

# QUAESTUS

NO. 19/ June 2021

## EDITORIAL BOARD

### HONORARY EDITORS

#### MOMCILO LUBURICI,

Professor PhD, President Founder of  
"Dimitrie Cantemir" Christian  
University Bucharest

#### CORINA ADRIANA DUMITRESCU,

Professor PhD, President of the  
University Senate "Dimitrie Cantemir"  
Christian University Bucharest

### EDITORS IN CHIEF

#### CIPRIANA SAVA,

Associate professor PhD., "Dimitrie  
Cantemir" Christian University  
Bucharest, Faculty of Management in  
Tourism and Commerce Timișoara

#### LUIZA CARAIVAN,

Associate professor PhD. habil.,  
Tibiscus University Timișoara

### CONSULTATIVE BOARD

#### MIRELA MAZILU,

Professor PhD. University of Craiova,  
Faculty of Social Sciences, Drobeta  
Turnu Severin, Romania

#### MALIŠA ŽIŽOVIĆ,

Professor PhD. University of  
Kragujevac, Serbia

#### ELENA PETKOVA,

Associate professor PhD. University  
"St.Kliment Ohridski" Sofia, Bulgaria

#### GROZDANKA BOGDANOVIC,

Professor PhD. University of Belgrad,  
Technical Faculty Bor, Serbia

#### EMILIA GOGU,

Associate Professor PhD. ASE  
Bucuresti

#### GRIGORE SILAȘI,

Professor PhD, West University,  
Timișoara, European Excellence  
Centre „Jean Monnet”

#### JESÚS LÓPEZ-RODRÍGUEZ,

Associate professor PhD, Dept. of  
Economic Analysis and Business  
Administration, University of Coruña,  
Spain

#### SAMIR NURIĆ,

Professor PhD. University of Tuzla,  
Bosnia and Herzegovina

#### JOZSEF GAL,

Associate professor PhD. Szeged  
University, Hungary

#### METE Cüneyt OKYAR,

Associate Professor, PhD. Economics  
Department, Şırnak University, Turkey

#### DINA LUȚ,

Associate professor PhD. "Dimitrie  
Cantemir" Christian University  
Bucharest Faculty of Management in  
Tourism and Commerce Timișoara

#### MARIUS MICULESCU,

Associate professor PhD. "Dimitrie  
Cantemir" Christian University  
Bucharest Faculty of Management in  
Tourism and Commerce Timișoara

#### CIPRIAN PAVEL,

PhD. "Dimitrie Cantemir" Christian  
University Faculty of Management in  
Tourism and Commerce Timișoara

#### ADRIAN MATEIA,

Associate professor PhD., Drăgan  
University, Lugoj, Romania

#### CHRISTINA MIȚARIU,

PhD. "Dimitrie Cantemir" Christian  
University Bucharest Faculty of  
Management in Tourism and  
Commerce Timișoara, Romania

#### LAURA COROAMĂ-DORNEANU,

PhD.BUASVM "King Michael I of  
Romania" – Timișoara

#### MIODRAG BRZAKOVIĆ,

PhD, Professor MEF, University  
BusinessAcademy, Novi Sad, Serbia

#### DARJAN KARABAŠEVIĆ,

PhD, Associate Professor MEF,  
University Business Academy Novi  
Sad, Serbia

The QUAESTUS journal is published by the  
FACULTY OF MANAGEMENT IN TOURISM AND COMMERCE  
TIMIȘOARA

DIMITRIE CANTEMIR CHRISTIAN UNIVERSITY

Quaestus Multidisciplinary Research Journal is indexed in



**INDEX COPERNICUS**

and



Address: Str. 1 Decembrie, nr. 93, Timișoara, cod 300566, România

Phone: 004/0725923071

Fax: +4/0256-29.35.98

E-mail: quaestus.ucdctm@gmail.com

<http://www.quaestus.ro/>ISSN 2285 – 424X

**ISSN-L 2285 – 424X**  
**ISSN online 2343-8134**

**Tiraj: 200 exemplare**  
**Apare bianual**

**Editura Eurostampa**  
Timișoara, Bd. Revoluției din 1989 nr. 26  
Tel./fax: 0256-204816  
edituraeurostampa@gmail.com  
www.eurostampa.ro  
Tipărit la **Eurostampa**

# Contents

## FINANCE AND ACCOUNTING

SPATIAL DIFFERENTIATION OF INVESTMENTS AND  
GROSS DOMESTIC PRODUCT (GDP) IN HUNGARY ..... 11

*Levente KOMAREK*

SPATIAL DIFFERENTIATION OF FOREIGN DIRECT  
INVESTMENTS AND ITS IMPACT ON GROSS DOMESTIC  
PRODUCT (GDP) PER CAPITA IN HUNGARY ..... 20

