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## ABSTRACTS

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In Romania, as we mentioned, it was created the legal frame for introducing this in positions in public administration, through the Law 286/2006 (modifying and completing the law of local public administration). This legal frame is giving a orientation, permitting the local public authorities to set up the position, letting them the same time to establish the tasks and responsibilities of the respective position. Until the establishment of all the conditions for introducing the new position of Public administrator at the level of basic administrative - territorial units, a study should be realized regarding the actual dimension of personnel from local public administration which can remove the abuses made in the last period, by creating a parallel personnel local council with the mayor personal, mayor cabinet and local officials, through who there were not resolved the strongest problems of local public administration but it obligations of the respective public officials, like the stickers of posters from election campaigns, paid by public funds, for the realization of political tasks of the mayor.

**Keywords:** local public administration law, public administration, public manage reform process, Romanian public administration

### THE PHENOMENON OF PRODUCTS COUNTERFEIT ON BRASOV MARKET

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**Abstract:** The phenomenon of counterfeiting products (services) is widespread in Romania, because false, counterfeit and piracy are facts tight correlated with contractual, brand and illegal commerce. Commerce of cheap and counterfeit products is influenced by a series of factors, of which the most important are: the low purchasing power of some classes of consumers, the desire to purchase brand products at low prices, the low level of information in connection with the way of appreciating the quality of the products.

To identify the way in which the population of Brașov is aware of counterfeit, a study was made amongst them.

Firstly, the importance of this study consists in observing the level of information and conviction of Brașov's consumers not to purchase cheap and counterfeit products, because these products are not only poor quality, but can present risks to using as can seriously affect consumer's health and safety.

The research made among the population of Brașov, concerning the opinion, attitude and behaviours of the consumer about cheap and counterfeit products disclosed the fact that 59% of the questioned buy cheap products, and 17% buy counterfeit products.

**Keywords:** counterfeit products, illegal commerce, low purchasing power, product quality