



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

in partnership with

MANAGEMENT ACADEMIC SOCIETY IN ROMANIA (SAMRO)

**The 12th INTERNATIONAL MANAGEMENT
CONFERENCE - IMC 2018**

Management Perspectives in the Digital Era

November 1st - 2nd, 2018

BUCHAREST, ROMANIA



CONFERENCE PROGRAMME IMC 2018

Conference Advisory Committee

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Radu USZKAI - The Bucharest University of Economic Studies, Romania
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Associate Professor **Cezar SIMION**, Ph.D.

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Ionel NĂFTĂNĂILĂ, Ph.D.

Ovidiu BUNEA, Ph D. Candidate

Radu USZKAI, Ph.D.

Ramona IGREȚ, Ph.D.

Sebastian MUNTEANU, PhD.

Thursday, November 1st, 2018

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

10:00 - 12.00 - Plenary Session: Aula Magna, "Ion N. Angelescu" Building

12:15 - 13.15 - 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, 5th floor

SESSION II: Education, Knowledge Management and Innovation

Room 1512, "Mihai Eminescu" Building, 5th floor

SESSION III: Strategic Management, Change Management and Entrepreneurship

Room 1518, "Mihai Eminescu" Building, 5th floor

SESSION IV: HR Management, Organizational Culture and Leadership

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

SESSION V: Cultural Management, Behavioural Sciences and Ethical Aspects

Room 1417, "Mihai Eminescu" Building, 4th 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, 5th floor

SESSION II: Education, Knowledge Management and Innovation

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SESSION III: Strategic Management, Change Management and Entrepreneurship

Room 1518, "Mihai Eminescu" Building, 5th floor

SESSION IV: HR Management, Organizational Culture and Leadership

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

SESSION V: Cultural Management, Behavioural Sciences and Ethical Aspects

Room 1417, "Mihai Eminescu" Building, 4th floor

19:00 - Conference Gala Dinner - SOLE Restaurant, Blvd. Iancu de Hunedoara, No. 48, 15th floor, Bucharest

(10 minutes walk from The Bucharest University of Economic Studies)

<http://www.solerestaurant.ro/>

Friday, November 2nd, 2018

9:00 - 11:00 - Parallel Sessions

SESSION I: Business Administration, Project Management and Organizational Performance

Room 1516, "Mihai Eminescu" Building, 5th floor

SESSION II: Education, Knowledge Management and Innovation

Room 1512, "Mihai Eminescu" Building, 5th floor

SESSION III: Strategic Management, Change Management and Entrepreneurship

Room 1518, "Mihai Eminescu" Building, 5th floor

SESSION IV: HR Management, Organizational Culture and Leadership

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

SESSION V: Cultural Management, Behavioural Sciences and Ethical Aspects

Room 1417, "Mihai Eminescu" Building, 4th floor

11:00 - 12:00 „2017 Romanian Management Assessment" - Conclusions of the Research. Aula Magna, "Ion Angelescu" Building

Ștefan-Radu OPREA, Minister for the Business Environment, Commerce and Entrepreneurship

Nicolae ISTUDOR, Rector of The Bucharest University of Economic Studies

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

Ion POPA, Dean of Management Faculty, The Bucharest University of Economic Studies

12.00 - 13.30 **SAMRO General Assembly**

Aula Magna, "Ion Angelescu" Building

12.00 Discover Bucharest, the pedestrian tour of Bucharest with guide. Meeting place: Hall of Aula Magna, „Ion Angelescu” Building, The Bucharest University of Economic Studies

PLENARY SESSION

Thursday, November 1st, 2018
10:00 - 12:15, Aula Magna

Welcoming Message

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

Welcoming Message

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

Welcoming Message

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

Anticipatory Intelligence for Understanding Change in VUCA World

Adrian CURAJ, Ph.D. Professor - Politehnica University of Bucharest, Chief Executive Officer of Executive Unit for Financing Higher Education, Research, Development and Innovation (UEFISCDI), Romania

Sustainability and Management of Smart Cities in the Digital Era

Antonio GARCIA SANCHEZ, Ph.D. Professor - Technical University of Cartagena, Director of the Convention Bureau of Cartagena, Spain

Sustainability of Production Gains Due to Technological Advancements and Job Elimination

