



**THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES  
FACULTY OF MANAGEMENT**

*in cooperation with*

**MANAGEMENT ACADEMIC SOCIETY IN ROMANIA (SAMRO)**

**The 6th INTERNATIONAL MANAGEMENT CONFERENCE  
IMC2012**

**APPROACHES  
IN ORGANISATIONAL MANAGEMENT**

**15-16 November 2012**

**BUCHAREST, ROMANIA**

**CONFERENCE  
PROGRAMME**

### **Scientific committee**

- Professor Ion POPA, PhD – The Bucharest University of Economic Studies, Dean of the Faculty of Management
- Professor Cosmin DOBRIN, PhD – The Bucharest University of Economic Studies, Head of the Department of Management
- Professor Ovidiu NICOLESCU, PhD – The Bucharest University of Economic Studies
- Professor Viorel LEFTER, PhD – The Bucharest University of Economic Studies
- Professor Ion VERBONCU, PhD – The Bucharest University of Economic Studies
- Professor Daniela BORISOV, PhD - The Bucharest University of Economic Studies
- Professor Sofia COLESCA, PhD - The Bucharest University of Economic Studies
- Professor Răzvan NISTOR, PhD – Babes-Bolyai University, Cluj Napoca
- Senior lecturer Teodora ROMAN, PhD –The „Alexandru Ioan Cuza” University of Iași
- Senior lecturer Maria-Madela ABRUDAN, PhD – University of Oradea
- Professor Liviu MIHĂESCU, PhD – “Lucian Blaga” University of Sibiu
- Professor David SMALLBONE, PhD - Kingston University, UK
- Professor Lester Loyd REASON, PhD – Anglia Ruskin University, Cambridge, UK
- Professor Philippe DUEZ, PhD - Université d'Artois, France
- Professor Stephane CALLENS, PhD - Université d'Artois, France
- Professor Anne Charlote TAILLANDIER, PhD - Université d'Artois, France
- Professor Fco. Javier RUIZ MARTINEZ, PhD - Universidad Carlos III de Madrid, Spain

- Professor Antonio NATERA PERAL, PhD - Universidad Carlos III de Madrid, Spain
- Professor Kari LIUHTO, PhD - School of Economics and Business Administration, Turku, Finland
- Professor Michael MILES, PhD - Ottawa University, Ottawa, Canada
- Professor Cristian Ioan TIU, PhD - University at Buffalo, USA
- Professor Lefteris TSOULFIDIS, PhD – University of Macedonia, Thessaloniki, Greece
- Professor Persefoni TSALIKI, PhD – Aristotle University of Thessaloniki, Greece
- Professor Drago CVIJANOVIC, PhD – Institute of Agricultural Economics, Belgrade, Serbia
- PhD Jonel SUBIĆ - Institute of Agricultural Economics, Belgrade, Serbia

### **Organizing committee**

Professor Ion POPA, PhD  
Professor Cosmin DOBRIN, PhD  
Senior lecturer Nadia CIOCOIU, PhD  
Senior lecturer Claudiu CICEA, PhD  
Lecturer Andreea ZAMFIR, PhD  
Lecturer Răzvan-Andrei CORBOȘ, PhD  
Lecturer Sebastian CEPTUREANU, PhD  
Lecturer Eduard CEPTUREANU, PhD

## **CONFERENCE PROGRAMME**

**Thursday, November 15<sup>th</sup>, 2012**

**9:00-10:00 - Registration of participants: Hall of Aula Magna, The Bucharest University of Economic Studies**

**10:00 - 12:30 – Plenary Session: Aula Magna**

**12:30 – 13.30 – Lunch break: “Cafetaria ASE”, 3<sup>rd</sup> floor, “Ion N. Angelescu” Building**

**14:00 - 16:30 - Parallel Sessions**

S<sub>I</sub> - Management of Romanian and International Organisations  
Room 0129, “Ion N. Angelescu” Building  
S<sub>II</sub> - Human Resources, Policies and Strategies  
Room 1308, „Mihai Eminescu” Building  
S<sub>III</sub> - Re-engineering and Economic Performance  
Room “Sala de consiliu”, 1st Floor „Ion N. Angelescu” Building  
S<sub>IV</sub> - Knowledge-based Organisation and Management  
Room 1518, „Mihai Eminescu” Building  
S<sub>V</sub> - Investment Management and Sustainability  
Room 2013, “Virgil Madgearu” Building

**16:30 - 17:00 - Coffee break**

**17:00 - 19:00 - Parallel Sessions (S<sub>I</sub> – S<sub>V</sub>)**

S<sub>I</sub> - Management of Romanian and International Organisations  
Room 0129, “Ion N. Angelescu” Building  
S<sub>II</sub> - Human Resources, Policies and Strategies  
Room 1308, „Mihai Eminescu” Building  
S<sub>III</sub> - Re-engineering and Economic Performance  
Room “Sala de consiliu”, 1st Floor „Ion N. Angelescu” Building  
S<sub>IV</sub> - Knowledge-based Organisation and Management  
Room 1518, „Mihai Eminescu” Building  
S<sub>V</sub> - Investment Management and Sustainability  
Room 2013, “Virgil Madgearu” Building

**19:30 - Conference Gala Dinner – Pescarus Restaurant, Aviatorilor Boulevard, no.1 (Herastrau Park)**

**Friday, November 16<sup>th</sup>, 2012**

**9:00- 9:30 - Registration of participants: Room 1417, „Mihai Eminescu” Building**

**9:30- 13:00 - PhD Students Session: Room 1417, „Mihai Eminescu” Building**

**Conference Opening  
PLENARY SESSION**

**Thursday, November 15<sup>th</sup>, 2012  
10:00 – 12:00, Aula Magna**

**Keynote Speakers:**

**Welcoming Message**

*Ph.D. Professor Pavel NASTASE, Rector of The Bucharest University of Economic Studies, Romania*

