



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

in partnership with

MANAGEMENT ACADEMIC SOCIETY IN ROMANIA (SAMRO)

**The 9th INTERNATIONAL MANAGEMENT
CONFERENCE - IMC2015**

Management and Innovation for Competitive Advantage

November 5th – 6th, 2015

BUCHAREST, ROMANIA

CONFERENCE PROGRAMME

Conference Advisory Committee

Ion POPA, Ph.D. – Bucharest University of Economic Studies, Dean of the Faculty of Management, Romania

Cosmin DOBRIN, Ph.D. – Bucharest University of Economic Studies, Head of the Department of Management, Romania

Carmen Nadia CIOCOIU, Ph.D. – Bucharest University of Economic Studies, Romania

Cristian Ioan TIU, Ph.D. – University at Buffalo, USA

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

Răzvan NISTOR, Ph.D. – „Babeş-Bolyai” University, Cluj Napoca, Romania

Maria-Madela ABRUDAN, Ph.D. – University of Oradea, Romania

Ovidiu NICOLESCU, Ph.D. – Bucharest University of Economic Studies, Romania

Philippe DUEZ, Ph.D. – Université d’Artois, France

Teodora ROMAN, Ph.D. – „Alexandru Ioan Cuza” University of Iaşi, Romania

Ion STEGĂROIU, Ph.D. – “Valahia” University of Târgovişte, Romania

Stephane CALLENS, Ph.D. – Université d’Artois, France

Miguel GONZALEZ-LOUREIRO, Ph.D. - University of Vigo, Spain

Program committee

Alexandrina DEACONU, Ph.D. - Bucharest University of Economic Studies, Romania

Antonio NATERA PERAL, Ph.D. – Universidad Carlos III de Madrid, Spain

Berislav ANDRLIC - Polytechnic of Pozega, Croatia

Bogdan RUSU - "Gh. Asachi" Technical University of Iași, Romania

Cătălina RADU, Ph.D. - Bucharest University of Economic Studies, Romania

Corina MARINESCU, Ph.D. - Bucharest University of Economic Studies, Romania

Cristian Virgil MARINAȘ, Ph.D. - Bucharest University of Economic Studies, Romania

Cristina STAN, Ph.D. - "Valahia" University of Târgoviște, Romania

Cristina VLĂSCLEANU, Ph.D. - Bucharest University of Economic Studies, Romania

Cristina-Maria DABU – CRIFST Romanian Academy, S.C. IBMC International SRL, Romania

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

Daniel BĂDULESCU, Ph.D. - University of Oradea, Romania

Doina POPESCU, Ph.D. - Bucharest University of Economic Studies, Romania

Fco. Javier RUIZ MARTINEZ, Ph.D. – Universidad Carlos III de Madrid, Spain

Francisco PUIG, Ph.D. – Universidad de Valencia, Spain

Gabriel NEAGU - National Institute for R&D in Informatics, Romania
Georgiana COSTACHE, Ph.D. - Bucharest University of Economic Studies, Romania
Ghulam Rasul AWAN - University of Central Punjab, Lahore, Pakistan
Ioan RADU, Ph.D. – Bucharest University of Economic Studies, Romania
Irinel MARIN, Ph.D. - Bucharest University of Economic Studies, Romania
Izabela BEDNARSKA-WNUK, Ph.D. - University of Łódź, Poland
Jaganathan MATHIVANNAN, Ph.D. - Universiti Utara, Malaysia
Jean-Michel SAHUT, Ph.D. - IPAG Business School Paris, France
Jolanta MAJ, Ph.D. - Opole University of Technology, Poland
Lahmar ARIJ, Ph. D. - FSEGS Sousse, Tunis
Lefteris TSOULFIDIS, Ph.D. – University of Macedonia, Thessaloniki, Greece
Liliana HAWRYSZ, Ph.D. - Opole University of Technology, Poland
Mahmut OZDEVECIOGLU, Ph.D. - Erciyes University, Turkey
Maria da Conceição PEREIRA RAMOS, Ph.D. – Universidade do Porto, Portugal
Marin ANDREICA, Ph.D. - Bucharest University of Economic Studies, Romania
Patrycja HĄBEK, Ph.D. - Silesian University of Technology, Poland
Persefoni TSALIKIM, Ph.D. – Aristotle University of Thessaloniki, Greece
Piotr TOMSKI, Ph.D. - Czestochowa University of Technology
Poliana SEPULVEDA, - University of Sheffield, UK
Radosław WOLNIAK, Ph.D. - Silesian Technical University, Poland
Ramona IGREȚ, Ph.D. - Bucharest University of Economic Studies, Romania
Sabina IRIMIE, Ph.D. - University of Petroșani, Romania

Silvia FĂȚ, Ph.D. - University of Bucharest, Romania

Simona AGOSTON, Ph.D. – Bucharest University of Economic Studies,
Romania

Sofia COLESCA, Ph.D. – Bucharest University of Economic Studies,
Romania

Ștefan Dominic GEORGESCU, Ph.D. - Bucharest University of
Economic Studies

Tomski PIOTR, Ph.D. - Czestochowa University of Technology

Organizing committee

Professor Ion POPA, Ph.D.

Professor Cosmin DOBRIN, Ph.D.

Professor Carmen Nadia CIOCOIU, Ph.D.

Professor Claudiu CICEA, Ph.D.

Senior Lecturer Răzvan-Andrei CORBOȘ, Ph.D.

Conference secretariat

Georgiana COSTACHE (CIOANĂ), Ph.D.

Ramona IGREȚ, Ph.D.

Corina MARINESCU, Ph.D.

Alexandra MUNTEANU, Ph.D. Student

Sebastian MUNTEANU, Ph.D.

Ionel NĂFTĂNĂILĂ, Ph.D.

Cristina STATE, Ph.D.

