The 6th INTERNATIONAL MANAGEMENT CONFERENCE
IMC2012

APPROACHES
IN ORGANISATIONAL MANAGEMENT

15-16 November 2012

BUCHAREST, ROMANIA
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 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 TSOUFLIDIS, PhD – University of Macedonia, Thessaloniki, Greece
- Professor Persefoni TSALIKI, PhD – Aristotle University of Thessaloniki, Greece
- Professor Drago CVIJANOVIĆ, 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 15th, 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


14:00 - 16:30 - Parallel Sessions

S_I - Management of Romanian and International Organisations
Room 0129, “Ion N. Angelescu” Building

S_II - Human Resources, Policies and Strategies
Room 1308, „Mihai Eminescu” Building

S_III - Re-engineering and Economic Performance
Room “Sala de consiliu”, 1st Floor „Ion N. Angelescu” Building

S_IV - Knowledge-based Organisation and Management
Room 1518, „Mihai Eminescu” Building

S_V - Investment Management and Sustainability
Room 2013, „Virgil Madgearu” Building

16:30 - 17:00 - Coffee break

17:00 - 19:00 - Parallel Sessions (S_I – S_V)

S_I - Management of Romanian and International Organisations
Room 0129, “Ion N. Angelescu” Building

S_II - Human Resources, Policies and Strategies
Room 1308, „Mihai Eminescu” Building

S_III - Re-engineering and Economic Performance
Room “Sala de consiliu”, 1st Floor „Ion N. Angelescu” Building

S_IV - Knowledge-based Organisation and Management
Room 1518, „Mihai Eminescu” Building

S_V - Investment Management and Sustainability
Room 2013, „Virgil Madgearu” Building

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

Friday, November 16th, 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 15th, 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
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 Timişoara, Romania

Conference secretariat:
Teaching assistant Alina DRUCY, PhD

1. Beyond the obvious: social innovation in the NGOs management
   Nicolae BIBU, West University of Timişoara
   Mihai LISETCHI, West University of Timişoara
   Diana SALA, West University of Timişoara
   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 CIOCIOIU, Claudiu CICEA

4. The value-based management approach: from the shareholder value to the stakeholder value
   Valentin MUNTEANU, West University of Timişoara
   Doina DANAIA, West University of Timişoara
   Luminita HURBEAN, West University of Timişoara
   Alice BERGLER, West University of Timişoara
   Scientific reviewers: Andreea ZAMFIR, Răzvan-Andrei CORBOȘ

5. Management and organizational behavior in the European Union business environment
   Dan POPEȘCU, 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 RĂDUŢEANU, 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 ANDREIĆA

12. Management of an audit organization and audit of management
Ion COCHINĂ, The Bucharest University of Economic Studies
Cezara ARSENE, The Bucharest University of Economic Studies
Scientific reviewers: Ramona Ştefania IGREŢ, 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
Laurenţiu BARANGA, Valahia University of Targoviste
Scientific reviewers: Eduard CEPTUREANU, Cătălina RADU

16. The manager and the future managers
Lorena DUDUIALĂ POPEȘCU, 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 POPEȘCU, University of Agronomic Sciences and Veterinary Medicine, Bucharest
Sorin BIBIĆIOIU, S.C. ABÉONA 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 PAPAZOV, 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 BÂNACU, Dan POPESCU

20. Management features of textile garments sector companies
Maria GRAPINI, S.C. Pasmatex SA
Scientific reviewers: Ramona Ştefania IGREŢ, 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 Alexxandrina 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 TODORUŢ

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 BĂBAITĂ, 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
Ana Cristina ILIOIU, The Bucharest University of Economic Studies
Scientific reviewers: Antonio NATERA PERAL, Radu IOAN

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 ŢEBEIAN (DAROCZI), West University of Timișoara, Elena SĂRÂTEAN (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


18. Influence of recruitment strategy and personnel selection on work performance Valentina MUNTEANU, Andrei Saguna University Scientific reviewers: Mihai VRÎNCUT, 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”, 1st Floor, “Ion N. Angelescu” Building

Session chair:
Professor Ioan RADU, PhD – The Bucharest University of Economic Studies, Romania
Professor Anne Charlote TAILLANDIER, PhD – Universite d’Artois, France
Conference secretariat: Teaching assistant Georgiana CIOANĂ, PhD

1. The « art » of performing in management during a crisis
Anne- Charlote 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 ŞENDROIU, 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 CRIŞAN, The University “Lucian Blaga” of Sibiu
Scientific Reviewers: Cristian MARINAŞ, 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 Târţiu

6. The hospitals accreditation – useful challenge or unnecessary bureaucracy
Ion PĂRGARU, University Politehnică of Bucharest
Marilena Gela GÎRBAN, University Politehnica of Bucharest
Aurelia Felicia STĂNCOIOI, 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 Moara 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 ŞTEFAN, 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
Scientific Reviewers: Cristina POPA, Ministry of Environment and Forests

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
Aureliițiu 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 NEDELCU, 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 Babes-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 Babeș - Bolay Cluj Napoca, Paul BRESFELEAN, University Babeș-Bolay Cluj Napoca, Robert BUCHMANN, University Babeș - Bolay Cluj Napoca, Alexandru CHIS, University Babeș - 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 Babeș-Bolay Cluj Napoca, Roxana STEGEREAN, University Babeș-Bolay Cluj Napoca, Corina GAVREA, University Babeș-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 TANŢĂU, 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 MEDINŢU, 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 Târțiù

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 MOROŞAN, 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 MARINAŞ, Georgiana CIOANĂ

19. Means of improving the absorption of European funds in Romania
Ioana Natalia MUREŞAN, Babes-Bolyai University Cluj-Napoca
Răzvan NISTOR, Babes-Bolyai University Cluj-Napoca
Liviu ILIEŞ, Babes-Bolyai University Cluj-Napoca
Scientific reviewers: Doina POPESCU, Corina PİRLOGEA

20. Renewable resources promotion by support mechanisms
Monica-Viorica NEDELCU, 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 Arieş, Cluj County
Lucia-Monica SCORTAR, 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 Ştefania ȚOȚAN, The Bucharest University of Economic Studies
Silvia-Elena CRISTACHE, The Bucharest University of Economic Studies
Scientific reviewers: Corina PİRLOGEA, Carmen TURLEA
PHD STUDENTS SESSION
Friday, November 16th, 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 LAVRICH, 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
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<td>Viorel BRANZAS, The Bucharest University of Economic Studies</td>
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<td>Playing the fiscal lottery game</td>
<td>Catalina COZMEI, The Bucharest University of Economic Studies</td>
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<td>Felicia Alina DINU, The Bucharest University of Economic Studies</td>
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<td>Radu STOIKA, The Bucharest University of Economic Studies</td>
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<td>Paul-Bogdan SOARE, The Bucharest University of Economic Studies</td>
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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 CORBOŞ

22. An economic analysis on the degree of market concentration: competition indicators
Mihail BUŞU, 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
Romaniţa Valentina IONESCU, Valahia University of Targoviste
Lucretia Mariana CONSTANTINESCU, Valahia University of Targoviste
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