**Welcoming Message**

*Ph.D. Professor Ion POPA, Dean of Management Faculty, The Bucharest University of Economic Studies, Romania*

**From competitive advantage to differential advantage. For a new model of strategic management**

*Ph.D. Professor Philippe DUEZ, Université d'Artois, France*

**Ethics in business**

*Ned C. HILL, National Advisory Council Professor of Business Management, United States*

**Development of the enabling environment for SME's – essential requirement to the economy sustainability**

*Ph.D. Professor Ovidiu NICOLESCU, President of the Management Academic Society in Romania (SAMRO)*

**EU perspective about business transfer and generational change over**

*Paolo ZARAMELLA – CMC, Senior Consultant, Italy*

**Behavioral economics of organizations**

*Stéphane CALLENS & Sofiane CHERFI, Université d'Artois, France*

**The French company Veolia contribution to increase performances in public services of water supply and sanitation in Bucharest and Ploiesti**

*Bruno ROCHE, President of The French Chamber of Commerce, Industry and Agriculture in Romania, CEO Apa Nova Bucharest*

## PARALLEL SESSIONS

Thursday, November 15<sup>th</sup>, 2012  
14:00 – 19:00

### SESSION I

Management of Romanian and International Organizations  
Room 0129, "Ion N. Angelescu" Building

#### **Session chair:**

Professor Ion VERBONCU, PhD - The Bucharest University of Economic Studies, Romania

Professor Nicolae BIBU, PhD - West University of Timișoara, Romania

#### **Conference secretariat:**

Teaching assistant Alina DRUCY, PhD

**1. Beyond the obvious: social innovation in the NGOs management**

*Nicolae BIBU, West University of Timișoara*

*Mihai LISETCHI, West University of Timișoara*

*Diana SALA, West University of Timișoara*

Scientific reviewers: *Virginia CUCU, Amalia TODORUȚ*

**2. The concept of performance in business organizations – Case study on the employee performance in Romanian business organizations**

*Cosmin Octavian DOBRIN, The Bucharest University of Economic Studies*

*Gheorghe N. POPESCU, The Bucharest University of Economic Studies*

*Veronica Adriana POPESCU, Commercial Academy Satu – Mare*

*Cristina Raluca POPESCU, University of Bucharest*

Scientific reviewers: *Ion POPA, Cosmin DOBRIN*

**3. Previsional dimension of management in Romanian companies**

*Ion VERBONCU, The Bucharest University of Economic Studies*  
*Ciprian NICOLESCU, The Bucharest University of Economic Studies*

Scientific reviewers: *Nadia CIOCOIU, Claudiu CICEA*

**4. The value-based management approach: from the shareholder value to the stakeholder value**

*Valentin MUNTEANU, West University of Timișoara*

*Doina DANAIATA, West University of Timișoara*

*Luminita HURBEAN, West University of Timișoara*

*Alice BERGLER, West University of Timișoara*

Scientific reviewers: *Andreea ZAMFIR, Răzvan-Andrei CORBOȘ*

**5. Management and organizational behavior in the European Union business environment**

*Dan POPESCU, The Bucharest University of Economic Studies*

*Alina DRUCY, The Bucharest University of Economic Studies*

Scientific reviewers: *Sebastian CEPTUREANU, Sofia COLESCA*

**6. Interdependencies between CSR and risk management**

*Răzvan-Cătălin DOBREA, The Bucharest University of Economic Studies*

Scientific reviewers: *Alina DRUCY, Felicia Alina DINU*

**7. Non-Financial Transnational Corporations behavior compared to those of Financial Transnational Corporations in the global economy during the crisis**

*Elizabeth-Lorena CROITOR (TCACIUC), Stefan cel Mare University of Suceava*

Scientific reviewers: *Răzvan-Cătălin DOBREA, Virginia CUCU*

8. **Identifying the intensity of intrapreneurship within the companies of the Northwest Region of Romania**  
*Anca BORZA, Babeş-Bolyai University, Cluj-Napoca*  
*Veronica MAIER, Babeş-Bolyai University, Cluj-Napoca*  
*Ovidiu BORDEAN, Babeş-Bolyai University, Cluj-Napoca*  
 Scientific reviewers: *Sebastian MUNTEANU, Ilinca HOTĂRAN*
9. **Modern manager in the European Union**  
*Mircea RĂDUȚEANU, University of Craiova*  
 Scientific reviewers: *Cezar SIMION-MELINTE, Doina POPESCU*
10. **Some aspects of total quality management using the deming cycle in the management of taxes**  
*Daniela-Lidia ROMAN, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Marian NĂSTASE, Georgiana CIOANĂ*
11. **Generation Y: Views on entrepreneurship**  
*Alina-Daniela MIHALCEA, National School of Political Science and Public Administration, Bucharest*  
*Andreea MITAN, National School of Political Science and Public Administration, Bucharest*  
*Alexandra VIȚELAR, National School of Political Science and Public Administration, Bucharest*  
 Scientific reviewers: *Maria CONCEIÇÃO RAMOS, Marin ANDREICA*
12. **Management of an audit organization and audit of management**  
*Ion COCHINĂ, The Bucharest University of Economic Studies*  
*Cezara ARSENIU, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Ramona Ștefania IGREȚ, Alina DRUCY*