Cristina VLĂSCEANU, Ph.D.

CONFERENCE PROGRAMME

Thursday, November 5^h, 2015

**08:30 - 09:00 - Registration of participants: Hall of Aula Magna,
Bucharest University of Economic Studies**

**9:00 – 11.00 - Plenary Session: Aula Magna, „Ion N. Angelescu”
Building**

11:00 - 12:20 - Parallel Sessions

- S_I Leadership and Strategic Management, Council Room (Sala de Consiliu), „Ion Angelescu” Building, 1st floor
- S_{II} Education, Innovation and Entrepreneurship, Room 1518, “Mihai Eminescu” Building, 5th floor.
- S_{III} Information and Knowledge Management, „Virgil Madgearu” Room, „Ion Angelescu” Building
- S_{IV} Organizational Culture, Business Ethics and HR Management, - „Robert Schuman” Room, „Ion Angelescu” Building, 1st floor
- S_V Operations, Supply Chain and Project Management, Room 1308, „Mihai Eminescu” Building, 3rd floor

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

13:30 - 15:50 - Parallel Sessions

- S_I Leadership and Strategic Management, Council Room (Sala de Consiliu), „Ion Angelescu” Building, 1st floor
- S_{II} Education, Innovation and Entrepreneurship, Room 1518, “Mihai Eminescu” Building, 5th floor.
- S_{III} Information and Knowledge Management, „Virgil Madgearu” Room, „Ion Angelescu” Building
- S_{IV} Organizational Culture, Business Ethics and HR Management, - „Robert Schuman” Room, „Ion Angelescu” Building, 1st floor
- S_V Operations, Supply Chain and Project Management, Room 1308, „Mihai Eminescu” Building, 3rd floor

15:50 - 16:10 - Coffee break

16:10 - 18:30 - Parallel Sessions

- S_I Leadership and Strategic Management, Council Room (Sala de Consiliu), „Ion Angelescu” Building, 1st floor
- S_{II} Education, Innovation and Entrepreneurship, Room 1518, “Mihai Eminescu” Building, 5th floor.
- S_{III} Information and Knowledge Management, „Virgil Madgearu” Room, „Ion Angelescu” Building
- S_{IV} Organizational Culture, Business Ethics and HR Management, - „Robert Schuman” Room, „Ion Angelescu” Building, 1st floor
- S_V Operations, Supply Chain and Project Management, Room 1308, „Mihai Eminescu” Building, 3rd floor

19:00 - Conference Gala Dinner – Clubul Diplomatic (“Ballroom Ambassador”),
Șos. București - Ploiești, nr. 2B, Bucharest (transport with minibus)

Friday, November 6th, 2015

9.00 – 9.30 - Registration of participants (conference rooms)

9.30 - 11:30 – Parallel Sessions

- S_I Leadership and Strategic Management, Council Room (Sala de Consiliu), „Ion Angelescu” Building, 1st floor
- S_{II} Education, Innovation and Entrepreneurship, Room 1518, “Mihai Eminescu” Building, 5th floor.
- S_{III} Information and Knowledge Management, „Virgil Madgearu” Room, „Ion Angelescu” Building
- S_{IV} Organizational Culture, Business Ethics and HR Management, - „Robert Schuman” Room, „Ion Angelescu” Building, 1st floor
- S_V Operations, Supply Chain and Project Management, Room 1308, „Mihai Eminescu” Building, 3rd floor

11:30 - 11:50 - Coffee break

11:50 – 13:30 – Parallel Sessions

Conference Opening
PLENARY SESSION
Thursday, November 5th, 2015
9:00 – 11:00, Aula Magna

Keynote Speakers:

Welcoming Message

Ph.D. Professor Pavel NASTASE - Rector of Bucharest University of Economic Studies

Welcoming Message

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

Corporate Governance in Romanian Business Environment

Ahmed HASSAN - Country Managing Partner, Deloitte Romania and Moldova

Reasons to have Capital Markets in Romania

James D. STEWART, Jr. - Vice-President of Raiffeisen Bank SA, Responsible for Treasury and Capital Markets Business.

The EU Strategy for the Danube Region: Development, Perspectives, Challenges for Management

Peter LANGER - Lecturer at European Danube Academy, member of Executive Committee of the Council of Danube Cities and Regions, General Coordinator and Speaker, Ulm, Germany/ Vienna, Austria

Book launch: “2014 Romanian Management Assessment”

Constantin OPREAN – President of University Senate, “Lucian Blaga” University of Sibiu, Romania

PARALLEL SESSIONS

Thursday, November 5th, 2015
11:00 – 18:30

SESSION I

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

Session chair:

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

Professor Anca BORZA, Ph.D. – “Babeş-Bolyai” University of Cluj-Napoca, Romania

Lecturer Peter LANGER - European Danube Academy, Germany

Conference secretariat: Cristina STATE, Ph.D.

11.00 – 12.20

1. Defining a Spectrum for Strategic Thinking

Constantin BRĂȚIANU, Bucharest University of Economic Studies

2. Perceived Unfairness of Prices Resulting from Yield Management Practices

Jean Michel SAHUT, IPAG, France

Lubika HIKKEROVA, IPAG, France

3. Outsourcing: Why and Why not?

Alina-Cristina BACEA, “Babeş-Bolyai” University of Cluj-Napoca

Anca BORZA, “Babeş-Bolyai” University of Cluj-Napoca

4. Romanian SME's Management: Leader versus Manager in a Nutshell

Ion VERBONCU, Bucharest University of Economic Studies

Luise ZEININGER, Bucharest University of Economic Studies

Mircea MIHAI, Bucharest University of Economic Studies

Sabina IRIMIE, University of Petroșani

13.30 – 15.50

5. Simulation Model for Critical Factors in Bidding Public Project Activities from Romania

Mirela Violeta MIALȚU, Bucharest University of Economic Studies

Cristian Silviu BĂNACU, Bucharest University of Economic Studies

6. A New Approach to Competitive Advantage – Essential Aspect of the Organization's Strategy

Vasile DEAC, Bucharest University of Economic Studies

Mihai VRÎNCUȚ, Bucharest University of Economic Studies

7. Designing the Model of Public Value Management

Amalia Venera TODORUȚ, "Constantin Brâncuși" University of Târgu-Jiu

Vassilis TSELENTIS, University of Piraeus, Greece

8. The Paradox of Investment: Constraining Innovation

Diana COZMIUC, West University of Timișoara

Ioan PETRIȘOR, West University of Timișoara

9. The Employee's Perception of Leadership Style in the Independent Public Institution as National Bank of Romania (NBR) Type

