

**„DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY
THE FACULTY OF TOURISM
AND
COMMERCIAL MANAGEMENT
THE FACULTY OF MARKETING**

in collaboration with

UNIVERSITÀ DEGLI STUDI DI MESSINA, ITALY

**THE 3rd EDITION OF INTERNATIONAL CONFERENCE
ON**

**“GLOBALIZATION AND COMPETITIVENESS
IN KNOWLEDGE-BASED ECONOMY”**

APRIL 18th – 20th, 2013



CONFERENCE PROGRAM

April 18, 2013

14,00 - 14,30 – Welcoming participants (A entrance)

14,30 - 15,00 – University Campus Tour

Guides: Adina Pavel and Alexandru Burda

15,00 - 16,00 – Book launch (CLB Library)

1. **Ionescu Adela, Orheian Oana Mihaela, *Tranzacții comerciale internaționale***, Editura Pro Universitaria, București, 2013
Reviewer: prof. univ. dr. **Constanța Chițiba**
2. **Pascu Emilia, *Mărfuri alimentare și securitatea consumatorului de alimente***, Editura Universitară, București, 2013
Reviewer: prof. univ. dr. **Ion Stanciu**
3. **Băltărețu Andreea, *Amenajarea turistică a teritoriului***, Editura Universitară, București, 2013
Reviewer: prof. univ. dr. **Nicolae Neacșu**
4. **Ionescu Roxana, *Burse de mărfuri și valori***, Ediția a II-a, Editura Pro Universitaria, București, 2013
Reviewer: prof. univ. dr. **Victor Munteanu**
5. **Ionescu Roxana, Orheian Oana Mihaela, *Asigurările. De ce și cum?!***, Editura Universitară, București, 2013
Reviewer: prof. univ. dr. **Victor Munteanu**

April 19, 2013

8,00 - 8,30 – Participants' registration, conference folder and program;
8,30 - 10,30 – Official opening and plenary session;
10,30 - 11,00 – Coffee break;
11,00 - 13,30 – Plenary session;
13,30 - 14,00 – Break;
14,00 - 17,00 – Section sessions;
17,00 - 17,30 – Coffee break;
17,30 - 19,00 – Section sessions.

April 20, 2013

10,00 - 11,30 – Conclusions;
11,30 - 12,00 – Coffee break;
14,00 - 16,00 – Bucharest Tour.

The Conference works will be organized in both plenary and section sessions.

The 3rd Edition of International Conference on “Globalization and Competitiveness in Knowledge-Based Economy” will be held in Bucharest, at the “Dimitrie Cantemir” Christian University, 176, Splaiul Unirii Street, 4th district.

SCIENTIFIC COMMITTEE

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Professor **Momcilo Luburici**, PhD.,
President and founder of “Dimitrie Cantemir” Christian University
Professor **Corina Adriana Dumitrescu**, PhD.,
Rector of “Dimitrie Cantemir” Christian University

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Vice-rector of “Dimitrie Cantemir” Christian University
Professor **Ion Velcea**, PhD.,
Vice-rector of “Dimitrie Cantemir” Christian University
Professor **Gheorghe Lepădatu**, PhD.,
Vice-rector of “Dimitrie Cantemir” Christian University
Professor **Victor Munteanu**, PhD.,
Vice-rector of “Dimitrie Cantemir” Christian University

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Prof. **Constanța Chițiba**, PhD., Dean, REI, UCDC, Bucharest
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 Prof. **Gheorghita Căprărescu**, PhD., UCDC, Bucharest
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 Prof. **Mihaela Beranova**, PhD., Brno, The Czech Republik
 Prof. **Rodica Hancu**, PhD., Hab. The Academy of Economic Studies, The Republic of Moldavia
 Prof. **Maurizio Lanfranchi**, PhD., Università degli Studi di Messina, Italy
 Prof. **Giulio Querini**, PhD., Università "La Sapienza" Rome, Italy
 Prof. **Michele Limosani**, PhD., Università degli Studi di Messina, Italy

Senior Lecturer, PhD., **Herve Defalvard**, Universite Paris –Est Marne –la Vallee, France
Senior Lecturer, PhD., **Sorinel Căpșuneanu**, UCDC, Bucharest
Senior Lecturer, PhD., **Daviva Jureviciene**, PhD., Universite Mycolas Romeris, Lithuania
Senior Lecturer, PhD., **Dragoș Marian Rădulescu**, UCDC, Bucharest
Senior Lecturer, PhD., **Andreas A. Assiotis**, University of Cyprus
Senior Lecturer, PhD., **Irmantas Rotomskis**, Mycolas Romeris University, Lithuania
Senior Lecturer, PhD., **Jose M., Merigo**, Lindahl, University of Barcelona, Spain
Senior Lecturer, PhD., **Eugen Nicolăescu**, UCDC, Bucharest
Senior Lecturer, PhD., **Gabriel Năstase**, UCDC, Bucharest
Senior Lecturer, PhD., **Arminia Cicală-Racu**, The Academy of Economic Studies, The Republic of Moldavia

