



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

in partnership with

MANAGEMENT ACADEMIC SOCIETY IN ROMANIA (SAMRO)

&

**EUROPEAN COUNCIL FOR SMALL BUSINESS AND
ENTREPRENEURSHIP (ECSB)**

**The 7th INTERNATIONAL MANAGEMENT
CONFERENCE - IMC2013**

New Management for the New Economy

November 7th – 8th, 2013

BUCHAREST, ROMANIA

CONFERENCE PROGRAMME

Conference Advisory Committee

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Senior Lecturer Răzvan-Andrei CORBOȘ, PhD
Lecturer Sebastian CEPTUREANU, PhD

Conference secretariat

Georgiana Cioană, PhD
Ramona IGRET, PhD
Sebastian MUNTEANU, PhD
Ionel NĂFTĂNĂILĂ, PhD
Victor LAVRIC, PhD Student
Corina MARINESCU, PhD Student
Cristina STATE, PhD Student
Ana Maria STĂNCIUC, PhD Student
Cristina VLĂSCLEANU, PhD Student
Alexandru POPA, Student

CONFERENCE PROGRAMME

Thursday, November 7th, 2013

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”, 3rd floor, “Ion N. Angelescu” Building

14:00 - 16:00 - Parallel Sessions

S_I - Economic History and Business Management in the Changing Global Scenario - Room 1417, “Mihai Eminescu” Building
S_{II} - Organisational Behaviour, Business Ethics and HR Revolution - Room 1308, „Mihai Eminescu” Building
S_{III} - Business Excellence, Strategy and Organisational Performance - Room “Sala de consiliu”, 1st Floor „Ion N. Angelescu” Building
S_{IV} - Management of Knowledge, Information and Organisational Learning - Room „Robert Schuman”, „Ion Angelescu” Building
S_V - Investment Management, Innovation and Sustainability - Room 1518, “Mihai Eminescu” Building.

16:00 - 16:30 - Coffee break

16:30 - 18:30 - Parallel Sessions

S_I - Economic History and Business Management in the Changing Global Scenario - Room 0129, „Ion N. Angelescu” Building

S_{II} - Organisational Behaviour, Business Ethics and HR Revolution - Room 1308, „Mihai Eminescu” Building

S_{III} - Business Excellence, Strategy and Organisational Performance - Room “Sala de consiliu”, 1st Floor „Ion N. Angelescu” Building

S_{IV} - Management of Knowledge, Information and Organisational Learning - Room „Robert Schuman”, „Ion Angelescu” Building

S_V - Investment Management, Innovation and Sustainability - Room 1518, “Mihai Eminescu” Building

19:00 - Conference Gala Dinner – IRIDIUM GRAND BALLROOM,
Howard Johnson Hotel, Calea Dorobantilor no. 5-7, Sector 1 Bucharest

Friday, November 8th, 2013

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

9:30- 14:00 - PhD Students Session: Room 1417, „Mihai Eminescu” Building

Conference Opening PLENARY SESSION

**Thursday, November 7th, 2013
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*

The Endowment Model at American Universities

Ph.D. Professor Cristian TIU, University at Buffalo, USA

Strategic Foresight of Metropolitan Growth. A Tool of Territorial Intelligence

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

The Main Strengths and Weaknesses of the Romanian Management

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

PARALLEL SESSIONS

Thursday, November 7th, 2013
14:00 – 18:30

SESSION I

**Economic History and Business Management in the Changing
Global Scenario**
Room 1417, “Mihai Eminescu” Building

Session chair:

Professor Dan POPESCU, PhD - The Bucharest University of Economic Studies

Professor Teodora ROMAN, PhD – Alexandru Ioan Cuza University of Iasi

Conference secretariat: Cristina STATE, PhD Student

1. **Managerial Performance in Tourism Organizations – Between Theoretical Desideratum and Practical Investigation**
Cristina STATE, The Bucharest University of Economic Studies
Dan POPESCU, The Bucharest University of Economic Studies
2. **Skills Provided Graduates - Measure of Quality in Higher Education**
Teodora ROMAN, “Alexandru Ioan Cuza” University of Iasi
Emil MAXIM, “Alexandru Ioan Cuza” University of Iasi
Adriana MANOLICĂ, “Alexandru Ioan Cuza” University of Iasi
3. **Increasing Strategic Role of Insurance Function with Resource Materials in Current Conditions**
Gheorghe CÂRSTEA, The Bucharest University of Economic Studies
Oana PĂUN, The Bucharest University of Economic Studies

