

Exploratory Study Regarding the Commercial Credit Policy of Romanian Companies

Cristina-Ionela FĂDUR

“Alexandru Ioan Cuza” University, Iași
cristina.fadur@yahoo.com

Daniela CIOTINĂ

“Alexandru Ioan Cuza” University, Iași
ciotina_daniela@yahoo.com

Marilena MIRONIUC

“Alexandru Ioan Cuza” University, Iași
marilena@uaic.ro

Abstract. *The purpose of this paper is to reveal the commercial credit policy adopted by Romanian companies and its influence on the level of liquidity, analyzed using absolute measure indicators – net cash – and relative measure indicators – the immediate liquidity ratio. 50 companies quoted in the Bucharest Stock Exchange have been selected, based on the annual financial statements for the period 2006-2008. It is one of the few studies that aim at analyzing longitudinally the commercial credit policy adopted by Romanian companies. The study reveals that average payment delays of the debts to the providers is higher than the average customer debt collection, but the commercial credit policy does not exert any significant influence over the liquidity of the analyzed companies.*

Keywords: commercial credit policy; liquidity; decisional impact; correlation; regression model.

JEL Code: G32.

REL Codes: 11E, 14K.

Introduction

Like any revolution, the accounting one is justified through ideas. Accounting is art and technique and science and language, being nurtured not only by past knowledge, generated by practice, but also by the results provided by research. Leaving hybrid formulae aside, it is difficult to support with undeniable proof that the subject we serve, accounting, is a science, the truth being that in this field objectivity and subjectivity are involved in equal measure.

After Babel, we are all “locked” in language, in our own constructions about reality. If there had existed a universal language of accounting, with unique norms, concepts, and practices for all the countries, understanding would be instantaneous, spontaneous. However, for now, this idea has not materialized yet. Attempts continue...

Accounting, like Janus, has two faces: a theoretical one, a scientific one, and an operational one. If at the theoretical level no conceptual harmonization has been reached yet, in practice, the decision-making process requires the same information support irrespective of the space where the business takes place.

In the conditions of the current economical and financial crisis, many companies are tempted to use the money of their providers to fund themselves. In this period of global recession and uncertainties, when the problems related to liquidity become more acute, the reconsideration of the commercial credit policy by the financial managers represents a direction for action, a breath of fresh air.

However, the complexity of events prevents us from considering that an efficient commercial policy would be the sole answer to all the problems. There is no universally applicable recipe. Every company has to calculate its costs in order to see which scenario fits it.

The impact of the commercial policy on the decisional process

In order to fund the operation and investment activity, companies have the possibility to either contract a bank credit, or to resort to their commercial partners in order to obtain a delay for their payment. In periods of monetary limitations, financial institutions avoid granting loans to small companies, forcing them to borrow more from their own providers (Gama, Mateus, 2010, pp. 26-45). Petersen and Rajan (1995, pp. 3-37) support the same idea through the results of empirical studies performed in the field. Moreover, Buckart and Ellingsen (2004, pp. 569-590) state that goods are more difficult to redirect than cash, as the providers can easier overcome a period of monetary risk than banks.

Companies that are in a good relationship with banks use commercial credit only as a substitute of funding, while companies that are restricted by the extremely high cost of a bank loan use commercial credit both as a substitute and as a complementary alternative to the bank credit, but in different periods of time (Alphonse et al., 2006).

The occurrence of commercial credit is justified by the fact that the providers have understood that the companies that do not have access to funding from credit institutions will not be able to become their customers (Nadiri, 1969, pp. 408-423). An efficient commercial credit policy stimulates sales, being a strategy for diminishing the stocks of the company without making price discounts (Emery, 1984, pp. 271-285).

Other specialized studies mention a relevant aspect of commercial credit, the role of a guarantee certificate of the product when a company does not have a consolidated reputation on the market, since customers have the possibility to analyze the quality of the products before paying for them (Saito, Bandeira, 2010, pp. 242-259).

Quality information is the premise for a quality decision. But from the accounting information, which is through its nature accountable, until the decision, there is a compulsory path – financial analysis (Niculescu, 2005, p. 29).

Granting commercial credit can be regarded as a problem of capital allocation (investment), and its extension represents an investment materialized through the increase in profits, resulted from the size of the sales. The providers that have access to the funding sources on financial markets can become crediting sources for their customers by selling their merchandise in installments (Schwartz, 1974, pp. 643-657, Emery, 1984, pp. 271-285, Rodriguez-Rodriguez, 2008, p. 152).

The importance of the company as a link of contemporary economy explains, of course, the interest of its various economic and social partners towards its functioning and “health” (Colasse, 2009, p. 29).

From an accounting viewpoint, granting a commercial credit means a commercial debt for the company, while receiving a commercial credit implies a debt towards the provider. The management of commercial credits is aimed at increasing the efficiency of the capitals fixed in commercial debts and maximizing commercial debts, both in size and in collection delays, so as to ensure the competitive success of the company (Mironiuc, 2009, p. 184).