13. **Connections between audit fees and manager's salary on BSE**  
*Florin DOBRE, The Bucharest University of Economic Studies*  
*Florentin CALOIAN, The Bucharest University of Economic Studies*  
*Laura BRAD, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Dan POPESCU, Cristian BĂNACU*
14. **Strategic management in a crisis context**  
*Vasile DEAC, The Bucharest University of Economic Studies*  
 Scientific reviewers: *George MOLDOVEANU, Persefoni TSALIKI*
15. **The CSR resilience pattern**  
*Ion STEGĂROIU, Valahia University of Targoviste*  
*Gabriel CROITORU, Valahia University of Targoviste*  
*Laurențiu BARANGA, Valahia University of Targoviste*  
 Scientific reviewers: *Eduard CEPTUREANU, Cătălina RADU*
16. **The manager and the future managers**  
*Lorena DUDUIALĂ POPESCU, University Constantin Brâncuși, Târgu Jiu*  
 Scientific reviewers: *Carmen TURLEA, Cristian MARINAȘ*
17. **Management eco-label for accommodation services**  
*Attila DĂRĂGUȘ, University of Agronomic Sciences and Veterinary Medicine, Bucharest*  
*Liliana POPESCU, University of Agronomic Sciences and Veterinary Medicine, Bucharest*  
*Sorin BIBICIOIU, S.C. ABEONA SRL, Brașov*  
 Scientific reviewers: *Radu IOAN, Ion COCHINĂ*

18. **Quasi-institutional formation of a control environment, after the example of the Bulgarian Brewery industry**  
*Emil PAPAHOV, Lyudmila MIHAYLOVA, University of Ruse "Angel Kanchev, Bulgaria*  
 Scientific Reviewers: *Daniela BORISOV, Fco. Javier RUIZ MARTINEZ*
19. **Strategic alliances in the construction sector from Romania,**  
*Cezar SIMION-MELINTE, The Bucharest University of Economic Studies*  
 Scientific Reviewer: *Cristian Silviu BĂNACU, Dan POPESCU*
20. **Management features of textile garments sector companies**  
*Maria GRAPINI, S.C. Pasmatex SA*  
 Scientific reviewers: *Ramona Ștefania IGREȚ, George MOLDOVEANU*
21. **An analysis of social entrepreneurship sector in Romania**  
*Florin ANGHEL, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Marian NĂSTASE, Ilinca HOTĂRAN*
22. **The European crisis and its consequences**  
*Cătălin HUIDUMAC, The Bucharest University of Economic Studies*  
*Alexandru Cătălin POPA, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Cătălina RADU, Maria CONCEIÇÃO RAMOS*

**SESSION II**  
**Human Resources Policies and Strategies**  
**Room 1308, "Mihai Eminescu" Building**

**Session chair:**

Professor Alecxandrina DEACONU, PhD – The Bucharest University of Economic Studies, Romania  
 Professor Emanoil MUSCALU, PhD - "Lucian Blaga" University of Sibiu, Romania

**Conference secretariat:** Lecturer Ramona IGRET, PhD

1. **The Influence of the human capital in the economic development of organizations**  
*Emanoil MUSCALU, Silvana Nicoleta MUNTEAN, "Lucian Blaga" University of Sibiu*  
 Scientific reviewers: *Lefteris TSOULFIDIS, Amalia TODORUȚ*
2. **Key issues related to the human resources management nowadays,**  
*Armenia ANDRONICEANU, The Bucharest University of Economic Studies.*  
 Scientific reviewers: *Antonio NATERA PERAL, Ion POPA*
3. **A Romanian approach of the program "Employee of the Month",**  
*Bianca ARMEAN, University of Petroșani*  
*Virginia BĂLEANU, University of Petroșani*  
*Sabin Ioan IRIMIE, University Politehnica of Timișoara*  
 Scientific reviewers: *Jonel SUBIĆ, Nadia CIOCOIU*

4. **The importance of motivation theories in delivering the promised services to customers,**  
*Constantin CĂRUNTU, "Constantin Brâncuși" University,*  
*Andreea Laura CĂRUNTU, The Bucharest University of Economic Studies*  
Scientific reviewers: *Claudiu CICEA, Andreea ZAMFIR.*
5. **Empirical research on the motivation of employees in telecommunications companies in Bucharest,**  
*Costin DĂMĂȘARU, The Bucharest University of Economic Studies*  
Scientific reviewers: *Cătălina RADU, Maria CONCEIÇÃO RAMOS.*
6. **Students' perception on career in Romania and Portugal – a comparative analysis,**  
*Alexandrina DEACONU, The Bucharest University of Economic Studies*  
*Cătălina RADU, The Bucharest University of Economic Studies*  
*Maria CONCEIÇÃO RAMOS, University of Porto.*  
Scientific reviewers: *Daniela BORISOV, Ion COCHINA*
7. **Human resource information system in Romanian organizations,**  
*Eduard EDELHAUSER, University of Petroșani.*  
Scientific reviewers: *Jonel SUBIĆ, Eduard CEPTUREANU*
8. **The effects of leadership style on the employees' job satisfaction and organizational commitment from the hotel industry,**  
*Andreia ISPAS, West University of Timișoara*  
*Carmen BĂBĂIȚĂ, West University of Timișoara*  
Scientific reviewers: *Cosmin DOBRIN, Răzvan-Andrei CORBOȘ*