ORGANIZING COMMITTEE

Camelia Pavel, PhD. Lecturer
Emilia Pascu, PhD. Lecturer
Bogdănel Drăguț, PhD. Lecturer
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Elena Vasiliu, PhD. Lecturer
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Luminița Crenicean, Junior Lecturer PhD. candidate
Georgiana Aron, Junior Lecturer PhD. candidate
Oana Orheian, Junior Lecturer PhD. candidate
Nicoleta Moise, Junior Lecturer PhD. candidate
Luminița Defta, Junior Lecturer PhD. candidate
Ramona Stancu, Junior Lecturer PhD. candidate
Cristina Mihăescu, Junior Lecturer PhD. candidate
Irina Melinte, Junior Lecturer
Dominic Perez Danielescu, Tutor

SCIENTIFIC REVIEWERS

1st Section: INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY

- Prof. Ion Stanciu, PhD.
- Prof. Gheorghe Lepădatu, PhD.
- Prof. Victor Munteanu, PhD.
- Prof. Manoela Popescu, PhD.
- Prof. Irina Virginia Drăgulănescu, PhD.
- Prof. Constanța Chițiba, PhD.
- Prof. Valentina Zaharia, PhD.
- Prof. Viorica Ionașcu, PhD.
- Senior Lecturer Marinella Turdean, PhD.
- Senior Lecturer Cezar Militaru, PhD.

2nd Section: BUSINESS DEVELOPMENT AND COMPETITIVENESS

- Prof. Gheorghița Căprărescu, PhD.
- Prof. Manoela Popescu, PhD.
- Prof. Valentina Zaharia, PhD.
- Prof. Constanța Chițiba, PhD.
- Prof. Ion Stanciu, PhD.
- Senior Lecturer Cezar Militaru, PhD.

3rd Section: TOURISM AND SUSTAINABLE DEVELOPMENT

- Prof. Gheorghița Căprărescu, PhD.
- Prof. Manoela Popescu, PhD.
- Prof. Nicolae Neacșu, PhD.
- Senior Lecturer Cezar Militaru, PhD.
- Senior Lecturer Andreea Băltărețu, PhD.
- Senior Lecturer Marinella Turdean, PhD.
- Senior Lecturer Emilia Gogu, PhD.
- Senior Lecturer Anca Cristea, PhD.

4th Section: MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY

- Prof. Gheorghița Căprărescu, PhD..
- Prof. Viorica Ionașcu, PhD.;
- Prof. Valentina Zaharia, PhD.
- Prof. Constanța Chițiba, PhD.
- Prof. Ion Stanciu, PhD.
- Prof. Manoela Popescu, PhD.
- Senior Lecturer Anca Cristea, PhD.
- Senior Lecturer Emilia Gogu, PhD.
- Senior Lecturer Cezar Militaru, PhD.
- Senior Lecturer Marinella Turdean, PhD.
- Senior Lecturer Andreea Băltărețu, PhD.

PLENARY SESSION

APRIL 19, 2013 – Conference room 130

Secretary:

- ◆ **Daniela Stancu** Lecturer PhD., The Faculty of Tourism and Commercial Management;
- ◆ **Luminița Crenicean**, Junior Lecturer PhD. candidate, The Faculty of Tourism and Commercial Management;
- ◆ **Georgiana Aron**, Junior Lecturer PhD. candidate, The Faculty of Tourism and Commercial Management;
- ◆ **Nicoleta Moise**, Junior Lecturer PhD. candidate, The Faculty of Marketing;
- ◆ **Dominic Perez Danielescu**, Tutor, The Faculty of Tourism and Commercial Management.

PLENARY PAPERS

1. *Growth, development and sustainability*

Irina-Virginia DRĂGULĂNESCU, University of Messina, Italy

Natalia DRĂGULĂNESCU, University of Messina, Italy

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Prof. Constanța Chițiba, PhD.

2. *Developments in the Romanian accounting system architecture due to the implementation of IFRS (II)*

Gheorghe LEPĂDATU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Senior Lecturer Sorinel Căpușneanu, PhD.

Senior Lecturer Marinella Turdean, PhD.

3. *Developing an efficient model for reflecting environmental impact in organizational accounting*

Victor MUNTEANU, “Dimitrie Cantemir” Christian University, Bucharest;

Virgil ȘTEFAN, “Valahia” University of Târgoviște

Cristina Maria GHEORGHIAN, “Valahia” University of Târgoviște

Scientific reviewers:

Senior Lecturer Marinella Turdean, PhD.

Senior Lecturer Sorinel Căpușeanu, PhD.

4. *New trends in European companies' business models*

Georgeta ILIE, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

5. *Leadership and quality culture in achieving excellence in Romanian higher education*

Cezar MILITARU, “Dimitrie Cantemir” Christian University, Bucharest

Adina-Petruța PAVEL, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Prof. Constanța Chițiba, PhD.