At the same time, credit can be considered a loan destined to funding the operational cycle, whose cost is supported by the seller. The payment obligation is materialized in the commerce effects: bills of exchange and notes of hand. Practical experience points out that the most often used payment tool is the note

of hand, although its financial and legal effects are mostly identical to that of the bill of exchange.

Credit sales have as an immediate consequence the delay of the collections and the appearance of a specific debit as the customer account balance. In other words, commercial credit is an investment made by the provider in the last stage of the operational cycle, which allows customers to make acquisitions even in a temporary shortage of the necessary financial resources. Customers benefit from a delayed payment term from their providers, having meanwhile the possibility to analyze the characteristics of the acquisitions from a qualitative perspective, as well as in what concerns their compliance with the specifications mentioned in the purchase contract, and, in case of a non-compliance, to request the providers to revise the sales price or to suspend the payment and to replace the purchases (Mironiuc, 2009, p.185). The liquidity risk taken by the providers is counterbalanced by the possibility to increase the sales figure and the degree of competitiveness.

The lack of liquidity can be determined either by exogenous factors – referring to the particularities of the business environment where the company performs its activity, or endogenous ones – related to the characteristics of the commercial credit policies adopted by management (Zheng, Shen, 2008, p. 477).

The commercial credit policy has a boomerang effect on investment decisions. The manager is always looking for the optimal financial structure, that is, that combination of capitals that allows the company to maximize its profitability or the price of its shares at the smallest cost and at a minimum risk. The commercial credit granted increases the risk of liquidity, but it also ensures the competitiveness of the company, the preservation and extension of the portfolio of customers, and a fast product turnover. However, on the long term, making an investment ensures the continuity of the company's activity, the flexible adaptation to the changes in the activity field, and a reduction of risks by diversifying the activity.

There is an old saying that “liquidity generates liquidity”, simply meaning that once some people start to sell, other people will join them. From here derives the hypothesis that successful commercial exchanges will ensure a significant liquidity level for the involved partners. Liquidity is an illusion, being always present when it is not needed, but rarely present when it is necessary (Mainelli, 2008, p. 215). “In the end, it is all about how fast money «turns over» in a certain period of time, and this is not a characteristic of the computing technique distribution, but is part of the alphabet of any business” (Bucur, 2009).

The characteristics of the commercial credit policy at a world and european level

The commercial credit policy is influenced by the business environment and by the culture of the country where companies perform their activity. In what follows, we will briefly present the particularities of commercial credit in Germany, China, India, Japan, Great Britain, and Russia.

Germany

The problem of delayed payments is not truly posed in this country because Germany is “culturally” a good payer. In spite of a degradation of the economic cycle in the last years, commercial relations are characterized by the famous German “punctuality”.

Customers have the interest to immediately pay their commercial debts in order to benefit from the discounts granted by their providers (they offer discounts of 2-3% for immediate payment). On the other hand, the payment methods used in Germany favor rapidity: bank transfer is the main method used, as the banking data of companies are mentioned on the documents they issue. The providers often get permission to debit their accounts. Delayed payments are present in the public sector, according to a study performed by Intrum Justitia, the average payment delay being in 2005 of 48 days, higher than in 2004.

China

One of the problems of Chinese companies is their access to funds and credit. In the context of intense development, Chinese enterprises do not have enough cash. As a result, providers grant crediting facilities to their customers.

Generally, the payment delay for commercial debts is 60-90 days (exceptionally 180 days). Exceeding the payment terms is frequent in the Chinese business environment, and delays of 1-3 years are common. The main reasons of overdue payments are the financial difficulties, management problems, commercial litigations and, most worrying, fraud.

The textile industry has a much higher risk in what concerns payment issues than the other fields. Also, small enterprises have a higher risk of non-payment/ delayed payments.

The companies the most exposed to risk are those selling products meant for investments (devices), and delayed payments endanger even their development.

India

Indian companies prefer to use, as often as possible, cash payments, and granting commercial credits is not a frequent practice of the Indian business environment. For important transactions, a payment in advance of 10-15% of the value of the transaction is commonly applied, and the difference is paid in installments. Companies frequently use the credit letter, bank guarantees or “hundi” (a traditional payment method on deadline), check payments being rarely used. Delayed payments are not mentioned by Indian companies as a main factor preventing their development, as they are mainly affected by the precarious infrastructure, by the rigidity of the labor market, and by the lack of regulations in the field of investments. However, many foreign companies complain that Indian enterprises are usually very late in paying their commercial debts.

Japan

The Japan Finance Corporation for Small and Medium Enterprise research center has evaluated the average duration of the delays for debt collection at 60 days for the large enterprises (with a social capital over 6.6 million euros) and at 1.7 months for small and medium enterprises (with a social capital between 66,500 and 665,000 euros).