Enes ERYARSOY, Ph.D. Associate Professor - Istanbul Sehir University, Turkey

PARALLEL SESSIONS

Thursday, November 1st, 2018
13:30 - 19:00

SESSION I

Business Administration, Project Management and Organizational Performance

Room 1516, "Mihai Eminescu" Building, 5th floor

***Session chair:* Professor Dan POPESCU, Ph.D. - The Bucharest University
of Economic Studies**

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

13:30 - 15:45

**1. Why Human Resource Management Should Go Green in
Hotels: Internal Benefit Perspective**

Nhat Tan PHAM, Tomas Bata University in Zlín, Czech Republic

Nga VO, Tomas Bata University in Zlín, Czech Republic

Lien H.L. NGUYEN, Tomas Bata University in Zlín, Czech Republic

Huong Minh VU, University of Economics and Law, Vietnam

**2. The Preparedness of Small and Medium Sized Businesses in
The Czech Republic for The Usage of Cloud Computing**

Miloš KOCH, Brno University of Technology, Czech Republic

Jan LUHAN, Brno University of Technology, Czech Republic

Bernard NEUWIRTH, Brno University of Technology, Czech Republic

- 3. Modelling Professional Competences of Employees of Public and Municipal Management Under Conditions Of New State Management**
Nikolai GUBACHEV, A. N. Kosygin Moscow State Textile University, Russia
- 4. Running A Business Through A Sharing Responsibilities (and Profits) Strategy**
Leonard Călin ABRUDAN, University of Oradea, Romania
Mirabela Constanța MATEI, University of Oradea, Romania
Maria Madela ABRUDAN, University of Oradea, Romania
- 5. Service Operation Management in It Domain. Comparing Two It Companies Processes, Flow and Results**
Mădălina ALBULESCU, West University of Timisoara, Romania
Nicolae BIBU, West University of Timisoara, Romania
- 6. Understanding A Smart City. Social, Economic and Political Inclusion in Smart Cities**
Nicoleta PETRICĂ, The Bucharest University of Economic Studies, Romania
Ștefanija BIROVA, The Bucharest University of Economic Studies, Romania
- 7. Use of Neural Networks in The Business Process Modeling**
Marian-Sorin IONESCU, POLITEHNICA University of Bucharest, Romania
- 8. A Review of Farm Sustainability Assessment Methods. Are They Applicable to The Beekeeping Sector?**
Nancy Diana PANȚA, "Lucian Blaga" University of Sibiu, Romania

16:00 - 19:00

- 9. Value Adding Through Corporate Divestiture: Case Study from The Steel Industry**
Viorica Mădălina ION (MANU), The Bucharest University of Economic Studies, Romania
- 10. Identification of The Decision-Making Style In Public And Private Environment**
Adrian Ionuț CHESNOIU, The Agency for Rural Investment Financing, Romania
- 11. Project Management 4.0 - Project Management in the Digital Era**
Cezar-Petre SIMION, The Bucharest University of Economic Studies, Romania
Ștefan-Cătălin POPA, The Bucharest University of Economic Studies, Romania
Cătălina ALBU, The Bucharest University of Economic Studies, Romania
- 12. Improving the Romanian Public Transport Services by Using Lean Six Sigma Methodology**
Alexandru-Mihai BUGHEANU, The Bucharest University of Economic Studies, Romania
Ruxandra DINULESCU, The Bucharest University of Economic Studies, Romania
- 13. The Leasing - the Management's Instrument to Improve Companies Performance**
Carmen ȚURLEA, The Bucharest University of Economic Studies, Romania
George Aurelian TUDOR, The Bucharest University of Economic Studies, Romania

- 14. A Review of Public Measures for Supporting the Development Of Rail-Road Intermodal Freight Transport In Romania**
Alexandra TUDORICĂ, The Bucharest University of Economic Studies, Romania
Cristian-Silviu BĂNACU, The Bucharest University of Economic Studies, Romania
- 15. Performance Management of the Romanian Hospitals: A General Radiography of the Quality of Emergency Services**
Celia Dana BESCIU, The Bucharest University of Economic Studies, Romania
Florin CAZACU, The Bucharest University of Economic Studies, Romania
- 16. The Restructuring of Strategic Marketing Intelligence with Considering the Developing Role of Open Source Data**
Simin SARI, Islamic Azad University, Tehran, Iran
Abdollah NOAMI, Islamic Azad University, Tehran, Iran
Gholamreza HEYDARI, Islamic Azad University, Tehran, Iran
- 17. The Impact of Knowledge Management on Organizational Performance**
Suleiman Abubakar SADIQ, Federal University Dutsinma, Nigeria
- 18. Assessing the Effects of the ICT Sector Development in The European Union**
Sorin Iulian CIOACĂ, The Bucharest University of Economic Studies, Romania
Adrian ENCIU, The Bucharest University of Economic Studies, Romania

SESSION II

Education, Knowledge Management and Innovation

Room 1512, "Mihai Eminescu" Building, 5th floor

Session chair: Associate Professor Cătălina RADU, Ph.D. - The Bucharest University of Economic Studies

Conference secretariat: Lecturer Corina MARINESCU, Ph.D.

