between Transylvania Plateau and Tisza Plain, and by its ethnographic, demographic and economical features a well-defined entity.

The studied region benefits of large areas with national patrimonial value such as (national park, natural reservations, scientific reservations, nature monuments) of which the most important is Apuseni National Park. The places with historical value are: archaeological monuments, religious monuments, monuments of folk architecture etc.

The development represents a hierarchy process so that certain economical activities play the role of the growth engine. For the regional development theory this activities are similar to poles of economical growth.

The dimensions of the regional lack of balance do not significantly differ in Romania in comparison with some countries from the European Union that have higher progress level. This means that the spatial distribution of activities and so the dynamics of the regional lack of balance develops following a complex diagram. In this respect, the possible progress directions of the regional lack of balance in the terms of transition between the two global models of economical growth: the model of centralized economy and that of market economy are being analysed.

KEYWORDS:

Apuseni Mountains, development, regional strategies

1. APUSENI MOUNTAINS' CHARACTERISATION

Apuseni Mountains region represents by its position in western Romania, between Transylvania Plateau and Tisza Plain, and by its ethnographic, demographic and economical features a well-defined entity.

This region contains along with the mountains, which represent approximately 76% of the entire surface, some lower territories as well, that makes the transition between plains and mountains and have quite a powerful economy. The mountain region is built up of some central massifs app. 1850 m high with ramifications in almost every direction having less than 700 m height.

The total surface of the studied area is around 16200 square kilometers (70% of Romania's entire surface) and the population around 674600 (30% of Romania's population) and as a result a 42 inhabitants/square kilometer density.

The distribution on the 6 afferent districts looks like presents in table 1.

Table 1. The Studied Area's Distribution

| District | Surface, [km ²] | Share, [%] | Population [-] | Share, [%] |
|-----------|-----------------------------|------------|----------------|------------|
| Total | 16200 | 100,0 | 674600 | 100,0 |
| Alba | 2999 | 18,5 | 109500 | 16,2 |
| Arad | 4256 | 26,3 | 138500 | 20,5 |
| Bihor | 3164 | 19,5 | 160300 | 23,8 |
| Cluj | 2391 | 14,8 | 76100 | 11,3 |
| Hunedoara | 2095 | 12,9 | 75700 | 11,2 |

The communication network is represented by 4874,3 km of public roads of which 45% have been modernized and 587,4 km of railway of which 30% with double lines. The region has quite a rich water supply network. Unfortunately, the quality of the surface water is greatly damaged due to the dirty water from factories, mining exploitation and population, thrown back into rivers. The number of countryside places that have a centralized water supply is only 47, and of those with proper drainage 24.

The energy supply in the region is provided by a medium tension voltage (20kv), the average consumption per careful management being reduced to app. 700kwh/year in comparison with the country average of 1042kwh/year. There are 104 villages (having 1377 careful managements) that are not electrified, and another 2625 careful managements from the electrified villages are not connected to the electricity network.

The studied region benefits of large areas with national patrimonial value such as (national park, natural reservations, scientific reservations, nature monuments) of which the most important is Apuseni National Park.

The places with historical value are: archaeological monuments, religious monuments, monuments of folk architecture etc. Characteristic for this territory are the wood houses and churches (app. 157 belonging to the 18th century).

The development represents a hierarchy process so that certain economical activities play the role of the growth engine. For the regional development theory this activities are similar to poles of economical

growth. The main economical activities in the Apuseni Mountains that fit this profile are:

- Extractive industry – it will continue to be the main component of the industrial activity from this region. Though the gold and silver exploiting is old, there still are many unexploited places. Roşia Montana is the central pole of exploiting. According to a study made by Gabriel Resources Limited there are several exploiting places in Cetate, Cărnic, Ornea and Jig to be opened. 30,5% profitableness and approximately 6000 new work places are estimated for this project. The main shareholder is Gabriel Resources Limited (75%) and the Romanian state holds 25% as well as priority at buying gold and silver.
- Light industry – leather goods, shoes, wool and hemp processing in Ineu, Pancota, Ştei, Sebiş, Beiuş, Zalău etc. With the view to creating natural clothing products, there are serious perspectives of development in this area.
- Agriculture – 820023 hectares of which 61,4% are pastures and 60% private properties, the rest being in the state's patrimony. The farming production is quite low: 1470 kg/he potatoes, 1678 kg/he corn, 10660 kg/he potatoes etc. The most well-known places for animal raising are: Hălmăgiu, Păuliş, Horea, Avram Iancu, Vaţa de Jos etc. We believe that the basis of agricultural development is represented by the live-stock farms on the condition that the farms are equipped with many animals. The fruit growing has limited its surface on behalf of the grazing. The fruit trees are represented by: apple tree, pear tree, plum tree, but unfortunately the quantity productions are quite low. There also are raspberry, currant bush, bilberry bush, service tree productions but they are low as well. Still, we truly believe that there is a very good basis of wild fruits export in the European Union, which would definitely make the building up of plantations much more profitable.
- Silviculture – is supported by the 6685550 hectares of woods of which 26% is represented by resinous trees. The exploiting of wood is not balanced and the forestry roads insufficient. The most important centers of wood processing are in: Pancota, Sebiş, Bârzava, Gurahonţ(Arad), Vaţa de Jos (Hunedoara), Arieşeni, Câmpeni, Albac (Alba), Huedin, Ciucea (Cluj) etc. Taking into account the fact that the furniture industry in Romania is following a rising course, we consider this a good opportunity for forestry activities on the condition of a rational exploiting development of wood resources. The foundation of a wood market could prevent the degradation of the environment through uncontrolled clearings.
- Construction materials – clay, chalky stone, marl, gravel, quartz, marble are exploited in many parts of the region and the specialized factories are to be found in: Aştileu, Lungaşu de Jos, Pădurea Neagră (glass)(Bihor District), Huedin, Gilău (Cluj District), Chişcădaga, Crişcior (Hunedoara), Vinţu de Jos (Alba) etc. Modernizing the cement factory from Chişcădaga would definitely help the industry in this area.

- Tourism – it can be seen as a very significant factor for the economical re-launching. One can find here important resources of mineral water and mud as well as a balanced environment. Added to all this, the ethnographic and historical background is impressive. When talking about position we find that the region has a big potential both from internal and external point of view. Timișoara, Arad, Cluj, Oradea are only some of the nearby big towns that can provide us with a great number of tourists. Airports in Timișoara and Cluj can become the main access gates into Apuseni Mountains for tourists all over the world. In this respect there are a lot of spas like Geoagiu, Lipova, Vața de Jos, Moneasa, Stâna de Vale, Padiș-Scărișoara etc. Accommodation areas are also important as there are 3323 places in hotels, 1633 in villas and 907 in cottages.

The global level of development and economical dynamics constitutes the main explanations of the regional distribution and concentration of all activities. Also, the state and evolution of some factors that belong to the specific of each region (historical, social, cultural, political, environmental) can support or, even the opposite, can obstruct the repartition of activities.

The dimensions of the regional lack of balance do not significantly differ in Romania in comparison with some countries from the European Union that have higher progress level. This means that the spatial distribution of activities and so the dynamics of the regional lack of balance develops following a complex diagram. In this respect, the possible progress directions of the regional lack of balance in the terms of transition between the two global models of economical growth: the model of centralized economy and that of market economy are being analysed.

2. THE VALUATION OF REGIONAL LACK OF BALANCE

One of the most common methods for the measurement of regional lack of balance consists of calculation and analysis of the concentration degree of activity in the territory.

In specialized studies (Bailly, A.S., Guesnier, B., Paelnick, J.H.P., Sallez, A. - 1988) it is considered that the global level of national economic activity can build up the first explanation of the distribution and the multiregional concentration of activities, to be more exact the higher the level of economic growth is, the more chances that the economic activity locates in any region. So, in this way the probability of a more unvarying distribution grows and the degree of concentration reduces. Another factor with similar effect on the evolution course of the concentration degree is the rhythm of economic growth.

Also, a high specialization might lead to a rise of the concentration degree due to specialized activities that need special locating conditions and so they tend to compress in certain areas, avoiding others that cannot offer similar conditions.