Great Britain

According to a study performed by the Experian company in 2005, the average payment delay for commercial debts was 60 days. Seven years after the issue of the “Late Payment of Commercial Debts (Interest) Act 1998”, which was supposed to accelerate the rhythm of commercial debt collection, the British companies pay their debts towards their providers, in average, within a higher delay by two days comparing to the period before the appearance of the law concerning the payment delays for commercial debts. The Experian study, based on the payment habits of 633 companies, has shown that large companies pay their providers within approximately 80.6 days, while small enterprises benefit from commercial credits of 59.2 days, and medium ones, of a 60.2-day commercial credit.

In March 1996, all the British ministries signed the code concerning immediate payment, the CBI Prompt Payment Code, issued by the “Confederation of British Industry”. The British administration thus engaged to obey the code, indicating in its annual reports the policy adopted in what concerns the payment of bills. In 1998, the “CBI Prompt Payment Code” was replaced by the “Better Payment Practice Code”, which includes provisions regarding the payment of commercial debts, both for the public sector and for the private one. According to this code, the average deadline for paying the bills issued by the providers is 30 days.

Russia

The average deadline for paying the debts to the providers is 90 days, and payment delays are between 30 and 45 days. In the pharmaceutical industry, companies pay their providers within 180 days, while companies in the electronic industry pay for their commercial debt in 30 days, and the companies in metallurgy and in the agricultural/food industry, in 60 days. The large Russian enterprises impose the payment conditions, requesting long deadlines (100-120 days), while small companies are forced to pay for their debts in maximum 30 days. There are no regulations in what concerns the discount of commercial debts, but payment in advance of the purchases made is a common practice, especially if the customer is new.

Russian courts have applied sanctions to the providers that have computed abusive penalties for their customers for not paying on time the granted commercial credits (generally, penalties of 0.1% of the value of the bill are applied per day of delay).

In 2005, in Europe, the average delay for debt collection was 59 days. In Norway, Finland and Estonia, companies have collected their debts in less than a month, while in Spain and Portugal the average delay for commercial debt collection from the customers was over 80 days.

Delayed payments occur in European countries starting from the year 2000, especially in the case of medium and large enterprises, which had an ever more reduced number of customers paying immediately for the purchased goods (8% in the case of medium enterprises, and respectively 15% in the case of large enterprises) and were characterized by an increase of the delays over 15 days (between 2% and 6%).

The commercial credit policy of Romanian companies

The purpose of this paper is to identify the commercial credit policy adopted by Romanian companies and its influence on the level of liquidity. In order to reach this purpose, we have started from the study of specialized literature, we have computed the indicators of the commercial credit policy, as well as a series of indicators of liquidity, and, in order to describe the sample, we have determined the indicators of the central tendency, of dispersion, and of the shape of the distribution of the analyzed variables. With the performed research, we aim at obtaining data regarding the commercial credits policy of Romanian companies, and to compare it with the data on the commercial credits policy of French companies.

Methodology of the research

In our approach, we have studied a sample which includes 50 companies quoted in the Bucharest Stock Exchange, sections BVB and RASDAQ, which represent the following activity branches: commerce, industry, constructions, agriculture, transports, and storage.

In our choice of activity branches, we have taken into account the structure of Romanian investments, which is: commerce – 34.4%, industry – 33.7%, constructions – 16.9%, agriculture – 4.5%, transports and storage – 8.5%. We have analyzed the indicators of the commercial credit policy (the average delay for debt collection from the customers and the average payment delay of the debts towards the providers), as well as the immediate liquidity ratio, determining the influence of the customer – credit, and respectively of the credit – provider on the financial balance. The analysis period covered is 2006-2008.

Through a descriptive analysis, which allows understanding the tendency of the data, we have determined the characteristics of the sample, and, through the correlation and regression analysis, we have identified the influence exerted by the gap between the payment delay of the debts towards the providers and the delay for debt collection from the customers ($D_{TpF-Trc}$) – defined as the period over which the company benefits from or grants commercial credit, equal to the difference between the average payment delay of commercial debts and the average delay for customer debt collection on the immediate liquidity ratio.

Results of the research

The SPSS outputs show that, in average, in 2006, the analyzed companies have recorded an immediate liquidity ratio of 2.04, a negative net cash of – 7,448,143.5 lei and a duration of the monetary cycle of 120 days. The difference between the average payment delay of the debts towards the providers and the one of the customer debt collection is negative, the companies being forced to pay for their commercial debts, in average, 49 days before the deadline for receiving the commercial credits granted.

The average value of the immediate liquidity ratio is higher than 1, which means that the companies are able to fully cover their current debts using cash assets. Any excess liquid resources can be used to grant commercial credits to the customers. The negative value of the cash (TN), correlated with the value of the immediate liquidity ratio, shows that the analyzed companies have paid back a significant percentage of their current debts.