6. *Motivation of employees and organizational stress management*

Maria Dimitriu CARACOTĂ, “Dimitrie Cantemir” Christian University, Bucharest

Andrea MITOVSKI, University of Novi Sad, Faculty of Economics Subotica, Serbia

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

7. *XXIst century, an era of globalized education*

Emilia GOGU, “Dimitrie Cantemir” Christian University, Bucharest

Mihaela MUREȘAN, “Dimitrie Cantemir” Christian University,
Bucharest

Cicală Armenia RAICU, The Academy of Economic Studies, The
Republic of Moldavia

Scientific reviewers:

Prof. Gheorghe Lepădatu, PhD.

Senior Lecturer Marinella Turdean, PhD.

8. *Human resources training in tourism in Romania*

Adriana Anca CRISTEA, “Dimitrie Cantemir” Christian University,
Bucharest

Scientific reviewers:

Prof. Gheorghita Căprărescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

9. *Profit forecast model using Monte Carlo simulation in excel*

Petru BALOGH, “Dimitrie Cantemir” Christian University, Constanța
Pompiliu GOLEA, “Dimitrie Cantemir” Christian University,
Constanța

Valentin INCEU, “Dimitrie Cantemir” Christian University,
Constanța

Scientific reviewers:

Senior Lecturer MarinellaTurdean, PhD.

Senior Lecturer Emilia Gogu, PhD.

10. *Cash budget management in ERP systems*

Radu DANCIU, “Dimitrie Cantemir” Christian University, Cluj-
Napoca

Cristina FLOREA, “Dimitrie Cantemir” Christian University, Cluj-
Napoca

Scientific reviewers:

Senior Lecturer Emilia Gogu, PhD.

Senior Lecturer MarinellaTurdean, PhD.

11. Strategies to promote mediation

Dragoș Marian RĂDULESCU, “Dimitrie Cantemir” Christian University, Bucharest

Violeta RĂDULESCU, Academy of Economic Studies, Bucharest
Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

12. Entrepreneurial leadership - a necessity for survival

Daniel Laurențiu ȘTEFAN, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

13. Quantitative and qualitative mutation in the structure and dynamics of Romanians food consumption between 2000-2011

Mihaela CONSTANDACHE, “Dimitrie Cantemir” Christian University, Constanța

Daniela-Simona NENCIU, “Dimitrie Cantemir” Christian University, Constanța

Scientific reviewers:

Prof. Ion Stanciu, PhD.

Prof. Viorica Ionașcu, PhD.

SECTIONS

I. INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY

APRIL 18, 2013

14,00 - 14,30 – Welcoming participants (A entrance)

APRIL 19, 2013 – Conference room 77

14,00 - 17,00 – Paper presentation;

17,00 - 17,30 – Coffee break;

17,30 - 19,00 – Paper presentation.

APRIL 20, 2013 – Conference room 132

10,00 - 11,30 – Conclusions;

11,30 - 12,00 – Coffee break.

II. BUSINESS DEVELOPMENT AND COMPETITIVENESS

APRIL 18, 2013

14,00 - 14,30 – Welcoming participants (A entrance)

APRIL 19, 2013 – Conference room 115

14,00 - 17,00 – Paper presentation;

17,00 - 17,30 – Coffee break;

17,30 - 19,00 – Paper presentation.

APRIL 20, 2013 – Conference room 132

10,00 - 11,30 – Conclusions;

11,30 - 12,00 – Coffee break.

III. TOURISM AND SUSTAINABLE DEVELOPMENT

APRIL 18, 2013

14,00 - 14,30 – Welcoming participants (A entrance)

APRIL 19, 2013 – Conference room 93

14,00 - 17,00 – Paper presentation;

17,00 - 17,30 – Coffee break;

17,30 - 19,00 – Paper presentation.

APRIL 20, 2013 – Conference room 132

10,00 - 11,30 – Conclusions;

11,30 - 12,00 – Coffee break.

IV. MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY

APRIL 18, 2013

14,00 - 14,30 – Welcoming participants (A entrance)

APRIL 19, 2013 – Conference room 122

14,00 - 17,00 – Paper presentation;

17,00 - 17,30 – Coffee break;

17,30 - 19,00 – Paper presentation.

APRIL 20, 2013 – Conference room 132

10,00 - 11,30 – Conclusions;

11,30 - 12,00 – Coffee break.

I. INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY

APRIL 18, 2013

14,00 - 14,30 – Welcoming participants (A entrance)

APRIL 19, 2013 – Conference room 115

14,00 - 17,00 – Paper presentation;

17,00 - 17,30 – Coffee break;

17,30 - 19,00 – Paper presentation.

APRIL 20, 2013 – Conference room 132

10,00 - 11,30 – Conclusions;

11,30 - 12,00 – Coffee break.

Moderators:

- ◆ Prof. **Georgeta ILIE**, PhD., “Dimitrie Cantemir”
Christian University, Bucharest
- ◆ **Dragoş Marian RĂDULESCU**, Lecturer PhD.,
“Dimitrie Cantemir” Christian University, Bucharest

Secretary:

- ◆ **Daniela Stancu**, Lecturer PhD., The Faculty of
Tourism and Commercial Management

SECTION PAPERS

1. Considerations on the control and provision of food quality through traceability

Alexandru BURDA, “Dimitrie Cantemir” Christian University,
Bucharest

Scientific reviewers:

Prof. Ion Stanciu, PhD.

