

**Editorial: The Month of May 2014 in Romania, and the Significance of Teamwork Governed
by Values and Principles**

As there is always room for partnerships in finding solutions in the new complexity of the uncertainties, while responsibly assuming the obligations of the professional community in addressing the risks and challenges that the Romanian economy and the Romanian consumers (we are all consumers) are facing and will have to deal with, knowing that what happened in the past will affect the future, allow us to highlight two significant events held in May 2014.

Thursday, May 15, 2014, the prestigious **Association of Faculties of Economics in Romania (AFER)** launched the Volume with the well-known great theme: “**Pages from the Romanian Economic Higher Education History, 1843-2013**”, on the occasion of the **National Students Studying Economics and Business Competition, Section: Public Administration and Rural Development – ONEF 2014**, which took place in **Aula Magna of the Petroleum-Gas University of Ploiesti (UPG)**.



ONEF 2014, Section: Public Administration and Rural Development was officially opened by Professors **Mihai Pascu Coloja, Rector of UPG Ploiesti**, and **Cornel Lazar, Vice-Rector in charge of Affairs Administration**, who gave the floor to the Honorary President of this Section, **Professor Gheorghe ZAMAN, Vice President of the Economic, Law, and Sociological Sciences Section of the Romanian Academy, Director of the Institute for National Economy (IEN**, the oldest public settlement of economic research in Romania), President of the General Association of Economists from Romania (AGER), President of the Scientific Council of Romanian Scientific Society of Management (SSMAR), and Chairman of the Group of Experts of the Romanian Distribution Committee (CRD: www.crd-aida.ro/our-team/gheorghe-zaman/). **Professor Gheorghe Zaman** brought again to our attention the contribution of the Romanian economists in solving the crucial problems of the modernization of the Romanian society, also underlining the obligations of the professional community in addressing the risks and challenges that the Romanian economy is facing and will have to deal

with, knowing that what happened in the past will affect the future. “**Quality**”, “**Excellence**”, and “**Unique**”, were the key words used by distinguished Professor Gheorghe Zaman when described the launched **Monograph**, also underlining the “**involvement**” and “**reflection on the past while striving for the future**”.

Other distinguished speakers shared their thoughts and ideas on this special occasion: **the Mayor of the City of Ploiesti, Iulian Badescu, former student of UPG Ploiesti** (economic profile); **the President of AFER, Professor Ioan Talpos**, who presented the structure of the work (also thanking to all those who have joined this attempt at providing an homage to the past, at respectfully honoring the present and at confidently looking forward to the future, with all the esteem and consideration for all those who, for almost a year, have thriven to provide the Monograph with bibliographical and archive documentation, elaboration, synthesis, formatting and processing of statistical data and so on); **Professor Constantin Rosca, Executive Director of AFER**, and **Editor of the launched Volume** (*whose “executive” contribution was highlighted by both Professors, Gheorghe Zaman and Ioan Talpos*); the **President of the Jury of ONEF 2014** (the mentioned Section), **Professor Adriana Schiopoiu Burlea** (Member of IAS France, EUROSCIENCE, Leadership Learning Community’s – LLC etc.), **Faculty of Economics and Business Administration, University of Craiova**; **Dean Mariana Eftimie, Faculty of Economic Sciences, UPG Ploiesti** (who presented the personality of Mihail Manoilescu), **Vice-Dean Daniela Buzoianu, Faculty of Economic Sciences, UPG Ploiesti**; **Theodor Valentin Purcarea, Professor at the Romanian-American University**, and **Editorial Advisor of the launched Volume**; **Professor Constantin Popescu, the Bucharest Academy of Economic Studies** (with a consistent and emotional approach); **Professor Alexandru Tasnadi, the Bucharest Academy of Economic Studies** (who presented the book “*About Life and Economy*” written by Professor Constantin Popescu; Professor Alexandru Tasnadi proved again a real spirit in keeping showing the right direction while approaching the link between the life and the economy).

Wednesday, May 28, 2014, took place the works of the Roundtable “*Consumer protection and the pressure of economic and societal changes: the digital revolution; the sustainable consumption; the social exclusion, the vulnerable consumers and the accessibility,*” organized by the Romanian-American University (RAU) in collaboration with the Romanian Distribution Committee (CRD). **RAU Rector, Professor Ovidiu Folcut**, opened the debate (“**Welcome** and **Opening Remarks: Improving consumer education, information, and culture, while addressing deficits in consumer awareness and skills**”).



