Abstract. For the majority of the organizations, dialogue and communication, collaboration and cooperation, responsibility and competence, authority and trust in promoting the values, respect and loyalty represent one of the most important intangible values of the intellectual capital. In this period, the one of globalizing the business, the communication plays an essential role in the progress and development of any entity both internally and externally. The development of the modern marketing presupposes the awareness of certain barriers of cultural and religious nature, and the communication represents a fundamental problem which can determine the success or failure of a very attractive product or service, by quality and price. Within the relationships with the external environment, there are several forms of communication whose challenge is the development of the image, values, products and services specific to the organization. Considering the forms of external communication of any organization, but also the strategic actions regarding the development and the diversification of the goods and services, the objective of this step consists in understanding the influences of certain particularities regarding the race, nationalism, history, territory, religion, language and other cultural aspects. In this regard, it will be presented a qualitative research, based on an interview that determines the most important communications channels necessary for launching a new concept of service in our country.

Key words: Marketing, Religion, Culture, Communication, Service.
JEL classification: M3, M39.

1 Introduction

The modern marketing, presupposes the orientation towards the consumer as well as being aware about certain cultural and religious barriers that emphasized, in time, a fundamental problem which can determine the success or failure of a very attractive product or service, by quality and price, which refers to communication. Within the relationships with the external environment, there are more forms of communication whose intention is to develop the image, values, products and services specific to the organization.

2 The intellectual capital, the value for the customer and the importance of communication

A unanimously accepted definition of capital, mentions that it designates the totality of the products produced by work and used for obtaining other goods and services for sale. Presently, to this very general concept there are associated a series of notions which have the role of catching a series of particularities resulted from the necessity of observing certain elements specific to the human progress. Therefore, we can talk about: technical capital, fix capital, intellectual capital, circulating capital, human capital, social capital, financial capital, registered capital etc. Within this step, the intellectual capital will be analyzed from the perspective of certain values. Therefore, the intellectual capital is based on a certain type of approach which presupposes intelligence, although the researches and the effort of this type presuppose ignoring the physical effort. For this concept the anticipative thinking and the prospective-constructive (Jivan, 1996) action are very important. In the opinion of authors Nicolae Moroianu and Daniela Moroianu, the intellectual capita has a hidden value based on information (Moroianu, & Moroianu, 2006). The main dimensions of the intellectual capital are (Cozma & Popa, www.upm.ro): the relational resource (relationships inside the company: teams of managers and employees, relationships between the employees; relationships outside the
company: relationships with the customers, relationships with the suppliers and other business partners); the image/brand and the knowledge resource (technical-scientific know-how: patents and licences; managerial know-how: various practices, styles of management; information necessary for the decisional processes).
From the perspective of the holistic marketing there will be observed the stages that contribute to understanding the way in which the value is captured for the customer: studying the value, increasing the value, supplying the value (Kotler, 2005).
In the first stage, studying the value, at the level of a legal entity (the competence environment of the company), it must be noted the fact that its value is given both by the tangible components as well as by the intangible ones (Kotler, 2005). Regarding the tangible values or the physical abilities (Kotler, 2005), (fixed or mobile assets, assets that physically exist and can be perceived) it can be noticed that it is easier to quantify while the intangible values or the abilities of ideatic nature (Kotler, 2005), the innovating spirit, the tradition of the company, the behaviour towards the customers, the increase potential, information, knowledge, know-how etc.), contribute to creating added value but have the disadvantage that they cannot be perceived physically and are difficult to be quantified.
In the second stage, the creation of the value has in the centre of attention the customer. The activities specific to the present economy, the global one, are oriented more and more towards the customer giving up to the orientation to the products. In this way, through some goods and services, there are satisfied some needs, preferences, needs of the individual/individuals through a more particular approach, giving up to certain standard, general forms.
Starting from “our customer, our master”, it will be detailed a model, through which it is created value to the customer, company and employee.