13:30 - 15:45

- 1. A New Approach to Identify Risks in Innovations, Based On their Graphic Time Comparisons**
Milena KIROVA, University of Ruse, Bulgaria
- 2. Innovation within the Firm: A Complicated Picture**
Elena Otilia CADAR, University of Oradea, Romania
Daniel BADULESCU, University of Oradea, Romania
- 3. Linking Kibs, Entrepreneurial Dynamics and Macroeconomic Developments. Focus on Romania**
Daniel BADULESCU, University of Oradea, Romania
Ramona SIMUT, University of Oradea, Romania
Anamaria Diana HERTE, University of Oradea, Romania
- 4. Managing Digitalization in Banking: Challenges and Implications**
Dan Costin NIȚESCU, The Bucharest University of Economic Studies, Romania
Florin Alexandru DUNA, The Bucharest University of Economic Studies, Romania

5. Dimensions and Performances of the Creative Economy in Romania

Diana-Cristina SAVA, University of Oradea, Romania

Alina BADULESCU, University of Oradea, Romania

6. Board Games and Social Interaction - Fashion or Real Priorities in the Digital Era?

Cătălina RADU, The Bucharest University of Economic Studies, Romania

George MATEESCU, The Bucharest University of Economic Studies, Romania

7. Educational Management - Quality and Performance

Daniela DRAGOMIR, "Valahia" University of Târgoviște, Romania

Georgiana Florența ONIȘORU, "Valahia" University of Târgoviște, Romania

8. Investigating the Innovation Potential of a Company Obtained through Social Media

Andreea BARBU, POLITEHNICA University of Bucharest, Romania

Gheorghe MILITARU, POLITEHNICA University of Bucharest, Romania

16:00 - 19:00

9. Assessing the Romanian Tourism Image through the Eyes of Millennials to Improve Tourism Management

Andreea MARIN-PANTELESCU, The Bucharest University of Economic Studies, Romania

Sorinel CĂPUȘNEANU, "Dimitrie Cantemir" Christian University, Romania

Dan Ioan TOPOR, "1 Decembrie 1918" University of Alba-Iulia, Romania

- 10. A Bibliometric Analysis of the International Management Conference Proceedings' Papers**
Corina MARINESCU, The Bucharest University of Economic Studies, Romania
Claudiu CICEA, The Bucharest University of Economic Studies, Romania
- 11. The Impact of Innovation on Tourism by Considering Human Resources as a Growth Vector**
Nicoleta Georgeta BUGNAR, University of Oradea, Romania
Liana-Eugenia MEȘTER, University of Oradea, Romania
Monica-Ariana SIM, University of Oradea, Romania
Andreea-Florina FORA, University of Oradea, Romania
- 12. Designing a Model of Business Continuity Policy in an Organization Based on Machining Building Design**
Alina Bianca POP, TEHNOCAD - S.A., Romania
Ștefan ȚÎȚU, The Oncology Institute "Prof. dr. Ion Chiricuță", Romania
Aurel Mihail ȚÎȚU, "Lucian Blaga" University of Sibiu, Romania
Gheorghe Ioan POP, Universal Alloy Corporation Europe - S.R.L., Romania
Sebastian STAN, "Nicolae Bălcescu" Land Forces Academy, Sibiu, Romania
- 13. Cluster-Type Collaborative Models Specific to the Field of Defense**
Gabriel MĂNESCU, "Nicolae Bălcescu" Land Forces Academy, Sibiu, Romania
Ghiță BÂRSAN, "Nicolae Bălcescu" Land Forces Academy, Sibiu, Romania
Dorel BADEA, "Nicolae Bălcescu" Land Forces Academy, Romania
Dumitru IANCU, "Nicolae Bălcescu" Land Forces Academy, Sibiu, Romania

- 14. Students' Involvement in University Social Responsibility Activities**
Loredana Nicoleta ZAINEA, The Bucharest University of Economic Studies, Romania
Sorin-George TOMA, University of Bucharest, Romania
Paul MARINESCU, University of Bucharest, Romania

- 15. Staff Assistance Problems of the Distance Learning in the Modern University**
Aleksei POPEL, The Russian State University named after A.N. Kosygin, Russia

- 16. Distance Learning of Public and Municipal Officials in the Russian Federation: Needs and Development Problems**
Vladimir TITOV, The Russian State University named after A.N. Kosygin, Russia

- 17. Development of Universities of Different Types as the Structural Elements of the National Innovative Educational System**
Elena AKSENOVA, The Russian State University named after A.N. Kosygin, Russia
Polina ANANCHENKOVA, The Russian State University named after A.N. Kosygin, Russia
Nina NOVIKOVA, The Russian State University named after A.N. Kosygin, Russia

- 18. Practical Realization of the Distance Learning Programs for the Public and Municipal Officials: Case-Study of the Rostov Region in The Russian Federation**
Anatolyi KORSHUNOV, The Russian State University named after A.N. Kosygin, Russia

SESSION III

Strategic Management, Change Management and Entrepreneurship

Room 1518, "Mihai Eminescu" Building, 5th floor.

