



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

in partnership with

MANAGEMENT ACADEMIC SOCIETY IN ROMANIA (SAMRO)

**The 8th INTERNATIONAL MANAGEMENT CONFERENCE -
IMC2014**

Management Challenges for Sustainable Development

November 6th – 7th, 2014

BUCHAREST, ROMANIA

**CONFERENCE
PROGRAMME**

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Corina MARINESCU, Ph.D.
Cristina VLĂSCEANU, Ph.D.
Victor LAVRIC, Ph.D. Student
Cristina STATE, Ph.D. Student
Alexandra MUNTEANU, Ph.D. Student
Stefan-Florin CORCODEL, MSc Student

CONFERENCE PROGRAMME

Thursday, November 6th, 2014

8:30 - 9:00 - Registration of participants: Hall of Aula Magna, Bucharest University of Economic Studies

9:00 - 10:30 – Plenary Session: Aula Magna, „Ion N. Angelescu” Building

11:00 - 12:30 - Parallel Sessions

S_I - Entrepreneurship and Strategic Management – Council Room (Sala de Consiliu), „Ion Angelescu” Building, 1st floor

S_{II} - Production, Logistics and Supply Chain Management - „Robert Schuman” Room, „Ion Angelescu” Building, 1st floor

S_{III} - Intellectual Property, Innovation and Knowledge Management - Room 1308, „Mihai Eminescu” Building, 3rd floor

S_{IV} – Organizational Culture, Business Ethics and HR Management - „Virgil Madgearu” Room, „Ion Angelescu” Building

S_V - Investment and Project Management - Room 1518, “Mihai Eminescu” Building, 5th floor.

12:30 – 13.30 – Lunch break: Cihoschi Restaurant, Stanislas Cihoschi Building

14:00 - 16:00 - Parallel Sessions

S_I - Entrepreneurship and Strategic Management – Council Room (Sala de Consiliu), „Ion Angelescu” Building, 1st floor

S_{II} - Production, Logistics and Supply Chain Management - „Robert Schuman” Room, „Ion Angelescu” Building, 1st floor

S_{III} - Intellectual Property, Innovation and Knowledge Management - Room 1308, „Mihai Eminescu” Building, 3rd floor

S_{IV} – Organizational Culture, Business Ethics and HR Management - „Virgil Madgearu” Room, „Ion Angelescu” Building

S_V - Investment and Project Management - Room 1518, “Mihai Eminescu” Building, 5th floor.

16:00 - 16:30 - Coffee break

16:30 - 18:30 - Parallel Sessions

S_I - Entrepreneurship and Strategic Management – Council Room (Sala de Consiliu), „Ion Angelescu” Building, 1st floor

S_{II} - Production, Logistics and Supply Chain Management - „Robert Schuman” Room, „Ion Angelescu” Building, 1st floor

S_{III} - Intellectual Property, Innovation and Knowledge Management - Room 1308, „Mihai Eminescu” Building, 3rd floor

S_{IV} – Organizational Culture, Business Ethics and HR Management - „Virgil Madgearu” Room, „Ion Angelescu” Building

S_V - Investment and Project Management - Room 1518, “Mihai Eminescu” Building, 5th floor.

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

Friday, November 7th, 2014

9:00 - 9:30 – Book launch: “Anuarul științific al lucrărilor de management din România: 1990 2013”, „Virgil Madgearu” Room, „Ion Angelescu” Building

9.30 – 10.00 - Registration of participants: Room 1518, „Mihai Eminescu” Building

10.00 - 12:00 – Ph.D. Students Session: Room 1518, „Mihai Eminescu” Building, 5th floor

12:00 - 12:15 - Coffee break

12:15 – 14:15 – Ph.D. Students Session: Room 1518, „Mihai Eminescu” Building, 5th floor

14:15 - 14:30 - Coffee break

14:30 – 16:45 – Ph.D. Students Session: Room 1518, „Mihai Eminescu” Building, 5th floor

**Conference Opening
PLENARY SESSION**

Thursday, November 6th, 2014
9:00 – 10:30, Aula Magna

Keynote Speakers:

Welcoming Message

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

Welcoming Message

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

Waking the Talk. Big Data and Strategic Policy Intelligence

*Ph.D. Professor Adrian CURAJ, Politehnica University of Bucharest,
Romania, General Director - Executive Agency for Higher Education,
Research, Development and Innovation Funding (UEFISCDI)*

**Performance manipulation and manipulation red flags in investment
management**

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

PARALLEL SESSIONS

Thursday, November 6th, 2014
11:00 – 18:30

SESSION I

**Entrepreneurship and Strategic Management
Council Room, 1st Floor, Ion N. Angelescu Building**

Session chair:

Professor Dan POPESCU, Ph.D. - Bucharest University of Economic
Studies

Professor Teodora ROMAN, Ph.D. – Alexandru Ioan Cuza University of
Iasi

Conference secretariat: Cristina STATE, Ph.D. Student

- 11.00-
11.15
- 1. A New Option for Customer Relationship Management
of Tourism Units: Crowdsourcing**
*Cristina STATE, Bucharest University of Economic Studies
Dan POPESCU, Bucharest University of Economic Studies*
- 11.15-
11.30
- 2. Customer Oriented System of Values Research**
*Teodora ROMAN, “Alexandru Ioan Cuza” University of Iași
Adriana MANOLICĂ, “Alexandru Ioan Cuza” University of
Iași
Laura GONDOR, “Alexandru Ioan Cuza” University of Iași*
- 11.30 -
11.45
- 3. Relational capital as an Instrument of Increasing
Competitiveness**
*Regina LENART, University of Economics and Humanities
“Bielsko-Biala”*
- 11.45 -
12.00
- 4. Performance Ranking of Turkish Insurance
Companies: the AHP Application**
Ilyas AKHISAR, Marmara University

- 12.00 -
12.15
- 5. Investigating Autonomy, Accountability and Educational Management Priorities in Romanian High Schools; Preliminary Results**
Gabriel Octavian NEGREA, "Gheorghe Lazăr" National College
Dan-Maniu DUȘE, "Lucian Blaga" University of Sibiu
- 12.15 -
12.30
- 6. Analysis of the Enterprise Value Based on the Return Value. Models, Comparisons and Strategic Options**
Marius Ioan PANTEA, West University of Timișoara
Delia GLIGOR, West University of Timișoara
Cecilia – Nicoleta JURCUȚ, West University of Timișoara
- 14.00 -
14.15
- 7. Increasing the Sustainability of Museums Through International Strategy**
Izabela Luiza POP, "Babeș Bolyai" University of Cluj
Anca BORZA, "Babeș Bolyai" University of Cluj
- 14.15 -
14.30
- 8. About Competitiveness in the Context of Sustainable Development**
Delia GLIGOR, West University of Timișoara
Cecilia - Nicoleta JURCUȚ, West University of Timișoara
- 14.30 -
14.45
- 9. General Features of the Romanian Fast Growth Oriented Firms**
Nicolae BIBU, West University of Timișoara
Diana SALA, West University of Timișoara
Maria ALB, West University of Timișoara
- 14.45
15.00
- 10. High Performance Activity Practices in Small Firms in Romania**
Gabriela ȚUȚEANU, Bucharest University of Economic Studies
Elena Claudia ȘERBAN, Bucharest University of Economic Studies

- 15.00 -
15.15
- 11. The Importance of Defining Strategy in the Present Economic Context**
Cătălin GIURGIU, "Babeș Bolyai" University of Cluj
Anca BORZA, "Babeș Bolyai" University of Cluj
- 15.15 -
15.30
- 12. Technology Entrepreneurship and Entrepreneurial Strategies**
Alexandru ROJA, West University of Timisoara
Marian NĂSTASE, Bucharest University of Economic Studies
- 15.30 -
15.45
- 13. The Advantages of the CRM - Type Systems of Resources Planning and Management in Companies**
Mihai Ilie BALABAN, "Lucian Blaga" University of Sibiu
Dănuț Dumitru DUMITRAȘCU, "Lucian Blaga" University of Sibiu
- 15.45 -
16.00
- 14. Creative Industries and Benefits from Technology Forecasting**
Gabriela IONESCU, Romanian Academy
- 16.30 -
16.45
- 15. Distinct Elements among the Managerial Entrepreneurship of Bucovina's Guesthouses. A Study in the Context of Sustainable Development**
Pavel STANCIU, Ștefan cel Mare University of Suceava
Cristian-Valentin HAPENCIUC, Ștefan cel Mare University of Suceava
Ruxandra BEJINARU, Ștefan cel Mare University of Suceava
Andrei-Alexandru MOROȘAN, Ștefan cel Mare University of Suceava
- 16.45 -
17.00
- 16. The Rise and Fall of BCG Model**
Anișoara DUICĂ, Valahia University of Targoviște
Gabriel CROITORU, Valahia University of Targoviște

Mircea Constantin DUICĂ, Valahia University of Targoviște
Ofelia ROBESCU, Valahia University of Targoviște