Senior Lecturer Cezar Militaru, PhD.

2. Managerial accounting and decision-making in terms of sustainable development

Corina MICULESCU, “Dimitrie Cantemir” Christian University,
Timișoara

Scientific reviewers:

Prof. Gheorghe Lepădatu, PhD.

Prof. Victor Munteanu, PhD.

3. The managerial accounting role in the accomplishment of management functions within a commercial enterprise

Luminița JALBĂ, “Dimitrie Cantemir” Christian University,
Bucharest

Daniela Georgiana STANCU, “Dimitrie Cantemir” Christian
University, Bucharest

Cristina MIHĂESCU, “Dimitrie Cantemir” Christian University,
Bucharest

Scientific reviewers:

Prof. Gheorghe Lepădatu, PhD.

Prof. Victor Munteanu, PhD.

4. Reflections on quality of life of the productivity transfers between economic entities

Cătălina POPA, West University of Timișoara, Department of
Economics and Economic Modelling

Alexandru JIVAN, West University of Timișoara, Department of Economics and Economic Modelling

Scientific reviewers:

Prof. Irina Virginia Drăgulănescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

5. Factoring, special technique of financing international trade transactions

Oana Mihaela ORHEIAN, “Dimitrie Cantemir” Christian University, Bucharest & Academy of Economic Studies, Bucharest

Scientific reviewers:

Prof. Constanța Chitiba, PhD.

Senior Lecturer Marinella Turdean, PhD.

6. Non-observed economy and public finance: the impact of legal drug market

David PIETRO, Department of Economics, Business, Environmental and Quantitative Methods, University of Messina, Italy

Ofria FERDINANDO, Department of Economics, Business, Environmental and Quantitative Methods, University of Messina, Italy

Scientific reviewers:

Prof. Victor Munteanu, PhD.

Prof. Valentina Zaharia, PhD.

7. Comparative study of budgeting systems within various European universities

Andreea Gabriela PONORÎCĂ, Academy of Economic Studies, Bucharest

Adriana Florina POPA, Academy of Economic Studies, Bucharest

Georgiana Oana STĂNILĂ, Academy of Economic Studies, Bucharest

Scientific reviewers:

Prof. Victor Munteanu, PhD.

Senior Lecturer Marinella Turdean, PhD.

8. Impact of CEO remuneration on financial performances of fast moving consumer goods market

Andreea Gabriela PONORÎĂ, Academy of Economic Studies, Bucharest

Adriana DUȚESCU, Academy of Economic Studies, Bucharest

Georgiana Oana STĂNILĂ, Academy of Economic Studies, Bucharest

Scientific reviewers:

Prof. Viorica Ionascu, PhD.

Senior Lecturer Cezar Militaru, PhD.

9. Role in banking supervision and financial stability

Daniela-Iuliana RADU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Victor Munteanu, PhD.

Senior Lecturer Marinella Turdean, PhD.

10. Protecting consumers against unfair terms in contracts with banks

Marius Eugen RADU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Victor Munteanu, PhD.

Senior Lecturer Marinella Turdean, PhD.

11. Electronic payment instruments

Marius Eugen RADU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

12. Corporate governance – model of business excellence

Cezar Militaru, “Dimitrie Cantemir” Christian University, Bucharest

Adriana Zafir, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Gheorghița Căprărescu, PhD.

Prof. Manoela Popescu, PhD.

13. *Improvement guidelines of the statistics indicators of the living standards and life quality*

Gabriela Claudia BENTOIU, “Dimitrie Cantemir” Christian University, Bucharest

Grațiela GHIC, “Dimitrie Cantemir” Christian University, Bucharest

Alexandra MORARU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Senior Lecturer Marinella Turdean, PhD.

Senior Lecturer Emilia Gogu, PhD.

14. *The productive nature of education*

Dan-Marin BOAJĂ, “Dimitrie Cantemir” Christian University, Bucharest

Ionuț Alin CIURLĂU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Constanța Chițiba, PhD.

Prof. Valentina Zaharia, PhD.

15. *Cybernetic valences of the competitive economy*

Cristian Florin CIURLĂU, “Dimitrie Cantemir” Christian University, Bucharest

Ionuț Alin CIURLĂU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Senior Lecturer Marinella Turdean, PhD.

Senior Lecturer Emilia Gogu, PhD.

16. *Methods and models for analyzing the influence of foreign direct investments on the economic growth*

Diana COCONOIU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Gheorghe Lepădatu, PhD.

Prof. Victor Munteanu, PhD.

17. Trends and forecasts of the Romanian economy - opportunities for recovery and economic recovery

Adriana IONESCU, "Dimitrie Cantemir" Christian University, Constanța

Scientific reviewers:

Prof. Gheorghe Lepădatu, PhD.

Senior Lecturer Marinella Turdean, PhD.

18. Considerations regarding Romania's national objectives for the EU's growth strategy, Europe 2020

Marcel ISAC, "Dimitrie Cantemir" Christian University, Bucharest

Adina – Petruța PAVEL, "Dimitrie Cantemir" Christian University, Bucharest

Scientific reviewers:

Prof. Constanța Chițiba, PhD.

