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- *The Scientific Bulletin of Politehnica University of Timișoara, Transaction on Management. Economics Engineering. Transportation Engineering (ranked according to CNCSIS classification in Romania: C class).*

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Editorial

Anca DRAGHICI¹

The Editorial Board announces that started with the 2016 volume our scientific journal has been accepted and indexed in the **ICI Journals Master List of the Index Copernicus International database**. We considered this a confirmation of the publishing and scientific quality of the journal. The indexation process was preceded by a multidimensional parametric evaluation of the journal, made on the basis of the information send in the journal's questionnaire, analysis of the delivered 2016 year issues and verification of formal criteria. We have to mention that only scientific journals that meet the appropriate standards for scientific journals, determined by the best periodicals in the world, can receive then **ICV (Index Copernicus Value)** in a particular year. **The ICV 2016 for our scientific journal is 67.95.** A good beginning and a motivation to go further. The indexation on the **ICI Journals Master List 2016** enables our journal: "Buletinul Științific al Universității Politehnica Timișoara - Seria Inginerie și Management" (ISSN 2392-7364) to access additional services dedicated only to the Editors and Publishers of scientific journals, which received the ICV (Index Copernicus Value) started with 2016.

Based on our achievement in 2016, we are motivated to increase the quality of the research and to encourage the publication of multidisciplinary / interdisciplinary works of a large diversity of researchers. The 2017 years Scientific Bulletin volume presents a collection of papers dedicated on topics of Engineering and Management interdisciplinary field.

The Editorial Board has decided to follow the idea of publishing different type of articles, by taking into

consideration different group of researchers' contributions. Furthermore, the aim of this volume is to encourage young researchers' contributions (as those submitted by Bachelor and Master Students but also, by PhD. students) and to promote extended studies delivered by groups of different academic researchers and practitioners from companies and public organizations. The Editorial Board has decided that articles that reflect the ideas and achievements of a large diversity of researchers, could better support the journal mission focus on interdisciplinary. In addition, by accepting for publication articles that have a more practical oriented content, we expect a better knowledge and wisdom transfer of the research results into organizations' practice. This will contributed to a strong knowledge alliance between our academic group of research and other researchers or practitioners from companies and public institutions.

The 2017 volume consists of the following categories of papers: (1) Debutant researchers' articles; (2) Extended researches; (3) Invited article developed by representatives from Public Administration. We would like to address worm thanks to the reviewers (members of the *Associated Editors*) because their careful and professional (volunteer) review work has a

positive impact on the quality content of this volume.

The current issue presents a collection of articles reflecting actual topics and research thematic in the field of: marketing, project management, change management, and strategic management.

The first two papers are focus on presenting preliminary research results of two groups of young



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Bachelor and Master Students (both from the Politehnica University of Timișoara, Romania, Faculty of Management in Production and Transportation):

- The contribution of Bachelor Students Larisa Ruxandra CACIULAN, Laura Anca MIHART, Denisa Florena VAGNER, Miruna Georgiana VODISLAV (from the fourth year of study in Engineering and Management specialization) together with their supervisors lecturer Dr. Eng. Larisa IVASCU and assoc. prof. Dr. Ec. and Eng. Matei TAMASILA presents the results of a study on evaluating the impact of marketing promotional activity;
- The article of the Master Students Radu Olteanu, Adrian-Cosmin ZGLOBIU, Marioara RUS presents an exhaustive theoretical study on the risk management (risk process and mitigation) that has been used for designing a simulation model to estimate costs prior to a project. In the application part, this model is implemented using a case study and the results of the estimation costs which are analyzed and simulated using the theoretical framework of Monte Carlo simulation model.

Following on these papers, the next two articles in this volume, focus on relevant aspect of the change management and on how formal and informal aspects are considered in marketing planning activities.

1. Using the development context of the International Airport “Avram Iancu” in Cluj-Napoca, Romania (AIAI), a change management study have been developed in order to align the organization to the market

needs and to increase competitiveness. The presented research explains the state and the evolution of the AIAI as the basis for two project proposal for change management. We thanks for this contribution to the Romanian team of researches from the Technical University of Cluj-Napoca (PhD Student Raluca BAIDOC, PhD Student Lorand KACSO-VIDREAN, lecturer Dr. Eng. Daniela Corina JUCAN, Prof. Adrian PISLA) and to Prof. Jörg NIEMANN (from University of Applied Sciences in Dusseldorf, Germany);

2. PhD. Șerban MICLEA (from Politehnica University of Timișoara) and senior lecturer Dr. Nadia THEUMA (from University of Malta) have been focus their research on investigating how Maltese SMEs managers approach the marketing planning activities.

The final article bring together the research ideas of two contributors from the public administration: Eng. Viorel COIFAN from the Timiș Country Council (Romania) and Alin NICA the Mayor of Dudeștii Noi (Timiș Country, Romania). They present a theoretical and practical approach for strategic management in public administration (the case of Dudeștii Noi commune) by using the Balanced Scorecard method. The practitioners demonstrate that such scientific approach of the strategic management is of practical usefulness and it should be a main priority for the modernization process of the Romanian public administration