Source: <http://www.crd-aida.ro/2014/05/an-inspired-and-inspiring-roundtable-consumer-protection-and-the-pressure-of-economic-and-societal-changes-organized-by-the-romanian-american-university/>

Theodor Valentin Purcarea, Professor at the RAU School of Management-Marketing, and President of the Romanian-Distribution Committee (*"Key objectives of the European Consumer Agenda 2020 and the first steps to achieve them"*), who moderated the debate, gave the floor to the distinguished participants, such as: Professor **Petru Filip**, President of the Foreign Affairs Committee of the Romanian Senate (*"The Transatlantic Consumer Dialogue – TACD"*), Professor **Florian Popa**, Vice-President of the Commission of Public Health of the Romanian Senate, and President of SANABUNA International Congress (*"The dialogue with patients' and consumers' organizations at EU level"*), **Iulian Cristache**, Member of the Commission of Public Health of the Romanian Senate (*"Avoiding consumer health inequalities"*), **Otilian B. Neagoe**, Vice-president of the Romanian Competition Council (*"Interactions between competition and consumer protection policy"*), **Paul Anghel**, Director, National Authority for Consumer Protection, Romania (*"The effective application of consumer protection legislation, with a focus on key sectors"*), Associate Professor **Costel Stanciu**, **President of the Romanian Association for Consumers' Protection – APC Romania** (*"Developing knowledge and skills for more effective participation of consumers in the market"*), Dr. **Nicolae Albu**, Expert, S.I.F. Transilvania, and Honorary Member of CRD (*"A tourism services perspective on consumer protection"*), Professor **Dumitru Patriche**, Romanian-American University, and Honorary Member of CRD (*"Introducing the first course of consumer protection"*), **Radu Titus Marinescu**, Professor at Artifex University, **Dumitru Bortun**, Associate Professor at NUPSPA (S.N.S.P.A.), and Chairman of the Honorary Jury at Romanian Association of Public Relations Professionals – ARRP, Professor **Ion Bulborea**, Romanian-American University, Associate Professor **Victor Lorin Purcarea**, President of the National Organizing Committee of SANABUNA International Congress, **Nicolaie Mihaiescu**, Vice-president of CRD, Dean **Emilia Gabroveanu** and Vice Dean **Monica Paula Ratiu** of the RAU School of Domestic and International Economy of Tourism, **Irina Chiritoiu**, Director of the European Consumer Center in Romania, Alexandru Bejan, RAU Alumnus, and UMF Carol Davila and RAU Students.

The lively debate allowed the clarification of questions and concerns, the fresh conversation also conveying scientific and practical information, including new ***perspectives*** in consumer protection education in connection with **SANABUNA International Congress' approach**. An educated consumer is a powerful consumer, able to protect himself and to modify unfair commercial conduct of the economic operator. In order to achieve this goal, the ***Romanian Association for Consumers' Protection – APC Romania*** – is currently running nationwide the following **consumer information and education campaigns**: “Say No to the unfair deceptive commercial practices”, “Be an active patient” and “Healthy food - an investment for your health.”

It is worth to mention that within the context of this remarkable Roundtable, Associate Professor ***Costel Stanciu, President of the Romanian Association for Consumers' Protection – APC Romania***, was awarded the Diploma of „***Honorary Member***” of the **Romanian Distribution Committee**, as a prestigious recognition for his endeavor and achievement. Allow as to remember that APC Romania, a Founding Member of the Romanian Distribution Committee, is continuing to confirm the ability to reach its role of independent campaigning voice for Romanian consumers, by focusing on the shared concerns of consumers within Romanian society at large and by constantly covering the complex area of expectations from business in terms of Corporate Social Responsibility (<http://www.crd-aida.ro/2007/02/apc-romania-consumers%e2%80%99-protection-association-romania-a-founding-member-of-the-romanian-distribution-committee-is-confirming/>).



Please also remember that a year ago we underlined that as we are both, participants and spectators at the significant evolution of the consumer behavior, social media influencing consumers' interaction with one another and with brands and the supply chain networks, while impacting the economy and the society as a whole, we clearly understood that collaboration and adaptation are key factors in what concerns focusing on customer empowerment, supply chain networks facing the challenge of combining the advantages of leanness and agility, up streaming from the decoupling point to achieve economies of scale and down streaming to achieve consumer responsiveness.

Theodor Valentin Purcărea

Editor - in - Chief