In the following year, we can notice a reduction of the immediate liquidity ratio (the indicator reaches the value 1.5) and of the net cash (the average value recorded was $-8,344,505.3$ lei), while the gap between the payment delay of the debts towards the providers and the delay for debt collection from the customers ($D_{Tpf-Trc}$) increases, in average, by 25 days. The duration of the monetary cycle also increases, in average, by 39 days.

In the first year of the economic and financial crisis, the companies applied pressures on their own customers, collecting part of their debt in a period of time relatively equal to the one for paying the debts towards the providers, and the average value, in absolute measure, of the gap between the payment delay of the debts towards the providers and the delay for debt collection from the customers ($D_{Tpf-Trc}$) is 4.

In the context of the lack of liquidity, the average value of the net cash, computed at the sample level, also diminishes. However, companies can fully pay back their current debts using cash assets, and the immediate liquidity ratio remains over 1 (1.24).

The synthesized presentation of the indicators of the central tendency is given in the Box-Plot graphs below:

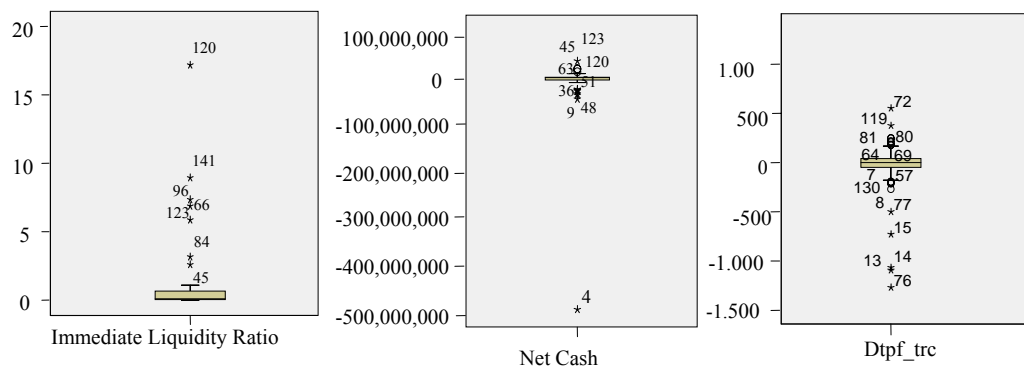


Figure 1. The BOX-PLOT graphs for the indicators of the immediate liquidity ratio, the net cash, and the gap between the payment delay of the debts towards the providers and the delay for customer debt collection in 2008

We can notice that there are numerous extreme values of the gap between the payment delay of the debts towards the providers and the delay for customer debt collection ($D_{Tpf-Trc}$), which indicates a lack of homogeneity in the practices of the analyzed companies in what concerns the commercial credit policy. There also are significant differences from the viewpoint of the liquidity of the

analyzed companies, a fact explained by the specific characteristics of each branch of activity: commerce, constructions, industry, agriculture, and transports and storage.

Indicators of the shape: skewness and kurtosis are expressed in Figure 2:

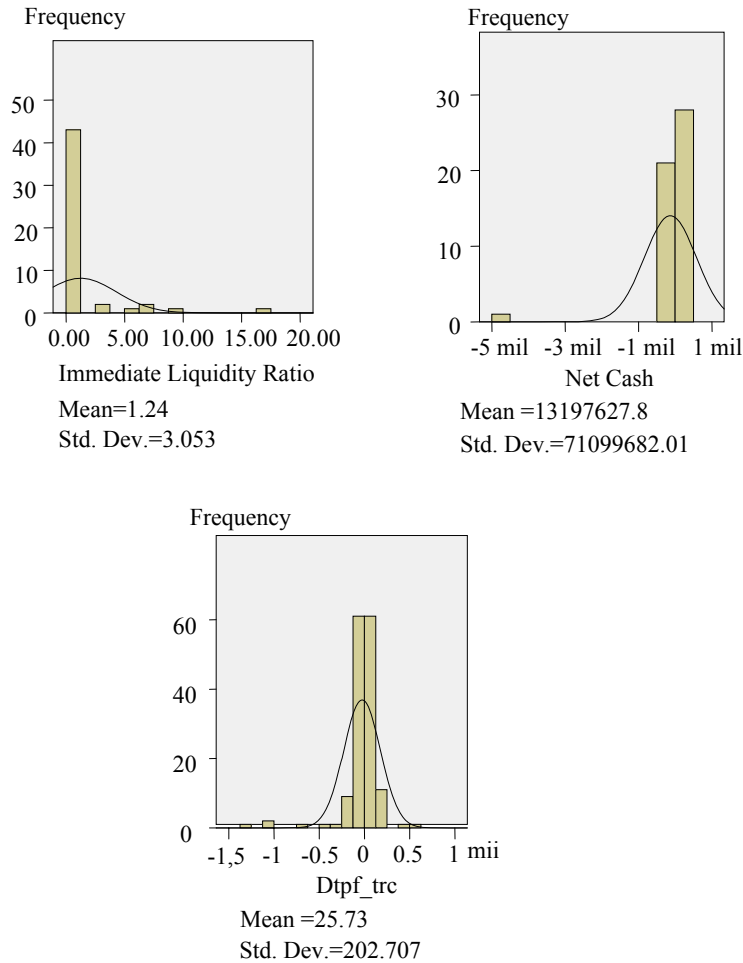


Figure 2. *SKEWNESS and KURTOSIS for the indicators of the immediate liquidity ratio, the net cash and $D_{Tpf-Trc}$ in 2008*