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

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

13:30 - 15:45

- 1. Multi-Attribute Group Decision Making Considering Difference in Experts Knowledge: An Excel Application**
Daniela BORISSOVA, Institute of Information and Communication Technology at Bulgarian Academy of Sciences, Bulgaria
Dilian KORSEMOV, Institute of Information and Communication Technology at Bulgarian Academy of Sciences, Bulgaria
Ivan MUSTAKEROV, Institute of Information and Communication Technology at Bulgarian Academy of Sciences, Bulgaria
- 2. Dynamic Model of New Product Launch Impact on Stock Market**
Veronika NOVOTNÁ, Brno University of Technology, Czech Republic
Stanislav ŠKAPA, Brno University of Technology, Czech Republic
- 3. Cooperatives - Present and Perspectives**
Larisa ŞAVGA, Trade Co-operative University of Moldova, Republic of Moldova

4. Trends in the Evolution of Marketing Management and its Implication on the Business Environment

Doina POPESCU, The Bucharest University of Economic Studies, Romania

Eduard Gabriel CEPTUREANU, The Bucharest University of Economic Studies, Romania

Sebastian Ion CEPTUREANU, The Bucharest University of Economic Studies, Romania

5. Stakeholders Based Management - a New Enterprise Management

Ovidiu NICOLESCU, Management Academic Society in Romania

Ciprian NICOLESCU, The Bucharest University of Economic Studies, Romania

6. Financial Corrections Established by the European Commission for Public Procurement Procedures for the 2007-2013 Programming Period

Iulian MISERCIU, "Valahia" University of Targoviste, Romania

7. Risk Management: The impact of the Framework Plan to Document the Risks Pertaining to Insolvency Procedure

Nicoleta MUNTEANU, Euro INSOL - S.R.L., Romania

8. Strategic Management of the Romanian Telecommunication Services

Mihaela ȘTEFAN, „1 Decembrie 1918” University of Alba-Iulia, Romania

Andreea MARIN-PANTELESCU, The Bucharest University of Economic Studies, Romania

Mirela TÜRKEŞ, "Dimitrie Cantemir" Christian University, Romania

16:00 -19.00

- 9. Repercussions of the Implementation of Fiscal Policy's Objectives on Economic Growth**
Mihaela MITROI, The Bucharest University of Economic Studies, Romania
- 10. What do Managers Want? Transparency and Obscurity in the Company's Strategic Management**
Vasile DEAC, The Bucharest University of Economic Studies, Romania
Cosmin DOBRIN, The Bucharest University of Economic Studies, Romania
Mihai VRÎNCUȚ, The Bucharest University of Economic Studies, Romania
- 11. Analysis, Implementation and Use of Predictive Data in Business Models Using the Concepts and Paradigms Specific to the Scientific Competence Field of "Machine Learning"**
Marian-Sorin IONESCU, POLITEHNICA University of Bucharest, Romania
- 12. A Comparative Analysis of the Post-Crisis Fiscal Measures and Their effects, Between Two european Economic Models, The Continental Model and the Catching-up Model**
Mihaela MITROI, The Bucharest University of Economic Studies, Romania
- 13. Identifying Management Styles in Women Entrepreneurship**
Nicoleta MUNTEANU, Euro INSOL SPRL, Romania
- 14. The Use of Information Technology within Romanian SMEs**
Alina-Andreea MARIN, The Bucharest University of Economic Studies, Romania

15. Digital Factory – a Prerequisite for Revitalizing the Production Sector

Monica NEDELICU, The Bucharest University of Economic Studies, Romania

Adriana DIMA, The Bucharest University of Economic Studies, Romania

Ruxandra DINULESCU The Bucharest University of Economic Studies, Romania

16. Management and the Progress of Society

Paul MARINESCU, University of Bucharest, Romania

Sorin-George TOMA, University of Bucharest, Romania

Loredana ZAINEA, The Bucharest University of Economic Studies, Romania

17. Energy Management of Romania. Potential for Modernization-Development

Ovidiu BUZOIANU, The Bucharest University of Economic Studies, Romania

Cristina DIMA, The Bucharest University of Economic Studies, Romania

18. The Evolution of Management Strategy by Using Theory Focused Planning

Alexandru BODISLAV, The Bucharest University of Economic Studies, Romania

Roxana SÂRBU, The Bucharest University of Economic Studies, Romania

Florina BRAN, The Bucharest University of Economic Studies, Romania

19. Changes of the Business Models and Managerial Practices in the European Liberalized Markets: Evidences from the Utilities' Sector