4. **Price Paradoxes in Romania in Context of the Present Economic-Financial Crisis**
Vasile DEAC, The Bucharest University of Economic Studies
Mihai VRÎNCUȚ, The Bucharest University of Economic Studies
5. **Information Systems in Nowadays Management**
Constanța POPESCU, Valahia University of Targoviste
Cezarina Adina TOFAN, Valahia University of Targoviste
6. **The Trompenaars’ Seven-Dimension Cultural Model and Cultural Orientations of Romanian Students in Management**
Sergiu BĂLAN, The Bucharest University of Economic Studies
Lucia Ovidia VREJA, The Bucharest University of Economic Studies
7. **The Unit Manpower + Entrepreneurship, Main Production Factor within Managerial System**
Ina CROITORU, “Petre-Andrei” University of Iasi
Alexandru TRIFU, “Petre-Andrei” University of Iasi
8. **A Mechanism for the Allocation of Social Assistance Expenditure in Times of Economic Crisis**
Adrian VINTILESCU BELCIUG, Ministry of Labour, Family, Social Protection and Elderly, Romania
Lăcrămioara CORCHEȘ, Ministry of Labour, Family, Social Protection and Elderly, Romania
Daniela CRETU, ANAF, Romania

9. Conclusions on Modeling Development Programs within Economic Organizations

*Marin ANDREICA, The Bucharest University of Economic Studies
Mădălina Ecaterina ANDREICA, The Bucharest University of Economic Studies
Dragoș MICU, The Bucharest University of Economic Studies*

10. Assessing the Quality of Local Government

Ilie BRIE, Center of Excellence for Sustainable Development (CEDD)

11. Which are the Welfare Limits? Competition Policy in the Context of Corporate Social Responsibility

*Mihail BUȘU, The Bucharest University of Economic Studies
Constantin BELU, The Bucharest University of Economic Studies*

12. Evolution of MNCs in 2001-2012: Facts about Romania

*Eduard Gabriel CEPTUREANU, The Bucharest University of Economic Studies
Ortansa STIRBU, The Bucharest University of Economic Studies*

13. Transportation Cost Reduction and Competitive Advantage Through Defensive Driving Programs

*Mihai CIOC, The Bucharest University of Economic Studies
Florin IONIȚĂ, The Bucharest University of Economic Studies*

14. The Gender Issue in Romania Between Aspirations and Reality

*Sabina IRIMIE, University of Petroșani
Virginia BĂLEANU, University of Petroșani
Maria Elena BOATCĂ, University of Petroșani*

SESSION II

**Organisational Behaviour, Business Ethics and HR Revolution
Room 1308, "Mihai Eminescu" Building**

Session chair:

Professor Alecxandrina DEACONU, PhD – The Bucharest University of Economic Studies

Professor Maria Madela ABRUDAN, PHD – University of Oradea

Conference secretariat: Lecturer Ramona IGRET, PhD

1. Brain Drain of Health Care Professionals – Can We Manage the Process?

*Maria Conceição RAMOS, University of Porto
Alexandrina DEACONU, Bucharest University of Economic Studies
Cătălina RADU, Bucharest University of Economic Studies*

2. Management's Duty towards Employees. A Business Ethics Approach

*Ștefan-Dominic GEORGESCU, The Bucharest University of Economic Studies
Loredana BOȘCA, The Bucharest University of Economic Studies*

3. The Impact of Social Networks on the Awareness Increase of a Corporate Social Responsibility Campaign (a Case Study On Alex&Comp Galati)

*Nicoleta CRISTACHE, „Dunarea de Jos” University of Galati
Edit LUKACS, „Dunarea de Jos” University of Galati
Alexandru CAPATINA, „Dunarea de Jos” University of Galati*

