



INTERNATIONAL CONFERENCE ON BUSINESS EXCELLENCE
Bucharest, Romania - October 9th-10th 2014



PROGRAM

Thursday, October 9th 2014

14:00-16:30 Registration of participants

Bucharest University of Economic Studies, Piata Romana No.6, Aula

17:00 – 17:15 Conference Opening

17:15 – 19:00 Plenary Session

19:30 – 22:00 Dinner

Friday, October 10th 2014

08:00 – 09:00 Registration of participants

Faculty of Business Administration in Foreign Languages,

Calea Grivitei 2-2A

09:00 – 12:00 Seminar on Education for Business

12:00 – 13:00 Lunch

13:00 – 15:00 Parallel Sessions (A1, B1, C1, D1)

15:00 – 15:15 Coffee-break

15:15 – 17:15 Parallel Sessions (A2, B2, C2, D2)

17:15 – 19:00 - *10th Anniversary of the Romanian-German MBA - Awards Ceremony*

19:30 – 22:00 Conference Banquet

PLENARY SESSION

Thursday, October 9th 2014

Bucharest University of Economic Studies,

Piata Romana, No.6, Aula

Chairs:

Prof. Dr. Adrian Dumitru TANȚĂU,

Dean of FABIZ - Faculty of Business Administration in Foreign Languages,
University of Economic Studies, Bucharest, Romania

Prof. Dr. Gabriel BRĂTUCU,

Dean of the Faculty of Economic Sciences and Business Administration,
Transilvania University of Brasov, Romania

Speakers:

Prof. Dr. Jürgen BOCK, Vice-President for University Development and Marketing,
Bochum University of Applied Sciences, Germany

Prof. Dr. Christine VOLKMANN, Head of Chair for Entrepreneurship and Economic
Development, University of Wuppertal, Germany

Dr. Adela JANSEN, HR Executive Director at BRD Groupe Societe Generale

Prof. Dr. Alfred SPIELKAMP, Professor for Innovation Management and
Entrepreneurship, Westphalian University of Applied Sciences, Germany

Questions and answers

Friday, October 10th 2014

Faculty of Business Administration in Foreign Languages, Calea Grivitei 2-2A

08:00 – 09:00 Registration of participants

09:00 - 12:00 Seminar on ***Education for Business***

Chair: ***Prof. Dr. Adrian Dumitru TANȚĂU,***

Dean of FABIZ - Faculty of Business Administration in Foreign Languages,
University of Economic Studies, Bucharest, Romania

Speakers:

Prof. Dr. Kim Oliver TOKARSKI, Head of Institute of Business Development,
Bern University of Applied Sciences, Switzerland

Prof. Dr. Constantin BRĂȚIANU, Professor of Knowledge Management and
Strategic Management, Bucharest University of Economic Studies

Assoc. Prof. Dr. Silvia SUMEDREA, Professor of Management, Transilvania University
of Brasov

Prof. Dr. Cristina POPA, Director of the Goethe German College, Bucharest

Andrei IOVIȚĂ, CEO Altalingua

Felix DANILIUC, CEO Raiffeisen Leasing

Radu ANTONIU, CFO Lidl Romania

Questions and answers

12:00 -13.00 Lunch

SESSION A1

Friday, October 10th 2014, 13:00 – 15:00, Room A

ENERGY BUSINESS

Chair: Prof. Dr. Adrian D. TANȚĂU

The Latest Developments in the Romanian Energy Sector: Impact Assessment and Companies' Reaction

Roxana CLODNIȚCHI, Bucharest University of Economic Studies

Comparative Study Business Models in Wind and Solar Energy in the European Union. Case Study: Romania

Maria Alexandra NICHIFOR, Bucharest University of Economic Studies

Eco-efficiency based on the Management of Intelligent Transportation Systems Study Case – Bucharest, Romania

Adrian D. TANȚĂU, Adrian R. FLOREA, Bucharest University of Economic Studies

New Directions in the Solar Energy Field in the European Union. Case study: Romania