![Figure 1. The relationship between individual values, request, offer and value resulted from the economic activity.](image)

A good or service, made and marketed taking into consideration the value and needs of society will be concretized in real values for shopping. This strategy presupposes using the customer as a measure unit for the performance of the marketing programs (Michaelson, G. and Michaelson, S., 2007) within which there will be indicated new advantages for the potential buyer taking into account his point of view, the basic competences and the activity portfolio of the company but also the existent business partners (Kotler, 2005).
In the third stage, the supply of the value, the company must be careful to (Kotler, 2005) the management of the relationships with the customers, to the management of the internal resources and to the management of the relationships with the business partners. Here the most important decision must be taken refers to the resources that must be assigned so that the profit is ensured (Michaelson, G. and Michaelson, S., 2007).
Therefore, it is clear that during the third stages, presented in a simple manner previously, during the process of creation of the value there are taken into consideration certain steps oriented more and more towards the customer, which will increase the importance of the weight of the communication from the moment of creation.
until the moment of exploitation of the goods and services.

3 The intercultural and marketing communication

Communication is a term used in many fields and presupposes a set of information activities, certain forms through which it is informed, announced or presupposed the achievement of some reports or establishing some relationships and connections (DEX, 2009). During time, there were proposed a series of models regarding communication. Therefore, it can be recalled (Libaert, 2009): the Shannon and Weaver model, the Lasswell model, the Roman Jakobson model, the SPEAKING model, the model of the Palo Alto school, the transactional approach and the Kerbrat-Orecchioni model.

The term “communication” associated with other notions had a variety of approaches. The ones that represent the component of the global communication necessary in the corporative communication are (Libaert, 2009): environment communication and solidarity, international/intercultural communication, local communication and of proximity, internal communication, B to B communication, recruitment communication, institutional communication, sensitive communication, communication of influence, financial communication, product and marketing communication.

From the eleven forms of communication presented previously, in this action there will be submitted to the attention the intercultural and marketing communication, being very close to the proposed target, respectively of observing the influences of certain particularities regarding race, nationalism, history, territory, religion, language and other cultural aspect.

3.1 The intercultural communication

Regarding the intercultural communication we can say that this presupposes a complex activity that involves knowing the ethical and behavioural standards of the individuals of the other nations. This concept was explained for the first time in 1959 by the American ethnologist and semiotician American T. H. Hall in his paper “The Silent language” (Râmbu, Lecture notes).

In the context of globalization, the process of communication presupposes the acknowledgement of some distinctive characteristics reflected by (Balanica, 2003): cultural evolutions, language, religion, the perception regarding time, the behaviour of individuals and forms of communication. In the inter-cultural communication, different levels may be identified: interpersonal language, organizational language, public communication and mass communication (Gherase, 2009).

Taking into consideration the theme chosen for this presentation, there will be analyzed and deepened only a few characteristics, essential for the marketing communication, respectively culture and religion.

Culture is a very old, familiar and at the same time very complex term. Its weight is given by history and civilizations through symbols, values, rituals and heroes (Râmbu, Lecture notes).

The relationship between culture and personal values has a great importance from the economic point of view. In this respect, Leonard, Pons, Bressoles and Zins issued a studio whereby they noticed the manner whereby the two issues contribute to the performance of certain quality services. Therefore, they specified that the qualitative services are influenced by: the distance from the power, avoidance of uncertainty, desire of self-performance, self-esteem, fulfillment feeling, security (Laroche, 2009).