Prof. Ion Stanciu, PhD.

19. Trade companies behaviour in an economic context

Elena PÎNDICHE, "Dimitrie Cantemir" Christian University, Constanța

Roxana IONIȚĂ, "Dimitrie Cantemir" Christian University, Constanța

Scientific reviewers:

Prof. Gheorghita Căprărescu, PhD.

Prof. Manoela Popescu, PhD.

20. Polluting taxation - history, principles and laws

Emilia GOGU, "Dimitrie Cantemir" Christian University, Bucharest

Viorel GOGU, Ministry of Agriculture Fisheries and Food, Ireland

Scientific reviewers:

Prof. Gheorghe Lepădatu, PhD.

Senior Lecturer Marinella Turdean, PhD.

II. BUSINESS DEVELOPMENT AND COMPETITIVENESS

APRIL 18, 2013

14,00 - 14,30 – Welcoming participants (A entrance)

APRIL 19, 2013 – Conference room 115

14,00 - 17,00 – Paper presentation;

17,00 - 17,30 – Coffee break;

17,30 - 19,00 – Paper presentation.

APRIL 20, 2013 – Conference room 132

10,00 - 11,30 – Conclusions;

11,30 - 12,00 – Coffee break.

Moderators:

- ♦ Senior Lecturer **Emilia GOGU**, PhD., “Dimitrie Cantemir” Christian University, Bucharest
- ♦ **Emilia PASCU**, Lecturer PhD., “Dimitrie Cantemir” Christian University, Bucharest

Secretary:

- ♦ **Luminița CRENICEAN**, Junior Lecturer PhD. candidate, “Dimitrie Cantemir” Christian University, Bucharest

SECTION PAPERS

1. Aspects regarding the international quality standards ISO 9000 applied in services

Ion STANCIU, “Dimitrie Cantemir” Christian University, Bucharest

Bogdănel DRĂGUȚ, “Dimitrie Cantemir” Christian University,
Bucharest

Oana Mihaela ORHEIAN, Academy of Economic Studies,
Bucharest

Luminita CRENICEAN, “Dimitrie Cantemir” Christian University,
Bucharest

Scientific reviewers:

Prof. Gheorghita Căprărescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

2. Ethical and non-ethical marketing in tobacco industry

Claudia Diana POPA, “Dimitrie Cantemir” Christian University,
Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

3. Corporate governance - a new form of business development?

Ion STEGĂROIU, Valahia University, Târgoviște

Luminița Cecilia CRENICEAN, “Dimitrie Cantemir” Christian
University, Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Prof. Valentina Zaharia, PhD.

4. Business ethics and social responsibility

Claudia Diana Popa, “Dimitrie Cantemir” Christian University,
Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

5. *Entrepreneurship – post-crisis development engine in Romania*

Daniel-Laurentiu ȘTEFAN, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

6. *The pharmaceutical product market in Romania*

Dominic Perez – DANIELESCU, “Dimitrie Cantemir” Christian University, Bucharest

Andreea – Ileana DANIELESCU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Viorica Ionașcu, PhD.

Prof. Valentina Zaharia, PhD.

7. *Ethics and corruption in public administration*

Paulina DINA, “Dimitrie Cantemir” Christian University, Constanța

Scientific reviewers:

Prof. Gheorghita Căprărescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

8. *Financial institutions behaviour in the competition arena*

Ileana NICULA, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Gheorghe Lepădatu, PhD.

Prof. Valentina Zaharia, PhD.

9. *The trade balance, as part of the receivables and liabilities balance and its risk of chronic deficit. The analysis of the balance's result on the main categories of goods for Romania's emerging economy case*

Daniela-Neonila MARDIROS, Alexandru Ioan Cuza University, Iași

Scientific reviewers:
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10. The importance of the European ecological education within the globalization of the educational systems

Gilda Rusu-ZAGAR, INCDPM Alexandru Darabonț, Bucharest
Andrei IORGA, INCDPM Alexandru Darabonț, Bucharest
Octavian IORGA, INCDPM Alexandru Darabonț, Bucharest
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11. Some considerations on globalization and its effects on education

Mihaela MOCANU, “Dimitrie Cantemir” Christian University,
Bucharest

Elena VASILIU, “Dimitrie Cantemir” Christian University, Bucharest
Ana-Maria Ramona STANCU, “Dimitrie Cantemir” Christian

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Catalin RUSU-ZAGAR, Polytechnic University, Bucharest,

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Senior Lecturer Cezar Militaru, PhD.

12. Counterfeiting - violation of intellectual property

Emilia PASCU, “Dimitrie Cantemir” Christian University, Bucharest
Oana Maria MILEA, “Dimitrie Cantemir” Christian University,

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Petronela-Sonia NEDEA, “Dimitrie Cantemir” Christian University,
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Senior Lecturer Cezar Militaru, PhD.