Sergiu GEANTĂ, West University of Timișoara

Andreia (ISPAS) SCHNEIDER, West University of Timișoara

10. Management Implications of Implementation of Danube Strategy in Refloating of Ships

Marin ANDREICA, Bucharest University of Economic Studies

Peter LANGER, European Danube Academy, Germany

Eugen ALBU, Bucharest University of Economic Studies

Paul LANGER, European Danube Academy, Germany

11. The Viability and Effectiveness of Modern Models of Leadership in Military Organization. Formative implications

Benoni SFÂRLOG, "Nicolae Bălcescu" Land Forces Academy, Sibiu

Ghiță BÂRSAN, "Nicolae Bălcescu" Land Forces Academy, Sibiu

Dănuț MOȘTEANU, "Nicolae Bălcescu" Land Forces Academy, Sibiu

Daniel-Sorin CONSTANTIN, "Nicolae Bălcescu" Land Forces Academy, Sibiu

16.10 -18.30

12. Elements of Performance Management and Audit in Public Organizations

Gheorghe MINCULETE, "Carol I" National Defense University

Polixenia OLAR, "Carol I" National Defense University

13. Daft's Model - Managerial Model Successfully Applied in Economic Organizations from Romania

Alina-Maria FĂRCAȘ, Bucharest University of Economic Studies

14. The Management by Objectives - Tool Used for Remodeling the Romanian Organizations' Managerial System

Alina-Maria FĂRCAȘ, Bucharest University of Economic Studies

Daniela Roxana VUȚĂ, "Alma Mater" University of Sibiu

- 15. Best Practices in Risk Management for an Efficient Leading of Businesses in the Media and Advertising Industry**
Sergiu Octavian STAN, National University of Political Studies and Public Administration
Alexandru Radu DUICU, National University of Political Studies and Public Administration
- 16. The Importance of Taxation Systems for SME's Tax Compliance**
Andreea Gabriela PONORÎCĂ, Bucharest University of Economic Studies
Ahmed H. Juhi AL-SAEDI, Bucharest University of Economic Studies
- 17. Romanian Contribution to the Evaluation of a Regional Foresight Exercise Using the Goal-Question-Metric-Method**
Vladimir FLORIAN, National Institute for Research and Development in Informatics
Gabriel NEAGU, National Institute for Research and Development in Informatics
- 18. Change Management as a Competitive Advantage for Romanian Companies**
Liviu TUDOR, Bucharest University of Economic Studies
- 19. The Entrepreneurial Management Practices within the Romanian SMEs. An Analysis of their Internationalization Readiness**
Adriana GIURGIU, The University of Oradea
Nicoleta-Georgeta BUGNAR, The University of Oradea
Liana-Eugenia MEȘTER, The University of Oradea
Adrian NEGREA, The University of Oradea

SESSION II

Education, Innovation and Entrepreneurship Room 1518, Mihai Eminescu Building

Session chair:

Lecturer Cătălina RADU, Ph.D. – Bucharest University of Economic Studies, Romania

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

Lecturer Vandana DESWAL, Ph.D. - Maharaja Surajmal Institute New Delhi, India

Conference secretariat: Corina MARINESCU, Ph.D.

11.00 – 12.20

1. Motivation in the Educational Process and English as a Medium of Instruction

Cătălina RADU, Bucharest University of Economic Studies

2. The Use of Balanced Scorecard in Implementation the Concept of User-driven Innovation

Marzena KRAWCZYK, University of Lodz, Poland

3. Study on the Factors that Influence the Development of Entrepreneurship among Romanian Students

Teodora ROMAN, “Alexandru Ioan Cuza” University of Iași

Adriana MANOLICA, “Alexandru Ioan Cuza” University of Iași

Natalya VOZNENKO, “Simon Kuznets” Kharkiv National University of Economics, Ukraine

4. The Impact of EU Grant Support on Innovative Entrepreneurship: Characteristics of Innovative Start-Ups and Spin-Offs at National Level

Mihai CIOC, Bucharest University of Economic Studies

Minodora URSĂCESCU, Bucharest University of Economic Studies

13.30 – 15.50

5. **SPAS: A Competitive Advantage to a Destination's Tourism**
Vandana DESWAL, Maharaja Surajmal Institute, India
6. **An Innovative Cycle of Management for Higher Education in Taiwan**
Chih-Yang CHAO, Ling Tung University, Taiwan
Yi-Ting WANG, Ling Tung University, Taiwan
Jocelyn CHANG, Ling Tung University, Taiwan
7. **Innovation Process and Managerial Functions Implication in the New Product Development Process**
Claudiu CICEA, Bucharest University of Economic Studies
Corina MARINESCU, Bucharest University of Economic Studies
Nicolae MOROIANU, Bucharest University of Economic Studies
8. **An Exploratory Study of Student Satisfaction: the Moderating Role of Digital Technologies**
Gheorghe MILITARU, University Politehnica of Bucharest
Dana DESELNICU, University Politehnica of Bucharest
Massimo POLLIFRONI, University of Turin, Italy
9. **Autonomy in Student Learning**
Cristina ȚÎMPĂU, University of Bucharest
Olivia TUDORICĂ (PISICĂ), University of Bucharest
10. **Investment - an Essential Element of Innovation**
Ioan Vladut NUȚU, University Politehnica of Bucharest
Aurelian VLASE, University Politehnica of Bucharest
11. **The Managerial Performance in the Educational System**
Cristina STAN, "Valahia" University of Târgoviște
Ramona GABREA, "Valahia" University of Târgoviște