Florina PÎNZARU, National University of Political Studies and Public Administration, Romania

Alexandra ZBUCHEA, National University of Political Studies and Public Administration, Romania

Andreea MITAN, National University of Political Studies and Public Administration, Romania

Alexandra VITELAR, National University of Political Studies and Public Administration, Romania

SESSION IV

HR Management, Organizational Culture and Leadership

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

Session chair: Professor Alexandrina DEACONU, Ph.D. - The Bucharest University of Economic Studies

Conference secretariat: Ph.D. Candidate Ovidiu BUNEA

13:30 - 15:45

1. The Hourglass Effect: Leadership Transformations in the Digital Era

Ana-Maria GRIGORE, The University of Bucharest, Romania

Adela COMAN, The University of Bucharest, Romania

2. What Are the Effects of Active Ageing on GDP per Capita?

Georgiana Cristina TOMA (ROSU), The Bucharest University of Economic Studies, Romania

Gabriela TUCHILUS, The Bucharest University of Economic Studies, Romania

3. The Impact of Efficient Leadership and Marketing in the Promotion of Local Independent Pharmacies Through the Eyes of the Brailean Patient

Olimpia DUMITRIU BUZIA, "Dunarea de Jos" University of Galati, Romania

Viorica TANASE, "Dunarea de Jos" University of Galati, Romania

Nela MARDARE, "Dunarea de Jos" University of Galati, Romania

Adelina DUMITRIU, Romanian-American University, Bucharest, Romania

4. Employee Engagement - A Cornerstone for Building A Culture of Sustainability

Paula-Carmen ROȘCA, University of Oradea, Romania

Alina BĂDULESCU, University of Oradea, Romania

Dorin Paul BĂC, University of Oradea, Romania

5. How Can Social Networks Improve the Recruitment Process - Case Study: LinkedIn

Raluca Magda GEORGESCU, 1development, Romania

Ionut Catalin SAVU, Enel Energie Muntenia - S.A., Romania

Gheorghe MILITARU, POLITEHNICA University of Bucharest, Romania

6. The Efficiency of the Working Group in the Public and Private Sector. A Qualitative Research

Ștefan PRUNĂ, "Alexandru Ioan Cuza" Police Academy, Bucharest, Romania

7. Identification of Organizational Culture in the Public and Private Environment. A Quality Survey

Mihaela PRUNĂ, Romanian-American University, Bucharest, Romania

Ștefan PRUNĂ, "Alexandru Ioan Cuza" Police Academy, Bucharest, Romania

8. Direct Research on the Performance Assessment Methods Used in Romanian Travel Agencies in Order to Evaluate the Travel Agents' Performance

Irina MIȘOC, The Bucharest University of Economic Studies, Romania

16:00 - 19.00

- 9. The Perception of Druze Principals of Their Leadership Styles**
Nabila KHEIR-FADUL, “West University” of Timisoara, Romania
- 10. Adapting Operations and Project Management for A Prototype in Production Lines According to the Organizational Culture Sites Location**
Rares-Lucian CHIRIAC, “Transilvania” University of Brasov, Romania
Anghel CHIRU, “Transilvania” University of Brasov, Romania
- 11. Assessment of Human Resources Performances Between Positive Action and Subjectivism**
Constanța POPESCU, “Valahia” University of Targoviste, Romania
Antoaneta Roxana GEORGESCU, “Valahia” University of Targoviste, Romania
Bogdana Gabriela GRAPĂ, „Transilvania” University of Brasov, Romania
- 12. Perceptions on the Entrepreneurial Career Among Members of Generations X, Y, Z**
Alexandrina DEACONU, The Bucharest University of Economic Studies, Romania
Sorina Ioana MIȘU, The Bucharest University of Economic Studies, Romania
- 13. Remote Occupation and Freelance as Modern Trend of Employment**
Nikolai GUBACHEV, The Russian State University named after A.N. Kosygin, Russia
Vladimir TITOV, The Russian State University named after A.N. Kosygin, Russia
Anatolyi KORSHUNOV, The Russian State University named after A.N. Kosygin, Russia

