



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

**in partnership with**

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

**The 11<sup>th</sup> INTERNATIONAL MANAGEMENT  
CONFERENCE - IMC2017**

***The Role of Management in the Economic Paradigm of the XXIst Century***

**November 2<sup>nd</sup> – 4<sup>th</sup>, 2017**

**BUCHAREST, ROMANIA**

# **CONFERENCE PROGRAMME**

## ***Conference Advisory Committee***

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**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

**Ghiță BÂRSAN**, PhD. - "Nicolae Balcescu" Land Forces Academy Sibiu, Romania

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

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**Teodora ROMAN**, Ph.D. - "Alexandru Ioan Cuza" University of Iași, Romania

**Adriana GIURGIU**, Ph.D. - The University of Oradea, Romania

**Răzvan NISTOR**, Ph.D. - "Babeș-Bolyai" University, Cluj Napoca, Romania

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**Alexandrina DEACONU** - Bucharest University of Economic Studies

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**Ciprian NICOLESCU** - Bucharest University of Economic Studies

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**Cristina STATE** - Bucharest University of Economic Studies, Romania

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**Ștefan Dominic GEORGESCU** - Bucharest University of Economic Studies

**Viorica CHIRILĂ** - "Alexandru Ioan Cuza" University, Iași, Romania

## *Organizing committee*

Professor **Ion POPA**, Ph.D.

Professor **Cosmin DOBRIN**, Ph.D.

Professor **Carmen Nadia CIOCOIU**, Ph.D.

Professor **Claudiu CICEA**, Ph.D.

Associate Professor **Răzvan-Andrei CORBOȘ**, Ph.D.

Associate Professor **Cezar SIMION**, Ph.D.

## *Conference secretariat*

**Aurelia STĂNESCU**, PhD.

**Corina MARINESCU**, Ph.D.

**Cristina STATE**, Ph.D.

**Cristina MORĂRESCU**, Ph.D.

**Ionel NĂFTĂNĂILĂ**, Ph.D.

**Lucia VREJA**, PhD.

**Ramona IGREȚ**, Ph.D.

**Sebastian MUNTEANU**, PhD.

## Thursday, November 2<sup>nd</sup>, 2017

**09:00 - 10:00 - Registration of participants: Hall of Aula Magna,**  
Bucharest University of Economic Studies,  
“Ion N. Angelescu” Building, Piața Romana, no.6

**10:00 - 12.15 - Plenary Session: Aula Magna, “Ion N. Angelescu” Building**

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

**13:30 - 15:45 - Parallel Sessions**

**SESSION I: Business Administration, Project Management and Organizational Performance**

Room 1516, “Mihai Eminescu” Building, 5<sup>th</sup> floor

**SESSION II: Education, Knowledge Management and Innovation**

Room 1512, “Mihai Eminescu” Building, 5<sup>th</sup> floor

**SESSION III: Strategic Management, Change Management and Entrepreneurship**

Room 1518, “Mihai Eminescu” Building, 5<sup>th</sup> floor

**SESSION IV: HR Management, Organizational Culture and Leadership**

Room 1308, “Mihai Eminescu” Building, 3<sup>rd</sup> floor

**SESSION V: Business Ethics, Philosophy of Management and Applied Social Sciences**

Room 1417, “Mihai Eminescu” Building, 4<sup>th</sup> floor

**15:45 - 16:00 - Coffee break**

**16:00 - 19:00 - Parallel Sessions**

**SESSION I: Business Administration, Project Management and Organizational Performance**

Room 1516, “Mihai Eminescu” Building, 5<sup>th</sup> floor

**SESSION II: Education, Knowledge Management and Innovation**

Room 1512, “Mihai Eminescu” Building, 5<sup>th</sup> floor

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Room 1417, “Mihai Eminescu” Building, 4<sup>th</sup> floor

**19:00 - Conference Gala Dinner** – Marshal Garden Hotel, Panoramic Hall,  
5<sup>th</sup> floor, 50B Dorobantilor Blvd., Bucharest

[www.hotelmarshalgarden.ro](http://www.hotelmarshalgarden.ro)

*(a 5 minutes walk from the Bucharest University of Economic Studies)*



**Friday, November 3<sup>rd</sup>, 2017**

**9:00 - 11:00 - Parallel Sessions**

**SESSION I: Business Administration, Project Management and Organizational Performance**

Room 1516, "Mihai Eminescu" Building, 5<sup>th</sup> floor

**SESSION II: Education, Knowledge Management and Innovation**

Room 1512, "Mihai Eminescu" Building, 5<sup>th</sup> floor

**SESSION III: Strategic Management, Change Management and Entrepreneurship**

Room 1518, "Mihai Eminescu" Building, 5<sup>th</sup> floor

**SESSION IV: HR Management, Organizational Culture and Leadership**

Room 1308, "Mihai Eminescu" Building, 3<sup>rd</sup> floor

**SESSION V: Business Ethics, Philosophy of Management and Applied Social Sciences**

Room 1417, "Mihai Eminescu" Building, 4<sup>th</sup> floor

**11:00 - 12:00 „2016 Romanian Management Assessment" - Conclusions of the Research. Aula Magna, "Ion Angelescu" Building**

**Ovidiu NICOLESCU**, President of the Management Academic Society in Romania (SAMRO)

**Ion POPA**, Bucharest University of Economic Studies, Romania

**12.00 - 13.30 SAMRO General Assembly**

"Virgil Madgearu" Room, "Ion Angelescu" Building

**12.00 Discover Bucharest**, the pedestrian tour of Bucharest with guide

Meeting place: Hall of Aula Magna, „Ion Angelescu" Building,  
Bucharest University of Economic Studies