16.10 -18.30

12. **Permanent Innovation in the Management of the Third Sector**

Diana Hara MORARIU, Bucharest University of Economic Studies

Ionica SOARE, "Dunărea de Jos" University of Galați

13. **Never Stop Playing: Management Games as Valuable Training Tools**

Florin IONIȚĂ, Bucharest University of Economic Studies

Ion COCHINĂ, Bucharest University of Economic Studies

Darko SHULESKI, Bucharest University of Economic Studies

14. **The Management of the Preschool Group. Values, Practices and Impact**

Olivia TUDORICĂ (PISICĂ), University of Bucharest

Cristina ȚÎMPĂU, University of Bucharest

15. **Educational Objectives of EUROPE 2020 – A Comparative Study Between Romania and the EU-Member Countries**

Delia Mioara POPESCU, "Valahia" University of Târgoviște

Maria Cristina ȘERB (TANISLAV), "Valahia" University of Târgoviște

Elena STOICA (CONSTANTIN), "Valahia" University of Târgoviște

16. **Theoretical Alternatives for the Romanian Management by Virgil Madgearu**

Ion VOROVENCI, Bucharest University of Economic Studies

- 17. The Influence of Organizational Culture on the Performance(s) of an Educational Institution**
Constanța POPESCU, "Valahia" University of Târgoviște
Carmen OLTEANU (ANDREIANA), "Valahia" University of Târgoviște
- 18. Family Business Succession Problems in Romanian SMES in Context of Change Management Evolutions**
Eduard Gabriel CEPTUREANU, Bucharest University of Economic Studies

SESSION III

Information and Knowledge Management “Virgil Madgearu” Room, “Ion N. Angelescu” Building

Session chair:

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

Professor Constantin OPREAN, Ph.D. - “Lucian Blaga” University of Sibiu, Romania

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

Conference secretariat: Alexandra MUNTEANU, Ph.D. Student

11.00 – 12.20

1. The Relative Contribution of Different Knowledge Management Processes on Innovation Performance

Rifat KAMASAK, Yeditepe University, Turkey

Meltem YAVUZ, Istanbul University, Turkey

2. Knowledge Management as a Determinant Ofinnovation in Enterprises

Marcin OLKIEWICZ, Koszalin University of Technology, Poland

3. Budget Allocation for Information Logistics in Taiwanese University

Alvin CHANG, Changhua University of Education, Taiwan

Chih-Yang CHAO, University of Education, Taiwan

Jocelyn CHANG, Ling Tung University, Taiwan

4. International Economical Harmonisation

Andreea Gabriela PONORÎCĂ, Bucharest University of Economic Studies

Ahmed H. Juhi AL-SAEDI, Bucharest University of Economic Studies

13.30 – 15.50

5. The Impact of WCAG 2.0 Specifications on The Level of Accessibility of Public Social Assistance and Child Protection Websites in Romania

Armenia ANDRONICEANU, Bucharest University of Economic Studies

Ștefan CIOCAN, Bucharest University of Economic Studies

6. Cross-Functionality and its Role in the New Products Development Process

Laura DINCĂ, University of Craiova

7. An Interdisciplinary Perspective on Managing Knowledge in Multinational Companies: Review and Theoretical Analysis

Béla-Gergely RÁCZ, “Babeș-Bolyai” University of Cluj-Napoca

Anca BORZA, “Babeș-Bolyai” University of Cluj-Napoca

8. The Effect of Automation on the Human Behavior

Daiana Mihaela FLORIAN, “Babeș-Bolyai” University of Cluj-Napoca

9. Professional Identity and Performance in the Social Care System in Romania

Ioana BULEI, University „Valahia” of Targoviste

Agata-Elena BULEI, University „Valahia” of Targoviste

Adrian BUNEA, University „Valahia” of Targoviste

10. Quality Management of Intangible Assets in the Context of the Knowledge-Based Economy

Mihail Aurel ȚÎȚU, “Lucian Blaga” University of Sibiu

Constantin OPREAN, “Lucian Blaga” University of Sibiu

Andreea Simina RĂULEA, “Lucian Blaga” University of Sibiu

Ștefan ȚÎȚU, “Iuliu Hațieganu” University of Medicine and Pharmacy Cluj-Napoca

11. The Role of Culture in Management of Innovation

Philippe DUEZ, Université d'Artois, France

16.10 -18.30

12. The Intensive Exchanges Flows

Stéphane CALLENS, Université d'Artois, France

Sofiane CHERFI, Université d'Artois, France

13. The Technical Dimension of Knowledge Management in the Context of Learning and Training

Luminița GIURGIU, "Nicolae Bălcescu" Land Forces Academy, Sibiu

Ghiță BÂRSAN, "Nicolae Bălcescu" Land Forces Academy, Sibiu

Dănuț MOȘTEANU, "Nicolae Bălcescu" Land Forces Academy, Sibiu

14. Gaining Competitive Advantage Using Social Media. Longer allows Romanian Rural Tourism Industry to Ignore Presence on Social Media?