- 17.00 -
17.15
- 17. Evaluation of Student's Predisposition to Decision Making Biases**
Florin ANGHEL, Bucharest University of Economic Studies
Florin ȚIRLĂ, Bucharest University of Economic Studies
- 17.15 -
17.30
- 18. Perception of Entrepreneurship as a Career Path**
Ana-Maria GRIGORE, University of Bucharest
Sorin-George TOMA, University of Bucharest
- 17.30 -
17.45
- 19. The Sustainability of SMEs in Romania in the Economic Crisis Context: a Regional Approach**
Monica DUDIAN, Bucharest University of Economic Studies
- 17.45 -
18.00
- 20. Relevant Aspects of Romanian Managerial Consultancy in 2013**
Ciprian NICOLESCU, Bucharest University of Economic Studies
- 18.00 -
18.15
- 21. Globalization - a Reality at the Beginning of the 3rd Millennium**
Emanoil MUSCALU, "Lucian Blaga" University Sibiu
Lucia FRATICIU, "Lucian Blaga" University Sibiu
- 18.15 -
18.30
- 22. Romania's Energy Resource Management in the Perspective of 2020**
Gheorghe VLĂSCLEANU, Bucharest University of Economic Studies
Liviu Bogdan VLAD, Bucharest University of Economic Studies
Gheorghe HURDUZEU, Bucharest University of Economic Studies

SESSION II
Production, Logistics and Supply Chain Management
Room "Robert Schuman", Ion N. Angelescu Building

Session chair:

Professor Ion VERBONCU, Ph.D. – Bucharest University of Economic Studies

Professor Adriana GIURGIU, Ph.D. – University of Oradea, Romania

Conference secretariat: Lecturer Cătălina RADU, Ph.D.

- 11.00-
11.15
- 1. Innovative Way of Optimizing the Manufacturing Processes on Parallel Production Lines in SME**
George Cristian GRUIA, Czech Technical University in Prague
Michal KAVAN, Czech Technical University in Prague
- 11.15-
11.30
- 2. Harmony Search Algorithm for Solving Two Aggregate Production Planning Models with Breakdowns and Maintenance**
Esmail MEHDIZADEH, Islamic Azad University
Amir Aydin Atashi ABKENAR, Islamic Azad University
- 11.30-
11.45
- 3. The Impact of Risks in Supply Chain on Organizational Performances: Evidence from Romania**
Gyula Laszlo FLORIAN, University of Oradea
Alexandru CONSTANGIOARA, University of Oradea
- 11.45-
12.00
- 4. Linking Accounting Information with Business Planning in Bulgarian SMEs**
Emil PAPAISOV, UNWE – Sofia & University of Ruse
Lyudmila MIHAYLOVA, University of Ruse

- 12.00-12.15 **5. Outsourcing Within a Supply Chain Management Framework**
Constantin Manuel HILA, The KPI Institute
Oana DUMITRAȘCU, "Lucian Blaga" University Sibiu
- 12.15-12.30 **6. The Influence of Marketing Intelligence on Performance of Romanian Retailers**
Adrian MICU, University "Dunărea de Jos" of Galați
Angela-Eliza MICU, University "Ovidius" of Constanța
Nicoleta CRISTACHE, University "Dunărea de Jos" of Galați
- 14.00-14.15 **7. An Empirical Investigation into the Outsourcing Logistics Contract**
Irina SALANȚĂ, Babeș-Bolyai University
Mirela POPA, Babeș-Bolyai University
- 14.15-14.30 **8. Economic Pathways Towards a More Sustainable Material Flow. Case Study: Product Service Systems**
Florina BRAN, Bucharest University of Economic Studies
Ildiko IOAN, Bucharest University of Economic Studies
Carmen Valentina RĂDULESCU, Bucharest University of Economic Studies
- 14.30-14.45 **9. Policy Options for the Competitiveness of the Construction Sector in the European Union**
Cezar SIMION-MELINTE, Bucharest University of Economic Studies

- 14.45-15.00 **10. Progress in the Adaptive Forecast Management of the Economic Organizations**
Marin ANDREICA, Bucharest University of Economic Studies
Mădălina Ecaterina POPESCU, Bucharest University of Economic Studies
Dragoș MICU, Bucharest University of Economic Studies
- 15.00-15.15 **11. Economic Analysis of Industrial Property**
Gabriel NĂSTASE, Christian University "Dimitrie Cantemir" Bucharest
Carmen Valentina RĂDULESCU, Bucharest University of Economic Studies
Ildiko IOAN, Bucharest University of Economic Studies
Bogdan PASCU, Bucharest University of Economic Studies
- 15.15-15.30 **12. Quality Management in Procurement and Management of Material Resources**
Gheorghe CĂRSTEA, Bucharest University of Economic Studies
Oana PĂUN, Bucharest University of Economic Studies
Sorin PĂUN, Bucharest University of Economic Studies
- 15.30-15.45 **13. Lean Six Sigma Strategy at Work: Ups, Downs and Lessons Learned from Implementation**
Georgiana CIOANĂ, Bucharest University of Economic Studies
Cătălina RADU, Bucharest University of Economic Studies
- 15.45-16.00 **14. Today's IT Industry in Romania**
Ioan FOTEA, Emanuel University of Oradea
Joseph TAKACS, Bucharest University of Economic Studies