# **PLENARY SESSION**

**Thursday, November 2<sup>nd</sup>, 2017  
10:00 - 12:15, Aula Magna**

## **Welcoming Message**

**Nicolae ISTUDOR**, Ph.D. Professor - Rector of Bucharest University of Economic Studies

## **Welcoming Message**

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

## **The Role of Billionaires in the Economic Paradigm of the 21st Century**

**Eduardo Luís DE CAMPOS SOARES TOMÉ**, Ph.D. Assistant Professor - European University of Lisbon, Portugal

## **Strategic Thinking in a Crazy World**

**Constantin BRĂȚIANU**, Ph.D. Professor - UNESCO Department for Business Administration, and Founding Director of the Research Center for Intellectual Capital, Bucharest University of Economic Studies, Romania

## **The Use of Heuristics in Business Decisions**

**Radu ATANASIU**, Adjunct Lecturer - Maastricht School of Management, Romania

# PARALLEL SESSIONS

Thursday, November 2<sup>nd</sup>, 2017  
13:30 - 19:00

## SESSION I

### **Business Administration, Project Management and Organizational Performance**

Room 1516, "Mihai Eminescu" Building, 5<sup>th</sup> floor

#### ***Session chair:***

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

***Conference secretariat: Assistant Professor Cristina STATE, Ph.D.***

**13:30 – 15:45**

**1. A Nonlinear Microeconomic Model of Goods Production and Sale Using Functional Analysis**

Veronika NOVOTNÁ, Brno University of Technology, Czech Republic

Stanislav ŠKAPA, Brno University of Technology, Czech Republic

**2. Readiness of The Czech Public for Communication with Public Authorities Using Cloud Services**

Jan LUHAN, Brno University of Technology, Czech Republic

Bernard NEUWIRTH, Brno University of Technology, Czech Republic

Jiří ZÁMEČNÍK, Brno University of Technology, Czech Republic

- 3. Ridge Regression Analysis on the Influential Factors of FDI in Iraq**  
Ali Sadiq Mohommed BAGER, Bucharest University of Economic Studies, Romania  
Bahr Kadhim MOHAMMED, Bucharest University of Economic Studies, Romania  
Meshal Harbi ODAH, Bucharest University of Economic Studies, Romania
- 4. Determination of the Most Important Factors Affecting Dairy Products During the Storage Period Using Factorial Experiments (Case Study in Iraq)**  
Bahr Kadhim MOHAMMED, Bucharest University of Economic Studies, Romania  
Meshal Harbi ODAH, Bucharest University of Economic Studies, Romania  
Ali Sadiq Mohommed BAGER, Bucharest University of Economic Studies, Romania
- 5. A Study of Financial Administration Using Data Mining Technology in Oil Companies of India & Iraq**  
Syed AZHARUDDIN, Dr Babasaheb Ambedkar Marathwada University, India
- 6. Do Family Enterprises Learn from the Experiences with Stakeholders in Their Project Management Practices?**  
Joanna SADKOWSKA, University of Gdansk, Poland
- 7. Relationship Between the Resistancy to Change and Performance. Conclusions from an Organizational Diagnosis Model Applied Within a Multinational Company in Romania**  
Daniel METZ, "Babeş-Bolyai" University, Cluj-Napoca, Romania
- 8. Leveraging the Differences: A Case of Reverse Mentoring**  
Utku GÜĞERÇİN, Adana Science and Technology University, Turkey

**16:00 -19:00**

**9. Destination Management Organization's (DMO's) Roles, Structures and Performance - Comparative Analysis**

Adina Letiția NEGRUȘA, "Babeș-Bolyai" University, Romania

Nicolae LUPU, Bucharest University of Economic Studies, Romania

Monica Maria COROȘ, "Babeș-Bolyai" University, Romania

Cosmin Mihai MOCA, "Babeș-Bolyai" University, Romania

**10. Predicting Company Financial Performance Based on Assessing the Energy Profile of the Employees by the Use of the Electrophotonic Imaging Device**

Andronicus TORP, "Politehnica" University of Bucharest, Romania

**11. Ensuring Transparency and Access to Information in the Management of Public Institutions Through E-Government**

Bilal JIBAI, Bucharest University of Economic Studies, Romania

**12. Decision Support Solution to Business Failure Prediction**

Mădălina Ecaterina POPESCU, Bucharest University of Economic Studies, Romania

Marin ANDREICA, Bucharest University of Economic Studies, Romania

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

**13. ESF (European Social Fund) Risk Management Challenges Under Current Programming Period 2014-2020 in Romania**

Andrei LINU, "Lucian Blaga" University of Sibiu, Romania

Dănuț DUMITRAȘCU, "Lucian Blaga" University of Sibiu, Romania

**14. The Europe 2020 Strategy and Beneficiaries of Structural Funds**

Larisa-Diana POP, "Babeș-Bolyai" University, Romania

Anca BORZA, "Babeș-Bolyai" University, Romania

**15. Improving the Management of Social Economy Enterprises, an Essential Factor for the Sustainable Development of Local Communities**

Dan POPESCU, Bucharest University of Economic Studies, Romania  
Florina-Valentina NICOLAE, Bucharest University of Economic Studies, Romania  
Cristina STATE, Bucharest University of Economic Studies, Romania