Florin POPESCU, University Politehnica of Bucharest

Ionela Claudia ALECSA (ȘTIRBET), University Politehnica of Bucharest

15. Web Content Management Platforms as Enablers for Increased Performance

Adrian-Mihai ZAHARIA-RĂDULESCU, Bucharest University of Economic Studies

Ioan RADU, Bucharest University of Economic Studies

Cleopatra ȘENDROIU, Bucharest University of Economic Studies

Florin CAZACU, Bucharest University of Economic Studies

16. The Liberalization Process Of The Railway Sector in Romania And Some Infringement Case Studies

Mihail BUȘU, Bucharest University of Economic Studies

Cristian BUȘU, Bucharest University of Economic Studies

17. Six Sigma's Implementation in Romanian SMEs

Alexandra Mirela Cristina MUNTEANU, Bucharest University of Economic Studies

18. Analyzing the Market Concentration of the Romanian Capital Market

Daniel Ștefan ARMEANU, Bucharest University of Economic Studies

Sorin-Iulian CIOACĂ, Bucharest University of Economic Studies

Mihail BUȘU, Bucharest University of Economic Studies

SESSION IV

Organizational Culture, Business Ethics and HR Management “Robert Schuman” Room, “Ion N. Angelescu” Building

Session chair:

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

Professor Nicolae BIBU, Ph.D. – West University of Timișoara, Romania

Juliet CHIPUMURO, Ph.D. - Stenden South Africa, South Africa

Conference secretariat: Lecturer Ramona IGREȚ, Ph.D.

11.00 – 12.20

1. **Human Resources Management Practices and Learning
Organizational Culture – A New Perspective**

Lavinia RAȘCĂ, The Institute for Business Administration in Bucharest

Alexandrina DEACONU, Bucharest University of Economic Studies

2. **Specific Aspects of the Strategic Management of Human Resources in Companies of the Western Region of Romania**

Nicolae BIBU, West University of Timișoara

Anca MUNTEANU, West University of Timișoara

Diana SALA, West University of Timișoara

3. **Examining the Impact of Institutional Environments on The HRM Practices of MNCs and their Operation and the Path Dependency Between Developed and Developing Countries**

Ismil HOSSAIN, University of Bolton, UK

Fredrick AGBOMA, University of Bolton, UK

- 4. Emotional Intelligence and Performance Effectiveness: A Gender Comparison at Stenden South Africa**
Juliet CHIPUMURO, Stenden South Africa, South Africa

13.30 – 15.50

- 5. The Effect of Leader-Member Exchange on Turnover Intention and Organizational Citizenship Behavior: The Mediating Role of Meaningful Work**
Mahmut OZDEVECIOGLU, Erciyes University, Turkey
Ozgun DEMIRTAS, Turkish Air Force, Turkey
Tugba KURT, Meliksah University, Turkey
- 6. Stress, Job Satisfaction and Job Commitment'S Relation with Attrition with Special Reference to Indian It Sector**
Richa N. AGARWAL, Jaipuria Institute of Management, Uttar Pradesh Technical University, India
- 7. The Dynamic Character of a Psychological Contract between the Superior and the Employee (According to Empirical Research)**
Anna ROGOZIŃSKA-PAWEŁCZYK, Institute of Labor and Social Studies in Warsaw, Poland
- 8. Assesing the Resilence of Policewomen in Romania**
Angela VLĂDESCU, Bucharest University of Economic Studies
- 9. CSR - From Economics to Law and Ethics. A Case and Three Approaches**
Loredana Cornelia BOȘCA, Bucharest University of Economic Studies
Ștefan Dominic GEORGESCU, Bucharest University of Economic Studies

10. Business Organizations' Positive Socio-Economic Impact on Society - A Step Beyond CSR

Mirela POPA, "Babeş-Bolyai" University of Cluj- Napoca

Irina-Iulia SALANȚĂ, "Babeş-Bolyai" University of Cluj-Napoca

11. Enhancing Competitive Potential of Human Resources through Internal Marketing

Sabina IRIMIE, University of Petroşani

Virginia BĂLEANU, University of Petroşani

Luise ZEININGER, Bucharest University of Economic Studies

16.10 - 18.30

12. The Impact of Quality Culture on Customer Relationship. Empirical Study in the Industrial Companies from the North-West of Romania

Liviu ILIEŞ, "Babeş-Bolyai" University of Cluj-Napoca

Horaţiu Cătălin SĂLĂGEAN, "Babeş-Bolyai" University of Cluj-Napoca

Florin ESTEFAN, "Babeş-Bolyai" University of Cluj-Napoca

13. Ethical Dimentions of Globalization

Dan CRĂCIUN, Bucharest University of Economic Studies

14. A Research on the Effect of Salary on Academicians' Levels of Organizational Commitment

Ebru ÖZER, Necmettin Erbakan University, Turkey

Rukiye SÖNMEZ, Çanakkale 18 Mart University, Turkey

H.Serdar YALÇINKAYA, Necmettin Erbakan Universty, Turkey

15. Diversity Management's Stakeholders and Stakeholders Management

Jolanta MAJ, Opole University of Technology, Poland

**16. New Trends in Combating Fraud and Money Laundering:
Social Status Laundering**

Marius BURCĂ, "Valahia" University of Târgoviște

**17. Challenging University Governance in Europe: Impact of
Diversification of University Funding**

Laura Elena MARINAȘ, Bucharest University of Economic Studies

Eugen PRIOTEASA, Bucharest University of Economic Studies

18. Motivation & Employee Performance

Diana Larisa IONEL ȚÂMPU, Romanian Academy

Ion COCHINĂ, Bucharest University of Economic Studies

SESSION V

Operations, Supply Chain and Project Management Room 1308, “Mihai Eminescu” Building

Session chair:

Senior lecturer Ștefan Dominic GEORGESCU, Ph.D. – Bucharest
University of Economic Studies

Professor Răzvan NISTOR, Ph.D. – “Babeș-Bolyai” University of Cluj-Napoca,
Romania

Professor Zeki AYAG, Ph.D. - Kadir Has University, Turkey

Conference secretariat: Cristina VLĂSCEANU, Ph.D.