9. **Recruiting from abroad – a better option than the domestic recruiting process?,**  
*Alina Gabriela JILETCOVICI.*  
Scientific reviewers: *Daniela BORISOV, Fco. Javier RUIZ MARTINEZ.*
10. **Corporate social responsibility – a human resources management priority,**  
*Viorel LEFTER, The Bucharest University of Economic Studies*  
*Gabriel-Andrei BREZOIU, The Bucharest University of Economic Studies*  
Scientific reviewers: *Cristian MARINAȘ, Ramona Ștefania IGREȚ*
11. **Proposals on optimizing motivational factors within Romanian SME'S,**  
*Irinel MARIN, The Bucharest University of Economic Studies.*  
Scientific reviewers: *Sebastian CEPTUREANU, Sofia COLESCA*
12. **Characteristics of the human resources management in the educational units from the South – Muntenia and South-West Oltenia regions,**  
*Cristian MARINAȘ, The Bucharest University of Economic Studies*  
*Ramona Ștefania IGREȚ, The Bucharest University of Economic Studies*  
*Sorin SFERLE, The Bucharest University of Economic Studies*  
*Ana Cristina ILIOIU, The Bucharest University of Economic Studies*  
Scientific reviewers: *Antonio NATERA PERAL, Radu IOAN*
13. **A model of six-step process of employee motivation**  
*Mirela POPA, Babeș-Bolyai University, Cluj-Napoca*  
*Irina Iulia SALANȚĂ, Babeș-Bolyai University, Cluj-Napoca*  
Scientific reviewers: *Lefteris TSOULFIDIS, Ion COCHINA*



14. **The impact of motivation on performance through leadership,**  
*Adriana Elena ȚEBEIAN (DAROCZI), West University of Timișoara,*  
*Elena SĂRĂȚEAN (CIZMAȘ), West University of Timișoara.*  
Scientific reviewers: *Catalin DOBREA, Valentina Târțiu*
15. **Shaping organizational training needs for a challenging environment,**  
*Magdalena VELCIU, National Scientific Research Institute for Labour and Social Protection.*  
Scientific reviewers: *Persefoni TSALIKI, Alina DRUCY*
16. **Model for improving the strategy development and implementation in emerging markets**  
*Carmen Nadia CIOCOIU, The Bucharest University of Economic Studies*  
*Elena Madalina SERBAN, The Bucharest University of Economic Studies*  
Scientific reviewers: *Cezar SIMION MELINTE, Georgiana CIOANĂ*
17. **Managerial communication and its influence on organizational performance**  
*Alexandra STĂNIȚ, "Lucian Blaga" University of Sibiu*  
*Ramona TODERICIU, "Lucian Blaga" University of Sibiu*  
Scientific reviewers: *Doina POPESCU, Marin ANDREICA*

18. **Influence of recruitment strategy and personnel selection on work performance**  
*Valentina MUNTEANU, Andrei Saguna University*  
Scientific reviewers: *Mihai VRÎNCUȚ, Andreea ZAMFIR*
19. **Practice in higher education: entrepreneurial spirit and students**  
*Eduard Gabriel CEPTUREANU, The Bucharest University of Economic Studies*  
Scientific reviewers: *Persefoni TSALIKI, Răzvan-Andrei CORBOȘ*

### SESSION III

#### Re-engineering and Economic Performance

Room "Sala de consiliu", 1<sup>st</sup> Floor, "Ion N. Angelescu" Building

Session chair:

Professor Ioan RADU, PhD – The Bucharest University of Economic Studies, Romania

Professor Anne Charlotte TAILLANDIER, PhD – Universite d'Artois, France

Conference secretariat: Teaching assistant Georgiana CIOANĂ, PhD

1. **The « art » of performing in management during a crisis**  
*Anne- Charlotte TAILLANDIER, Université d'Artois, France*  
Scientific Reviewers: *Ilinca HOTĂRAN, Marin ANDREICA*
2. **Evaluation of the global performance for water supply and sanitation services operators,**  
*Ioan RADU, The Bucharest University of Economic Studies*  
*Cleopatra ȘENDROIU, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Catalin DOBREA, Alina DINU*
3. **Performance evaluation in administration and management of public enterprises in accordance with the corporate governance's principles,**  
*Mihai CIOC, The Bucharest University of Economic Studies*  
*Minodora URSĂCESCU, The Bucharest University of Economic Studies*  
Scientific Reviewers: *George MOLDOVEANU, Georgiana CIOANĂ*
4. **Considerations on the public services in Romania,**  
*Silviu CRIȘAN, The University "Lucian Blaga" of Sibiu*  
Scientific Reviewers: *Cristian MARINAȘ, Doina POPESCU*

5. **Successful lean lessons from Romanian companies**  
*Ana-Maria GRIGORE, The Bucharest University of Economic Studies*  
*Florica BADEA, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Nicolae BIBU, Valentina Târțiu*
6. **The hospitals accreditation – useful challenge or unnecessary bureaucracy**  
*Ion PÂRGARU, University Politehnica of Bucharest*  
*Marilena Gela GÎRBAN, University Politehnica of Bucharest*  
*Aurelia Felicia STĂNCIOI, University Politehnica of Bucharest*  
Scientific Reviewers: *Radu IOAN, Dan POPESCU*
7. **Performance in social area: econometric perspective between healthcare system and human development index**  
*Claudiu CICEA, The Bucharest University of Economic Studies.*  
Scientific reviewers: *Eduard CEPTUREANU, Sofia COLESCA*
8. **The influence of the intercultural particularities on the development of economic exchanges in Eastern-European cluster**  
*Ionel Sergiu PÎRJU, „A.I. Cuza" University of Iasi*  
*Mihaela POSTOLACHE, „A.I. Cuza" University of Iasi*  
*Dănuț MODEST BOICIUC, „A.I. Cuza" University of Iasi*  
*Filofteia REPEZ, „A.I. Cuza" University of Iasi*  
Scientific Reviewers: *Sebastian CEPTUREANU, Jonel SUBIĆ*
9. **The role of project management in the formation of historical tourism attractiveness factors**  
*Cristian Silviu BĂNACU, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Claudiu CICEA, Lefteris TSOULFIDIS*

