

**M**ANAGEMENT  
&  
**M**ARKETING

Volume XXII, issue 1/2024

**UNIVERSITARIA  
CRAIOVA 2024**

The Journal is indexed in international databases:

- Cabell's Directories of Publishing Opportunities
- Central and Eastern European Online Library - CEEOL
- Directory of Open Access Journals - DOAJ
- EBSCO Publishing
- European Reference Index for the Humanities - ERIH PLUS
- Research Papers in Economics - REPEC
- Romanian Editorial Platform - SCIPRO

Editura Universitaria  
Str. A.I. Cuza, nr 13, 200585, Craiova  
Website: [www.mnmk.ro](http://www.mnmk.ro)  
Contact person: Cosmin Ionut Băloi  
Email: [revista\\_management\\_marketing@yahoo.ro](mailto:revista_management_marketing@yahoo.ro)

The views expressed in these articles are the sole responsibility of the authors

**ISSN 1841-2416**  
**ISSN-L 2068-9667**

## EDITORIAL BOARD

### Founder & Editor in Chief

NISTORESCU Tudor, University of Craiova

### Deputy Chief Editor

BARBU Mihail Catalin, University of Craiova

### Associate Editors

BĂCILĂ MIHAI FLORIN, Babeş-Bolyai University of Cluj-Napoca

BOCEAN Claudiu, University of Craiova

BURLEA ŞCHIOPOIU, Adriana, University of Craiova

CIOBANU Oana, A. I. Cuza University of Iasi

CIOCHINA Iuliana, Constantin Brancoveanu University of Piteşti

CIUMARA Tudor, Romanian Academy

DABIJA Dan Cristian, Babeş-Bolyai University of Cluj-Napoca

FLOREA Dorian, Universidad Anáhuac México Sur, Mexico City

FOLTEAN Florin, West University of Timișoara

GÎRBOVEANU Sorina, University of Craiova

MOISESCU Ovidiu, Babeş-Bolyai University of Cluj-Napoca

OGARCA Radu, University of Craiova

SITNIKOV Cătălina, University of Craiova

ȚÎȚU Aurel Mihail, Lucian Blaga University of Sibiu

VĂRZARU Mihai, University of Craiova

### Scientific Council

BACHELARD Olivier, Ecole Supérieure de Commerce Saint-Étienne

BAUMGARTH Carsten, HWR, Berlin

BENSEBAA Faouzi, Université of Reims

BERÁCS József Corvinus, University of Budapest

BERNATCHEZ Jean-Claude, Université du Québec

CONSTANTINESCU Dumitru, University of Craiova

DINU Vasile, Academy of Economic Studies Bucharest

HÄLSIG Frank, University of Applied Sciences in Saarbrücken

IDOWU O. Samuel, Metropolitan University London

IGALENS Jacques, IAE de Toulouse

NICOLESCU Ovidiu, Academy of Economic Studies Bucharest

PANKOWSKA Malgarzada, University of Economics in Katowice

PHILIPP Bernd, ESCE, Paris

SWOBODA Bernhard, Trier University

USKOV Vladimir, Bradley University

ZENTES Joachim, Saarland University

### Editorial office

BĂLOI Cosmin Ionuț, (Secretary-General), University of Craiova

BARBU Denisa, University of Craiova

BUDICĂ Adrian, University of Craiova

DEMETRESCU Pompiliu Mihail, University of Craiova

DINU Adina, University of Craiova

MIHAI Laurențiu, University of Craiova

TUDOR Sorin Marius, University of Craiova

## Members of the Reviewers Body

ABRUDAN Ioana Nicoleta, Babeş-Bolyai University of Cluj-Napoca  
AFSAR Bilal, Hazara University, Pakistan  
BĂBUȚ Raluca, Babeş-Bolyai University of Cluj-Napoca  
BERTEA Patricia Elena, A. I. Cuza University of Iasi  
BOGAN Elena, University of Bucharest  