4. **The Potential of Employees Online Volunteering in Romania**
Doina DANAIATA, West University of Timișoara
Diana Corina GLIGOR-CIMPOIERU, West University of Timișoara
Luminita HURBEAN, West University of Timișoara
Valentin MUNTEANU, West University of Timișoara
5. **The Issue of Fair Wage**
Dragoș BÎGU, The Bucharest University of Economic Studies
6. **Managerial Behaviour in Public Services Organizations**
Gheorghe ALEXANDRU, Oil & Gases University of Ploiești
Dumitru NANCU, Ovidius University of Constanta
7. **Leadership, Readiness to Change, and Commitment to Change**
Wustari L.H. MANGUNDJAYA, University of Indonesia
8. **Ethical Aspects of Decision-Making in Agri-Food Entreprises**
Patricia RAȚIU, Babeș-Bolyai University, Cluj Napoca
Maria MORTAN, Babeș-Bolyai University, Cluj Napoca
9. **CSR in SMEs – Some Terminological Distinctions**
Radu Florin OGARCA, University of Craiova
10. **Considerations on the Relationship Business Ethics - Corporate Governance in the Knowledge-Based Economy**
Ion STEGĂROIU, Valahia University, Târgoviște
Manoela POPESCU, Dimitrie Cantemir “Christian University”,
Luminița Cecilia CRENICAN, Dimitrie Cantemir “Christian University”,
11. **The Corporate Social Responsibility – A Glance Over the Romanian Agrifood Enterprises**
Leonina-Emilia SUCIU, Babes-Bolyai University, Cluj Napoca
Vincentiu VEREȘ, Babes-Bolyai University, Cluj Napoca
12. **Applied Model Regarding Fundamenting and Implementing Human Resources Audit in a Company**
Irinel MARIN, The Bucharest University of Economic Studies
13. **Entrepreneurial Initiatives Versus Entrepreneurial Skills in South-Eastern Romania**
Ramona Stefania IGRET, The Bucharest University of Economic Studies
Simona Irina AGOSTON, The Bucharest University of Economic Studies
Cristian-Virgil MARINAS, The Bucharest University of Economic Studies
Monica CONDRUZ – BACESCU, The Bucharest University of Economic Studies

SESSION III

Business Excellence, Strategy and Organisational Performance
Room “Sala de consiliu”, 1st Floor, “Ion N. Angelescu” Building

Session chair:

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

Professor Stéphane CALLENS, PhD - Université d'Artois, France

Conference secretariat: Victor LAVRIC, PhD Student

1. **A New Synthesis for New Economy?**
Stéphane CALLENS, Université d'Artois, France
2. **Sustainable Development of the Metropolitan Area of Bucharest on the Principles of Territorial Intelligence**
Ioan RADU, The Bucharest University of Economic Studies
Cleopatra SENDROIU, The Bucharest University of Economic Studies
3. **Entrepreneur's competencies management**
Anne- Charlotte TAILLANDIER, Université d'Artois, France
Yosra BOUGHATTAS, Université d'Artois, France
4. **Strategic Options to Minimize the Effects of the Economic Crisis on the Construction Sector in Romania,**
Cezar SIMION-MELINTE, The Bucharest University of Economic Studies, Romania
5. **Improving Services Quality in the Romanian Rural Tourism,**
Alina GHEORGHE, The Bucharest University of Economic Studies, Romania
Florea PARVU, The Bucharest University of Economic Studies, Romania

6. **Essential Considerations in Ensuring Management Efficiency in a Multinational Organization,**
Silvana Nicoleta MUNTEAN, “Lucian Blaga” University of Sibiu, Romania
7. **The Impact of Performances in Romanian Supply Chains on Organizational Performances,**
Florian GYULA LASZLO, Partium University, Romania
Alexandru CONSTANGIOARA, University of Oradea, Romania
8. **Related Party and Management Entity**
Daniel BOTEZ, Vasile Alecsandri University, Bacau
Gabriela MARIAN, Mecanica Ceahlau SA, Piatra Neamt
Lazăr LATU, Neamt Prefecture
9. **Leadership in Virtual Organizations,**
Marian NĂSTASE, The Bucharest University of Economic Studies, Romania
Alexandru ROJA, West University of Timișoara, Romania
10. **Increasing Managerial Capability in Romanian Textile Companies,**
Adriana GÎRNEAȚĂ, The Bucharest University of Economic Studies, Romania
11. **Strategic Measures to Penetrate International Markets. The Daimler (Mercedes-Benz) Strategy,**
Daniela NECHITA, “Dunărea de Jos” University of Galați, Romania
Florina Oana VÎRLĂNUȚĂ, “Dunărea de Jos” University of Galați, Romania
Carmen OPRÎȚ- MAFTEI, “Dunărea de Jos” University of Galați, Romania