Horațiu REGNEALĂ, Bucharest University of Economic Studies

Energy for Sustainable Development (SD) in Romania. An Investigation based on Related Policy making Frameworks (PSR, DSR, DPSIR, DPSEA and DPSEEA)

Dan MORARU, Bucharest University of Economic Studies

Mergers in the Energy Sector – Reflections on Successes and Failures

Gheorghe HURDUZEU, Maria-Floriana POPESCU, Bucharest University of Economic Studies

SESSION A2

Friday, October 10th 2014, 15:15 – 17:15, Room A

SOCIAL MARKET ECONOMY

Chair: Prof. Dr. Carmen PĂUNESCU

Innovation in Business Models using the Corporate Social Entrepreneurship Paradigm

Shahrazad HADAD, Ramona CANTARAGIU, Bucharest University of Economic Studies

Social Entrepreneurship - An Alternative to Support Dynamic and Sustainable Development in the Digital Age

Cristina STATE, Livia TOANCA, Bucharest University of Economic Studies

Good Practices of Social Innovation across the Sectors

Carmen PĂUNESCU, Oana GĂUCĂ, Remus MORARU, Bucharest University of Economic Studies

Social Entrepreneurship- Analysis of a Best Practice Model

Simona Irina AGOSTON, Bucharest University of Economic Studies

Developing social enterprise models by means of business canvas

Marta Christina SUCIU, Simona Irina AGOSTON, Mina FANEA-IVANOVICI, Bucharest University of Economic Studies

Corporate Social Responsibility (CSR) Builds or Destroys Corporate Wealth?

Liliana Nicoleta SIMIONESCU, Ștefan Cristian Gherghina, Bucharest University of Economic Studies

Three ways in which social economy has failed in Romania

Ramona CANTARAGIU, Shahrazad HADAD, Bucharest University of Economic Studies

SESSION B1

Friday, October 10th 2014, 13:00 – 15:00, Room B

MARKETING AND CONSUMER BEHAVIOUR (I)

Co-Chairs:

Prof. Dr. Alfred SPELKAMP

Assoc. Prof. Dr. Mihaela-Cornelia DAN

Internet Marketing Credibility in the Digital Age – A Comparative Perspective

Oana ȚUGULEA, University “Alexandru Ioan Cuza” - Iași

Mobile Marketing Application for Android Platform

George SUCIU, Laura GHENCIU, Adelina OCHIAN, University POLITEHNICA of Bucharest

On-line Marketing Platform: Improving the Communication in the Timber Market

Victor ANTONOAI, Transilvania University of Brasov

From Internship to a Full Time Job. Specialized Online Platform for Transilvania University of Brasov

Alexandra PALADE, Gabriel BRĂTUCU, Timea DEMETER, Mădălina-Adina (Stănilă) OPRIȘ, Transilvania University of Brasov

Ethical Issues in Neuromarketing Research

Ana-Maria IORGA (VERZEA), Nicolae Al. POP, Bucharest University of Economic Studies

Protection of Food Sector Services Consumers

Nicoleta Andreea NEACȘU, Anca MADAR, „Transilvania” University of Brașov

Satisfaction- Key Determinant of Customer Loyalty

Claudia BOBÂLCĂ, Alexandru Ioan Cuza University

Innovative Products Consumption between Need and Pleasure

Lavinia DOVLEAC, Transilvania University of Brașov

SESSION B2

Friday, October 10th 2014, 15:15 – 17:15, Room B

MARKETING AND CONSUMER BEHAVIOUR (II)

Co-Chairs:

Prof. Dr. Alfred SPELKAMP

Assoc. Prof. Dr. Mihaela-Cornelia DAN

Marketing Initiative for Invigorating a Competitive Product – the Container Glass

Nicolae Al. POP, Florin DRAGHESCU, Bucharest University of Economic Studies

Brașov – A Tourism Destination for the Segment of Young Tourists

Ovidiu Mircea ȚIEREAN, Codruța Adina BĂLTESCU, Dana BOȘCOR, „Transilvania” University of Brașov