10. **Modern approaches in the pre-university educational institutions**  
*Cristina Floreta ISSA, Valahia University of Targoviște*  
*Delia Mioara POPESCU, Valahia University of Targoviște*  
 Scientific Reviewers: *Nadia CIOCOIU, Fco. Javier RUIZ MARTINEZ*
11. **Impact of the major determinants of health condition in Romania in comparison with EU countries,**  
*Constanța POPESCU, University Valahia of Targoviște*  
*Sorin POP, University Valahia of Targoviște*  
 Scientific Reviewers: *Cosmin DOBRIN, Antonio NATERA PERAL*
12. **Transaction costs and economic performance. An institutional approach**  
*Cosmin MARINESCU, The Bucharest University of Economic Studies*  
 Scientific Reviewers: *Cristian BĂNACU, Cezar SIMION-MELINTE*
13. **Economic recovery strategies for an innovative Romanian industrial sector**  
*Doina I. POPESCU, The Bucharest University of Economic Studies*  
 Scientific Reviewers: *Ion POPA, Marian NĂSTASE*
14. **The management of the quality services in agro tourism**  
*Petrică ȘTEFAN, University of Agronomic Sciences and Veterinary Medicine, Bucharest*  
*Cristian CUTAȘ, University of Agronomic Sciences and Veterinary Medicine, Bucharest*  
 Scientific Reviewers: *Sebastian MUNTEANU, Amalia Venera TODORUȚ*

15. **Implementation of the health system performance in Romania**  
*Maricica STOICA, The Bucharest University of Economic Studies*  
 Scientific Reviewers: *Virginia CUCU, Cosmin DOBRIN.*
16. **Current context of production management in printing industry within Romanian organizations**  
*Irina Olimpia SUSANU, Dunarea de Jos" University Galați*  
*Nicoleta CRISTACHE, Dunarea de Jos" University Galați*  
*Viorel SUSANU, Dunarea de Jos" University Galați*  
*Adrian MICU, "Dunarea de Jos" University Galați*  
 Scientific Reviewers: *Persefoni TSALIKI, Nadia CIOCOIU*
17. **Spatial planning: global challenges and european approaches**  
*Florina BRAN, The Bucharest University of Economic Studies*  
*Daniela POPA, Dimitrie Cantemir Christian University Bucharest*  
*Cristina POPA, Ministry of Environment and Forests*  
 Scientific reviewers: *Jonel SUBIĆ, Virginia CUCU.*
18. **The customer-process duality – way of ensuring organisational performance,**  
*George MOLDOVEANU, The Bucharest University of Economic Studies*  
*Georgiana CIOANĂ, The Bucharest University of Economic Studies*  
 Scientific Reviewers: *Marian NĂSTASE, Doina POPESCU*
19. **Sales promotion in the fashion industry in the context of economic crisis**  
*Aurelientiu POPESCU, S.C. Expoconfintex SA*  
 Scientific Reviewers: *Alina DRUCY, George MOLDOVEANU*

20. **Public and private partnership of Apa Nova Bucharest – achievements, performances, perspectives**  
*Epsica CHIRU, APA Nova Bucharest*  
 Scientific Reviewer: *Georgiana CIOANĂ, Ilinca HOTĂRAN*
21. **KM and business: a Romanian perspective**  
*Sebastian CEPTUREANU, The Bucharest University of Economic Studies*  
 Scientific Reviewers: *Alina DINU, Valentina Târțiu*
22. **Possibilities of Increasing the competitiveness of the National History Museum of Romania**  
*Răzvan CORBOȘ, The Bucharest University of Economic Studies*  
*Ruxandra-Irina POPESCU, The Bucharest University of Economic Studies*  
 Scientific Reviewers: *Amalia Venera TODORUȚ, Ion POPA*

**SESSION IV**  
**Knowledge-based Organization and Management**  
**Room 1518, “Mihai Eminescu” Building**

*Session chair:*  
 Professor Ovidiu NICOLESCU, PhD – The Bucharest University of Economic Studies, Romania  
 Professor Teodora ROMAN, PhD – “Alexandru Ioan Cuza” University of Iasi  
*Conference secretariat:* Teaching assistant Ilinca HOTĂRAN, PhD

1. **Quality in education in a knowledge-based economy**  
*Gabriela ARIONESEI, University Stefan cel Mare of Suceava,*  
*Daniela NEAMTU, University Stefan cel Mare of Suceava.*  
 Scientific reviewers: *Cezar SIMION-MELINTE, Cătălina RADU*
2. **The risk associated to the knowledge transfer at organizational level**  
*Mirela GHEORGHE, The Bucharest University of Economic Studies.*  
 Scientific reviewers: *Claudiu CICEA, Fco. Javier RUIZ MARTINEZ*
3. **Using the hidden value of intellectual capital as a management tool,**  
*Alexandra Cătălina NEDELICU, The Bucharest Academy of Economic Studies.*  
 Scientific reviewers: *Andreea ZAMFIR, Răzvan-Andrei CORBOȘ*
4. **Analysis systems for customer relationship management activities off online,**  
*Georgeta SOAVĂ, University of Craiova,*  
 Scientific reviewers: *Lefteris TSOULFIDIS, Daniela BORISOV*