**16. Effectiveness And Toxicity In Operating Military Leadership at a Tactical Level**

Benoni SFÂRLOG, "Nicolae Balcescu" Land Forces Academy, Sibiu, Romania  
Ghiță BÂRSAN, "Nicolae Balcescu" Land Forces Academy, Sibiu, Romania  
Dănuț MOȘTEANU, "Nicolae Balcescu" Land Forces Academy, Sibiu, Romania  
Sebastian MAN, "Nicolae Balcescu" Land Forces Academy Sibiu, Romania

**17. Central European Bank, Multiculture Corporate Communication**

Irina Antoaneta TĂNĂSESCU, "Valahia" University, Târgoviște, Romania  
Cristina SBIRNECIU, Incident Manager, BCE Frankfurt am Main, Germany  
Irina Olimpia SUSANU, "Dunărea de Jos" University, Galați, Romania

**18. Study on the Productivity of Order Preparation Operations in Romanian Companies**

Adriana Florența PALASAN, Bucharest University of Economic Studies, Romania

## SESSION II

### Education, Knowledge Management and Innovation

Room 1512, "Mihai Eminescu" Building, 5<sup>th</sup> floor.

#### *Session chair:*

**Associate Professor Cătălina RADU, Ph.D. - Bucharest University of Economic Studies**

**Conference secretariat: Assistant Professor Corina MARINESCU, Ph.D.**

**13:30 – 15:45**

- 1. Factors Influencing the Service Quality in Higher Education in Romania and Iraq from Professors' Perspective**  
Zaid Yaseen Saud AL-DULAIMI, Bucharest University of Economic Studies, Romania
- 2. The Role of Information Systems and Technology in Innovation Management of SMEs in Southern Turkey**  
Oya Hacire YÜREGİR, Çukurova University, Turkey  
Danyal PEKER, Small and Medium Business Development and Support Administration, Turkey
- 3. New Management Challenges for the Banking Sector in Romania: Traditional, Digital or Fintech...What's the Next Big Step?**  
Alexandru Florin DUNA, Bucharest University of Economic Studies, Romania  
Radu Liviu ILIOIU, Exim Bank, Romania
- 4. Recent World Tendencies in the Organisation Environment**  
Ovidiu NICOLESCU, Bucharest University of Economic Studies, Romania  
Ciprian NICOLESCU, Bucharest University of Economic Studies, Romania

5. **Democracy of Knowledge and Moral Capitalism**  
 Aurel BURCIU, “Ștefan cel Mare” University, Suceava, Romania  
 Rozalia KICSI, “Ștefan cel Mare” University, Suceava, Romania  
 Alexandra GALAN, “Ștefan cel Mare” University, Suceava, Romania
  
6. **Development of Managerial Skills in the Academic Environment by Using the Business Simulator**  
 Irina DOGARU, EXELO Training & Development, Romania  
 Paul MARINESCU, University of Bucharest, Romania  
 Sorin-George TOMA, University of Bucharest, Romania
  
7. **Issues and Insights Regarding Tertiary Education - A Romanian Perspective**  
 Cătălina RADU, Bucharest University of Economic Studies, Romania  
 Emilia GOGU, Bucharest University of Economic Studies, Romania
  
8. **Motivation in the Teaching-Learning Process, as a Management Improvement Means in the Military Higher Education**  
 Dumitru IANCU, “Nicolae Bălcescu” Land Forces Academy, Sibiu, Romania  
 Ghiță BÂRSAN, „Nicolae Bălcescu” Land Forces Academy, Sibiu, Romania  
 Dorel BADEA, “Nicolae Bălcescu” Land Forces Academy, Sibiu, Romania

**16:00 – 19:00**

9. **Transformations in Education in a Knowledge-Based Society**  
 Cristian-Valentin HAPENCIUC, “Ștefan cel Mare” University, Suceava, Romania  
 Dana NEAMTU, “Ștefan cel Mare” University, Suceava, Romania  
 Ruxandra BEJINARU, “Ștefan cel Mare” University, Suceava, Romania



- 10. Forecasting the Youth Unemployment Rate in the Post-Crisis Period**  
Dana Petruța BĂLAN, Bucharest University of Economic Studies, Romania  
Corina MARINESCU, Bucharest University of Economic Studies, Romania
- 11. Difficulties of Teachers to Debut Professional and Occupational Stress Management**  
Ioan-Adrian TOMESCU, "Valahia" University, Târgoviște, Romania
- 12. The Role and Importance of Public Relations in the Academic Environment**  
Tiberius Iustinian STANCIU, "Ovidius" University, Constanța, Romania  
Nicoleta CRISTACHE, "Dunărea de Jos" University, Galați, Romania  
Carolina TCACI, "Alecu Russo" University, Bălți, Republic of Moldova  
Irina TĂNĂSESCU, "Valahia" University, Târgoviște, Romania
- 13. Open Innovation Models in USA and China**  
Ionuț MINCIUNĂ, Bucharest University of Economic Studies, Romania
- 14. The Knowledge Revolution and It's Impact on Global Economic Development in the Knowledge Economy**  
Daniela-Mihaela NEAMȚU, "Ștefan cel Mare" University, Suceava, Romania  
Oana CIOBANU, "Ștefan cel Mare" University, Suceava, Romania
- 15. Coordinating between Internal Environment and Strategic Orientation to Enhance Commitment Behavior: Empirical Study in Iraqi Private Banks**  
Basim Abbas Kraidy JASSMY, Bucharest University of Economic Studies, Romania  
Cristian-Silviu Bănaciu, Bucharest University of Economic Studies, Romania