- Adrian CIOARA, Emanuel University of Oradea*
Daniel NEAGOIE, Emanuel University of Oradea
- 16.30-16.45 **15. The most Important Agri-culture Risk: The Risk Culture**
Gheorghe HURDUZEU, Bucharest University of Economic Studies
Cătălin HUIDUMAC, Bucharest University of Economic Studies
Raluca HURDUZEU, Bucharest University of Economic Studies
- 16.45-17.00 **16. Corporate Social Responsibility Between Performance and Sustainability**
Ionela Carmen PIRNEA, Constantin Brancoveanu University
Marieta OLARU, Bucharest University of Economic Studies,
Timo KEPPLER, Bucharest University of Economic Studies, Bucharest, România
Mircea ȘANDRU, Bucharest University of Economic Studies, Bucharest, România
- 17.00-17.15 **17. Internal and External Network Enterprises – General Approaches**
Laura DINCA, University of Craiova
- 17.15-17.30 **18. Development Discrepancies between Western and Eastern EU Countries: A Statistical Analysis of Textile and Apparel Clusters**
Adriana GIRNEATA, Bucharest University of Economic Studies
Mihaela MASCU (UDA), Bucharest University of Economic Studies

- 17.30-17.45 **19. Building a More Transparent Business Environment in Romania**
Sebastian VĂDUVA, Emanuel University of Oradea
Victor ALISTAR, Transparency International
Robert MIKLO, Bucharest University of Economic Studies
Daniel NEAGOIE, Emanuel University of Oradea
- 17.45-18.00 **20. Challenges for Romanian Health Sector in Becoming a Sustainable System**
Ana-Madalina POTCOVARU, Bucharest University of Economic Studies
- 18.00-18.15 **21. The Economic Impact of Doubling the Number of Employees in the Romanian IT Sector**
Sebastian VĂDUVA, Emanuel University of Oradea
Petru FILIP, SNSPA
Ana GIURCA, Brainspotting
Ioan FOTEA, Emanuel University of Oradea
- 18.15-18.30 **Discussions**

SESSION III
Intellectual Property, Innovation and Knowledge Management
Room 1308, Mihai Eminescu Building

Session chair:

Professor Ioan RADU, Ph.D. – Bucharest University of Economic Studies

Professor Stéphane CALLENS, Ph.D. - Université d'Artois, France

Conference secretariat: Alexandra MUNTEANU, Ph.D. Student

- 11:00-11:15
- 1. Comparative Analysis of the Performance of Apa Nova Bucharest Against Romanian Similar Major Operators**
Ioan RADU, Bucharest University of Economic Studies
Cleopatra ȘENDROIU, Bucharest University of Economic Studies
Florin CAZACU, Bucharest University of Economic Studies
Monica Elena SABAU, Bucharest University of Economic Studies
- 11:15-11:30
- 2. Professionalisation of the Business Management in Romania**
Ovidiu NICOLESCU, Bucharest University of Economic Studies
- 11:30-11:45
- 3. The time budget method - a tool for sustainable urban planning**
Philippe DUEZ, Université d'Artois, France
- 11:45-12:00
- 4. Role of Science in Enhancing National Competitiveness: Case of Latvia**
Baiba ŠAVRIŅA, University of Latvia
Santa SPROĢE-RIMŠA, University of Latvia

- 12:00-12:15
- 5. Post-materialist Values and the Adoption of Environmental Innovation: the Case of Electric Vehicle**
Stéphane CALLENS, Université d'Artois
Cherfi SOFIANE, Université d'Artois
Charlène BOYOM, Université d'Artois
- 12:15-12:30
- 6. Management Science in Knowledge Management**
Zehra ALAKOÇ BURMA, Mersin University
- 14:00-14:15
- 7. Environmental Strategy and Hotel Competitiveness - Evidence from Brasov County**
Roxana STEGEREAN, Babeș-Bolyai University
Anamaria PETRE, Babeș-Bolyai University
Alexandru CHIS, Babeș-Bolyai University
- 14:15-14:30
- 8. The Concept of Information in Contemporary Economic Analysis – an Economic Approach of Informational Goods**
Minodora URSACESCU, Bucharest University of Economic Studies
Mihai CIOC, Bucharest University of Economic Studies
- 14:30-14:45
- 9. Informatics Crimes and Intellectual Property in Knowledge Management**
Zehra ALAKOÇ BURMA, Mersin University
- 14:45-15:00
- 10. Dimensions of the Learning Organization within Pharmaceutical Companies in Romania**
Otilia BORDEIANU, Ștefan cel Mare University of Suceava
Cristian-Valentin HAPENCIUC, Ștefan cel Mare University of Suceava
Ruxandra BEJINARU, Ștefan cel Mare University of Suceava
Aurel BURCIU, Ștefan cel Mare University of Suceava