14. The Place of WICS Model in the Governance of an Automotive Systems Corporation

Mădălina-Ioana BĂDILĂ, “Nicolae Balcescu” Land Forces Academy, Sibiu, Romania

Ghiță BĂRSAN, “Nicolae Balcescu” Land Forces Academy, Sibiu, Romania

Danuț-Eugeniu MOȘTEANU, “Nicolae Balcescu” Land Forces Academy, Sibiu, Romania

Benoni SFÂRLOG, “Nicolae Balcescu” Land Forces Academy, Sibiu, Romania

Ruxandra MOȘTEANU, NTT DATA - S.A., Sibiu, Romania

15. The Business Management of Distress Situations

Carmen Valentina RĂDULESCU, The Bucharest University of Economic Studies, Romania

Răzvan Cătălin DOBREA, The Bucharest University of Economic Studies, Romania

Sorin BURLACU, The Bucharest University of Economic Studies, Romania

16. The Role of the Organizational Culture in Ensuring the Effectiveness of the Management System

Daniel METZ, “Babes-Bolyai” University, Romania

Liviu ILIEȘ, “Babes-Bolyai” University, Romania

Maria METZ, “Babes-Bolyai” University, Romania

17. A Strategic Approach to Conflict Management Systems

Laura Adriana BĂDIȚOIU, The Bucharest University of Economic Studies, Romania

Aurelia STĂNESCU, The Bucharest University of Economic Studies, Romania

- 18. Gender and Traits Effect on Human Resource Management Promotion System in The Israeli Electric Corporation (IEC)**
Yaron BARUCH, “West University” of Timisoara, Romania
Nicolae BIBU, “West University” of Timisoara, Romania
Doina DĂNĂIAȚĂ, “West University” of Timisoara, Romania
- 19. Gamified Learning - A Step Further in Improving Students’ Motivation and Participation in Learning Organisational Culture**
Ramona Ștefania IGREȚ, The Bucharest University of Economic Studies, Romania
Cristian Virgil MARINAȘ, The Bucharest University of Economic Studies, Romania
Diana ROSETKA, Equatorial - S.R.L., Romania
- 20. The Development of Human Resources within the Employment and the Economy of Lebanon**
Jibai SIHAM, The Bucharest University of Economic Studies, Romania

SESSION V

Cultural Management, Behavioural Sciences and Ethical Aspects

Room 1417, „Mihai Eminescu” Building, 4th floor

Session chair: Associate Professor Ștefan Dominic GEORGESCU,
Ph.D. - The Bucharest University of Economic Studies
Conference secretariat: Assistant Radu USZKAI, Ph.D.