Using them in the economical field presupposes understanding some aspects that targets the social field. In Romania, these take into consideration certain cultural dimensions regarding (Constantinescu-Ștefănel, 2010): context (the model is hard), distance to power (big), behaviour of the individual in society (collectivism), preponderant categories of individuals (moderately feminine), avoiding uncertainty (strong), cultural dimensions (particularist-emotional), attitude towards time (oriented towards the past), aesthetic instinct.
(strongly developed), way of thinking (deductive), cognitive style (circular), orientation (relationship), style of communication (indirect, unclear), use of humour (rare), leadership (average), enterprise culture (pyramid), hierarchy (isosceles triangle). Religion is a very complex subject, important also from the personal point of view. Religion was and still is the research object with the most different relationships from antiquity till nowadays. Thus, from Epicur to Lucrețiu, there were permanent attempts, in a holy naturalist form, of explaining the behaviour of humans in front of the gods, and from Cicero to Lactanțiu there were inherited some principles regarding the philological origin of the word “religion” (Blaga, 1996). The various approaches regarding religion lead to various forms for explaining the sense of our existence (Einstein, 1934).

In Romania, but also in the other countries that have a population that declares to be affiliated to a religion, the people manifest certain very strong convictions on a religious level. Taking into consideration the last three censuses performed in Romania, it can be noticed that the majority of the population is orthodox, with tendencies of decrease from one stage to the other one of the census. For the analysis and forecasting of the structural modification of the population depending on the religious appurtenance, it will be used the method of the Markov chain (Iolică, et Al, 2000).

Table 1. The structure of the Romanian population depending on the number of believers with data at the census

<table>
<thead>
<tr>
<th>Year</th>
<th>Orthodox religion</th>
<th>Other religions</th>
<th>Not specified</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>19.802.389</td>
<td>2.908.533</td>
<td>99.113</td>
<td>22.810.035</td>
</tr>
<tr>
<td>2002</td>
<td>18.817.975</td>
<td>2.740.720</td>
<td>122.279</td>
<td>21.680.974</td>
</tr>
<tr>
<td>2012*</td>
<td>16.307.004</td>
<td>2.484.681</td>
<td>1.329.956</td>
<td>20.121.641</td>
</tr>
</tbody>
</table>

*The data presented for the year 2012 were gathered in 2011.

Table 2. The structure of the Romanian population depending on religion

<table>
<thead>
<tr>
<th>Year</th>
<th>Orthodox religion (O)</th>
<th>Other religions (AC)</th>
<th>Not specified (N)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>86,82</td>
<td>12,75</td>
<td>0,43</td>
<td>100,00</td>
</tr>
<tr>
<td>2002</td>
<td>86,80</td>
<td>12,64</td>
<td>0,56</td>
<td>100,00</td>
</tr>
<tr>
<td>2012</td>
<td>81,05</td>
<td>12,35</td>
<td>6,60</td>
<td>100,00</td>
</tr>
</tbody>
</table>


Table 3. The calculation of the transition matrix for 1992 and 2002

<table>
<thead>
<tr>
<th>Year</th>
<th>Orthodox religion (O)</th>
<th>Other religions (AC)</th>
<th>Not specified (N)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>86,80</td>
<td>0,02</td>
<td>12,75</td>
<td>100,00</td>
</tr>
<tr>
<td>2002</td>
<td>86,80</td>
<td>0,11</td>
<td>12,35</td>
<td>6,60</td>
</tr>
</tbody>
</table>

adaptation by the author

The results obtained reflect the fact that in 2002 compared to 1992 the weight of the orthodox population increased by 0.02%, and the one regarding other religions in Romania increased by 0.11%. In this period, the persons not affiliated registered the biggest increase of 0.13%.
The results obtained reflect the fact that in 2012 compared to 2002, the weight of the orthodox population increased by 5.75%, and the one regarding other religions in Romania increased by 0.29%. In this period, the persons not affiliated registered the biggest increase of 6.04%.