- 15:00-15:15 **11. Trends and New Realities in the Perspective of Generation Change**
Daniela Cornelia Niculescu, Bucharest University of Economic Studies
- 15:15-15:30 **12. Analysis of the Renewable Energy Potential in Romania and Environmental Impact Management**
Elena-Oana CROITORU, Bucharest University of Economic Studies
Andreea-Ileana ZAMFIR, Bucharest University of Economic Studies
- 15:30-15:45 **13. Innovation and Launching of New Products in Romanian Textile-Clothing Sector Clusters**
Doina I. POPESCU, Bucharest University of Economic Studies
Eduard Gabriel CEPTUREANU, Bucharest University of Economic Studies
- 15:45-16:00 **14. Recommendations on the Development of Knowledge Management in Romanian SMEs**
Sebastian Ion CEPTUREANU, Bucharest University of Economic Studies
- 16:30-16:45 **15. Managing Organizational Change and Innovation on Romanian SMEs**
Eduard Gabriel CEPTUREANU, Bucharest University of Economic Studies
Sebastian Ion CEPTUREANU, Bucharest University of Economic Studies
- 16:45-17:00 **16. Innovation as a Generator of National Competitiveness in the European Union**
Alina Elena IOSIF, Bucharest University of Economic Studies

- 17:00-17:15 **17. What GDP Figures Don't Tell You. Microeconomic Evidence on The Impact of the World Financial Crisis on The Albanian Economy.**
Besart KADIA, European University of Tirana, Albania
- 17:15-17:30 **18. The Strategic Role of Exports in Trade Expansion and Economic Growth for Romania**
Cosmin DOBRIN, Bucharest University of Economic Studies
Alexandra Mirela Cristina MUNTEANU, Bucharest University of Economic Studies
- 17:30-17:45 **19. The Impact of Intellectual Capital on Automotive Firm's Performance – Case Study**
Alexandra Catalina NEDELICU, Bucharest University of Economic Studies
Cristian Silviu BANACU, Bucharest University of Economic Studies
Corina FRASINEANU, Bucharest University of Economic Studies
- 17:45-18:00 **20. Romania's R&D and Innovation Potential at EU Level and the Managerial Implications for SMEs**
Victor LAVRIC, Bucharest University of Economic Studies
- 18:00-18:15 **21. Management of Decision-making Mechanisms in the Context of the Cuban Rocket Crisis**
Liviu Bogdan VLAD, Bucharest University of Economic Studies
Emil Constantin BUCUR, University of Bucharest
- 18:15-18:30 **Discussions**

SESSION IV

Organizational Culture, Business Ethics and HR Management „Virgil Madgearu” Room, „Ion Angelescu” Building

Session chair:

Professor Alexandrina DEACONU, Ph.D. – Bucharest University of Economic Studies

Professor Maria Madela ABRUDAN, Ph.D. – University of Oradea

Conference secretariat: Lecturer Ramona IGRET, Ph.D.

- 11.00-11.15
- 1. How to Improve the Labor Market Insertion of Graduates in Romania**
Alexandrina DEACONU, Bucharest University of Economic Studies
Lavinia RAȘCĂ, The Institute for Business Administration-ASEBUSS
- 11.15-11.30
- 2. Impact of Organizational Empowerment on Employee Commitment: Moderating Role of Organization Learning Culture and Locus of Control**
Muhammad Shakil AHMAD, COMSATS Institute of IT
- 11.30-11.45
- 3. Study Regarding the Human Resources Internal Audit in Romanian Textiles Industry**
Liviu ILIEȘ, Babes-Bolyai University
Horațiu Cătălin SĂLĂGEAN, Babes-Bolyai University
Dan LUNGESCU, Babes-Bolyai University
Bogdan BĂLC, Babes-Bolyai University
- 11.45-12.00
- 4. The Ethical Dimension of the Sustainable Development**
Margareta Simona BUȘOI, Bucharest University of Economic Studies
- 12.00-12.15
- 5. Measuring Social Corporate Responsibility Practices of Micro and Small Enterprises - Pilot Study**
Tomina Gabriela SAVEANU, University of Oradea

Maria Madela ABRUDAN, University of Oradea
Adriana GIURGIU, University of Oradea
Liana Eugenia MEȘTER, University of Oradea
Nicoleta BUGNAR, University of Oradea

- 12.15-12.30
- 6. The Organizational Culture`s Particularities in the Public Institutions from the Defense Branch – Between Necessities, Requests and Possibilities**
Dan GOGOESCU, Craiova University
- 14.00-14.15
- 7. External CSR Communication in a Strategic Approach**
Diana Corina GLIGOR CIMPOIERU, West University of Timișoara
Valentin PARTENIE MUNTEANU, West University of Timișoara
- 14.15-14.30
- 8. Romanian Aspects of Gender Equality in Occupational Health and Safety**
Sabina IRIMIE, University of Petroșani
Maria - Elena BOATCĂ, University of Petroșani
- 14.30-14.45
- 9. A View on the Concept of Objective from Two Perspectives: Management and Psychology**
Andrei Stefan NESTIAN, Alexandru Ioan Cuza University of Iasi
- 14.45-15.00
- 10. The Internal Communication in the Educational Organization**
Constanța POPESCU, University Valahia of Târgoviște
Carmen-Elena OLTEANU (ANDREIANA), University Valahia of Târgoviște
- 15.00-15.15
- 11. Teaching English for Sustainable Engineering Development**
Anca GRECULESCU, University Politehnica of Bucharest