13. Social implications of social responsibility with the purpose of increasing the enterprise competitiveness

Ionela Carmen PIRNEA, Constantin Brâncoveanu University, Pitești

Mihaela GHENȚA, National Research Institute for Labour and Social Protection, Bucharest

Scientific reviewers:
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Senior Lecturer Cezar Militaru, PhD.

14. Accounting normalization between option and restriction. Is there a Romanian accounting law?

Adriana Florina POPA, Academy of Economic Studies, Bucharest

Ramona LAPTES, Transylvania University, Brașov

Florin DOBRE, Academy of Economic Studies, Bucharest

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15. Investment versus speculation on stock exchange

Radu SORIN, "Dimitrie Cantemir" Christian University, Bucharest

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Prof. Gheorghe Lepădatu, PhD.

16. The legal procedures of capital increase

Alexandra-Gabriela ROLEA, Academy of Economic Studies, Bucharest

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Senior Lecturer Marinella Turdean, PhD.

17. Financial audit and the credibility of financial situations

Maria Mădălina SALOMIA, Academy of Economic Studies
Bucharest

Eugeniu TURLEA, Academy of Economic Studies, Bucharest

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18. Business English training and information and communication technologies in the digital age

Adriana TEODORESCU, "Dimitrie Cantemir" Christian University,
Constanța

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Senior Lecturer Argentina Velea, PhD.

19. Non-verbal communication in intercultural business negotiations

Adriana TEODORESCU, "Dimitrie Cantemir" Christian University,
Constanța

Scientific reviewers:

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Prof. Constanța Chițiba, PhD.

20. Main aspects in analyzing the new technologies in connection with the development and productivity of health services

Maria TOTH, West University of Timișoara

Alexandru JIVAN, West University of Timișoara

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Senior Lecturer Marinella Turdean, PhD.

Senior Lecturer Gabriel Năstase, PhD.

21. A success story: S.C. Terapia S.A. Cluj-Napoca

Tudor POPESCU, Babeș-Bolyai University, Cluj-Napoca

Scientific reviewers:

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Senior Lecturer Cezar Militaru, PhD.

22. International judicial cooperation on intellectual property

Mihai Dorel VLAD, “Dimitrie Cantemir” Christian University, Bucharest

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23. Unfair terms in contracts

Mihai Dorel VLAD, “Dimitrie Cantemir” Christian University,

Bucharest

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24. Factors of competitive advantage on the single European market

Marian COVLEA, “Dimitrie Cantemir” Christian University,

Bucharest

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Prof. Viorica Ionașcu, PhD.

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25. Transport and telecommunication services evolutions, dynamics and structures

Viorica IONAȘCU, “Dimitrie Cantemir” Christian University,

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Scientific reviewers:

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26. Leasing - a way of company financing

Roxana IONESCU, “Dimitrie Cantemir” Christian University,

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Prof. Victor Munteanu, PhD.

27. Considerations regarding the role of corporate governance in effective communication, in knowledge-based society

Manoela POPESCU, “Dimitrie Cantemir” Christian University, Bucharest

Luminița Cecilia CRENICEAN, “Dimitrie Cantemir” Christian University, Bucharest

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28. The capital market and the stock exchange

Roxana IONESCU, “Dimitrie Cantemir” Christian University, Bucharest

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21. The role of the underground economy in diminishing the performance of the national economy

Marcel ISAC, “Dimitrie Cantemir” Christian University, Bucharest

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Senior Lecturer Marinella Turdean, PhD.

Senior Lecturer Emilia Gogu, PhD.

22. Cost type information - efficiency result of information provided by managerial accounting

Marius Nicolae MICULESCU, “Dimitrie Cantemir” Christian University, Timișoara

Scientific reviewers:

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Prof. Victor Munteanu, PhD.

23. Positive effects of services sector. Customization to the case of externalities of education services

Janeta WEISZ, "Dimitrie Cantemir" Christian University, Timișoara

Alexandru JIVAN, "Dimitrie Cantemir" Christian University,

Timișoara

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Prof. Constanta Chitiba, PhD.

24. Behavioral communication consequences on the growth of business competitiveness

Manoela POPESCU, "Dimitrie Cantemir" Christian University,

Bucharest

Scientific reviewers:

Prof. Constanta Chitiba, PhD.

Prof. Valentina Zaharia, PhD.

25. Globalization and its influence in education policy. A critical approach

Lacrima-Madilena MICHAEL, University of Macedonia,

Thessaloniki, Greece

Scientific reviewers:

Prof. Constanta Chitiba, PhD.

Prof. Valentina Zaharia, PhD.

III. TOURISM AND SUSTAINABLE DEVELOPMENT

APRIL 18, 2013

14,00 - 14,30 – Welcoming participants (A entrance)

APRIL 19, 2013 – Conference room 93

14,00 - 17,00 – Paper presentation;

17,00 - 17,30 – Coffee break;

17,30 - 19,00 – Paper presentation.

APRIL 20, 2013 – Conference room 132

10,00 - 11,30 – Conclusions;

11,30 - 12,00 – Coffee break.