5. **Improving cultural intelligence, management improvement source**  
*Daniel MALUTAN, University Babeş-Bolay Cluj Napoca.*  
 Scientific reviewers: *Andreea ZAMFIR, Răzvan-Andrei CORBOȘ*
6. **Modern university management tool - educational portal case study: higher education in economics**  
*Ramona LACUREZEANU University Babeş - Bolay Cluj Napoca,*  
*Paul BRESFELEAN, University Babeş-Bolay Cluj Napoca,*  
*Robert BUCHMANN, University Babeş - Bolay Cluj Napoca,*  
*Alexandru CHIS, University Babeş - Bolay Cluj Napoca.*  
 Scientific reviewers: *Antonio NATERA PERAL, Radu IOAN*
7. **A modern microeconomic approach of commerce**  
*Alexandru TRIFU, Faculty of Economics „Petre Andrei” University of Iasi*  
 Scientific reviewers: *Sofia COLESCA, Dan POPESCU*
8. **Information and communication technology practices and hotel competitiveness**  
*Anamaria PETRE, University Babeş-Bolay Cluj Napoca,*  
*Roxana STEGEREAN, University Babeş-Bolay Cluj Napoca,*  
*Corina GAVREA, University Babeş-Bolay Cluj Napoca*  
 Scientific reviewers: *Ion COCHINA, Catalin DOBREA*
9. **The evaluation of the educational services quality**  
*Teodora ROMAN, Alexandru Ioan Cuza University of Iasi,*  
*Emil MAXIM, Alexandru Ioan Cuza University of Iasi,*  
*Adriana MANOLICA, Alexandru Ioan Cuza University of Iasi.*  
 Scientific reviewers: *Sebastian CEPTUREANU, Maria CONCEIÇÃO RAMOS.*

10. **The development of a research methodology for the assessment of new public management**  
*Tomina Gabriela SAVEANU, University of Oradea,*  
*Maria-Madela ABRUDAN, University of Oradea,*  
*Adriana GIURGIU, University of Oradea*  
 Scientific reviewers: *Ramona Ștefania IGREȚ, Marin ANDREICA*
11. **Collaborative networks development based on the convergence of strategic axes for increasing competitiveness**  
*Marian NĂSTASE, The Bucharest University of Economic Studies,*  
*Alexandru ROJA, West University of Timișoara*  
 Scientific reviewers: *Cristian MARINAȘ, Sebastian MUNTEANU*
12. **Interferences between total quality management and new public management**  
*Amalia Venera TODORUȚ, “Constantin Brâncusi” University of Targu-Jiu*  
 Scientific Reviewers: *Jonel SUBIĆ, Nadia CIOCOIU*
13. **Performance measurements, critical facts to business growth – exemplification on automotive industry**  
*Ilinca HOTARAN, The Bucharest University of Economic Studies,*  
*Andreea ZAMFIR, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Marian NĂSTASE, Claudiu CICEA*

**14. Addressing the managerial challenge of sustainable development in Romania: availability and significance of sustainability indicators**

*Carmen Valentina RADULESCU, The Bucharest University of Economic Studies*

*Ildiko IOAN, The Bucharest University of Economic Studies*

*Oleg MARGINA, The Bucharest University of Economic Studies*

Scientific reviewers: *Ilinca HOTĂRAN, Doina POPESCU*

**15. Strategies for increasing eco-economic performance**

*Camelia POPA, The Bucharest University of Economic Studies*

Scientific reviewers: *Georgiana CIOANĂ, Marin ANDREICA*

**16. Contributions of Romanian experts in management, based on the perturbations arising in Romanian organizational systems**

*Costache RUSU, "Gh. Asachi" Technical University Iasi*

Scientific reviewers: *George MOLDOVEANU, Sebastian*

*MUNTEANU*

**17. Performance management indicators used in banking risk management**

*Laurentiu FRATILA, The Bucharest University of Economic Studies*

*Robert SOVA, The Bucharest University of Economic Studies*

*Luminita ION, The Bucharest University of Economic Studies*

Scientific reviewers: *Daniela BORISOV, Catalin DOBREA*

**18. Modernization and change of the management of public administration in Romania**

*Camelia DRAGOMIR (STEFANESCU), Spiru Haret University, Bucharest*

*Stelian PANZARU, Spiru Haret University, Bucharest*

Scientific reviewers: *Radu IOAN, Dan POPESCU*

**19. The role of Support Open Source Systems to improve the quality of decisions in an educational institution in Romania**

*Sorin BURLACU, The Bucharest University of Economic Studies*

*Daniel JIROVEANU, The Bucharest University of Economic Studies*

Scientific reviewers: *Maria CONCEIÇÃO RAMOS, Cristian MARINAȘ*

**20. The choice between Joint Ventures and Cross-border Acquisitions**

*Geo HURDUZEU, The Bucharest University of Economic Studies*

Scientific reviewers: *Ion COCHINA, Doina POPESCU*

**SESSION V**  
**Investment Management and Sustainability**  
**Room 2013, “Virgil Madgearu” Building**

*Session chair:*

Professor Daniela BORISOV, PhD – The Bucharest University of Economic Studies, Romania

Professor Răzvan NISTOR, PhD – Babeş-Bolyai University, Cluj - Napoca, Romania

*Conference secretariat:* Teaching assistant Sebastian Madalin MUNTEANU, PhD

1. **Enterprise policies for tackling the digital skills shortage**  
*Daniela BORISOV, The Bucharest University of Economic Studies*  
*Adrian TANȚĂU, The Bucharest University of Economic Studies*  
Scientific reviewers: *Ion COCHINA, Alina DRUCY*
2. **Efficiency metrics for agri-food companies' management**  
*Ecaterina SUCIU, The Bucharest University of Economic Studies*  
*Adrian Nicolae DRĂGHICI, The Bucharest University of Economic Studies*  
Scientific reviewers: *Cristian BĂNACU, Cezar SIMION-MELINTE*
3. **Investment decisions based on uncertainty analysis and multisequential approach of efficiency**  
*Carmen TURLEA, The Bucharest University of Economic Studies*  
*Ioana GHIDIU, The Bucharest University of Economic Studies*  
Scientific reviewers: *Cătălina RADU, Ramona Ștefania IGREȚ*