Zaki Muhammad Abbas BHAYA, Bucharest University of Economic Studies, Romania

Latif ATIYA, Bucharest University of Economic Studies, Romania

**16. New Trends in CSR: Is there a Change in How European Companies Relate to Increasing Responsibilities?**

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

Sebastian Mădălin MUNTEANU, Bucharest University of Economic Studies, Romania

**17. Enhancing effective Leadership Education in Higher Education Institutions: The Case of Romania**

Mariana DRĂGUȘIN, Bucharest University of Economic Studies, Romania

Andreea Simona SĂSEANU, Bucharest University of Economic Studies, Romania

**18. Reticular Economic Systems and Adaptation in Firm Behavior**

Dragoș HURU, Bucharest University of Economic Studies, Romania

Nicolae MOROIANU, Bucharest University of Economic Studies, Romania

## SESSION III

### **Strategic Management, Change Management and Entrepreneurship**

Room 1518, "Mihai Eminescu" Building, 5<sup>th</sup> floor.

#### ***Session chair:***

**Professor Doina POPESCU, PhD.** - Bucharest University of Economic Studies

***Conference secretariat:* Assistant Professor Cristina MORĂRESCU, Ph.D.**

**13:30 – 15:45**

- 1. Assessing Necessity and Opportunity Based Entrepreneurship: an Analysis of Demographic Characteristics, Propensity for New Ventures and Entrepreneurial Motivation (A Study of Labour Forces and Nascent Entrepreneurs in Padang, Indonesia)**  
Hafiz RAHMAN, Universitas Andalas, Indonesia  
Devi LESMANA, West Sumatran Office for Employment and Transmigration, Indonesia
- 2. Industrial Attractiveness: Position or Behavior**  
Alireza Bafandeh ZENDEH, Islamic Azad University, Iran
- 3. The Material Resources Using Efficiency in Polish Public Hospitals**  
Agnieszka KRAWCZYK-SOŁTYS, Opole University, Poland  
Agnieszka TŁUCZAK, Opole University, Poland
- 4. Certain Considerations Regarding Risk Management in Insolvency Problems**  
Nicoleta MUNTEANU, Euro INSOL SPRL, Romania

**5. Impact of Logistics Activities for Improving Marketing Performance via Bayesian quantile regression: An Analytical Study in Omnea Telecom Iraq**

Zaki Muhammad Abbas BHAYA, Bucharest University of Economic Studies, Romania

Fadel Hamid Hadi ALHUSSEINI, Economics and Business Administration Faculty, Craiova, Romania

Cristian-Silviu BĂNACU, Bucharest University of Economic Studies, Romania

Basim Abbas Kraidy JASSMY, Bucharest University of Economic Studies, Romania

**6. The Operational-Strategic Management Decision, Relative to the Fundamental Value and the Stock Exchange Value of the Economic Organization of Production and Services**

Monica Viorica NEDELCU, Bucharest University of Economic Studies, Romania

Marian Sorin IONESCU, "Politehnica" University, Bucharest, Romania

**7. High Education Management through the Vision of Candidates for Rector position in Romanian Universities**

Cătălin-Ioan CLIPA, "Alexandru Ioan Cuza" University, Iași, Romania

Nelu FLOREA, "Alexandru Ioan Cuza" University, Iași, Romania

Andrei-Ștefan NEȘTIAN, "Alexandru Ioan Cuza" University, Iași, Romania

Silviu-Mihail TIȚĂ, Alexandru Ioan Cuza University of Iași, Romania

**8. Economic Impact of the Renewable Energy Sector in Romania and EU Countries**

Cristian BUȘU, Bucharest University of Economic Studies, Romania

Mihail BUȘU, Bucharest University of Economic Studies, Romania

**16:00 -19.00**

**9. Entrepreneurial Spirit and Innovation**

Sorin-George TOMA, University of Bucharest, Romania

Paul MARINESCU, University of Bucharest, Romania

Irina DOGARU, EXELO Training & Development, Romania

**10. Gamification of Business Education. A Game Changer?**

Florin ANGHEL, Bucharest University of Economic Studies, Romania

**11. The Response to the Shocks Proveded by External Factors**

Adi Eleonor TRIFU, National Institute of Statistic, Romania

**12. Alternatives for Streamlining Public Investment Programs in Romania**

Cristina DIMA, Bucharest University of Economic Studies, Romania

Mihai CONSTANTINESCU, Bucharest University of Economic Studies, Romania

**13. Applying a Strategic Vision to Create a Sustainable Management for the 21's Century**

Cristina MORĂRESCU, Bucharest University of Economic Studies, Romania

**14. Internet of things and Romanian Management**

Rusu Liviu DUMITRU, Bucharest University of Economic Studies, Romania

**15. Spatial Dynamics of the Creative Economies in Romania**

Andreea Karina GRUIA, University of Bucharest, Romania

Alexandra GRECU, University of Bucharest, Romania

Marian MARIN, University of Bucharest, Romania

Roxana-Andreea RADU, University of Bucharest, Romania

Vlad LOGHIN, University of Bucharest, Romania

- 16. Structural Dynamics of Economic Profile in SPA Resorts of Romania**  
Alexandra GRECU, University of Bucharest, Romania  
Andreea Karina GRUIA, University of Bucharest, Romania  
Ana-Maria CIOBOTARU, University of Bucharest, Romania  
Ion ANDRONACHE, University of Bucharest, Romania  
Adrian Gabriel SIMION, University of Bucharest, Romania
- 17. Internal Audit - an Instrument for Risk Management in the Supply and Management of Material Resources**  
Gabriela Iuliana MUNTEANU, "Andrei Şaguna" University, Constanţa, Romania  
Paul GHEORGHE, Bucharest University of Economic Studies
- 18. Peculiarities of Strategy in SMEs**  
Doina POPESCU, Bucharest University of Economic Studies, Romania  
Sebastian Ion CEPTUREANU, Bucharest University of Economic Studies, Romania  
Eduard Gabriel CEPTUREANU, Bucharest University of Economic Studies, Romania

## SESSION IV

### HR Management, Organizational Culture and Leadership

Room 1308, "Mihai Eminescu" Building, 3rd floor.