CĂPĂȚÎNĂ Alexandru, Dunărea de Jos University of Galați  
CONSTANTIN Cristinel Petrișor, Transilvania University of Brașov  
DINCĂ Laura, University of Medicine and Pharmacy Craiova  
DOGARU Tatiana Camelia, National School of Political Science and Public Administration, Bucharest  
DRAGOLEA Larisa Loredana, University 1st December 1918 of Alba-Iulia  
GĂNESCU Mariana Cristina, Constantin Brancoveanu University of Pitești  
IORDACHE Maria Carmen, Constantin Brancoveanu University of Pitești  
ISAC Claudia Adriana, University of Petroșani  
MOISĂ Claudia Olimpia, University 1st December 1918 of Alba-Iulia  
NEȘTIANU Stefan Andrei, A. I. Cuza University of Iasi  
NIȚOI Mihai, Institute for World Economy, Romanian Academy  
NWACHUKWU Chijioke, Brno University  
OLUBIYI Timilehin Olosoji, Babcock University  
POPESCU Daniela, University of Craiova  
POPESCU Liviu, University of Craiova  
POPESCU Ruxandra Irina, Academy of Economic Studies Bucharest  
RADOMIR Lacramiora, Universitatea Babeş-Bolyai din Cluj-Napoca  
ROMONȚI-MANIU, Andreea-Ioana, Babeş-Bolyai University of Cluj-Napoca  
SCRIDON Mircea-Andrei, Babeş-Bolyai University of Cluj-Napoca  
SIMIONESCU F. Mihaela, Academy of Economic Studies Bucharest  
SOUCA Maria-Luiza, Babeş-Bolyai University of Cluj-Napoca  
TOADER Cosmina-Simona, USAMVB Timișoara  
UDDIN Mohammed Belal, Comilla University  
VĂRZARU Anca, University of Craiova  
WIŚNIEWSKI Adam, University of Warmia and Mazury in Olsztyn, Poland  
ZAHARIE Monica Aniela, Babeş-Bolyai University of Cluj-Napoca  
ZAHARIE Monica-Maria, Babeş-Bolyai University of Cluj-Napoca  
ZIBERI Besime, AAB College, Kosovo

## TABLE OF CONTENTS

<b>Ramona-Maria DIMITROV</b>	STATISTICAL STUDY OF SOME INDICATORS IN THE LIVESTOCK SECTOR	7
<b>Mariana JUGĂNARU Felicia RUSU Daniela POPESCU</b>	STUDY ON THE IMPACT OF THE MARKET SITUATION ON THE ECONOMIC RESULTS OF A COMPANY SPECIALIZED IN THE SALE OF JEWELRY	29
<b>Rizky ANDREAN Muhammad Khoirul FIKRI Santi Nailul IZATY</b>	RISK MANAGEMENT FOR COOPERATIVES OF SAVINGS AND LOANS AND SHARIA FINANCING: LESSON FROM INDONESIA	39
<b>Alexandru-Marius RIZESCU</b>	THE VALUE OF THE CORRELATION BETWEEN MILITARY LEADER CHARACTER AND ORGANIZATIONAL CULTURE AS VECTORS FOR INCREASING ORGANIZATIONAL PERFORMANCE	51
<b>Irina Andreea PEGULESCU</b>	TYPES OF RISKS WITHIN PROJECTS	61
<b>Ionuț-Adrian DRĂGULEASA Alexandru Andrei POPESCU Emilia CONSTANTINESCU Mirela MAZILU</b>	RURAL TOURISM–REALISTIC SOLUTION FOR SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT: CASE STUDY OF VÂLCEA COUNTY, OLTENIA REGION	68
<b>Cristian PIECU Florin-Aurelian BIRCHI Ramona-Cristina GHITA Patricia Cristiana BORUZESCU</b>	A CRITICAL APPROACH OF SOCIAL ENTREPRENEURSHIP THEORIES	81
<b>Denisa Maria COJOACĂ (ALNIȚI)</b>	EXPLORING TEAM COHESION IN PROJECT MANAGEMENT	89

<b>Marius Sandy STANESCU</b>	<b>THE FINTECH EFFECT ON ORGANIZATIONS MANAGEMENT</b>	<b>102</b>
<b>Lucian MIRESCU Ana-Maria Camelia POPESCU</b>	<b>ANALYSIS AND FORECAST OF THE EMPLOYEES IN THE PUBLIC AND PRIVATE HEALTH SYSTEMS IN ROMANIA</b>	<b>113</b>
<b>Iulia Georgiana UDRICĂ</b>	<b>EMPLOYER BRANDING IN EMPLOYEES' PERCEPTION</b>	<b>139</b>