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Recent Advances in Business Administration



**Proceedings of the 4th WSEAS International Conference on
Business Administration (ICBA '10)**

University of Cambridge, UK, February 20-22, 2010

**Recent Advances in Computer Engineering
A Series of Reference Books and Textbooks**

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Preface

This year the 4th WSEAS International Conference on BUSINESS ADMINISTRATION (ICBA '10) was held at the University of Cambridge, UK, February 20-22, 2010. The conference remains faithful to its original idea of providing a platform to discuss accounting, agribusiness, agricultural economics, business communications, business education, business ethics, business law, case studies related to business, computer information systems, conflict negotiations, conflict resolution, decision sciences, economics, entrepreneurship, engineering (related to business), finance, health and hospital administration, hospitality industry, human resource management, industrial engineering, international business, information systems, management, management information systems, manufacturing engineering, marketing, organizational communication, organizational psychology, public administration, psychology (related to business), real estate, sociology (related to business), supply chain management, sustainable urban neighbourhoods, taxes, teaching (all areas of business), travel/transportation/tourism etc. with participants from all over the world, both from academia and from industry.

Its success is reflected in the papers received, with participants coming from several countries, allowing a real multinational multicultural exchange of experiences and ideas.

The accepted papers of this conference are published in this Book that will be indexed by ISI. Please, check it: www.worldses.org/indexes as well as in the CD-ROM Proceedings. They will be also available in the E-Library of the WSEAS. The best papers will be also promoted in many Journals for further evaluation.

A Conference such as this can only succeed as a team effort, so the Editors want to thank the International Scientific Committee and the Reviewers for their excellent work in reviewing the papers as well as their invaluable input and advice.

The Editors

Table of Contents

A Assembly Modeling Method Based on Assembly Feature Graph-Tree	13
<i>Feng Qi</i>	
First Integrals for Systems via Complex Partial Lagrangians	20
<i>I. Naeem, R. Naz, F. M. Mahomed</i>	
A Contrast Enhancement Based Algorithm to Improve Visibility of Colored Foggy Images	26
<i>Manoj Alwani, Anil Kumar Tiwari</i>	
A Fuzzy Approach to Organizational Structure Design According to Mintzberg's Taxonomy of Organizational Forms	31
<i>Alireza Bafandehzende</i>	
Voice of Customer a Quality Function Deployment Approach; A Quick Review and its Implementation in Small Organization	39
<i>Usman Javed Gilani</i>	
Goodwill Impairment - Earnings Management during the New FRS 3 Transitions: Evidence from the Main Board of Bursa Malaysia	48
<i>Nurul Husna Haron, Ruhaya Atan</i>	
Information and Communication Technologies in Corporate Management	62
<i>Gloria Mousalli-Kayat, Jesus Calderon-Vielma, Francklin Rivas-Echeverria</i>	
Inconsistency Occurrences in Decision Making	67
<i>Sylvia Encheva</i>	
Public Administration and the Citizen	73
<i>Petre Mares, Gorun Adrian, Neculaescu Sache</i>	
Audit Risk, Materiality and the Professional Judgment of the Auditor	78
<i>Cucui Ion, Munteanu Victor, Niculescu Maria, Zuca Marilena</i>	
Present-day Financial Statement and the Foundation of Economic Decisions	84
<i>Munteanu Victor, Zuca Marilena, Horga Vasile, Cucui Gabriel, Horga Mihaela</i>	
Design and Implementation of Total Quality Assurance Management System for Universities	89
<i>Hazem M. El-Bakry, Alla M. Riad, Aziza S. Asem, Mohamed E. Ibrahim, Ahmed E. Hassan, Mahmud S. Kandel, Nikos Mastorakis</i>	
A Study of Information Systems Model for Activity Diagram Analysis	104
<i>Chien-Yuan Lai, Dong-Her Shih, Hsiu-Sen Chiang, Ching-Chiang Chen</i>	
Technology and Recent Development of XML Web Services	110
<i>Hazem M. El-Bakry, Alaa M. Riad, Qusay F. Hassan, Ahmed E. Hassan, Nikos Mastorakis</i>	
Optimal Investment Strategies for SMEs in the Aftermath of the Global Crisis	137
<i>Prelipcean Gabriela, Boscoianu Mircea</i>	