#### ***Session chair:***

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

***Conference secretariat:* Lecturer Ramona IGREȚ, Ph.D.**

**13:30 – 15:45**

- 1. Research Regarding the Influence of Information and Communication Technology (ICT) on Vocational Education**  
Mădălina MOCANU (DEDU), Bucharest University of Economic Studies, Romania  
Alexandrina DEACONU, Bucharest University of Economic Studies, Romania  
Lavinia RAȘCĂ, Institute for Business Administration, Bucharest, Romania
- 2. Job Embeddedness: A Future Outlook for Managers in China and Pakistan**  
Muhammad RAFIQ, Harbin Institute of Technology, China  
Wu WEIWEI, Harbin Institute of Technology, China
- 3. Corporate Training as a Factor of Reproduction of the Professional Competencies of Employees**  
Polina ANANCHENKOVA, Educational Institution of the Higher Education Trade Unions "Academy of Labour and Social Relations", Russia  
Victoria TONKONOG, Admiral Ushakov Maritime State University, Russia

- 4. Participativity as a Method of Management of Innovative Educational Institutions**  
Polina ANANCHENKOVA, Educational Institution of the Higher Education Trade Unions "Academy of Labour and Social Relations", Russia  
Victoria TONKONOG, Admiral Ushakov Maritime State University, Russia
- 5. The Influence of Human Resources Practices on Employee Attachment. Empirical Study in the Manufacturing Industry**  
Liviu ILIEȘ, "Babes-Bolyai" University, Cluj-Napoca, Romania  
Daniel METZ, "Babes-Bolyai" University, Cluj-Napoca, Romania
- 6. Chief between Manager and Leader**  
Ștefan PRUNĂ, „Alexandru Ioan Cuza” Police Academy, Romania
- 7. Recruiting and Motivating Millenials: Empirical Insights for Managers**  
Florina PÎNZARU, National School of Political Science and Public Administration, Romania  
Alina MIHALCEA, National School of Political Science and Public Administration, Romania  
Alexandra ZBUCHEA, National School of Political Science and Public Administration, Romania
- 8. Managing People Dynamics Through the Lens of Generation Y**  
Georgiana CRISTEA, National School of Political Science and Public Administration, Romania  
Elena-Mădălina VĂTĂMĂNESCU, National School of Political Science and Public Administration, Romania  
Andreea MITAN, National School of Political Science and Public Administration, Romania



**16:00 - 19.00**

- 9. Romanians Immigration and Emmigration, EU Impact-Emmigration Case**  
Alina-Daniela MIHALCEA, "Ovidius" University, Constanța, Romania
- 10. Emotional Intelligence and Job Satisfaction. How Do They Work Together?**  
Monica TUDOR, Bucharest University of Economic Studies, Romania
- 11. Emotional Intelligence Impact in Operational Risk Management**  
Violeta Mihaela GRECU (SIMEDRE), Bucharest University of Economic Studies, Romania
- 12. Assessment of Employees Performance using 360° Feedback: Case Study of Goodyear Romania**  
Nicoleta CHICU, Bucharest University of Economic Studies, Romania
- 13. Creating Awareness on the Relationship Between Emotional Intelligence, Leadership and Organizational Culture**  
Cristina Iulia GHENU, Bucharest University of Economic Studies, Romania
- 14. The Implications of Abortion Underground's Institutionalization for the Management Studies**  
Cristina Iulia GHENU, Bucharest University of Economic Studies, Romania  
Bartosz PLOTKA, Nicolaus Copernicus University, Poland.
- 15. Paradigm Shift from "Business Model" to the "Entrepreneurial Model"**  
Roxana CLODNIȚCHI, Bucharest University of Economic Studies, Romania

- 16. How Romanian Leaders Take Charge and Develop their Teams**  
Cosmina Ioana NOAGHEA, HART Consulting Romania  
Mădălina BĂLAN, HART Consulting Romania  
Cristian-Virgil MARINAȘ, Bucharest University of Economic Studies, Romania  
Ramona Ștefania IGREȚ, Bucharest University of Economic Studies, Romania
- 17. The Cultural Intelligence (Cq), A Bridge Between Cultures**  
Ruxandra Nicoleta POPESCU, Bucharest University of Economic Studies, Romania  
Alexandrina DEACONU, Bucharest University of Economic Studies, Romania
- 18. The Challenges of Transition to the New Issue of ISO 9001**  
Luise ZEININGER, Bucharest University of Economic Studies, Romania  
Sabina IRIMIE, University of Petroșani, Romania  
Mircea MIHAI, Bucharest University of Economic Studies, Romania