Romania as a Tourist Destination, from the Perspective of Incoming Erasmus Students

Timea DEMETER, Gabriel BRĂTUCU, Alexandra PALADE, Mădălina-Adina (Stănilă) OPRIȘ, Transilvania University of Brasov

Consumers’ Choices regarding Local Recreation Services

Ana-Maria SAVA, Bucharest University of Economic Studies

Comparative Research about the Trust of Consumers in Medical Services in European Countries

Corina PELĂU, Madalina MOROIANU, Bucharest University of Economic Studies, Dana OLAR, Vasile Goldis Western University of Arad

Study on Customer Perception of the Offer and Image Promotion of a Private Sports Club

Liviu ILIEȘ, Horațiu Cătălin SĂLĂGEAN, Cosmin MOCA, Bogdan BÂLC, Babes-Bolyai University, Cluj-Napoca

How can Sport Event Sponsorship strength the Company Brand

Mihaela-Cornelia DAN, Bucharest University of Economic Studies, Romania

Fuzzy Logic Contributions to Educational Marketing

Ioan ENACHE, Transilvania University of Brasov

SESSION C1

Friday, October 10th 2014, 13:00 – 15:00, Room C

ORGANIZATIONAL BEHAVIOUR AND STRATEGY (I)

Co-Chairs:

**Prof. Dr. Alexandrina DEACONU
Assoc. Prof. Dr. Silvia SUMEDREA**

Towards a new model for measuring intellectual capital

Luminita-Maria GOGAN, Politehnica University Timisoara

Human Capital Investment – Motivation and Work Involvement

*Alexandra STANIT, Emanoil MUSCALU, Mihaela Liliana CONSTANTINESCU
“Lucian Blaga” University of Sibiu*

About Knowledge, Knowledge Management and Knowledge Dissemination within Organization

Aurelia STĂNESCU, Elena Oana CROITORU, Bucharest University of Economic Studies

The Employment Profile and its Relevance for the Regional Smart Specialisation Strategy in Romania

Constantin POSTOIU, Anca DACHIN, Bucharest University of Economic Studies

Leadership in the Decentralized Educational System for Integrated Project Management Success

Armenia ANDRONICEANU, Bianca RISTEA, Bucharest University of Economic Studies

Impact Assessment of a Training Programme Implemented in a Pharmaceutical Company

Mădălina Camelia ADAM (OLTEANU), University of Craiova

The Importance of Internship Programs in Developing the Professional Identity of Young Graduates

*Alexandrina DEACONU, Bucharest University of Economic Studies, Lavinia RAȘCĂ,
The Institute for Business Administration - ASEBUSS*

Education – An Indispensable Factor for Economic Growth

Gabriela-Lilian CIOBAN, Cristian-Valentin HAPENCIUC, Stefan cel Mare University of SUCEAVA

Participation in the Adult Vocational Training in Romania
Livia-Elena VRANCIU, „Stefan cel Mare” University of Suceava

SESSION C2
Friday, October 10th 2014, 15:15 – 17:15, Room C

ORGANIZATIONAL BEHAVIOUR AND STRATEGY (II)

Co-Chairs:
Prof. Dr. Alecxandrina DEACONU
Assoc. Prof. Dr. Silvia SUMEDREA

Big Data and Machine Learning for Knowledge Management
Vlad DIACONITA, Bucharest University of Economic Studies

A Model of Organizational Culture Dynamics
Valentina Mihaela GHINEA, Bucharest University of Economic Studies

Knowledge Management transforming Public Services
Elena Marilena PORUMB, Sonia Silvas, Babes Bolyai University Cluj Napoca

Revenue Management in Airline
Cătălin PETRUȘ, Dan POPESCU, The Bucharest University of Economic Studies

Methods and Tools used in the Management of Small Business. Break Even Point
Severian-Vlăduț IACOB, Ștefan cel Mare University, Suceava, Romania

Systems Engineering Holistic Approach for Corporate Entrepreneurship Implementation. Telemedicine Case Study.
Cristian VIZITIU, Bucharest University of Economic Studies