*Irinel MARIN, Bucharest Academy of Economic Studies
Gina Florica STOICA, University Politehnica of Bucharest*

15.15-
15.30

- 12. Research Based Assessment of the Methods Employed by Romanian Public Institutions in the Staffing Process**
*Alina CIOBANU, Bucharest University of Economic Studies
Armenia ANDRONICEANU, Bucharest University of Economic Studies*

15.30-
15.45

- 13. The impact of Professional Identity Factors on Employee Motivation**
*Delia Mioara POPESCU, University „Valahia” of Targoviste
Ioana BULEI, University „Valahia” of Targoviste
Viorel MIHALCIOIU, University „Valahia” of Targoviste*

15.45-
16.00

- 14. Specific Features of High-trust Organization. Cases Studies of Romanian Companies**
*Adrian SONEA, Petru Maior University
Eugenia CÂMPEANU SONEA, Babes-Bolyai University*

16.30-
16.45

- 15. Academic Dishonesty and Workplace Dishonesty. An Overview**
*Octavian RUJOIU, Bucharest University of Economic Studies
Valentina RUJOIU, Bucharest University of Economic Studies*

16.45-
17.00

- 16. Investment in Human Capital of SMEs**
*Robert ȘOVA, Bucharest University of Economic Studies
Laurentiu FRĂȚILĂ, Bucharest University of Economic Studies
Mihaela MAFTEI, Bucharest University of Economic Studies*

17.00-
17.15

- 17. HR Analytics for Strategic Human Resource Management**
*Emanoil MUSCALU, „Lucian Blaga” University, Sibiu
Anca ȘERBAN, „Lucian Blaga” University, Sibiu*

17.15-
17.30

- 18. The Ethical and Discretionary Responsibilities of Business Towards Society**
*Dragoș BĂGU, Bucharest University of Economic Studies
Ionuț ANASTASIU, Bucharest University of Economic Studies*

17.30-
17.45

- 19. Evolutionary Theory and Evolutionary Management**
*Lucia Ovidia VREJA, Bucharest University of Economic Studies
Ștefan-Dominic GEORGESCU, Bucharest University of Economic Studies
Sergiu BĂLAN, Bucharest University of Economic Studies*

17.45-
18.00

- 20. Sustainability and Ethical Business**
Dan CRĂCIUN, Bucharest University of Economic Studies

18.00/
18.15

- 21. Students Career Motivation – a Pilot Study**
*Cristian Virgil MARINAȘ, Bucharest University of Economic Studies
Ramona Ștefania IGREȚ, Bucharest University of Economic Studies
Simona AGOSTON, Bucharest University of Economic Studies*

18.15
18.30

Discussions

SESSION V
Investment and Project Management
Room 1518, Mihai Eminescu Building

Session chair:

Professor Daniela BORISOV, Ph.D. – Bucharest University of Economic Studies

Professor Răzvan NISTOR, Ph.D. – Babes-Bolyai University, Cluj Napoca

Conference secretariat: Stefan-Florin CORCODEL, MSc Student

- 11.00 - 11.15 **1. Investments in Education – Determinant for Long Term Firms' Competitiveness**
Daniela-Liliana BORISOV, Bucharest University of Economic Studies
Carmen ȚURLEA, Bucharest University of Economic Studies
- 11.15- 11.30 **2. Approaches Regarding the Dimensions of Project Governance**
Răzvan NISTOR, Babeș-Bolyai University, Cluj-Napoca
Ioana BELEIU, Babeș-Bolyai University, Cluj-Napoca
- 11.30- 11.45 **3. Competition Policy in the European Context: Evolutions and Perspectives**
Cristian BUȘU, Bucharest University of Economic Studies
- 11.45- 12.00 **4. Study on the Impact of Publicity on Demand Management – Evidence from a Romanian Private Sports Club**
Liviu ILIEȘ, Babeș-Bolyai University, Cluj-Napoca
Horațiu Cătălin SĂLĂGEAN, Babeș-Bolyai University, Cluj-Napoca
Cosmin MOCA, Babeș-Bolyai University, Cluj-Napoca