12. **Social Media - What is it and What Can it do for Your Business,**
Cezara ARSENIE, KPMG
Ion COCHINĂ, The Bucharest University of Economic Studies, Romania
13. **Measuring Performance in Various Economic Sectors with Emphasize on Business Sustainability,**
Amalia Venera TODORUT, "Constantin Brâncuși" University of Târgu-Jiu, Romania
Ecaterina SUCIU, The Bucharest University of Economic Studies, Romania
14. **Financing Gap for SME – A Comparative Analysis of Best Practices in European Union,**
Laurentiu FRĂȚILĂ, The Bucharest University of Economic Studies, Romania
Robert SOVA, The Bucharest University of Economic Studies, Romania
Luminița ION, The Bucharest University of Economic Studies, Romania
15. **Strategic managerial implications of supplier segmentation in the current competitive environment**
Răzvan-Andrei CORBOȘ, The Bucharest University of Economic Studies
Andreea ZAMFIR, The Bucharest University of Economic Studies
Alexandra Ioana FLOREA (IONESCU), The Bucharest University of Economic Studies
16. **Developing Web Solutions: A Project Management Approach,**
Georgiana CIOANA, The Bucharest University of Economic Studies, Romania
Alexandru-Nicolae COSTACHE, Capitan SEO

SESSION IV

Management of Knowledge, Information and Organisational Learning Room "Robert Schuman", Ion N. Angelescu Building

Session chair:

Professor Ovidiu NICOLESCU, PhD – The Bucharest University of Economic Studies

Professor Adriana GIURGIU, PhD – University of Oradea, Romania

Conference secretariat: Corina MARINESCU, PhD Student

1. **The Competitive Advantage and the Role of the Knowledge Sharing Processes in Inter-Organizational Networks**
Adriana GIURGIU, University of Oradea
Maria Madela ABRUDAN, University of Oradea
2. **Developing an Empirical Research for Organizational Intelligence Framework**
Minodora URSĂCESCU, The Bucharest University of Economic Studies
3. **Cross Border Trade, Increased Value Added and Economic Growth in Emerging Market Economies: Can Export Credit Agencies Help?**
Trung Quang DINH, University of Akureyri, Iceland
Hilmar Þór HILMARSSON, University of Akureyri, Iceland
4. **Managing Public-Private Partnership: Social Enterprise as Public Policy Subject in Romania"**
Nicolae BIBU, West University of Timișoara
Mihai LISETCHI, West University of Timișoara

5. **Premises for Using Principal Component Analysis in Studying the Efficiency of Renewable Energy Investments**
Claudiu CICEA, The Bucharest University of Economic Studies
Corina MARINESCU, The Bucharest University of Economic Studies
6. **Sustained and Balanced Growth of a Small Quasi-Diversified Company (Strategic Aspects),**
Emil PAPAȘOV, University of Ruse "Angel Kanchev" & UNWE
Lyudmila MIHAYLOVA, University of Ruse "Angel Kanchev"
7. **Study Regarding the Students' Opinion Concerning the Quality Assurance System of Education from "Alma Mater" University of Sibiu**
Ioana TĂLMĂCEAN, Alma Mater University
Nicolae GEORGESCU, Alma Mater University
Monica Delia DOMNICA, Alma Mater University
Cristina ANTTILA, Alma Mater University
8. **Leadership Style and Organizational Structure in the Context of Mintzberg's Vision**
Mihai VĂRZARU, University of Craiova
Anca VĂRZARU, University of Craiova
9. **The Creative Industries and New Trends in the Economic World**
Elena MARINOVA, Babes-Bolyai University, Cluj Napoca
Anca BORZA, Babes-Bolyai University, Cluj Napoca
10. **The Effects of Dynamic Capabilities in the Entrepreneurial Firms**
Gabriela ȚUȚUEANU, The Bucharest University of Economic Studies
Elena Claudia ȘERBAN, The Bucharest University of Economic Studies