## SESSION V

### **Business Ethics, Philosophy of Management and Applied Social Sciences**

Room 1417, „Mihai Eminescu” Building, 4<sup>th</sup> floor

#### ***Session chair:***

**Associate Professor Ștefan Dominic GEORGESCU, Ph.D. –  
Bucharest University of Economic Studies**

***Conference secretariat:* Associate Professor Lucia VREJA, Ph.D.**

**13:30 – 15:45**

**1. Using Business Plan’s Software in Agricultural Production**

Jonel SUBIĆ, Institute of Agricultural Economics, Belgrade, Republic of Serbia

Claudiu CICEA, Bucharest University of Economic Studies, Romania

Marko JELOČNIK, Institute of Agricultural Economics, Belgrade, Republic of Serbia

**2. The Job and Talent Mismatch as New Challenges**

Magdalena VELCIU, National Research Institute for Labour and Social Protection, Romania

Liliana GRECU, National Research Institute for Labour and Social Protection, Romania

**3. Smart City – Organizational and Management Perspectives**

Nicoleta PETRICĂ, Bucharest University of Economic Studies, Romania

**4. The Perverse Incentive - A General Concern in Managerial Systems**

Ștefan Andrei NESTIAN, “Alexandru Ioan Cuza” University, Iași, Romania

5. **A Modern Management Method in Internet Era**  
Chen KAI, "Babeş-Bolyai" University, Cluj-Napoca, Romania  
Roxana STEGEREAN, "Babeş-Bolyai" University, Cluj-Napoca, Romania  
Răzvan NISTOR, "Babeş-Bolyai" University, Cluj-Napoca, Romania
6. **On Practical Aspects of the Work-life Balance: Segmentation-Integration Organisational Policies in Romanian Companies**  
Lavinia FLOREA, "Babeş-Bolyai" University, Cluj-Napoca, Romania  
Anca BORZA, "Babeş-Bolyai" University, Cluj-Napoca, Romania
7. **Emotional Intelligence and Job Satisfaction. How Do They Work Together?**  
Monica TUDOR, Bucharest University of Economic Studies, Romania
8. **Using Lab Profile in Order to Find the Most Persuading Words to Access the Consumer's Mind**  
Teodora ROMAN, "Alexandru Ioan Cuza" University, Iaşi, Romania  
Adriana MANOLICĂ, "Alexandru Ioan Cuza" University, Iaşi, Romania  
Laura-Elena IONIȚĂ, "Alexandru Ioan Cuza" University, Iaşi, Romania

**16:00 - 19:00**

9. **Evolution of Research in Project Management. An Analysis of the Research Results Published in the Period 1999-2017**  
Cezar-Petre SIMION, Bucharest University of Economic Studies, Romania  
Ștefan Cătălin POPA, Bucharest University of Economic Studies, Romania
10. **Managing the Dangerous Nature of Police Activity: Vulnerabilities, Threats and Associated Risk Factors. A Brief Analysis Regarding Acts of Aggression Committed Against Police Officers**  
Adrian-Constantin ACHIM, Bucharest University of Economic Studies, Romania

- 11. Challenges in Implementing Risk Management in Romanian Companies**  
Adina-Liliana PRIOTEASA, Bucharest University of Economic Studies, Romania  
Carmen Nadia CIOCOIU, Bucharest University of Economic Studies, Romania
- 12. Management's Responsibility towards Shareholders and the New Concept of Property**  
Ștefan-Dominic GEORGESCU, Bucharest University of Economic Studies, Romania  
Ilie PINTEA, Bucharest University of Economic Studies, Romania
- 13. Layoffs and Employee Discipline: Business Ethics Issues**  
Dragoș BÎGU, Bucharest University of Economic Studies, Romania  
Ionuț ANASTASIU, Bucharest University of Economic Studies, Romania
- 14. Nicolae Xenopol on the Beginning of Management and the Romanian Economy in the First Decades of the 20th Century**  
Radu USZKAI, Bucharest University of Economic Studies, Romania  
Ion VOROVENCI, Bucharest University of Economic Studies, Romania
- 15. Individualism between Nature and Nurture. A Case Study on Romanian Business Students**  
Lucia-Ovidia VREJA, Bucharest University of Economic Studies, Romania  
Sergiu BĂLAN, Bucharest University of Economic Studies, Romania
- 16. Challenges of Intellectual Capital from a Management Perspective**  
Paula FRUȘINOIU, Bucharest University of Economic Studies, Romania  
Mihai CONSTANTINESCU, Bucharest University of Economic Studies, Romania  
Cristina DIMA, Bucharest University of Economic Studies, Romania

**17. Risk Management for Water and Wastewater Utilities**

Vasile-Emil ȘTEFAN, Bucharest University of Economic Studies,  
Romania

Carmen Nadia CIOCOIU, Bucharest University of Economic Studies,  
Romania

**18. New Approaches to the Quantitative Assessment of the Need  
for Investment Project**

Răzvan Cătălin DOBREA, Bucharest University of Economic Studies

Marius PĂCURARI, Bucharest University of Economic Studies,  
Romania

# PARALLEL SESSIONS

Friday, November 3<sup>rd</sup>, 2017

9:00 – 11:00

## SESSION I

### **Business Administration, Project Management and Organizational Performance**

Room 1516, „Mihai Eminescu” Building, 5<sup>th</sup> floor

#### ***Session chair:***

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

***Conference secretariat: Assistant Professor Cristina STATE, Ph.D.***

**9:00 – 11:00**

- 1. The Effects of Transformational Leadership on Organizational Performance - a Theoretical Approach**  
Bilal EL TOUFAILI, Bucharest University of Economic Studies, Romania
- 2. Organizational Performance and Competitiveness of Spa and Wellness Centers**  
Reine A. TFAILY, Bucharest University of Economic Studies, Romania
- 3. Empirical Study Regarding Flexible Work Proliferation in Multinational Companies**  
Cătălina Georgiana PICU, Bucharest University of Economic Studies, Romania  
Andrei-Constantin POPESCU, Bucharest University of Economic Studies, Romania