In what concerns the immediate liquidity ratio, we can see a skewed distribution to the right, the other two indicators following skewed distributions to the left. We can notice a concentration of the values of the immediate liquidity ratio in the interval (0;2), and 43 companies of the analyzed sample are included in this interval. In 2008, 48% of the analyzed companies collected the debts from their customers within a shorter delay than the expiration date of

commercial debts, and 52% of the companies had to pay their debts towards the providers within a shorter period of time than the one for recovering the commercial credits granted to customers. The shape of the graphs, from the kurtosis perspective, is leptokurtic, suggesting a concentration of the values of the three indicators around the average.

In spite of the expectations, statistical tests have not revealed the existence of a correlation between the commercial credit policy adopted by the analyzed companies and their level of liquidity, computed using the net cash, the immediate liquidity ratio, and the reduced liquidity ratio.

We present here, as an example, the Scatterplot diagram that points out the results of the regression analysis performed for the dependent variable *immediate liquidity ratio* and the independent variable *the gap between the payment delay of the debts towards the providers and the delay for debt collection from the customers* ($D_{Tpf-Trc}$).

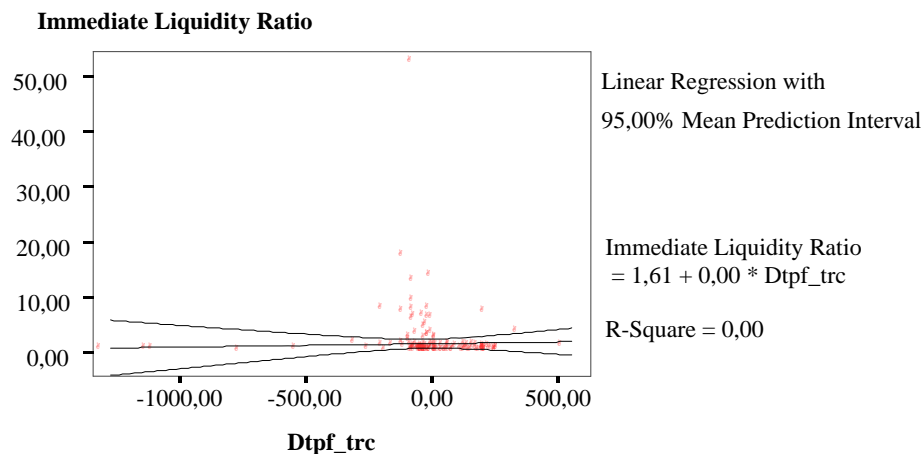


Figure 3. *The Scatterplot diagram – 2008*

According to the SPSS output, at the level of the analyzed sample, in 2008, the gap between the payment delay of the debts towards the providers and the delay for debt collection from the customers (DT_{pf-Trc}), computed as the difference between the average delay for the payment of commercial debts and the average delay for recovering the customer debts, does not have any significant influence on the immediate liquidity ratio.

Testing all the possible regression models, there results beyond any doubt, according to Figure 4, that at the level of the analyzed sample there are no connections between the immediate liquidity ratio and the gap between the payment delay of the debts towards the providers and the delay for debt

collection from the customers, the values of the determination coefficient (R^2) being smaller than or equal to 0.003.