11. **Tacit Knowledge Management – Strategic Role in Disclosing the Intellectual Capital**
Cristian Silviu BĂNACU, The Bucharest University of Economic Studies
Cristian BUȘU, The Bucharest University of Economic Studies
Alexandra Cătălina NEDELICU, The Bucharest University of Economic Studies
12. **Communication and Multicultural Higher Education in Economics and Business Management**
Eugenia CĂMPEANU-SONEA, Babes-Bolyai University, Cluj Napoca
Adrian SONEA, Petru Maior University
Ovidiu-Niculae BORDEAN, Babes-Bolyai University, Cluj Napoca
13. **Trust – Networking - Innovation**
József TÓTH, Corvinus University of Budapest
14. **Aspects Regarding the Theory of the Individual's Basic Values**
Delia Mioara POPESCU, Valahia University of Targoviste
Ioan BOICIUC, Valahia University of Targoviste
15. **Stakeholders' Perception of the Process of Change in the Romanian Pre-University Education**
Adriana GRIGORESCU, National School of Political Studies and Public Administration
Luminița Mirela OLTEANU, Valahia University of Targoviste
16. **Knowledge Management Systems: Traditional and Innovative Approaches**
Sebastian Ion CEPTUREANU, The Bucharest University of Economic Studies
Filip ZGUBEA, The Bucharest University of Economic Studies

SESSION V

Investment Management, Innovation and Sustainability Room 1518, "Mihai Eminescu" Building

Session chair:

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

Professor Razvan NISTOR, PhD – Babes-Bolyai University, Cluj Napoca

Conference secretariat: Teaching assistant Sebastian Madalin MUNTEANU, PhD

- 1. Innovative Metrics for Assessing Human Capital Development – Overview on Romania**
Daniela BORISOV, The Bucharest University of Economic Studies
Adrian TANȚĂU, The Bucharest University of Economic Studies
- 2. The Importance of Innovative Clusters' Proliferation for Sustainable Economic Growth of Romania**
Ion POPA, The Bucharest University of Economic Studies
Doina POPESCU, The Bucharest University of Economic Studies
- 3. The Impact of European Projects on the Development of the Northwest Region of Romania**
Ioana MUREȘAN, Babeș-Bolyai University Cluj-Napoca, Romania
Răzvan NISTOR, Babeș-Bolyai University Cluj-Napoca, Romania
Liviu ILIEȘ, Babeș-Bolyai University Cluj-Napoca, Romania

- 4. Reducing Days to Collect through the Execution of Six Sigma within Business Process Management**
Cosmin DOBRIN, The Bucharest University of Economic Studies
Paul SOARE, The Bucharest University of Economic Studies
- 5. A Thematic Specialization of Touristic and Agritouristic Guest Houses in Romania**
Romeo Cătălin CREȚU, University of Agronomic Sciences and Veterinary Medicine – Bucharest
Raluca Florentina CREȚU, The Bucharest University of Economic Studies
Petrică ȘTEFAN, University of Agronomic Sciences and Veterinary Medicine – Bucharest
- 6. Study on the Identification of Influence Factors on European Access in Projects**
Diana Elena RANF, Romanian-German University of Sibiu, Romania
Dănut DUMITRAȘCU, Lucian Blaga University, Sibiu, Romania
- 7. The Romanian Competitiveness Crisis in the European Context. A Comparative Approach at the Central and East European Level**
Razvan Catalin DOBREA, The Bucharest University of Economic Studies
Iulia Xenia PODGOREANU, The Bucharest University of Economic Studies
- 8. Virtual Eco-Innovation Hub – A New Tool for Enhancing Knowledge Transfer and Innovation in the Field of WEEE Recycling**
Carmen Nadia CIOCOIU, The Bucharest University of Economic Studies

9. **Feasibility Study on Setting up and Running a Poultry Micro-Farm Respecting the European Strategy of Sustainable Development**

Sebastian Madalin MUNTEANU, The Bucharest University of Economic Studies

Ioana TEODORESCU, The Bucharest University of Economic Studies

10. **Investor Relations – A Crucial Strategic Management Responsibility Tool for Successful ‘Investor Search’ on Capital Markets**

Maria-Loredana POPESCU, Spiru Haret University, Romania

Mihaela-Diana OANCEA-NEGESCU, The Bucharest University of Economic Studies

Antoni PREDESCU, Spiru Haret University, Romania

11. **Managerial Approaches to Innovation and Hotel Performance-Evidence from Cluj County**