Stage II: The calculation of the total transition matrix – presupposes the summing the (n-1) matrices of transitions calculated previously.

\[
A = \begin{pmatrix}
0.97 & 0 & 0.03 \\
0 & 1 & 0.02 \\
0 & 0 & 1
\end{pmatrix}
\]

Stage IV: The calculation of the forecasted structure – presuppose the multiplication of the transition probabilities with the vector of the structure of the year 2012

\[
\begin{pmatrix}
0.9667669069 \\
0 \\
0.0332330931
\end{pmatrix} \times \begin{pmatrix}
81.05 \\
12.35 \\
6.6
\end{pmatrix} = \begin{pmatrix}
78.364578064 \\
12.35 \\
9.4881199955
\end{pmatrix} \approx \begin{pmatrix}
78.3 \\
12.3 \\
9.4
\end{pmatrix}
\]

Table 4. The calculation of the transition matrix for 2002 and 2012

<table>
<thead>
<tr>
<th></th>
<th>O</th>
<th>AC</th>
<th>N</th>
<th>2002</th>
<th>Diff.</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>81.05</td>
<td>5.75</td>
<td>86.80</td>
<td>5.75</td>
<td></td>
</tr>
<tr>
<td>AC</td>
<td>12.35</td>
<td>0.29</td>
<td>12.64</td>
<td>0.29</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>0.56</td>
<td>0.56</td>
<td>0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>81.05</td>
<td>12.35</td>
<td>6.60</td>
<td>100.00</td>
<td></td>
</tr>
<tr>
<td>Dif</td>
<td>0.00</td>
<td>0.00</td>
<td>6.04</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Table 5. The calculation of the total transition matrix

<table>
<thead>
<tr>
<th></th>
<th>O</th>
<th>AC</th>
<th>N</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>167.85</td>
<td>0.00</td>
<td>5.77</td>
<td>173.62</td>
</tr>
<tr>
<td>AC</td>
<td>0.00</td>
<td>24.99</td>
<td>0.40</td>
<td>25.39</td>
</tr>
<tr>
<td>N</td>
<td>0.00</td>
<td>0.00</td>
<td>0.99</td>
<td>0.99</td>
</tr>
<tr>
<td>Total</td>
<td>167.85</td>
<td>24.99</td>
<td>7.16</td>
<td>200.00</td>
</tr>
</tbody>
</table>


Stage III: The calculation of the matrix of the transition probabilities A – presupposes the division of every element of the transition matrix to the total of the column.

Table 6. The forecasted structure for 2022 is:

<table>
<thead>
<tr>
<th></th>
<th>Year 2022 (forecasted) %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orthodox</td>
<td>78.3</td>
</tr>
<tr>
<td>Other religions</td>
<td>12.3</td>
</tr>
<tr>
<td>Non-identified</td>
<td>9.4</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: adaptation by the author

Table 7. The structure of the Romanian population depending on the number of believers in the censuses from 1992, 2002, 2012 and forecasts for 2022
It is therefore noticed the continuation of the decreasing tendency of the orthodox persons to the detriment of the persons about which it cannot be made any specification regarding the religion. The population affiliated to the other religions remains relatively constant.

### 3.2 The Marketing Communication

The marketing communication presupposes certain form and means by which an enterprise succeeds in informing the customers, in making them loyal and in attracting them in order to market their products and services in the context of the present, global market (Kotler, 2005).

The traditional rules practiced in the marketing communication evolved together with the technological progresses. Therefore, the clients were attracted in the past by advertisement panels, then by radio and TV commercials, and nowadays by the internet (Facebook, Twitter, Linkedin, Youtube, etc.) (Dumitreasa, 2012). The performance of an efficient communication presupposes the elaboration of an action plan which will be part of a strategy within which certain communication forms will engage emitters, messages and receptors (Libaert, 2009). Regarding communication, the functional planning in launching a new concept of service in our country presupposes getting through certain stages that can be observed in figure 2.

![Figure 2. The functional planning in the communication and launching of a new concept of service in our country](source)

As it can be seen from the previous figure, the communication objective is a component part of the strategic targets. In this step, it is taken into consideration the launching of a new concept of service in our country. With a view to reaching this objective there will be analyzed the five forms of communication of the communication mix (Kotler, 2005): advertising, sales promotion, organized events and experiences, public relations and propaganda (non-
commercial advertising), direct marketing, personal sale. Whatever form of communication is used, the message can be set to the receptor through the personal or non-personal communication channels.