13:30 - 15:45

1. The Food Safety in the Context of Globalization

Stefanija BIROVA, The Bucharest University of Economic Studies,
Romania

Nicoleta PETRICA, The Bucharest University of Economic Studies,
Romania

2. Role of Need for Closure on Perceived Price Fairness

Sayanti SHAW, Tomas Bata University in Zlín, Czech Republic

3. Neuromarketing Services: An Analysis of International Specialists's Experience

Monica ȚICHINDELEAN, The Bucharest University of Economic
Studies, Romania

Iuliana CETINĂ, The Bucharest University of Economic Studies,
Romania

Mihai ȚICHINDELEAN, “Lucian Blaga” University of Sibiu, Romania

**4. Culturological-Pedagogic Comprehension of the Concept
“Media-Culture of the Modern Youth”**

Elena KARPOVA, The Russian State University named after A.N.
Kosygin, Russia

5. Digital technology trend in Romania and its impact on the young segment

Cristina BURLĂCIOIU, The Bucharest University of Economic Studies, Romania

Irina MOISE, The Bucharest University of Economic Studies, Romania

Cristina BOBOC, The Bucharest University of Economic Studies, Romania

Elena Oana CROITORU, The Bucharest University of Economic Studies, Romania

6. The Use of Digital Technologies in Streamlining Public Administration

Ion BOBEICĂ, "Valahia" University of Târgoviște, Romania

Mariana JOITĂ, "Valahia" University of Târgoviște, Romania

Delia Mioara POPESCU, "Valahia" University of Târgoviște, Romania

7. The City Brand and the Impact on Tourism Development

Nicoleta CRISTACHE, "Dunarea de Jos" University of Galați, Romania

Irina SUSANU, Dunarea de Jos University of Galați, Romania

Tiberius STANCIU, "Ovidius" University of Constanța, Romania

8. The Image of Romania in the World, Outlined by Successful Romanian Brands

Gabriela ZAI, The Bucharest University of Economic Studies, Romania

16:00 - 19:00

9. A Case Study on The Economic And Sociological Considerations in The Cultural Exchange Between China and Romania

Iulia Elena GÎȚĂ, University of Bucharest, Romania

10. Value creation and value added in blockchain technology

Kai CHEN, Babeș-Bolyai University, Romania

Roxana STEGEREAN, Babeș-Bolyai University, Romania

Răzvan Liviu NISTOR, Babeș-Bolyai University, Romania

11. Generation Z: Challenges for Management and Leadership

Sergiu BĂLAN, The Bucharest University of Economic Studies, Romania

Lucia Ovidia VREJA, The Bucharest University of Economic Studies, Romania

12. The Country Brand - An Objective that is Difficult to Accomplish

Gabriela ZAI, The Bucharest University of Economic Studies, Romania

13. Recent Tendencies in Investment Projects Evaluation Methods and Techniques

Andreea-Mariana MANTA, The Bucharest University of Economic Studies, Romania

Cristina DIMA, The Bucharest University of Economic Studies, Romania

14. Analysis of the Education System in the Post-crisis Period

Lavinia-Ștefania ȚOȚAN, The Bucharest University of Economic Studies, Romania

Corina FRĂȘINEANU, The Bucharest University of Economic Studies, Romania

Valentin-Sorin POPESCU, Ministry of National Education, Romania

15. Why are Codes of Ethics Important in the Business Environment?

Dragoş BÎGU, The Bucharest University of Economic Studies, Romania

Ionuţ ANASTASIU, The Bucharest University of Economic Studies, Romania

Mihail-Valentin CERNEA, The Bucharest University of Economic Studies, Romania

16. The „Risk” Concept in the Healthcare Sector and its Implications for the Contracting of Medical Services

Bogdan STOICA, The Bucharest University of Economic Studies, Romania

Carmen Nadia CIOCOIU, The Bucharest University of Economic Studies, Romania

17. Competition in Social Media

Teodora ROMAN, „Alexandru Ioan Cuza” University of Iaşi, Romania

Adriana MANOLICĂ, „Alexandru Ioan Cuza” University of Iaşi, Romania

Daniela BITCĂ, „Alexandru Ioan Cuza” University of Iaşi, Romania

18. Effects of Social Responsibility on Companies

Paul GHEORGHE, The Bucharest University of Economic Studies, Romania

Florin Ionuţ BRATILOVEANU, „Valahia” University of Targoviste, Romania

Gabriela Iuliana MUNTEANU, “Andrei Saguna” University of Constanta, Romania

PARALLEL SESSIONS

Friday, November 2nd, 2018
9:00 – 11:00

SESSION I

Business Administration, Project Management and Organizational Performance

Room 1516, „Mihai Eminescu” Building, 5th floor

***Session chair:* Professor Dan POPESCU, Ph.D. - The Bucharest
University of Economic Studies**

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

9:00 - 11:00

- 1. Patent Trolls, what Europe Needs to Learn from the US Experience and act urgently to prevent an escalation of the problem in Europe.**

Benjamin FRANCO, The Bucharest University of Economic Studies, Romania

- 2. Research on Work from Home Arrangements in the European Union**

Cătălina-Georgiana PICU, The Bucharest University of Economic Studies, Romania

Ileana-Daniela PREDEȚEANU (DRAGNE), The Bucharest University of Economic Studies, Romania

Ion TUDOR, The Bucharest University of Economic Studies, Romania

3. Improving Organizational Performance in Romania Through Storytelling

Alina DINU, The Bucharest University of Economic Studies, Romania

Raluca MAREI (OZARCHIEVICI), The Bucharest University of Economic Studies, Romania

Cătălina-Georgiana PICU, The Bucharest University of Economic Studies, Romania

4. Health Care Management - Source of Physicians' Migration from Romania

Dan POPESCU, The Bucharest University of Economic Studies, Romania

Cristina STATE, The Bucharest University of Economic Studies, Romania

Andrei-Constantin POPESCU, The Bucharest University of Economic Studies, Romania

5. Improving the Authority of Staff as An Indicator of Continuous Growth in Organizational Performance of The Ministry Of Internal Affairs

Adrian-Constantin ACHIM, The Bucharest University of Economic Studies, Romania

SESSION II

Education, Knowledge Management and Innovation

Room 1512, "Mihai Eminescu" Building, 5th floor.

Session chair: Associate Professor Cătălina RADU, Ph.D. – The Bucharest University of Economic Studies

Conference secretariat: Lecturer Corina MARINESCU, Ph.D.