- 12.00- 12.15 **5. Eco-efficient Recycling of Electrical and Electronic Waste: Analysis of the Romanian Companies**
Cristian Silviu BANACU, Bucharest University of Economic Studies
Emilian Cristian IRIMESCU, Bucharest University of Economic Studies
Răzvan Cătălin DOBREA, Bucharest University of Economic Studies
- 12.15- 12.30 **6. Particularities of the Managerial Strategies in the Healthcare System in a Multivariant Environment**
Gheorghe ALEXANDRU, Oil & Gases University of Ploiești
Claudiu CICEA, Bucharest University of Economic Studies
- 14.00- 14.15 **7. A build-up Algorithm for Sustainable Discount Rates Projections**
Răzvan Cătălin DOBREA, Bucharest University of Economic Studies
Felicia Alina DINU, A.D.P.S.E. Catalactica
Irina ION, Bucharest University of Economic Studies
- 14.15- 14.30 **8. Assessing Quality of Health Services from Romania in Terms of Patient**
Ion POPA, Bucharest University of Economic Studies
Simona Cătălina ȘTEFAN, Bucharest University of Economic Studies
- 14.30- 14.45 **9. Choosing Photovoltaic Panels using the PROMETHEE Method**
Ioan GIURCA, Technical University of Cluj-Napoca
Ioan AȘCHILEAN, S.C. ACI CLUJ S.A., Cluj-Napoca
Călin Ovidiu SAFIRESCU, S.C. SAFIT INST S.R.L., Cluj-Napoca
Dan MUREȘAN, Technical University of Cluj-Napoca

- 14.45-15.00 **10. Testing the Normality Assumption of the Romanian Capital Market for Generating a Proper Portfolio Management**
Ana-Maria CALOMFIR (METESCU), Romanian Academy
- 15.00-15.15 **11. Modern Financing Mechanism for SMEs**
Laurentiu FRĂȚILĂ, Bucharest University of Economic Studies
Robert ȘOVA, Bucharest University of Economic Studies
Mihaela MAFTEI, Bucharest University of Economic Studies
- 15.15-15.30 **12. Catastrophe Bonds. From Structure to Strategy – a Culture Analysis at European Level**
Laura-Gabriela CONSTANTIN, Bucharest University of Economic Studies
- 15.30-15.45 **13. Intergenerational Altruism – a Valid Hypothesis of Sustainable Development in the Ricardian Model.**
Daniel BELINGHER, Romanian Academy
Nicolae MOROIANU, Bucharest University of Economic Studies
- 15.45-16.00 **14. Quantifying Benefits in Cost-Benefit Analysis**
Attila GYORGY, Bucharest University of Economic Studies
Nicoleta VINTILĂ, Bucharest University of Economic Studies
Florian GAMAN, Technical University of Civil Engineering, Bucharest
- 16.30-16.45 **15. Territorial Dimension of Integrated Investments**
Florin Marian BUHOCIU, "Dunărea de Jos" University of Galați
- 16.45-17.00 **16. Process Quality Management Tools with Applications in Project Management**
Mihai VRÎNCUȚ, Bucharest University of Economic Studies

- 17.00-17.15 **17. Linguistic Project Manager Selection**
Ali Reza AFSHARI, Islamic Azad University, Shirvan Branch
- 17.15-17.30 **18. Designing a WEEE Virtual Eco-Innovation Hub: The Vision of the Academic and Research Environment**
Carmen Nadia CIOCOIU, Bucharest University of Economic Studies
Sofia Elena COLESCA, Bucharest University of Economic Studies
Mihaela PĂCEȘILĂ, Bucharest University of Economic Studies
Ștefan Gabriel BURCEA, Bucharest University of Economic Studies
- 17.30-17.45 **19. The Preemptive Resource-constrained Project Scheduling Problem Subject to Due Dates using GRASP**
Afshar-Nadjafi BEHROUZ, Islamic Azad University, Qazvin Branch
- 17.45-18.00 **20. Redesigning the Management System through Investments and Reengineering in the Romanian Public Sector**
Amalia Venera TODORUȚ, "Constantin Brâncuși" University of Târgu-Jiu
- 18.00-18.15 **21. A Theoretical and Empirical Approach of the Relationship between Economy and Sport**
Sebastian Mădălin MUNTEANU, Bucharest University of Economic Studies
Irina-Eugenia IAMANDI, Bucharest University of Economic Studies
Eugeniu TUDOR, Bucharest University of Economic Studies
- 18.15-18.30 **Discussions**

PH.D. STUDENTS SESSION

Friday, November 7th, 2014

9:30 – 16:00

Room 1518, Mihai Eminescu Building

Session chair: Professor Doina POPESCU, Ph.D. – Bucharest University of Economic Studies

Conference secretariat: Cristina VLASCEANU, Ph.D.