*Levente KOMAREK*

ANALYSIS OF A COMPANY'S FINANCIAL BALANCE ..... 31

*Crăciun SABĂU, Cristina Mihaela NAGY*

DISADVANTAGES OF MINORITY SHAREHOLDERS IN  
THE CASE OF AN INCREASE IN SHARE CAPITAL ..... 41

*Marius-Nicolae MICULESCU, Radu Dorin LENGHEL*

ORGANIZATION AND EXERCISE OF INTERNAL AUDIT ACTIVITY  
PRIVATE ENTITIES ..... 52

*Radu Dorin LENGHEL, Marius-Nicolae MICULESCU*

## MANAGERIAL STRATEGIES AND ORGANISATIONAL CULTURE

THE IMPACT OF DECREASED ORDERS BY CUSTOMERS  
IN THE AUTOMOTIVE INDUSTRY ..... 64

*Cristina Diana SZOCS, Constantin Dan DUMITRESCU*

CHALLENGES FACING THE POULTRY BROILER MEAT INDUSTRY  
IN BIHOR COUNTY ..... 69

*Marinela Lidia BOLD, Loredana VĂDUVA, I. PETROMAN*

MANAGEMENT OF SPECIALIZED HOLDINGS  
FOR MEAT PRODUCTION ..... 79

*Eugen Cătălin ZOICAN, Marinela Lidia BOLD, I. PETROMAN,  
Diana MARIN, Loredana VĂDUVA, Cornelia PETROMAN*

TRENDS IN MEAT PRODUCING INDUSTRY AT REGIONAL LEVEL .....	89
<i>Eugen Cătălin ZOICAN, Marinela Lidia BOLD, Loredana VĂDUVA Diana MARIN, Cornelia PETROMAN</i>	
SUSTAINABLE PROCUREMENT OF DRUGS IN PHARMACIES IN THE EARLY STAGES OF COVID-19 .....	98
<i>Jozsef GAL, Greta NEMETH</i>	
PLANNING A FRUIT PROCESSING PLANT BASED ON THREE SCENARIOS .....	106
<i>Brigitta ZSÓTÉR, Bence BAGI</i>	
SPORT HABITS AND FOOD PURCHASING AND CONSUMING PATTERNS OF VEGETARIANS AND VEGANS IN HUNGARY .....	112
<i>Gréta ÚJVÁRI, Dóra BENCSIK, Brigitta ZSÓTÉR</i>	
SUPPLY CHAIN MANAGEMENT DURING THE COVID 19 PANDEMIC PERIOD EVALUATION OF STRUCTURAL PROBLEMS: AN APPLICATION ON GİRESUN HAZELNUT FIRMS .....	123
<i>Ezgi DEMİR, Selçuk KORUCUK, Çağlar KARAMAŞA</i>	
LOGISTICS MANAGEMENT AS A TOOL FOR ACHIEVING COMPETITIVE ADVANTAGES OF THE COMPANY .....	133
<i>Ana RADULOVIC, Marija BUKILICA</i>	
IMPORTANCE AND SECURITY OF INFORMATION IN TERMS OF BUSINESS TIME DURING COVID 19.....	140
<i>Miodrag BRZAKOVIĆ, Darjan KARABAŠEVIĆ, Gabrijela POPOVIĆ Ana VELJIĆ</i>	
REWARDING EMPLOYEES IN FOREIGN COMPANIES WITH HEADQUARTERS IN SERBIA.....	150
<i>Nadja PETROVIĆ, Adriana RADOSAVAC, Darjan KARABAŠEVIĆ</i>	
REVIEW ON INTERNATIONAL TRADE IN THE EUROPEAN UNION .....	162
<i>Gordana PETROVIĆ, Darjan KARABAŠEVIĆ, Gabrijela POPOVIĆ Tomislav BRZAKOVIĆ, Svetlana VUKOTIĆ, Adriana RADOSAVAC Vuk MIRČETIĆ</i>	
THE INFLUENCE OF MOTIVATION ON EMPLOYEES IN ENTERPRISES IN THE REPUBLIC OF SRPSKA .....	170
<i>Adriana RADOSAVAC, Predrag TODOROV, Nađa PETROVIĆ Gordana PETROVIĆ</i>	

DEVELOPMENT OF E-COMMERCE IN ORDER TO IMPROVE THE  
SYSTEMATIZATION OF THE ECONOMY ..... 177  
*Dorđe PUCAR, Kristina JAUKOVIĆ JOCIĆ, Goran JOCIĆ*  
*Nada PETROVIĆ, Ana VELJIĆ*

MANAGING E-COMMERCE DURING THE COVID-19  
PANDEMIC CRISIS ..... 185  
*Jelena ARANĐELOVIĆ, Darjan KARABAŠEVIĆ, Gabrijela POPOVIĆ*  
*Svetlana VUKOTIĆ, Miodrag BRZAKOVIĆ, Dragiša STANUJKIĆ*  
*Srđan NOVAKOVIĆ*

APPLICATION OF MULTIPLE REGRESSION ANALYSIS IN ORDER  
TO EXAMINE THE IMPACT OF SALARIES AND PENSIONS ON THE  
NUMBER OF EMPLOYEES IN THE FEDERATION OF BOSNIA AND  
HERZEGOVINA..... 193  
*Ibrahim OBHOĐAŠ, Adriana RADOSAVAC, Azra OBHOĐAŠ*