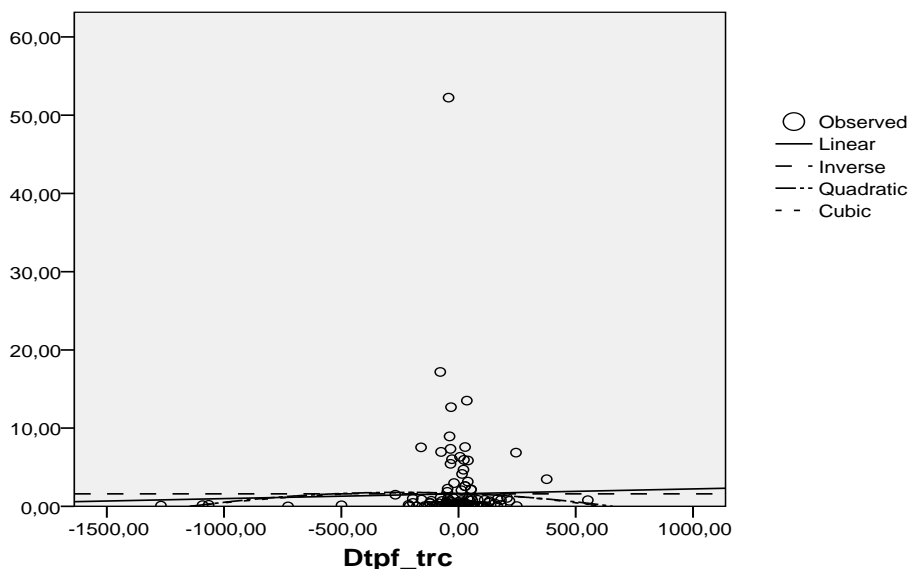


Figure 4. Simulation of the correlation and regression models between the immediate liquidity ratio and *Dtpf_trc*

Future research directions can rely on the axis of analysis of small enterprises, in whose case it is possible for the applied commercial credit policy to be the main factor that influences liquidity.

In our approach, we have also analyzed the influence of the monetary cycle on the net cash, and the results are synthesized in Table 1.

Table 1

The correlation between the net cash and the net duration, in days, of the monetary cycle for the year 2008

Statistical indicators / Branch of activity	Constructions	Industry	Commerce	Agriculture	Transports and storage
The determination coefficient R^2	0.515	0.139	0.01	0.048	0.046
Sig	0.019	0.289	0.78	0.545	0.552

Source: processed by the authors.

In what concerns the correlation between the duration of the monetary cycle and the net cash for 2008, it can be measured using the determination coefficient (R^2), a statistical indicator that shows the intensity of the connection between the two variables taken into account.

At the level of the branch of constructions, the value of the determination coefficient (R^2) is equal to 0.515, which means that the regression factor accounts for 51.5% of the variance of the net cash.

For the other activity branches, the determination coefficient, R^2 , has insignificant values, which means that the regression factor does not explain the variance of the net cash.

In Table 2 we have presented a synthesis of the results obtained following our study.

Table 2

Synthesis of the liquidity indicators and of the indicators de of the credit policy for the year 2008 at the level of the analyzed samples

Branch of activity/Indicator	Constructions	Industry	Commerce	Agriculture	Transport/storage
Net cash	-6,707,367	-59,685,680	2,381,648	-5,180,376	3,203,636
Net working capital	40,001,411	-19,070,513	15,469,558	1,193,132	4,671,122
Necessary working capital	46,619,778	40,615,167	13,087,910	6,373,508	1,467,486
Immediate liquidity ratio	0.29	0.42	1.25	2.43	1.83
The delay for customer debt collection	157	101	74	81	59
The payment delay of the debts towards the providers	47	79	151	109	66

Source: processed by the authors.

The commercial credit policy of romanian companies versus the commercial credit policy of french companies

Considering the similarities between the Romanian and the French accounting systems, we have considered it appropriate to analyze the commercial credit policy of French companies, especially that, in France, the provider credit holds a very important position in the funding of organizations: financial debt is only 11% of the balance, while non-financial debts represent 50% of the balance. The customer credit amounts to a percentage between 15% and 20% of the balance of the French companies.

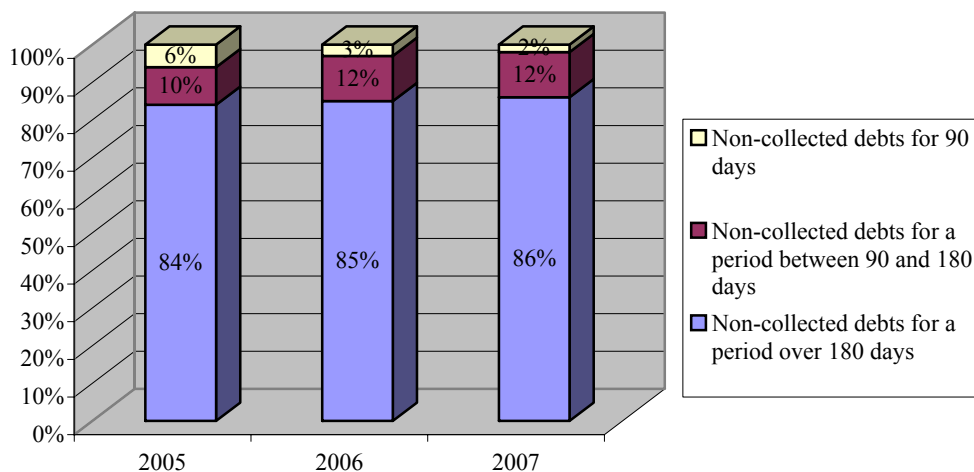
Commercial credit is the main financing source of the treasury of the French companies, its value being four times higher than the value of the short-term bank credits granted to these companies by financial institutions.