**4. Empirical Study Regarding the Influence of Communication on Sales Performance**

Alina DINU, Bucharest University of Economic Studies, Romania

Raluca MAREI, Bucharest University of Economic Studies, Romania

Ioana-Maria PAVEL, Bucharest University of Economic Studies, Romania

**5. The Impact of Online Consumer Reviews' Quantity and Rating on Buying Decisions: A Perspective from Romanian Market**

Diana Maria VRÂNCEANU, Bucharest University of Economic Studies, Romania

**6. Theoretical and Methodological Issues Regarding Subsidies for Urban Public Transport Operators**

Ioan RADU, Bucharest University of Economic Studies, Romania

Cleopatra ȘENDROIU, Bucharest University of Economic Studies, Romania

Mihai Ludovic DEMETER, Bucharest University of Economic Studies, Romania

Florin CAZACU, Bucharest University of Economic Studies, Romania

**7. New Trends in Project Management in IT & Telecom Industry: Challenges and Comparisons**

Oana CROITORU, Bucharest University of Economic Studies, Romania

Andreea ZAMFIR, Bucharest University of Economic Studies, Romania

Aurelia STĂNESCU, Bucharest University of Economic Studies, Romania

**8. Improving the Public Sector Decision Making Process with Digital Approach. Case Study RADET Bucharest, Romania**

Darko SHULESKI, Bucharest University of Economic Studies, Romania

Liviu-Catalin PRICOP, Bucharest University of Economic Studies, Romania

Anton Cristian IOAN, Bucharest University of Economic Studies, Romania

Adrian-Mihai ZAHARIA-RADULESCU, Bucharest University of Economic Studies, Romania



## SESSION II

### Education, Knowledge Management and Innovation

Room 1512, "Mihai Eminescu" Building, 5<sup>th</sup> floor.

***Session chair:***

**Associate Professor Cătălina RADU, Ph.D. - Bucharest University of Economic Studies**

**Conference secretariat: Assistant Professor Corina MARINESCU, Ph.D.**

**9:00 – 11:00**

- 1. Born Global Organization: The Succession of Paradigms**  
Stéphane CALLENS, University of Artois, France  
Sofiane CHERFI, University of Artois, France
  
- 2. Restructuring Processes and Crisis Management: Relevant Concepts and their Import in Romania**  
Daniel COSTEA, Bucharest University of Economic Studies, Romania  
Ștefan Cătălin POPA, Bucharest University of Economic Studies, Romania  
Cătălina Florentina ALBU, Bucharest University of Economic Studies, Romania
  
- 3. The Relationship among Leadership, Organizational Culture and Employees' Job Satisfaction**  
Elvira NICA, Bucharest University of Economic Studies, Romania  
Ana - Madalina POTCOVARU, Bucharest University of Economic Studies, Romania

4. **The Role of Volunteering in Modern Societies**  
Mihaela PĂCEȘILĂ, Bucharest University of Economic Studies, Romania  
Sofia Elena COLESCA, Bucharest University of Economic Studies, Romania  
Ștefan Gabriel BURCEA, Bucharest University of Economic Studies, Romania
5. **Difficulties in International Intellectual Property Rights**  
Benjamin FRANCO, Bucharest University of Economic Studies, Romania
6. **The Role and Importance of Cybersecurity Infrastructures in National Critical Domains**  
Vlad Daniel SAVIN, Bucharest University of Economic Studies, Romania
7. **Education and Innovation - Key Factors of Competitiveness in the Context of the Knowledge and Innovative Based Society and Economy**  
Marta-Christina SUCIU, Bucharest University of Economic Studies, Romania
8. **A Cluster Analysis of the Romanian Counties in Terms of School Population, Didactic Staff and Number of Classes**  
Cristina OPREA, Valahia University of Târgoviște, România  
Delia Mioara POPESCU, Valahia University of Târgoviște, România  
Ramona-Elena GABREA, Valahia University of Târgoviște, România  
Alexandru STOICA, Valahia University of Târgoviște, România

## SESSION III

### **Strategic Management, Change Management and Entrepreneurship**

Room 1518, "Mihai Eminescu" Building, 5<sup>th</sup> floor.