Consequently, one other element that influences the distribution way of the activities in the territory depends on the particularities of each and every region, on local traditions, on the duration of certain social, economical and political courses.

The territory's geographical structure must also be taken into account. There can be, as a matter of fact, closed areas, isolated or difficult of access that stops the location of activities. Along with the above mentioned factors, it is considered that the dimension of resources, the nature of measures and the experience of public administrations (national, but most of all local) in what concerns the politics of the territory's arrangement cause, to a great extent, the development of regional lack of balance.

In conclusion, the hypothesis states the fact that a high level and a marked dynamics of national economic activities tend to reduce the concentration degree, while the specialization and the other natural and socio-cultural factors encourage the discriminating spatial repartition.

A pattern that starts from the mentioned hypothesis was developed and tested in some of the European Union countries. The obtained results verify the hypothesis of a close correlation between the spatial concentration of activity and the progress level, meaning the geographical characteristics of the analyzed countries. The economical pattern promoted in Romania during the postwar period has greatly influenced the economic development and, without any doubt, has determined regional lack of balance.

3. THE DEVELOPMENT OF REGIONAL UNBALANCE – HISTORICAL PERSPECTIVE

On the background of a low global economic development, Romania has known a significant lack of balance in regional development before The Second World War as well. During the postwar period, Romania has pushed for industrializing politics. In this context, by trying to assure a balanced growth of all areas and the full use of human potential, there have been oriented investments in industry and infrastructure in every region especially in the less developed ones. The effect of such politics has been on the one hand the growth of industry mostly in the poor areas (in north-east and south-east) and on the other hand the redistribution that led to the slowing down of the economical growth rhythm and eventually to the weariness of internal factors that supported this growth. After 1989, the areas that were first to be affected by the economical reorganization, were the ones that had suffered a artificial industrial development. Following this background, the more developed districts were less affected than the poor developed ones. A rise was registered in the social domain as well (education, medical assistance, local public services etc). The less developed areas in Romania are to be found in northern Moldavia, in the southeast of Romanian Plain and the developed ones around Bucharest, Constanța and Transylvania.

The economic development of a region seems to be a process with a consensual basis because it is supposed that from this growth benefit all the inhabitants of the region. If things were really like this, there will definitely be no need for special programmes, for measures of supporting the less developed areas or for funds. The identification of opportunities of economic and social growth would be more than enough. The basis of this process is often hard to build because individuals usually pursue their own dreams and ideals. Moreover, the economic competition often places enterprises on enemy positions.

Consequently, we are dealing with two different levels: the market level-that offers the basis of society organization (market economy), but in which is are dominant the individual's interests- and regional level, where cooperation is dominant and where the general interest is pursued.

The regional growth needs the harmonization of traders' individual interests with the people's general interests from a certain region. This means that people who want to support the development of a particular area have to cooperate and take collective decisions. The issue of collective decision is dealt through two main approaches that point out the principal tendencies mentioned above: the public interest approach and the personal interest one. The cooperation of two persons may assure Pareto's efficacy criterion:

- the improvement of one's utility must not diminish the other one's utility.
- competition assures the efficacy of goods producing and services. It is the engine of economic progress and technological development and implicitly it creates better social conditions.

For the goals of our analysis we consider very important to bare in mind the two opposite approaches: public interest versus individual interest. The motivation of this work hypothesis results from the conceptual closeness of the two approaches, meaning their similarity with the transition period to the market economy.

If we take into account the dominant conflicting relation between the members of Romanian society, it means that the handling of the projection and implementation for the regional development must be strategic. And this is because the concept of strategy is proper to conflicting relations.

4. RECONSIDERING THE CONCEPT OF ECONOMIC STRATEGY

The concept of economic strategy has entered the economic science through *The Games Theory*. So, traditionally, **strategy** means "any rule that prescribes certain actions when taking a decision. Formally, the strategy is a function of information existing at a certain moment, a function that has certain values for the multitude of accessible alternatives in that moment."

Defining strategy as any rule that prescribes modalities of action for taking a decision is somehow restrained due to the variety of stages when

talking about environment. The definition of strategy as a set of rules is more precise because solving some decision problems supposes a chain of logical actions.