Starting from the spring of 2008, the French companies have been affected by the economic crisis at the world level, as well as by the funding restrictions. The first factor that influenced the French companies was the lack

of profitability, followed by a strong indebtedness or a high need for working capital. Some of the bank funding restrictions have been reflected on the provider credit.

The deadlines for paying the providers, as well as payment delays, vary according to the field of activity of the companies. The provider credit is granted for 44 days in the area of services and for 65 days in constructions. The areas that record the smallest delay in paying the debts towards the providers (with an average of 13 days) are industry and constructions.

The structure of the non-collected debts is important for the study of the commercial credit policy. We can notice that for the period 2005-2007, the weight of the non-collected debts for a period over 180 days was reduced, while the non-collected debts for a period under 180 days have registered an ascending tendency.



Source: Banque de France – Fiben, data updated in September 2009.

Figure 5. Structure of the debts not collected by the French companies for the period 2005-2007

In 2008, Romanian companies have recorded an average delay for customer debt collection in the interval (61;128) days and an a payment delay of the debts towards the providers in the interval (64;117) days; the evolution of the collection delay of the customer debts and of the payment delay of the debts towards the providers over the analyzed period is synthesized in Figure 6:

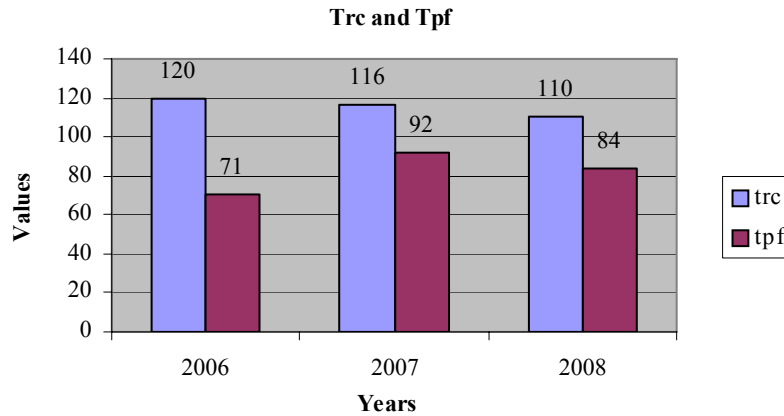


Figure 6. *The evolution of the collection delay of the customer debts and of the payment delay of the debts towards the providers over the analyzed period*

In what concerns the indicators of the commercial credit policy, the average delay for customer debt collection, and respectively the average payment delay of the debts towards the providers, according to activity branches, for the year 2008, we have obtained the following values, presented in Figure 7:

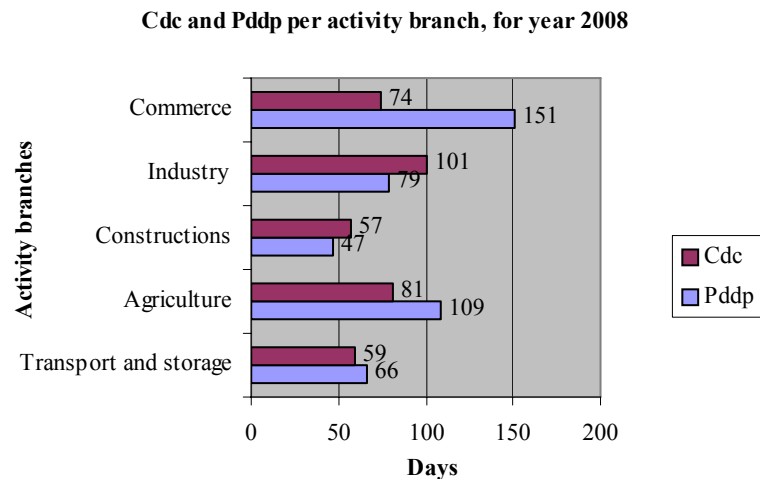


Figure 7. *The delay of customer debt collection and the payment delay of the debts towards the providers in 2008 at the level of the analyzed branches*

For 2008, the French companies register an average delay for customer debt collection of 53.8 days and an average payment delay of the debts towards the providers of 60.6 days.