Moderators:

- ♦ Senior Lecturer **Anca CRISTEA**, PhD., “Dimitrie Cantemir” Christian University, Bucharest
- ♦ **Bogdănel DRĂGUȚ**, PhD. Lecturer, “Dimitrie Cantemir” Christian University, Bucharest

Secretary:

- ♦ **Georgiana ARON**, Junior Lecturer PhD. candidate, “Dimitrie Cantemir” Christian University, Bucharest

SECTION PAPERS

1. The Pilgrimage at Santiago of Compostela between tradition and modernity – a statistical approach

Mihaela Simona APOSTOL, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Gheorghita Căprărescu, PhD.

Senior Lecturer Anca Cristea, PhD.

2. The role and importance of tourism to the economy

Elena Mădălina DEDU, Academy of Economic Sciences, Bucharest

Scientific reviewers:

Senior Lecturer Andreea Băltărețu, PhD.

Senior Lecturer Cezar Militaru, PhD.

3. Some theories of environmental sustainability

Irina-Virginia DRĂGULĂNESCU, University of Messina, Italy

Natalia DRĂGULĂNESCU, University of Messina, Italy

Scientific reviewers:

Prof. Nicolae Neacșu, PhD.

Senior Lecturer Andreea Băltărețu, PhD.

4. Attitudes and solutions on environmental impact of tourism

Andreea BĂLTĂREȚU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Nicolae Neacșu, PhD.

Prof. Irina Drăgulănescu, PhD.

5. Environmental policy – a major component of the corporate social responsibility concept in Romanian companies

Dina Maria LUȚ, “Dimitrie Cantemir” Christian University, Timișoara

Alina LAZOC, “Dimitrie Cantemir” Christian University, Timișoara

Scientific reviewers:

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Senior Lecturer Cezar Militaru, PhD.

6. *The relationship between quality management and human resources in tourism Spas*

Roxana Mihaela IONIȚĂ, “Dimitrie Cantemir” Christian University, Constanța

Scientific reviewers:

Prof. Gheorghita Căprărescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

7. *The importance of niche tourism in sustainable development*

Aurora Costina LINCĂ, Academy of Economic Studies, Bucharest

Gabriela Cecilia Julieta STĂNCIULESCU, Academy of Economic Studies, Bucharest

Daniel BULIN, Academy of Economic Studies, Bucharest

Scientific reviewers:

Prof. Nicolae Neacșu, PhD.

Senior Lecturer Andreea Băltărețu, PhD.

8. *The analysis of tourism`s tehcnical – material base of Suceava county tourism*

Oana Maria MILEA, “Dimitrie Cantemir” Christian University, Bucharest

Emilia PASCU, “Dimitrie Cantemir” Christian University, Bucharest

Petronela Sonia NEDEA, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Senior Lecturer Marinella Turdean, PhD.

Senior Lecturer Emilia Gogu, PhD.

9. *Strategies to improve air quality on the Romanian Black sea coast*

Gabriela NEACȘU, SPIRU HARET University, Constanța

Scientific reviewers:

Senior Lecturer Marinella Turdean, PhD.

Senior Lecturer Emilia Gogu, PhD.

10. The economical importance and the environmental impact generated by the construction of Calafat-Vidin bridge

Petronela Sonia NEDEA, "Dimitrie Cantemir" Christian University, Bucharest

Emilia PASCU, "Dimitrie Cantemir" Christian University, Bucharest

Oana Maria MILEA, "Dimitrie Cantemir" Christian University, Bucharest

Scientific reviewers:

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Senior Lecturer Anca Cristea, PhD.

11. Some principales relating to the protection of the environment

Gianluca NOVAK, University of Messina, Department of "Scienze Giuridiche e Storia delle Istituzioni", Italy

Scientific reviewers:

Prof. Nicolae Neacșu, PhD.

Senior Lecturer Andreea Băltărețu, PhD.

12. Tourism in the age of turbulence

Iuliana POP, Academy of Economic Studies, Bucharest

Mădălina Teodora ANDREI, Spiru Haret University, Bucharest

Scientific reviewers:

Prof. Nicolae Neacșu, PhD.

Senior Lecturer Andreea Băltărețu, PhD.

13. Possibilities to develop rural tourism in the plain area

Cipriana SAVA, "Dimitrie Cantemir", Christian University, Timișoara

Scientific reviewers:

Senior Lecturer Andreea Băltărețu, PhD.

Senior Lecturer Emilia Gogu, PhD.

14. Blogs – an instrument of the social media and its Google indexation in view of improving the quality of Romanian tourism services

Beatrice SION, Romanian-American University of Bucharest

Cezar MIHĂLCESCU, Romanian-American University of Bucharest

Alexandra MĂRGINEANU, Romanian-American University of

Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

15. Analysis of public investments implemented in tourism for sustainable development in Constanta county

Stignei Veronica PAȘA, "Spiru Haret" University Constanța

Scientific reviewers:

Prof. Nicolae Neacșu, PhD.

Senior Lecturer Andreea Băltărețu, PhD.

16. Strategies to promote Romanian tourism foreign markets. National tourism master plan for Romania 2007 – 2026

Adriana IONESCU, "Dimitrie Cantemir", Christian University,

Constanța

Scientific reviewers:

Prof. Gheorghița Căprărescu, PhD.