11.00 – 12.20

1. A Multiple-criteria Decision Making Approach for Evaluating Solar Power Plant Location Alternatives

Zeki AYAĞ, Kadir Has University, Turkey

2. Perceived Value of Benefits for Project Managers Compensation

Răzvan NISTOR, “Babeș-Bolyai” University of Cluj-Napoca

Ioana BELEIU, “Babeș-Bolyai” University of Cluj-Napoca

Marius RADU, “Babeș-Bolyai” University of Cluj-Napoca

3. Assessment Tools for Romanian Business Environment

Ovidiu NICOLESCU, Bucharest University of Economic Studies

Ciprian NICOLESCU, Bucharest University of Economic Studies

4. Structural and Cohesion Funds – Way to Increase Competitiveness at Enterprise Level

Larisa-Diana POP, “Babeș-Bolyai” University of Cluj-Napoca

Anca BORZA, “Babeș-Bolyai” University of Cluj-Napoca

13.30 – 15.50

5. **Facilitating the Transition of Students from School to Work through Interactive Methods such as Simulated Enterprise in the Construction and Production of Construction Materials. Case Study – CONSIMAT Project**

Cezar SIMION-MELINTE, Bucharest University of Economic Studies

Adriana GIURGIU, The University of Oradea

Maria Madela ABRUDAN, The University of Oradea

6. **The Capacity of Romanian Universities to Contract EU Funds for Human Resources Development**

Angelica Mariana BUD, "Babeş-Bolyai" University of Cluj-Napoca

Cătălin AFRĂSINEI-ZEVOIANU, "Babeş-Bolyai" University of Cluj-Napoca

Roxana STEGEREAN, "Babeş-Bolyai" University of Cluj-Napoca

7. **Effective Management Tools in Implementing Operational Programme Administrative Capacity Development**

Carmen - Elena DOBROTĂ, Operational Programme of Administrative Capacity Development

Claudia VASILCA, Operational Programme Administrative of Capacity Development

8. **Analysis of the Determinants for Increasing Sustainability in Tourism Business**

Răzvan Cătălin DOBREA, Bucharest University of Economic Studies

Gabriela ȚIGU, Bucharest University of Economic Studies

Olimpia STATE, Bucharest University of Economic Studies

Marian NĂSTASE, Bucharest University of Economic Studies

9. Direct Assessment of the Romanian Ecotourism Services Quality Using the Focus Group Method

Alina GHEORGHE, Bucharest University of Economic Studies

Florea PÂRVU, Bucharest University of Economic Studies

10. Comparative study of Lean and Agile Organizations. Evidence from Romania

Florian Gyula LASZLO, Partium Christian University

Alexandru COSTĂNGIOARĂ, The University of Oradea

11. One Management Method, Two Countries. Lean Method Applied in Romania and France

Ruxandra DINULESCU, Bucharest University of Economic Studies

Raluca COSTACHE, "Carol Davila" University of Medicine and Pharmacy in Bucharest

Laura VOICU, Bucharest University of Economic Studies

16.10 - 18.30

12. Analysis of the Renewable Energy Subsidies Adopted by Romania and their Social and Economic Impact

Andrei COVATARIU, Bucharest University of Economic Studies

Asser KHAMIS, Bucharest University of Economic Studies

Andreea Ileana ZAMFIR, Bucharest University of Economic Studies

13. The Objectives to be Considered in Measuring the Impact of "Green Tourism" in Romania

Constanța ENEA, "Constantin Brâncuși" University of Târgu-Jiu

Constantin ENEA, "Constantin Brâncuși" University of Târgu-Jiu

14. Selecting the Right Photovoltaic System Using the Entropy Method

George Sebastian NAGHIU, Technical University of Cluj-Napoca

Gheorghe BADEA, Technical University of Cluj-Napoca

Ioan AȘCHILEAN, ACI Cluj SA

Ioan GIURCA, Technical University of Cluj-Napoca

15. Current Remarks Regarding the Success Determinants of the Citizen's Relationship Management (CiRM) as a Specific Form of Customer Relationship Management (CRM)

Emanoil MUSCALU, "Lucian Blaga" University of Sibiu

16. Project Portfolio – Competitive Advantage for Design & Construction Companies Marketing their Activities

Ionela Claudia ALECSA (ȘTIRBET), University Politehnica of Bucharest

Florin POPESCU, University Politehnica of Bucharest

17. Reviewing the Performance of Organic E-shop in Romania

Adina Roxana MUNTEANU, Bucharest University of Economic Studies

18. The Role of Risk Management in ISO 9001:2015

Cătălina Soriana SITNIKOV, University of Craiova

Claudiu George BOCEAN, University of Craiova

PARALLEL SESSIONS

Friday, November 6th, 2015

9:30 – 13:00

SESSION I

Leadership and Strategic Management Council Room, 1st Floor, “Ion N. Angelescu” Building

Session chair:

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

Professor Anca BORZA Ph.D. – “Babeş-Bolyai” University of Cluj-Napoca, Romania

Lecturer Peter LANGER - European Danube Academy, Germany

Conference secretariat: Cristina STATE, Ph.D.