In the marketing communication, certain cultural indexes are relevant: entice symbols, linguistic styles, representative music for certain cultural values, beliefs, etc (Williams, 2012).

The personal communication channels are (Kotler, 2005):
- Persons and influent companies;
- Opinion leaders;
- Testimonials with influent or very believable persons;
- Advertisements with potential of “linguistic value”;
- Reference channels for the oral advertising;
- Electronic forums for discussions;
- Virtual marketing.

The non-personal communication channels are (Kotler, 2005):
- Means of mass communication;
- Sale promotions;
- Events and experiences;
- Activity of public relations.

Choosing some communication channels for launching a new service in our country must take into consideration the typology of the services that will be launched on the market, the costs the using of a certain communication channel involves, the targeted audience, the desired targets, the manner in which the message is projected and, not lastly, the diversity of the channels and means of communication.

4 Communication channels used by the religious establishments in Romania

At the national level, the religious freedom consecrated, under various aspects, certain spiritual and moral communities. Presently, in Romania there are known 18 religious cults (Ministerul Culturii și Cultelor, 2008):
1. Romanian Orthodox Church;
2. Serbian Orthodox Episcopal Church of Timișoara;
3. Roman Catholic Church;
4. Romanian Church United with Rome, Greek – Catholic;
5. The Archiepiscopacy of the Armenian Church;
6. The Russian Orthodox Old-Rite Church from Romania;
7. The Reformed Church of Romania;
8. C.A. Evangelical Church of Romania;
9. The Evangelical Lutheran Church of Romania;
10. The Unitarian Church of Transylvania;
11. The Union of the Christian Baptist Churches of Romania;
12. Christian Evangelical Church of Romania - the Union of Christian Evangelical Churches of Romania;
13. The Evangelical Church of Romania;
14. The Pentecostal Union of Romania – The Apostolic Church of God of Romania;
15. The Romanian Seventh-day Adventists Church of Romania;
16. The Federation of Jewish Communities of Romania;
17. The Muslim Religion;
18. The Religious Organization “Jehovah’s Witnesses”

In the religions known in Romania, presented previously, there can be launched some services specific to the cultural and religious fields. Therefore, through observation (Cătoiu et Al., 2009), as a method of exploratory research, it was performed the gathering of necessary primary data regarding the communication forms practiced by the cult units, known in Romania. The observation performed in the natural environment, not structured, through going directly in some religious cults chosen randomly.

Thus, it can be stated that for choosing some channels, secondary channels or subchannels of personal or non-personal communication (Kotler, 2005) for a service in the field of culture and religion there can be taken into consideration:

1. the persons that develop the activities in the religious establishments, that can send orally the message regarding the launching of a new service in the
field of culture or religion, that can have an increase interest for parishioners (priests, deacons, hierarchs etc.);

2. the attractive advertisements on TV (Trinitas TV) and on radios (Radio Trinitas) under aegis of the religious units;

3. encouraging the parishioners to send the message to the other interested persons;

4. creating some electronic forums for discussions (Christian orthodox forum);

5. using the own websites of the religious establishments (the majority of the establishments have own websites);

6. the messages from the written media and the communications stamped in the newspapers (Lumina) and the magazines (Vestitorul Ortodoxiei) that belong to the press centres founded by the religious establishments;

7. the cultural-religious events.

These communication channels, used by the religious establishments can easily contribute to launching a new service in the cultural-religious field because in a world dominated by communication, information and message, the religious establishments that adopt the traditional means of sending the right doctrine are receptive to what is new by also using in their activities the modern technologies.

5 Conclusions

Through dialogue and communication, through collaboration and cooperation, through responsibility and competence, through authority and trust in promoting the values, through respect and loyalty, in any organization there are promoted the most important intangible values of the intellectual capital. In this period, the one of globalizing the business, the communication (in general) or the marketing and intercultural communication (especially) has an essential role in the progress and development of any entity both on the internal as well as on the external plan.

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