4. **Estimating companies and sectoral sustainability in resource consumption**  
*Ramona CRUCERU, The Bucharest University of Economic Studies*  
*Cristina PARTAL, The Bucharest University of Economic Studies*  
Scientific reviewers: *Cosmin DOBRIN, Nadia CIOCOIU*
5. **Auditing risk and risk management**  
*Daniela MEDINȚU, The Bucharest University of Economic Studies*  
*Ana MORARIU, The Bucharest University of Economic Studies*  
*Flavia MORARIU NĂSULEA, The Bucharest University of Economic Studies*  
Scientific reviewers: *Ion POPA, Claudiu CICEA*
6. **Assessing the enterprises' advance toward eco-innovation and sustainability**  
*Ramona BĂNICĂ, The Bucharest University of Economic Studies*  
*Maria IOVITU, The Bucharest University of Economic Studies*  
Scientific reviewers: *Antonio NATERA PERAL, Virginia CUCU*
7. **Investment indicators and business firms dynamics**  
*Virginia CUCU, Artifex University, Bucharest*  
Scientific reviewers: *Fco. Javier RUIZ MARTINEZ, Radu IOAN*
8. **Stock investment management under uncertainty**  
*Madalina Ecaterina ANDREICA, The Bucharest University of Economic Studies*  
*Marin ANDREICA, The Bucharest University of Economic Studies*  
Scientific reviewers: *Sebastian CEPTUREANU, Virginia CUCU*

9. **Promoting sustainable development using EU funds**  
*Andreea Lorena RADU, The Bucharest University of Economic Studies*  
*Olga OLARU, The Bucharest University of Economic Studies*  
*Maria DIMITRIU, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Lefteris TSOULFIDIS, Sebastian MUNTEANU*
10. **Corporate social responsibility through the lens of ISO standards**  
*Catalina Soriana SITNIKOV, University of Craiova, F.E.A.A.*  
*Claudiu George BOCEAN, University of Craiova, F.E.A.A.*  
 Scientific reviewers: *Sofia COLESCA, Persefoni TSALIKI*
11. **Challenges and threats about cost-benefit analysis and absorption of structural funds for investment projects**  
*Cristian BUȘU, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Virginia CUCU, Alina DRUCY*
12. **The evolution of real estate markets in the european countries and in Romania**  
*Raluca-Florentina CREȚU, The Bucharest University of Economic Studies*  
*Adrian ANICA - POPA, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Catalin DOBREA, Valentina Târțiu*
13. **Critical chain project planning improvement in terms of quality and duration of projects**  
*Mihai VRÎNCUȚ, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Ion COCHINA, Nicolae BIBU*

14. **The performance of european funded projects**  
*Cristian-Valentin HAPENCIUC, University „Stefan cel Mare” Suceava*  
*Andrei-Alexandru MOROȘAN, University „Stefan cel Mare” Suceava*  
*Eugenia CRUDU (MUNTEANU), University „Stefan cel Mare” Suceava*  
 Scientific reviewers: *Jonel SUBIĆ, Dan POPESCU*
15. **Macroeconomic indicators used to study the efficiency of investments in renewable energy field**  
*Corina PÎRLOGEA, The Bucharest University of Economic Studies*  
*Ion POPA, The Bucharest University of Economic Studies*  
*Corina FRĂSINEANU, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Andreea ZAMFIR, Marian NĂSTASE*
16. **Role of financial information in development of expansion and refurbishment projects. a stakeholders analysis case**  
*Adriana Florina POPA, The Bucharest University of Economic Studies*  
*Mihaela Diana OANCEA- NEGESCU, The Bucharest University of Economic Studies*  
*Maria Loredana POPESCU, Spiru Haret University, Romania*  
 Scientific reviewers: *Ramona Ștefania IGREȚ, George MOLDOVEANU*
17. **Integrated waste management. Approach and implementation in Romania**  
*Silvian IONESCU, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Corina PÎRLOGEA, Cristian BĂNACU*



18. **Evaluating the socio-economic efficiency of sport activities at macro-systemic level in Romania**  
*Sebastian Mădălin MUNTEANU, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Cristian MARINAȘ, Georgiana CIOANĂ*
19. **Means of improving the absorption of European funds in Romania**  
*Ioana Natalia MUREȘAN, Babes-Bolyai University Cluj-Napoca*  
*Răzvan NISTOR, Babes-Bolyai University Cluj-Napoca*  
*Liviu ILIEȘ, Babes-Bolyai University Cluj-Napoca*  
 Scientific reviewers: *Doina POPESCU, Corina PÎRLOGEA*
20. **Renewable resources promotion by support mechanisms**  
*Monica-Viorica NEDELICU, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Maria CONCEIÇÃO RAMOS, Marin ANDREICA*
21. **Survey on estimating QALYs for healthcare investment projects in the Western Region of Romania – the case without intervention**  
*Marius Ioan PANTEA, West University of Timisoara*  
*Delia GLIGOR, West University of Timisoara*  
 Scientific reviewers: *Cătălina RADU, Sebastian MUNTEANU*
22. **Study on household waste collection in Urban Community Arieș, Cluj County**  
*Lucia-Monica SCORȚAR, Babes-Bolyai University, Cluj-Napoca*  
 Scientific reviewers: *Persefoni TSALIKI, Cezar SIMION-MELINTE*
23. **The influence of european financial stability facility on system of governance in European Union countries**  
*Elena Claudia ȘERBAN, The Bucharest University of Economic Studies*  
*Gabriela ȚUȚUEANU, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Eduard CEPTUREANU, Sofia COLESCA*
24. **Statistical modeling of the variables that characterize the stochastic links for investment activity in Romania**  
*Gabriela TUDOSE, National Institute of Labor and Social Protection*  
*Lavinia Ștefania ȚOȚAN, The Bucharest University of Economic Studies*  
*Silvia-Elena CRISTACHE, The Bucharest University of Economic Studies*  
 Scientific reviewers: *Corina PÎRLOGEA, Carmen TURLEA*