09.30 – 11.30

1. Experimental Research Regarding New Models of Organizational Communication in the Romanian Tourism

Cristina STATE, Bucharest University of Economic Studies

Dan POPESCU, Bucharest University of Economic Studies

Livia TOANĂ, Liv Consulting - Los Angeles, USA

Antonio GARCIA-SANCHEZ, Tehnical University of Cartagena, Spain

2. Tourism and Hospitality Industry in the Digital Era. General Overview

Adina POPESCU, Bucharest University of Economic Studies

Valentina Florina NICOLAE, Bucharest University of Economic Studies

Ioana PAVEL, Bucharest University of Economic Studies

3. Identify and Assess the Competitive Position of the Company in Order to Improve the Competitiveness

Cristian IORDAN, Bucharest University of Economic Studies

4. Evolution of the Real Estate Market based on the Constructions Categories and under the Impact of Costs

Costel ȘERBAN, Bucharest University of Economic Studies

5. Develop a System of Eco-Efficiency Indicators in Intermodal Transport

Teodor Alexandru GAVRIȘ, Bucharest University of Economic Studies

Cristian Silviu BĂNACU, Bucharest University of Economic Studies

6. Business Process Reengineering on SME's: Evidence from Romanian SME's

Andrei Ionuț ȘERBAN, Bucharest University of Economic Studies

11.50 – 12.50

7. Operational Risk Issues Encountered by Insurance Companies

Violeta GRECU (SIMEDRE), Bucharest University of Economic Studies

8. The Past, Present and Future of Destination Management Organizations (DMO) – The Example of National Tourism Organizations (NTO)

Jacek BORZYSZKOWSKI, Koszalin University of Technology, Poland

9. Taxation and Growth in the Context of the Financial Crisis

Anda Simona RĂDULESCU (DIRVA), Bucharest University of Economic Studies

SESSION II

Education, Innovation and Entrepreneurship Room 1518, “Mihai Eminescu” Building

Session chair:

Lecturer Cătălina RADU, Ph.D. – Bucharest University of Economic Studies, Romania

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

Lecturer Vandana DESWAL, Ph.D. - Maharaja Surajmal Institute New Delhi, India

Conference secretariat: Corina MARINESCU, Ph.D.

09.30 – 11.30

1. An Overview of Cost Benefit Analysis for WEEE Recycling Projects

Mihaela PĂCESILĂ, Bucharest University of Economic Studies

Carmen Nadia CIOCOIU, Bucharest University of Economic Studies

Sofia Elena COLESCA, Bucharest University of Economic Studies

Ștefan Gabriel BURCEA, Bucharest University of Economic Studies

2. Use of Innovative Information Technologies in the Activities of Present-Day Hotels

Mirosław MARCZAK, Koszalin University of Technology, Poland

3. Gender Characteristics in Family Businesses in Romania Acting as an Agent of Change

Eduard Gabriel CEPTUREANU, Bucharest University of Economic Studies

4. Types of Young Entrepreneurs

Sebastian Ion CEPTUREANU, Bucharest University of Economic Studies

5. Examining Plagiarism from Cross-Cultural Perspective. Some Considerations

Oana PIRNECI, University of Bucharest

Valentina RUJOIU, University of Bucharest

Octavian RUJOIU, Bucharest University of Economic Studies

6. Internship in the HR Department - Organizational and Individual Perspectives

Georgiana COSTACHE, Bucharest University of Economic Studies

Cristian Virgil MARINAȘ, Bucharest University of Economic Studies

Ramona IGREȚ, Bucharest University of Economic Studies

Sorin BURLACU, Bucharest University of Economic Studies

11.50 – 12.50

7. Comparative Analysis of the Management of Open Innovation: the Finnish Experience and Kazakhstan Practice

Aziza ZHUPAROVA, Al-Farabi Kazakh National University, Kazakhstan

8. Exploring Possibilities for Sustainable Development in Small and Medium-Sized Enterprises in the North-Eastern Region (NER)

Darina PAVLOVA, Technical University of Varna, Bulgaria

Sibel AHMEDOVA, Technical University of Varna, Bulgaria

9. The Intercultural Competence as a Way to Ensure Organizational Performance

Raluca Elena HURDUZEU, Bucharest University of Economic Studies

Gheorghe HURDUZEU, Bucharest University of Economic Studies

SESSION III

Information and Knowledge Management “Virgil Madgearu” Room, “Ion N. Angelescu” Building

Session chair:

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

Professor Constantin OPREAN, Ph.D. - “Lucian Blaga” University of Sibiu, Romania

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

Conference secretariat: Alexandra MUNTEANU, Ph.D. Student

09.30 – 11.30

1. Particularities of Emotional Intelligence in Healthcare, Banking and Education

Monica TUDOR, Bucharest University of Economic Studies, Romania

2. Changing Mentality Towards Common Intellectual Capital, Changing the National Railway Infrastructure

George Bogdan DRĂGAN, “Valahia” University of Târgoviște, Romania

3. Identity and Access Management - A Risk-Based Approach

Ion-Petru POPESCU, Bucharest University of Economic Studies, Romania

Cătălin Alexandru BARBU, National Bank of Romania, Romania

Mădălina Ecaterina POPESCU, Bucharest University of Economic Studies, Romania

4. Research Regarding ITC Implementation in Romanian SMEs in Knowledge Based Society Context

Ortansa Andreea Mihaela ȘTIRBU, Bucharest University of Economic Studies, Romania

5. **Financing Sources for Romanian SMEs in the Context of Knowledge Based Economy**
Daniel URITU, Bucharest University of Economic Studies
Alexandru-Emil POPA, Bucharest University of Economic Studies
6. **Romania and Knowledge Economies in The European Union: Status, Progress and Effects**
Adela Anca FUCEC, Bucharest University of Economic Studies

11.50 – 12.50

7. **Business Incubators and Knowledge Management in the Context of Youth Entrepreneurship**
Sebastian Ion CEPTUREANU, Bucharest University of Economic Studies
8. **HR in Romanian innovative SMEs**
Irinel MARIN, Bucharest University of Economic Studies
9. **Clusters Performance in the Romanian Automotive Industry**
Alexandra Cătălina NEDELICU, Bucharest University of Economic Studies
Cristian BUȘU, Bucharest University of Economic Studies

SESSION IV

Organizational Culture, Business Ethics and HR Management “Robert Schuman” Room, “Ion N. Angelescu” Building

Session chair:

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

Professor Nicolae BIBU, Ph.D. – West University of Timișoara, Romania

Juliet CHIPUMURO, Ph.D. - Stenden South Africa, South Africa

Conference secretariat: Lecturer Ramona IGREȚ, Ph.D.