Table 3

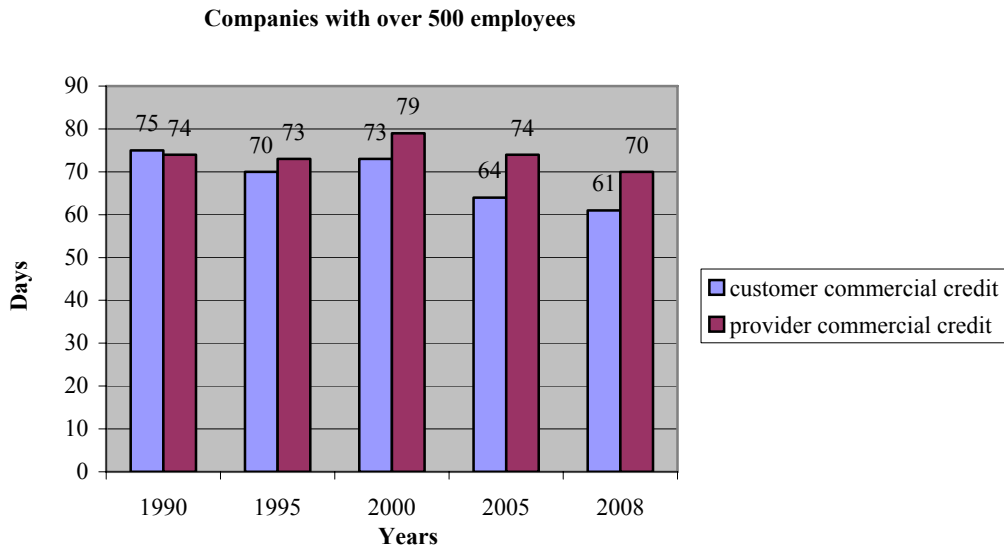
The delay of customer debt collection and the payment delay of the debts towards the providers, France, 2007-2008

Type of the company	Companies with 1-19 employees	Companies with 20-249 employees	Companies with 250-499 employees	Companies with over 500 employees	Average at the level of the entire economy
The delay of customer debt collection					
2007	52.5	63.4	66.2	64.3	56.2
2008	50.3	61.1	62.6	60.6	53.8
The payment delay of the debts towards the providers					
2007	63.0	67.6	73.2	74.9	64.7
2008	59.2	63.2	67.1	70.0	60.6

Source: Banque de France – Fiben, date updated in September 2009.

As we can see from the data presented in the table above, there are no significant differences in what concerns the commercial credit policy of French companies, classified according to the number of employees. An analysis of the commercial credit policy of the Romanian companies, grouped according to the number of employees, can be the object of another research study. However, we can notice that in all the cases, the degree of discount of the commercial debts of the French companies is inferior to the delays practiced by Romanian companies.

In relation to the situation at the beginning of the 1990s, large French companies have become independent from financing by commercial credit, benefiting from better conditions for customer debt collection, while the period of the commercial credit received from the providers has been reduced by only four days. In the case of small and medium enterprises, the payment delay of the debts towards the providers has increased following a superior dynamics to that of the customer debt collection, thus increasing their financing needs. The evolution of the commercial credits granted and received by the French companies is presented in Figure 8:



Source: Banque de France – Fiben, date updated in September 2009.

Figure 8. *The delay of customer debt collection and the payment delay of the debts towards the providers*

Conclusions

Considering the current economic context and the practices in the Romanian business environment, we believed that a study regarding the impact of the commercial credit policy on the liquidity of a company would bring an informative contribution to the financial-accounting field.

The conclusions drawn after the research are:

- The level of liquidity of the analyzed companies is not significantly influenced by the adopted commercial credit policy.
- There are significant differences in what concerns the average value of the economic and financial indicators: net cash, the commercial debt collection delay and the payment delay of the debts towards the providers between the five activity branches: industry, constructions, agriculture, commerce, transport, and storage.
- The commercial credit policy differs according to the business environment and to the culture of the country where the companies perform their activity: Northern countries grant commercial credits for maximum one month, while the countries in Southern Europe, commercial credits are discounted over an interval of 50 days.
- In Romania, the average delay for debt collection from the customers is within the interval (64; 117) days, and the payment delay of the debts towards the providers is within the interval (61; 128) days.
- The commercial credit policy is also influenced by the size of the organization: large companies impose on their customers reduced payment deadlines for their commercial debts, while small enterprises are forced to accept the payment conditions imposed on them.
- The activity branch of the company affects the average payment delay for commercial debts, and respectively on the average delay for debt collection from the customers. Therefore, in 2008, the companies in the commercial field have paid their debts towards the providers in 151 days, while construction companies have paid their providers in 47 days. In what concerns the delay for customer debt collection, construction companies are in the opposite position, registering the maximum value: 157 days, while transport/storage companies collect their commercial debts within the shortest delay: 59 days.

Following our approach, we can draw the conclusion that, at the level of the analyzed sample, the commercial credit policy does not have any significant influence on the liquidity of the companies. In the case of enterprises quoted in the Sock Exchange, the level of liquidity largely depends on the cash equivalents and on the adopted funding policy.

Future research directions should focus on designing a multiple regression model, which would also include in its analysis the stocking policy indicators. The optimal stock management, together with an efficient commercial credit policy, makes up the premise for ensuring a comfortable level of liquidity.

The economic and financial analysis is a very important source of information that characterizes the situation of the companies, representing the basis for a series of decisions at a micro and macroeconomic level. We consider it opportune to combine the economic analysis with statistics, because it allows identifying the relations between the variables, as well as predicting the evolution of the indicators.

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