Given this hypothesis of the conflicting social environment, an examination of the original meaning of the strategy concept would be more appropriate: a component of the military art which deals with training, planning and carrying on with the war and the military operations. The use of this military concept of strategy in economics is very suitable taking into account the important role of competition in balancing the market. A supplementary argument in this respect is given by Benjamin Franklin as well: "The war means theft and the commerce fraud".

A well-known Chinese strategist Sun Tzî said in the first modern treaty of military strategy: "The war means fraud". According to the rule of transitivity it results in: **The commerce means war**. This result is perfectly logical if we take into account the harshness of confrontations in the modern world of business, which are called **commercial wars**. In this terms the concept of strategy can be defined as follows:

Economical strategy – a multitude of plans, methods, stratagems and objectives that describe a manner of handling a conflicting situation in the economical domain. The "strategy" term was borrowed from the military domain and it refers to a sequence of events during a long or a medium period of time. From this point of view it is opposed to the tactics term, which refers to certain methods used in order to reach an objective (a set of objectives) in a short term. So, the term "economical strategy" is very often used in describing the behavior of economic agents, due to the fact that competition supposes a conflict of interests.

Having this kind of definition for the term, it can be also used in the area of economical development because the meaning is much wider. Although it represents the key factor of growth, the economical part is only a component of this process.

The economical theory of development, with a greater extent than the neoclassic economics and even than the economic politics, has to cope with all the economical, political and cultural demands that are imposed in order to quickly transform the society so as to obtain a progress for large parts of population. From this point of view, a greater involvement from the government's part and a certain degree of coordination when taking economical decisions for a change in economy, are basic elements for the politics of economical growth.

5. THE ANALYSIS OF THE REGIONAL PROBLEMS IN DEVELOPMENT

According to Sun Tzî any strategy has to be analyzed by taking into account five fundamental factors:

The way – the moral influence: "what determines the harmony between people and their leaders, making them follow their leaders

through life and death without any doubt or any fear that they shall be killed”.

This means that the first aspect that must be taken into account when projecting the strategy of regional development is the moral aspect, which represents the bond among groups of people in the development process. Having this perspective, we believe that Romania’s top priority when talking about the economical growth is: **Rebuilding people’s trust in themselves and in others.**

The moral sanitation of Romanian society has been a very debated subject in the 90s and it is still actual when thinking about the serious problems of corruption in our country. The important problems of regional growth cannot be solved only with economical stimulants. Without credible leaders in the economical (true businessmen), political, religious or civic domain, the necessary consensus regarding some programmes of regional development will never be reached. Where there are serious conflicts between people who have to decide, there is absolutely no chance of ever getting to an agreement in what concerns our goals and the suitable actions in order to attain them.

The sky – the weather forecast: “the game of the nature forces, light and darkness, the effects of the winter cold and of the summer heat, and of course leading the military troops according to the seasons”.

Although it is said that the areas with temperate continental climate is typical to medium heights (934m), the average temperature being 6 degrees (in winter around -4 degrees and in summer +15 degrees), the extreme temperatures should not be forgotten. Even so, the Apuseni Mountains region is constantly submitted to droughts and serious floods and sometimes the roads are so snowed up that many places are isolated for a long period of time. The placement of the new economical objectives must be aware of those climate restrictions.

A very good example, in this respect, is given by the Roşia Montana project, where Gabriel Resources Ltd intends to widen the mining workings by surface exploiting. The frequency of the floods and of abundant snowfalls in the area creates conditions for natural disasters. An ecological accident of this kind, on a smaller scale, took place in year 2000 in Zlatna due to the abundant rainfalls.

The earth - the ground: „distance and nearness, easiness or difficulty of covering them, uniformity and irregularity, high and deep, wideness and narrowness of the action field, the chances of life and death they offer”

The region is situated at a height of 934 m with abrupt slopes, deep valleys and curved surfaces. The ground is suitable for zootechny and silviculture and some of the areas are good for growing crops as well. The potential of the ground consist of its mineral resources that can still be exploited. The great dispersion of the places as well as of the careful managements makes it harder on the development of activities, the transportation expenses being really significant. In addition to this, the poor state of the ways of communicating aggravates the situation. This

problem brings about another-that is tourism. The distance between the big towns and the Apuseni region is covered with difficulty, so the chances of economic life are not too high, but the variety of the ground could be rendered profitable in order to compensate the lack of large economical activities.