#### ***Session chair:***

**Professor Doina POPESCU, PhD. - Bucharest University of Economic Studies**

***Conference secretariat: Assistant Professor Cristina MORĂRESCU, Ph.D.***

**9:00 – 11:00**

**1. Legal Aspects of Decision Making on the Central Bank's Primary Objective**

Martin PERNICA, Brno University of Technology, Czech Republic

**2. Managing Information Asymmetry and Credit Risk - A Theoretical Perspective**

Ali TFAILY, Bucharest University of Economic Studies, Romania

**3. Product Ranges Price Strategies**

Mihai VRÎNCUȚ, Bucharest University of Economic Studies, Romania

**4. Pursuing Perfection in the Romanian Healthcare System while Applying Lean Six Sigma Methodology**

Cosmin DOBRIN, Bucharest University of Economic Studies, Romania

Ruxandra DINULESCU, Bucharest University of Economic Studies, Romania

Remus Christian MORARU, Bucharest University of Economic Studies, Romania

Elisabeta Ilona MOLNAR, Bucharest University of Economic Studies, Romania

- 5. The Drafting and Design of the Questionnaire Regarding Job Evaluation in the Health Organizations of Romania**  
Cătălina-Oana MIRICĂ (DUMITRESCU), Bucharest University of Economic Studies, Romania
- 6. Statistical Analysis Of Textile Industry At The European Union Level In Post Crisis Period**  
Cosmin DOBRIN, Bucharest University of Economic Studies, Romania  
Adriana DIMA, Bucharest University of Economic Studies, Romania  
Cristian TANASE, Bucharest University of Economic Studies, Romania
- 7. Analysis of the Influence of Some Indicators on the Profitability of the FMCG Retail Market in Romania**  
Gheorghe CÂRSTEA, Bucharest University of Economic Studies, Romania  
Răzvan-Andrei CORBOȘ, Bucharest University of Economic Studies, Romania  
Ruxandra-Irina POPESCU, Bucharest University of Economic Studies, Romania  
Ovidiu-Iulian BUNEA, Bucharest University of Economic Studies, Romania
- 8. The Crisis Alphabet through the Academic Lens**  
Diana Larisa TAMPUR, Bucharest University of Economic Studies, Romania  
Cochina ION, Bucharest University of Economic Studies, Romania

## SESSION IV

### HR Management, Organizational Culture and Leadership

Room 1308, "Mihai Eminescu" Building, 3rd floor.

#### *Session chair:*

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

**Conference secretariat: Lecturer Ramona IGREȚ, Ph.D.**

**9:00 – 11:00**

**1. Approaches of Leadership in Higher Education**

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

**2. Evaluation of the Human Resources Performance at SC Interliner Transport SRL Company**

Silvia ANGHEL - VLAD, "West University", Timișoara, Romania

**3. The Impact of Leadership on Motivating Young Generation**

Ion POPA, Bucharest University of Economic Studies, Romania

Simona Cătălina ȘTEFAN, Bucharest University of Economic Studies, Romania

Ana Alexandra GORA, Bucharest University of Economic Studies, Romania

**4. Cross-Cultural Study on the Attitude Towards Work of Young Employees**

Mirabela-Constanta MATEI, University of Oradea, Romania

Maria-Madela ABRUDAN, University of Oradea, Romania

- 5. Human Resources' Performance in Career - A Goal for a Competitive Organization**  
Constanța POPESCU, "Valahia" University, Târgoviște, Romania  
Roxana SURCEL (GEORGESCU), "Valahia" University, Târgoviște, Romania
  
- 6. Innovative Entrepreneurship in a Regional Perspective: An Empirical Research on Romanian Start-Ups**  
Mihai CIOC, Bucharest University of Economic Studies, Romania  
Minodora URSĂCESCU, Bucharest University of Economic Studies, Romania
  
- 7. Charismatic Leadership and Work Ethics on Employee Engagement**  
Wustari MANGUNDJAYA, Universitas Indonesia, Indonesia

## SESSION V

### **Business Ethics, Philosophy of Management and Applied Social Sciences**

Room 1417, „Mihai Eminescu” Building, 4<sup>th</sup> floor

#### ***Session chair:***

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

***Conference secretariat:* Associate Professor Lucia VREJA, Ph.D.**

**9:00 – 11:00**

- 1. The Influence of Climate Change on the Efficiency of Agriculture**  
Cristian-Silviu BĂNACU, Bucharest University of Economic Studies,  
Romania  
Bianca Georgiana OLARU, Bucharest University of Economic Studies,  
Romania
- 2. The Impact of the Economic Crisis on the Labor Market from  
Romania**  
Corina FRĂSINEANU, Bucharest University of Economic Studies,  
Romania  
Lavinia Ștefania ȚOȚAN, Bucharest University of Economic Studies,  
Romania
- 3. Sustainability Assessment Methods: A Comparative Approach**  
Monica DUDIAN, Bucharest University of Economic Studies, Romania  
Stefanija BIROVA, Bucharest University of Economic Studies, Romania
- 4. Ecosystem Services Approach - A Tool to Improve Natural  
Capital Management**  
Elena PREDA, Bucharest University of Economic Studies, Romania

- 5. Ways to Improve the Management of the EU Structural Funds. A Comparative Approach: Romania vs. Poland**  
Adriana GIURGIU, University of Oradea, Romania  
Adrian NEGREA, University of Oradea, Romania  
Liana-Eugenia MEȘTER, University of Oradea, Romania  
Andreea Florina FORA, University of Oradea, Romania
  
- 6. Hidden Obstacles of the Race for GDPR Compliance**  
Florin IONIȚĂ, Bucharest University of Economic Studies, Romania  
Aurelia STĂNESCU, Bucharest University of Economic Studies, Romania
  
- 7. Current State of the Intermodal Freight Transportation in Romania Compared to the European Union**  
Teodor-Alexandru GAVRIȘ, Bucharest University of Economic Studies, Romania  
Costel ȘERBAN, Bucharest University of Economic Studies, Romania  
Alexandra-Violeta TUDORICA, Bucharest University of Economic Studies, Romania
  
- 8. Determinants of Service's Performance Growth in the 21<sup>st</sup> Century**  
Gheorghe ALEXANDRU, Oil and Gas University of Ploiesti, Romania  
Claudiu CICEA, Bucharest University of Economic Studies, Romania