09.30 – 11.30

1. Approaches Impact of CSR in Companies

Nicoleta CRISTACHE, “Dunărea de Jos” University of Galați

Adrian MICU, “Dunărea de Jos” University of Galați

Edit LUKACS, “Dunărea de Jos” University of Galați

Irina Olimpia SUSANU, “Dunărea de Jos” University of Galați

2. Business Ethics and Corporate Social Responsibility Attitudes among SME Managers in Romania

Samuel ECHEVARRIA-CRUZ, Bucharest University of Economic Studies

Sebastian VĂDUVA, “Emanuel” University of Oradea

Ioan FOTEA, “Emanuel” University of Oradea

Daniel NEAGOIE, “Emanuel” University of Oradea

3. A Study Regarding Emigration and Immigration Processes and their Influence upon the Romanian Organizations

Alina-Daniela MIHALCEA, “Ovidius” University of Constanța

4. The Importance of Organizational Culture Based on Culture Transfer

Ion Alexandru TĂNASE, Bucharest University of Economic Studies

5. Equal Opportunity Perceptions among Women and Community Stakeholders in Romania

Victor BĂDOIU, Transparency International Romania

Victor ALISTAR, Transparency International Romania

Samuel ECHEVARRIA-CRUZ, Bucharest University of Economic Studies

Sebastian VĂDUVA, "Emanuel" University of Oradea

6. A Strategic Approach of Social Responsibility in Institutions from Public Order Area

Dănuț ILEANA, University of Craiova

11.50 – 12.50

7. Is "Business Ethics" an Oxymoron?

Dragoș BÎGU, Bucharest University of Economic Studies

Ionuț ANASTASIU, Bucharest University of Economic Studies

8. Tools and Methods of Quantifying Violence Cases within Public Hospitals and Nursing Homes in Romania

Alexandru BÎRSAN, Bucharest University of Economic Studies

9. Work – life Balance Practices in Romanian Organisations – A Pilot Study Conducted on HR professionals

Ramona IGREȚ, Bucharest University of Economic Studies

Cristian Virgil MARINAȘ, Bucharest University of Economic Studies

Simona AGOSTON, Bucharest University of Economic Studies

Ileana MIRCIOI, Bucharest University of Economic Studies

SESSION V

Operations, Supply Chain and Project Management Room 1308, “Mihai Eminescu” Building

Session chair:

Senior lecturer Ștefan Dominic GEORGESCU, Ph.D. – Bucharest University of Economic Studies, Romania

Professor Răzvan NISTOR, Ph.D. – “Babeș-Bolyai” University of Cluj Napoca, Romania

Professor Zeki AYAG, Ph.D. - Kadir Has University, Turkey

Conference secretariat: Cristina VLĂȘCEANU, Ph.D.

09.30 – 11.30

1. **The Dynamic Analysis of the Main Strengths and Weaknesses of Romanian Firms’ Management**

Ion POPA, Bucharest University of Economic Studies

Simona Cătălina ȘTEFAN, Bucharest University of Economic Studies

Doina I. POPESCU, Bucharest University of Economic Studies

2. **Analyzing the Supplier Selection Process of a Lean Manufacturing Firm: a Case Study**

Nuri Özgür DOĞAN, Nevsehir Haci Bektas Veli University, Turkey

3. **Comparison Influences of Various Economic Indicators Due to Different Methods of Modeling and Simulation**

Constantin ILIE, “Ovidius” University of Constanța

Margareta ILIE, “Ovidius” University of Constanța

Norina POPOVICI, “Ovidius” University of Constanța

**4. Analysis of the Tourism Enterprises' in Clisura Dunarii
Readiness to Adopt E-Tourism Instruments**

Tudor NISTORESCU, University of Craiova

Adina DINU, University of Craiova

**5. Simulation with Artificial Intelligence to Forecast GDP
Depending on Logistics Elements**

Margareta ILIE, "Ovidius" University of Constanța

Norina POPOVICI, "Ovidius" University of Constanța

Constantin ILIE, "Ovidius" University of Constanța

**6. Perceived Relationship Between Sport Support, Corporate
Competitiveness and Organizational Culture**

*Sebastian Mădălin MUNTEANU, Bucharest University of
Economic Studies*

*Irina-Eugenia IAMANDI, Bucharest University of Economic
Studies*

11.50 – 13.30

**7. Quality: A Determinant Factor of Competitiveness - the
Evolution of ISO Certifications for Management**

Cosmin DOBRIN, Bucharest University of Economic Studies

Adriana GÎRNEAȚĂ, Bucharest University of Economic Studies

*Mihaela MASCU (UDA), Bucharest University of Economic
Studies*

Oana CROITORU, Bucharest University of Economic Studies

**8. The Transfer of Six Sigma Specifications from Private
Business to Public Administration. Conceptual approach**

*Brîndușa – Gabriela GRAMA, Bucharest University of
Economic Studies*

*Beniamin Viorel BRÂNZAȘ, Bucharest University of Economic
Studies*

9. **Managerial Performance for Private Security Companies**
Emilian Cristian IRIMESCU, Bucharest University of Economic Studies

10. **The Influence of the Public Passenger Transport System on the Quality of Urban Life. Study Case: Bucharest**
Alexandru-Mihai BUGHEANU, Bucharest University of Economic Studies
Cătălin Ionuț CIOBANU, Bucharest University of Economic Studies
Rareș Constantin CIOBANU, Bucharest University of Economic Studies

11. **Enterprise Risk Management Adoption in Business Enterprises**
Cristian DIRVA, Bucharest University of Economic Studies