Roxana STEGEREAN, Babeş-Bolyai University, Cluj-Napoca

Anamaria PETRE, Babeş-Bolyai University, Cluj-Napoca

12. **Innovative Materials for Research and Industry**

Elena-Oana CROITORU, The Bucharest University of Economic Studies

13. **Managing Investment Project and Uncertainty Analysis**

Carmen TURLEA, The Bucharest University of Economic Studies

Virginia CUCU, Artifex University

PHD STUDENTS SESSION

Friday, November 8th, 2013

9:30 – 14:00

Room 1417

Session chair: Professor Doina POPESCU, PhD – The Bucharest University of Economic Studies

Conference secretariat: PhD Student Cristina VLASCEANU

1. **The Influence of Knowledge Management in the Development of Clusters**

Cristina VLĂSCLEANU, The Bucharest University of Economic Studies

2. **Low Carbon Economy Development Strategy and Corporate Governance Chinese Expertise**

Chai FENG XIA, The Bucharest University of Economic Studies

Issam MF SALTAJI, The Bucharest University of Economic Studies

3. **Improvement of Tarom Activity by Overbooking Policy**

Cătălin PETRUȘ, The Bucharest University of Economic Studies

Ștefan CORCODEL, The Bucharest University of Economic Studies

4. **Organizational Learning and Performance. A Conceptual Model**

Alexandra Luciana GUȚĂ, „Alexandru Ioan Cuza” University of Iași

5. **Tourists' Satisfaction with Innovation in Romanian Hotels**
Maria-Cristina IORGULESCU, The Bucharest University of Economic Studies
Anamaria Sidonia RĂVAR, The Bucharest University of Economic Studies
6. **A New Way to Outsource Activities**
Livia TOANCA, Liv Consulting, L.A., U.S.A
7. **The Development of a Business Strategy System from an Entropic Point of View**
Răzvan RĂDULESCU, The Bucharest University of Economic Studies
8. **Managing Waste Electrical and Electronic Equipment in Romania. Comparative Analysis with other Countries in Europe**
Sofia-Elena COLESCA, The Bucharest University of Economic Studies
Maria-Loredana POPESCU, The Bucharest University of Economic Studies
9. **From Identity to Professional Identity – A Multidisciplinary Approach**
Ioana BULEI, Valahia University of Târgoviște
George DINU, Valahia University of Târgoviște
10. **The Dynamics of R&D Human Resources in Romania within the European Context**
Victor LAVRIC, The Bucharest University of Economic Studies

11. **Pragmatic Approach in Forecasting the HR Needs of the Romanian Policing.**
Adrian ACHIM, The Bucharest University of Economic Studies
12. **Knowledge Management and Total Quality Management Integration. Impact on National Youth Strategy**
Ana Maria STĂNCIUC, The Bucharest University of Economic Studies
Beniamin Viorel BRÂNZAȘ, The Bucharest University of Economic Studies
13. **Some Hypothesis Regarding Consumers Opinions on Assuming Social Responsibility**
Cristina BUTUROANGA, The Bucharest University of Economic Studies
14. **Premises of Knowledge based Economy in Romania**
Alexandru Emil POPA, The Bucharest University of Economic Studies
15. **Management @Business Innovation: Built to Last Over Generations?**
Ramona GAVRILESCU (GROAPA), The Bucharest University of Economic Studies
Beliciu VLAD, The Bucharest University of Economic Studies
Mihaela UDA, The Bucharest University of Economic Studies
16. **Assessing the Absorption Rate of the European Funds and the Economic Sustainability in the Euro-Regions**
Ramona CRUCERU, The Bucharest University of Economic Studies

17. **Vertical Integration as Corporate Entrepreneurship Strategy in the Renewable Energy Field. OMV Petrom Case Study**
Alexandra-Cătălina CHINIE, The Bucharest University of Economic Studies
18. **Lean Manufacturing - Path to Performance**
Gabriel MIREA, The Bucharest University of Economic Studies
19. **Study on the Financial Indicators for the Sustainability of the Projects Not Generating Revenue**
Ramona BĂNICĂ, The Bucharest University of Economic Studies
20. **National Plan for Rural Development in Romania in 2007-2013: A Managerial Approach**
Paula AVRĂMIA, The Bucharest University of Economic Studies
21. **The Increase Efficiency of the Heat Supply Public Service by Implementing an Integrated Centralized Heating Supply System (SACET) in the Municipality of Bucharest**
Anamaria-Cristina ANDREI, The Bucharest University of Economic Studies
22. **Considerations on Quality Cost Management**
Marius-Gabriel PĂTRĂȘCAN, The Bucharest University of Economic Studies