9:00 - 11:00

- 1. Quality Management in Higher Education System: A Literature Review**
Ana Alexandra GORA, The Bucharest University of Economic Studies, Romania
Ion POPA, The Bucharest University of Economic Studies, Romania
Simona Cătălina ȘTEFAN, The Bucharest University of Economic Studies, Romania
- 2. The Impact of the Motivational System and Organizational Culture on Students' Satisfaction**
Elvira NICA, The Bucharest University of Economic Studies, Romania
Ana-Mădălina POTCOVARU, The Bucharest University of Economic Studies, Romania
- 3. Quality Management in the Pre-University Education System**
Ioana CĂLINESCU, The Bucharest University of Economic Studies, Romania
Georgiana COSTACHE, The Bucharest University of Economic Studies, Romania
Corina FRĂSINEANU, The Bucharest University of Economic Studies, Romania

4. **Incremental Development of Management Games for Management Education: A Coherent Multilevel Approach**
Florin IONITA, The Bucharest University of Economic Studies, Romania
Florin ANGHEL, The Bucharest University of Economic Studies, Romania
Mihai CIOC, The Bucharest University of Economic Studies, Romania
Darko SHULESKI, The Bucharest University of Economic Studies, Romania

5. **Comparative Analysis of Innovative Forms of Work Organization at European Level**
Hammoud KASSEM, The Bucharest University of Economic Studies, Romania

SESSION III

Strategic Management, Change Management and Entrepreneurship

Room 1518, "Mihai Eminescu" Building, 5th floor.

Session chair:

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

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

9:00 - 11:00

1. The Role of Born Global in the Czech Republic

Eliska REKOVA, Brno University of Technology, Czech Republic

2. Food Marketing - A Strategic Option for Food Safety in Romania and the European Union

Ruxandra-Irina POPESCU, The Bucharest University of Economic Studies, Romania

Răzvan-Andrei CORBOȘ, The Bucharest University of Economic Studies, Romania

Mihaela COMĂNESCU, The Bucharest University of Economic Studies, Romania

Ovidiu-Iulian BUNEA, The Bucharest University of Economic Studies, Romania

3. The Circular Economy Model. Case of Romania

Cristian BUSU, The Bucharest University of Economic Studies, Romania

Mihail BUSU, The Bucharest University of Economic Studies, Romania

4. A Photograph of the Urban Marketing Strategy Structure of the Bucharest Municipality

Ovidiu-Iulian BUNEA, The Bucharest University of Economic Studies, Romania

5. The Integrated Service of District Heating Through Business Transfer. The Case of Bucharest Municipality

Cristian ANTON, The Bucharest University of Economic Studies, Romania

Cătălin Liviu PRICOP, The Bucharest University of Economic Studies, Romania

Ioan RADU, The Bucharest University of Economic Studies, Romania

6. The New Paradigm in the Field of State Social Insurance - Public Pensions in Romania

Arpad SZARKA, Partium Christian University

SESSION V

Cultural Management, Behavioural Sciences and Ethical Aspects

Room 1417, „Mihai Eminescu” Building, 4th floor

Session chair: Associate Professor Ștefan Dominic GEORGESCU,
Ph.D. - The Bucharest University of Economic Studies

Conference secretariat: Assistant Professor Radu USZKAI, Ph.D.

9:00 - 11:00

1. Analysis of the Determinants of Performance in Investment Management

Răzvan Cătălin DOBREA, The Bucharest University of Economic Studies, Romania

Carmen RĂDULESCU, The Bucharest University of Economic Studies, Romania

Marius PĂCURARI, The Bucharest University of Economic Studies, Romania

2. Assessing Online Algorithmic Accountability Methods

Cristina VOINEA, University of Bucharest, Romania

Radu USZKAI, The Bucharest University of Economic Studies, Romania

3. The Loss of Intellectual Capital Due to Drugs Addiction Among the Romanian Youth

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

Paula FRUSINOIU, The Bucharest University of Economic Studies, Romania

- 4. Integration through Integrity: How Ethics Could Serve Management and Organizational Culture**
Ștefan-Dominic GEORGESCU, The Bucharest University of Economic Studies, Romania
Ilie PINTEA, The Bucharest University of Economic Studies, Romania

- 5. District Heating in Romania - A Choice of Equality or Equity**
Mihai Ludovic DEMETER, The Bucharest University of Economic Studies, Romania
Cleopatra ȘENDROIU, The Bucharest University of Economic Studies, Romania
Florin CAZACU, The Bucharest University of Economic Studies, Romania

- 6. Correlated Approaches Between Global Performance, Strategic Planning and Public Investment Management**
Cristina DIMA, The Bucharest University of Economic Studies, Romania
Ovidiu BUZOIANU, The Bucharest University of Economic Studies, Romania