- 10.00-10.15
1. **Human Capital Management Challenges of Albanian Business in Global Market**
Luftim CANIA, European University of Tirana
- 10.15-10.30
2. **The Managerial View of Social Media Usage in Banking Industry: Case Study for Romanian Banking System**
Kristine KIRAKOSYAN, West University of Timișoara
- 10.30-10.45
3. **Applying Borda Count Method for Determining the Best WEEE Management in Europe**
Maria-Loredana NICOLESCU (POPESCU), Bucharest University of Economic Studies
- 10.45-11.00
4. **Testing the Efficient Market Hypothesis of the Romanian Capital Market**
Daniel Ștefan ARMEANU, Bucharest University of Economic Studies
Sorin-Iulian CIOACĂ, Bucharest University of Economic Studies

- 11.00-11.15
5. **Economic Analysis of the European Aeronautic Industry in the 1970-2013**
Daniela MOCENCO, Bucharest University of Economic Studies
Monica DUDIAN, Bucharest University of Economic Studies
- 11.15-11.30
6. **Managing Contagion Risk During Economic, Financial and Political Shocks**
Daniel Ștefan ARMEANU, Bucharest University of Economic Studies
Carmen Emilia PASCAL, Bucharest University of Economic Studies
Sorin-Iulian CIOACĂ, Bucharest University of Economic Studies
- 11.30-11.45
7. **Dynamic Analysis of the Influence of Number of Bachelor's Degree Programs Offered by Romanian Universities on the Number of Students During 2000-2012**
Roxana-Elena TEODOROIU, Bucharest University of Economic Studies
- 11.45-12.00
8. **The Factors that Influences Revenue Management Policy**
Cătălin PETRUȘ, Bucharest University of Economic Studies
Livia TOANCĂ, Bucharest University of Economic Studies
- 12.15-12.30
9. **Intelligent Collective Networks – Tools in Developing the Knowledge Based Economy**
Alexandru BIRSAN, Bucharest University of Economic Studies
Ioan RADU, Bucharest University of Economic Studies
Ana Maria ANDREI, Bucharest University of Economic Studies

- 12.30-12.45 **10. Change Management – Challenge and Opportunity for Sustainable Development of Romanian Companies**
Liviu TUDOR, Bucharest University of Economic Studies
- 12.45-13.00 **11. Influence of the Evolution of the Registration of Vehicles upon the Development of the Romanian Oil Industry**
Adi Eleonor TRIFU, Bucharest University of Economic Studies
- 13.00-13.15 **12. Undertakings' Compliance Programs in European Union Countries**
Mihail BUȘU, Bucharest University of Economic Studies
Bogdan CÎMPAN, Bucharest University of Economic Studies
- 13.15-13.30 **13. The Development of a Business Strategy System from an Entropic Point of View – Part II**
Răzvan RĂDULESCU, Bucharest University of Economic Studies
- 13.30-13.45 **14. The Transition to Sustainability. A Feedback for Tourism and Hospitality**
Adina POPESCU, Bucharest University of Economic Studies
Cristina STATE, Bucharest University of Economic Studies
- 13.45-14.00 **15. Workplace Motivation in Romania: What are the Main Factors and their Cultural Background?**
Laurențiu HAUSER, Bucharest University of Economic Studies
- 14.00-14.15 **16. Alliances and Competitive Advantage on SMEs**
Ortansa Andreea Mihaela ȘTIRBU, Bucharest University of Economic Studies

- 14.30-14.45 **17. Strategic Measures for Reducing Land-use Emissions in Romania**
Alina ZAHARIA, Bucharest University of Economic Studies
Aurelia-Gabriela ANTONESCU, Bucharest University of Economic Studies
- 14.45-15.00 **18. Considerations Regarding the Influence of the External Sector on R&D Employment – Evidence from Romania**
Florentina IVANOV, Bucharest University of Economic Studies
- 15.00-15.15 **19. Lean Systems, the Best Medicine for Hospitals**
Ruxandra DINULESCU, Bucharest University of Economic Studies
Laura Violeta VOICU, Bucharest University of Economic Studies
- 15.15-15.30 **20. Enterprise Gamification in Business to Consumer (B2C) Engagement Model**
Gabriel JIPA, Bucharest University of Economic Studies
Irinel MARIN, Bucharest University of Economic Studies
- 15.30-15.45 **21. Evaluating the Information Society in Romania**
Alexandru-Emil POPA, Bucharest University of Economic Studies
Daniel URITU, Bucharest University of Economic Studies
- 15.45-16.00 **22. Building the Knowledge Economies: Principal Component Analysis and Cluster Analysis of the European Countries**
Adela Anca FUCEC, Bucharest University of Economic Studies

- 16.00-
16.15
- 23. Smart Practices of Business Process Re-engineering in the Public and Private Sector Using Cloud Computing Technologies**
Darko SHULESKI, Bucharest University of Economic Studies
Crina Veronica CRISTEA, Bucharest University of Economic Studies
- 16.15-
16.30
- 24. Perspectives on Flat Glass Market – Marketing and Management Challenges for Sustainable Development**
Florin DRAGHESCU, Bucharest University of Economic Studies
- 16.30-
16.45
- 25 Strengths and Weaknesses of Current Supply Chain Management and Initiatives for the Future**
Diana Maria DIACONU(NIDELEA) Bucharest University Of Economic Studies
Cristina ALPOPI, Bucharest University Of Economic Studies