An Econometric Model for Determining the Aggregated Influences of Socio-Economic Activities on Carbon Emissions	143
<i>Prelicean Gabriela, Boscoianu Mircea, Mihalcea Marian, Mihaela Sima, Lupan Mariana</i>	
Innovation Management and Romanian SME's	149
<i>Popescu Delia Mioara, Robescu Valentina Ofelia, Velter Victor, Ion Stegaroiu, Popa Gabriela, Goldbach Dumitru</i>	
Study on the Forms and Causes of Violence in Secondary Schools (Grades 5-8) in Romania	154
<i>Dorina Tanasescu, Delia Mioara Popescu, Irina Ionescu, Gabriela Popa</i>	
The Impact of the Economic Crisis on the Unemployment and the Social Problems it Generates in Romania	159
<i>Constanta Popescu, Anisoara Duica, Maria-Luiza Hrestic, Gabriel Badea</i>	
Models Analysis of Investment Projects Applicable in Romanian Industry	164
<i>Leonardo Badea, Mihaela Teodorescu, Larisa Preda, George Ceausu</i>	
Sport in the Context of Competitive Economy	169
<i>Constantin Pehoiu, Sica Puscoci</i>	
Public Function and Politics Intrusions	175
<i>Adrian Gorun, Horatiu Tiberiu Gorun, Petre Mares, Sache Neculaescu</i>	
The Institution of Mobility (Or How High Public Officials Are Subordinated to the Discretionary Will of the Prime-Minister/Government in Romania)	179
<i>Adrian Gorun, Horatiu Tiberiu Gorun, Petre Mares, Sache Neculaescu</i>	
New Distribution Formulas in the Romanian Retail Under the Impact of the Foreign Direct Investment	184
<i>Constantinescu Lucretia Mariana, Cucui Ion, Gavrilă Gratiela</i>	
Adaptive User Interface for Web Applications	190
<i>Hazem M. El-Bakry, Alaa M. Riad, Mohamed Abu-El-soud, Samaa Mohamed, Ahmed E. Hassan, Mahmoud S. Kandel, Nikos Mastorakis</i>	
Study Regarding Fundamentals of Managerial Decisions on Costs	212
<i>Mariana Radu, Loredana Tanase, Luiza Ionescu, Maria Cristina Voinea</i>	
Application of Markowitz Model on the Stock Market from Romania within the Global Financial Crisis	217
<i>Leonardo Badea, Marius Petrescu, Ion Stegaroiu, Cristina Stefan</i>	
An Analysis of the New Role of Innovation in Turbulent Economic Environments	222
<i>Prelicean Gabriela, Boscoianu Mircea, Mihalcea Marian</i>	
Personal Development – Connecting Element Between Human Resource and Career Development	228
<i>Ionut Barbu, Delia-Mioara Popescu, Ion Stegaroiu, Ilie Valentin</i>	
Costs Related to the Function of Company's Logistics	233
<i>Mariana Man, Ion Cucui, Ioan Constantin Dima, Vergil Ciurea, Leonardo Badea</i>	
Efficient Usage and Augmentation of Scientific Knowledge in a Global Digital Network	238
<i>George Lazaroiu, Sofia Bratu, Mihai Covaci</i>	

Enterprise Performance Management with Business Intelligence Solution	244
<i>Veronica Stefan, Mircea Duica, Marius Coman, Valentin Radu</i>	
The Progress Offered by the Subtle Sets Theory (SST) in the Investigation of the Socio-Economic Processes	251
<i>Dan Nicolae, Marin Andreica, Mihaela Jaradat, Brindusa Covaci, Maria Birzu</i>	
E-Business and Knowledge Management in Romanian Organisations	257
<i>Cucui Ion, Stegaroiu Ion, Petrescu Marius, Baranga Laurentiu, Rujoiu Adrian</i>	
Authors Index	263

Authors Index

Gorun, A.	73, 175, 179	Encheva, S.	67	Neculaescu, S.	73, 175, 179
Abu-Elvoud, M.	190	Gavrila, G.	184	Nicolae, D.	251
Alwani, M.	26	Gilani, U. J.	39	Niculescu, M.	78
Andreica, M.	251	Goldbach, D.	149	Pehoiu, C.	169
Asem, A. S.	89	Gorun, H. T.	175, 179	Petrescu, M.	217, 257
Atan, R.	48	Haron, N. H.	48	Popa, G.	149, 154
Badea, G.	159	Hassan, A. E.	89, 110, 190	Popescu, C.	159
Badea, L.	164, 217, 233	Hassan, Q. F.	110	Popescu, D. M.	149, 154, 228
Bafandehzنده, A.	31	Horga, M.	84	Preda, L.	164
Barbu, I.	228	Horga, V.	84	Prelipcean, G.	137, 143, 222
Birzu, M.	251	Hrestic, M.-L.	159	Puscoci, S.	169
Boscoianu, M.	137, 143, 222	Ibrahim, M. E.	89	Qi, F.	13
Bratu, S.	238	Ilie, V.	228	Radu, M.	212
Calderon-Vielma, J.	62	Ionescu, I.	154	Radu, V.	244
Ceausu, G.	164	Ionescu, L.	212	Riad, A. M.	89, 110, 190
Chen, C.-C.	104	Jaradat, M.	251	Rivas-Echeverria, F.	62
Chiang, H.-S.	104	Kandel, M. S.	89, 190	Robescu, V. O.	149
Ciurea, V.	233	Lai, C.-Y.	104	Rujoiu, A.	257
Coman, M.	244	Laurentiu, B.	257	Sima, M.	143
Constantinescu, L. M.	184	Lazaroiu, G.	238	Stefan, C.	217
Covaci, B.	251	Lupan, M.	143	Stefan, V.	244
Covaci, M.	238	Mahomed, F. M.	20	Stegaroiu, I.	149, 217, 228
Cucui, G.	84	Man, M.	233	Stegaroiu, I.	257
Cucui, I.	78, 184, 233	Mares, P.	73, 175, 179	Tanase, L.	212
Cucui, I.	257	Marian, M.	143, 222	Tanasescu, D.	154
Dima, I. C.	233	Mastorakis, N.	89, 110, 190	Teodorescu, M.	164
Dong-Her Shih, D.-H.	104	Mohamed, S.	190	Tiwari, A. K.	26
Duica, A.	159	Mousalli-Kayat, G.	62	Velter, V.	149
Duica, M.	244	Munteanu, V.	78, 84	Voinea, M. C.	212
El-Bakry, H. M.	89, 110, 190	Naeem, I.	20	Zuca, M.	78, 84
		Naz, R.	20		