## PHD STUDENTS SESSION

Friday, November 16<sup>th</sup>, 2012

9:30 – 14:00

Room 1417

*Session chair:* Professor Dan POPESCU, PhD – The Bucharest University of Economic Studies, Romania  
*Conference secretariat:* PhD Student Cristina VLASCEANU

1. **Globalization-factor that influence the competition process**  
*Raluca PODASCA, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Amalia TODORUȚ, Răzvan-Andrei CORBOȘ*
2. **The cyclic structure of performance auditing in public sector**  
*Vlad BELICIU, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Lefteris TSOULFIDIS, Daniela BORISOV*
3. **The dynamics of R&D Activities in Romania within the European context**  
*Victor LAVRIC, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Ion POPA, Cosmin DOBRIN*
4. **Improvement of TAROM activity by the revenue management system**  
*Catalin PETRUS, The Bucharest University of Economic Studies*  
*Cristina STATE, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Andreea ZAMFIR, Răzvan-Andrei CORBOȘ*

5. **Managing change when implementing business process management**  
*Vlad BALANESCU, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Amalia TODORUȚ, Sebastian CEPTUREANU*
6. **Analysis of the possibility of evolution of the Romanian market economy through cluster development strategies**  
*Cristina VLASCEANU, The Bucharest University of Economic Studies*  
*Mircea Stelian DRAGHICI, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Virginia CUCU, Eduard CEPTUREANU*
7. **Features of human resources management in military organizations**  
*Bogdan-Ioan CIMPAN, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Ion POPA, Cosmin DOBRIN*
8. **Human error and human reliability - managing the blame machinery for increasing organizational performance**  
*Adrian ACHIM, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Maria CONCEIÇÃO RAMOS, Marin ANDREICA*
9. **Mergers and acquisitions – between viability and vulnerability**  
*Cristina-Emilia CIOVICA, The Bucharest University of Economic Studies*  
*Aurelia-Gabriela ANTONESCU, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Sebastian CEPTUREANU, Jonel SUBIĆ*

10. **Six Sigma: tools and methodology for the clothing industry**  
*Dragos MICU, The Bucharest University of Economic Studies*  
Scientific Reviewers: *George MOLDOVEANU, Persefoni TSALIKI*
11. **Managing talent based on competencies at Interpol Bucharest. Proposed activities**  
*Angela VLADESCU, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Lefteris TSOULFIDIS, Amalia TODORUȚ*
12. **Competitive intelligence in the public administration in Romania**  
*Viorel BRANZAS, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Ramona Ștefania IGREȚ, Alina DRUCY*
13. **Playing the fiscal lottery game**  
*Catalina COZMEI, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Dan POPESCU, Cristian BĂNACU*
14. **PESTEL analysis on petroleum industry**  
*Adi Eleonor TRIFU, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Nicolae BIBU, Felicia Alina DINU*
15. **Industry risk: main factor of the investment decision sustainability**  
*Felicia Alina DINU, The Bucharest University of Economic Studies*  
Scientific reviewers: *Fco. Javier RUIZ MARTINEZ, Antonio NATERA PERAL*

16. **Conceptual relationship between information and communication technologies and competitive intelligence activities**  
*Ramona-Mihaela MATEI, The Bucharest University of Economic Studies.*  
Scientific reviewers: *Răzvan-Cătălin DOBREA, Virginia CUCU*
17. **Business model innovation diffusion among companies**  
*Alexandru BOJOAGA, West University of Timisoara*  
*Paul CRISAN, West University of Timisoara*  
*Ioan PETRISOR, West University of Timisoara*  
Scientific Reviewers: *Cezar SIMION-MELINTE, Doina POPESCU*
18. **Public debt management during economic crisis**  
*Cosmin-Mihai LEFTER, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Sebastian CEPTUREANU, Sofia COLESCA*
19. **Future policy actions in continuous training of human resources. Case Study: Romania**  
*Radu STOIKA, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Carmen TURLEA, Cristian MARINAȘ*
20. **Opportunities for driving continuous improvement through TQM, lean and six sigma within business process management**  
*Paul-Bogdan SOARE, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Daniela BORISOV, Fco. Javier RUIZ MARTINEZ*

- 21. The relation profitability – civism, new research directions**  
*Alexandra Mihaela POPESCU, The Bucharest University of Economic Studies*  
*Teodor POPESCU, The Bucharest University of Economic Studies*  
*Ruxandra Nicoleta POPESCU, The Bucharest University of Economic Studies*  
Scientific Reviewers: *Andreea ZAMFIR, Răzvan-Andrei CORBOȘ*
- 22. An economic analysis on the degree of market concentration: competition indicators**  
*Mihail BUȘU, The Bucharest University of Economic Studies*  
Scientific reviewers: *Nadia CIOCOIU, Virginia CUCU*
- 23. Is Romania a favourable environment for the development of knowledge-based organizations?**  
*Adela Anca FUCEC, The Bucharest University of Economic Studies*  
Scientific reviewers: *Ion POPA, Cosmin DOBRIN*
- 24. Strategic management methods in project management**  
*Florin TIRLA, The Bucharest University of Economic Studies*  
Scientific reviewers: *Nadia CIOCOIU, Claudiu CICEA*
- 25. Quality costs links to business cost**  
*Ana-Maria STĂNCIUC, The Bucharest University of Economic Studies*  
Scientific reviewers: *Răzvan-Cătălin DOBREA, Virginia CUCU*

- 26. Quality & client's satisfaction in middle of stuck of bank's corporate responsibility**  
*Romanița Valentina IONESCU, Valahia University of Targoviste*  
*Lucretia Mariana CONSTANTINESCU, Valahia University of Targoviste*  
Scientific Reviewer: *Andreea ZAMFIR*

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