Lean, Agile, Leagile - Supply Chain Management Strategies adapted to Industrial Producers in Romania
Marius BĂLĂȘESCU, Simona BĂLĂȘESCU, Transilvania University of Brașov

Evidence on the Link between Boards' Characteristics and Corporate Diversification
Ovidiu-Niculae BORDEAN, Anca BORZA, Zenovia Cristiana POP, Babes-Bolyai University Cluj-Napoca

The Wastes in the Lean Marketing. A Proposed Taxonomy and an Explanatory Study on Italian SMEs
Andrea PAYARO, Anna Rita PAPA, P&P Consulting & Services, Legnaro ITALY

SESSION D1
Friday, October 10th 2014, 13:00 – 15:00, Room D

INTERNATIONAL BUSINESS (I)

Co-Chairs:
Prof. Dr. Alina Mihaela DIMA
Assoc. Prof. Dr. Simona VASILACHE

Forecasts of Convergence in Global and Regional Innovation Trends

Alina Mihaela DIMA, Simona VASILACHE, Bucharest University of Economic Studies

The Role of FDI for the Support of Companies' Development in Romania

Raluca Andreea POPA, Daniela Livia TRASCA, Bucharest University of Economic Studies

Brief Overview on the International Tourism

Gabriela ARIONESEI, "Ștefan cel Mare" University of Suceava

Host Country Matters

Anca TAMAȘ, Bucharest University of Economic Studies

An Evaluation of Institutional Strength of Cross-Border Cooperation Structures

Valentin COJANU, Raluca ROBU, Bucharest University of Economic Studies

Analytical Methods for Detecting Anticompetitive Behaviours

Mihail BUȘU, Bucharest University of Economic Studies

Internationalization - Strategic Goal of Higher Education

Daniela-Mihaela NEAMȚU, „Ștefan cel Mare” University of Suceava

The Romanian Automobile Industry in Global Value Chains

*Alina Petronela NEGREA, Valentin COJANU, Bucharest University of Economic Studies,
Geomina ȚURLEA, Romanian Centre for Economic Modelling*

Haiku and Movies as an Alternative Method for Teaching “International Business”

Violeta DINCĂ, Bucharest University of Economic Studies

SESSION D2
Friday, October 10th 2014, 15:15 – 17:15, Room D

INTERNATIONAL BUSINESS (II)

Co-Chairs:

Prof. Dr. Alina Mihaela DIMA
Assoc. Prof. Dr. Simona VASILACHE

The Analysis of Main Macroeconomic Indicators Characterizing Economic Growth and Competitiveness in India

Silvia Elena CRISTACHE, Lavinia Ștefania ȚOȚAN, Bucharest University of Economic Studies, Gabriela TUDOSE, National Institute of Labor and Social Protection

Healthcare Key Performance Indicators

Andrada-Iulia GHETE, The KPI Institute, Melbourne, Australia

Price Conditions and Price Calculation in nowadays Retail Systems. Price Knowledge extracted from Big Data.

George SUCIU, University POLITEHNICA of Bucharest

Potential Output estimates using a Grey Production Function Approach

Ana-Michaela ANDREI, Liliana CRĂCIUN, Gabriela MOLĂNESCU, Irina GEORGESCU, Bucharest University of Economic Studies

The Role of Financial Information in Substantiation of Managerial Decisions

Adina Ionela STRĂCHINARU, Bucharest University of Economic Studies

An Analytical Method for Supporting the Active Management of Private Equity Portfolios

Mircea BOȘCOIANU, Emilia CALEFARIU, Transilvania University of Brasov, Gabriela PRELIPCEAN, Stefan cel Mare University of Suceava, Sorina STOIAN, Transilvania University of Brasov

Tax Related Problems Faced by Romanian IFRS Adopters

Mirela PĂUNESCU, Bucharest University of Economic Studies

Tax Policy, Entrepreneurship and Economic Growth. An Analysis of the Romanian Business Economy

Gheorghe HURDUZEU, Maria-Isadora LAZĂR, Bucharest University of Economic Studies