The head- the commandment: „the leader’s wisdom, his sense of justice, kindness, courage and his exigency”

Friedrich Hayek noticed that the system of the market economy replaces an absolute dictator with a multitude of smaller dictators, each and every one of those imposing his power on their property domain. The valuation of this commandment represents the analysis of the local leaders’ managerial qualities. The problem that appears here as well as throughout the country is the rarity of economical and political leaders with calling and with a suitable schooling. Many people have a business ,but few of them really have a calling for this. Most lack economical and managerial knowledge and business experience.

The commandment’s qualities will depend on the selection way of the enterprisers who will be helped by finance from SAPARD and PSAL II programmes, on the qualities of the coordinators handling these programmes in the Apuseni Mountains. Until then we must remark the fact that during this period of capital rising, the sense of justice, the kindness and the exigency of the businessmen are far from being realities.

The standard – the doctrine: „the discipline, the organization, the art of troops display, the authority, the promotion of officers in the deserved rank, the safety of the supply ways and the concern to cope with the essential needs of the army”

The discipline has never been Romanians’ strong point. Still, Transylvanians are more disciplined and calmer, understanding the necessity of order in the sequence of economical and social activities. The problem is that in a social and economical environment that is eaten by corruption, the leaders’ moral authority is quite a rare feature. In this respect, the promotion of real values remains still a dream.

The certainty of the supply of economical activity concentration is weak due to the poor state of the roads and the unfavourable climate. Floods and snowfalls sometimes cause the shutting off of all economical and social activities in the area.

Maybe the most unfavourable factor in the region is represented by the high rate of poverty. There definitely is a condition of underdevelopment even if this is not valid for the entire area. It is really hard to build something big concerning the regional needs with people that are discouraged and full of unending problems and sorrows.

A very important issue in elaborating the regional development strategies is spotting the enemy. Without doing that, everything is just a sequence of actions in order to attain certain objectives, but not strategies. The strategy necessarily supposes an enemy, a person against whom to fight. The characteristics that follow are very important in forming strategies of economical growth: „*To always take into account the*

fact that there are people and groups of interests which will not ever agree with the designed actions, which will resist or even act against”.

This will happen when the individual feels more free the ever in the system of market economy. Without being partisans of some conspiring attitudes, we shall try to identify the factors that undermine the implementation of the growth strategies.

A part of these factors are particular to countries in course of development. The first category of factors is represented by the weakness of our own forces that should be used in this process:

The sluggishness – the people have got used to poverty and needs so much that they became normal. It is not necessarily about the absolute poverty, but mostly about the relative poverty in comparison with the modern standards of living in Western Europe.

The impact of traditions in the development of economic activities. Doing zootechny or exploiting wood as in times long gone is not a reason to be proud. Keeping our traditions and folk elements is indeed a positive thing, but we should take into account the fact that this means art and we cannot have an area populated entirely by artists.

Self-content - having had many troubles, the Romanian has learned to be satisfied with little. He does not want perfection; he just wants to live the way he pleases and that is all.

The attitude of the church towards economic activities and civic life. Contrary to the western churches that are greatly involved in the daily life of its' parishioners, the orthodox church is relatively less present in the Romanians' daily life. Without actually pointing it out, the church tends to agree with the Middle Ages attitudes which condemned the pursuit for money, though its' representants hallow large enterprises as well.

The passivity towards dangerous social attitudes. The public opinion represents a desideratum in Romanian society.

Generalised corruption, officially admitted, but in front of which the authorities are not able to do anything, and the population seems not to care. The persons who are afraid of losing certain privileges and who obstruct the progressive initiatives from the economic and social domain. The people, who adopt the „clandestine passenger” behaviour, to be more exact the politicians and the local leaders who make use of the „rent seeker” behaviour.

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