THE IMPACT OF DIGITIZATION ON THE LABOR MARKET ..... 203  
*Dina Maria LUŢ*

EFFECTS OF PANDEMIC CRISIS. ESSENTIAL VALUES AND  
QUALITIES HIGHLIGHTED DURING THE CRISIS ..... 214  
*Dina Maria LUŢ*

WAYS TO IMPROVE BUSINESS MANAGEMENT IN BROILER  
CHICKEN PROCESSING UNITS ..... 227  
*Marinela Lidia BOLD, Diana MARIN , Loredana VÁDUVA*  
*Cornelia PETROMAN, I. PETROMAN*

MULTINATIONAL CORPORATIONS: CAPABLE AND CULPABLE .... 237  
*Marius Calin BENEĂ*

## **MARKETING**

FOCUS ON ONLINE MARKETING DURING CRISIS PERIODS ..... 245  
*Ciprian PAVEL, Codruţa Daniela PAVEL*

MARKETING DURING THE COVID-19 PANDEMIC ..... 252  
*Ciprian PAVEL*

CONSUMER SATISFACTION SURVEY IN KUNSÁGI MAJOR ..... 259  
*Edina LENDVAI, Dalma DRÉGELY*

## INFORMATION TECHNOLOGY

MEDICAL DATA MANAGEMENT USING BUSINESS ANALYTICS.....	269
<i>Loredana MOCEAN, Miranda Petronella VLAD</i>	
DEVELOPING A VBA PROGRAM TO GENERATE DOCUMENTS CONTAINING EXERCISES.....	284
<i>Zoltán FABULYA</i>	
PREPARING THE CONCEPTUAL MODEL OF A DATABASE.....	290
<i>György HAMPEL</i>	
APPLICATION OF RASPBERRY PI HARDWARE AND PYTHON PROGRAMMING LANGUAGE IN SMALL PRODUCTION PLANTS.....	305
<i>Boris LIČINA, Dejan VIDUKA, Luka ILIĆ</i>	
A COMPARATIVE ANALYSIS OF THE BENEFITS OF PYTHON AND JAVA FOR BEGINNERS.....	318
<i>Dejan VIDUKA, Vladimir KRAGULJAC, Boris LIČINA</i>	
DIGITIZATION, A STEP TOWARDS SUSTAINABLE DEVELOPMENT OF TOURISM.....	328
<i>Adrian MATEIA Cipriana SAVA</i>	
MULTI-CRITERIA EVALUATION OF TOURIST SATISFACTION...	336
<i>Katarina PAVLOVIĆ, Miodrag ŽIŽOVIĆ, Mališa ŽIŽOVIĆ Nada DAMLJANOVIĆ</i>	

## SOCIAL AND EDUCATIONAL ENVIRONMENT

BASIC CONSIDERATIONS ON THE BOUNDARIES OF LEARNING COMMUNITIES IN ACADEMIC ENVIRONMENTS.....	343
<i>Laura-Ioana COROAMA DORNEANU Alina-Andreea DRAGOESCU URLICA</i>	
THE PARABLE, VALUABLE PEDAGOGICAL TOOL IN CHRISTIAN TEACHING.....	350
<i>Christina Andreea MIȚARIU</i>	
LINGUISTIC ANGLOGLOBALIZATION.....	358
<i>Mihaela LAZOVIĆ</i>	

E-LEARNING AND IMPLEMENTATION OF MULTIMEDIA TOOLS TO IMPROVE THE TEACHING PROCESS IN HIGHER EDUCATION..... 371  
*Kristina JAUKOVIĆ JOCIĆ, Goran JOCIĆ, Đorđe PUCAR Ana VELJIĆ*

DEVELOPMENT OF MULTIMEDIA TOOLS TO IMPROVE THE E-LEARNING PROGRAM: IMPLEMENTATION OF THE ADOBE CAPTIVATE PROGRAM IN THE MODERN TEACHING SYSTEM..... 379  
*Kristina JAUKOVIĆ JOCIĆ, Goran JOCIĆ, Darjan KARABAŠEVIĆ Đorđe PUCAR, Ana VELJIĆ*

PSYCHOSOCIAL PERSPECTIVES IN EDUCATION ..... 388  
*Ancuța-Elena PAVEN*

## **LAWS AND REGULATIONS IN TOURISM**

ERRORS REGARDING THE PENALTY OF TRANSACTIONS WITH PRODUCTS RESULTING FROM WASTE RECYCLING, THROUGH PRISM REGULATION FROM DIRECTION 2006/12/CE THE EUROPEAN PARLIAMENT ..... 396  
*Tiberiu MEDEANU*

THE FUNDAMENTAL HUMAN RIGHT TO A HEALTHY ENVIRONMENT ..... 403  
*Gheorghe PINTEALĂ*

LEGAL PROTECTION OF THE NATIONAL FOREST FUND ..... 409  
*Gheorghe PINTEALĂ*