Senior Lecturer Anca Cristea, PhD.

17. Vulnerabilities in the development of the Romanian tourism

Roxana Mihaela IONIȚĂ, "Dimitrie Cantemir", Christian University,

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Elena PÎNDICHE, "Dimitrie Cantemir", Christian University,

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Scientific reviewers:

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Senior Lecturer Anca Cristea, PhD.

18. Cruise tourism dynamics

Nicolae NEACȘU, "Dimitrie Cantemir" Christian University, Bucharest

Monica NEACȘU, "Dimitrie Cantemir" Christian University, Bucharest

Scientific reviewers:

Senior Lecturer Emilia Gogu, PhD.

Senior Lecturer Anca Cristea, PhD.

19. Diversification of tourism products - viable solution for development of tourism in Sulina

Daniela-Simona NENCIU, "Dimitrie Cantemir", Christian University, Constanța

Mihaela CONSTANDACHE, "Dimitrie Cantemir", Christian University, Constanța

Ionica ONCIOIU, "Dimitrie Cantemir", Christian University, Constanța

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20. The prediction model of the human resources in a tourism organization

Daniela Georgiana STANCU, "Dimitrie Cantemir" Christian University, Bucharest

Gheorghița CĂPRĂRESCU, "Dimitrie Cantemir" Christian University, Bucharest

Georgiana ARON, "Dimitrie Cantemir" Christian University, Bucharest

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Senior Lecturer Anca Cristea, PhD.

21. Considerations regarding Romania's country brand

Andreea BĂLTĂREȚU, "Dimitrie Cantemir" Christian University, Bucharest

Ana Maria DINU, "Dimitrie Cantemir" Christian University, Bucharest

Scientific reviewers:

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22. Human resources training in tourism in Romania

Anca Adriana CRISTEA, “Dimitrie Cantemir” Christian University,
Bucharest

Scientific reviewers:

Prof. Nicolae Neacșu, PhD.

Prof. Irina Drăgulănescu, PhD.

23. Management of tourism destination

Marian BUSUIOC, “Romanian-American University of Bucharest

Ion ANDREI, CEDES Tourism

Scientific reviewers:

Prof. Nicolae Neacșu, PhD.

Prof. Irina Drăgulănescu, PhD.

24. Organization of human resources in tourism company – job evaluation, based on method score

Georgiana ARON, “Dimitrie Cantemir” Christian University, Bucharest

Gheorghita CĂPRĂRESCU, “Dimitrie Cantemir” Christian
University, Bucharest

Daniela Georgiana STANCU, “Dimitrie Cantemir” Christian
University, Bucharest

Scientific reviewers:

Senior Lecturer Emilia Gogu, PhD.

Senior Lecturer Anca Cristea, PhD.

IV. MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY

APRIL 18, 2013

14,00 - 14,30 – Welcoming participants (A entrance)

APRIL 19, 2013 – Conference room 122

14,00 - 17,00 – Paper presentation;
17,00 - 17,30 – Coffee break;
17,30 - 19,00 – Paper presentation.

APRIL 20, 2013 – Conference room 132

10,00 - 11,30 – Conclusions;
11,30 - 12,00 – Coffee break.

Moderators:

- ♦ Prof. **Valentina ZAHARIA**, PhD., “Dimitrie Cantemir” Christian University, Bucharest
- ♦ **Camelia PAVEL**, PhD. Lecturer, “Dimitrie Cantemir” Christian University, Bucharest

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- ♦ **Nicoleta MOISE** Junior Lecturer PhD. candidate, “Dimitrie Cantemir” Christian University, Bucharest

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1. Online religious television – a new dimension of mass – media

Mihaela Simona APOSTOL, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

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Senior Lecturer Anca Cristea, PhD.

2. User's role in public service rendering and the measurement of his satisfaction

Alexandra IANCU, National University of Political Studies and Public Administration, Bucharest

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Prof. Ionașcu Viorica, PhD.

3. Brands internationalization

Cătălin Mihail BARBU, University of Craiova

Flaviu MEGHIȘAN, University of Pitești

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4. A Laplace type problem for regular lattices with circular section obstacles

D. BARILLA, Department S.E.A.M., University of Messina, Italy

G. CARISTI, Department S.E.A.M., University of Messina, Italy

A. FEMINÓ, Department S.E.A.M., University of Messina, Italy

E. SAITTA, Department S.E.A.M., University of Messina, Italy

Bogdan TOADER, “Dimitrie Cantemir” Christian University, Bucharest

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Senior Lecturer Emilia Gogu, PhD.

5. A Laplace type problem for regular lattices with circular section and rhombus obstacles

D. BARILLA, Department S.E.A.M., University of Messina, Italy

G. CARISTI, Department S.E.A.M., University of Messina, Italy

A. FEMINÓ, Department S.E.A.M., University of Messina, Italy

E. SAITTA, Department S.E.A.M., University of Messina, Italy

Bogdan TOADER, “Dimitrie Cantemir” Christian University,

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6. Methods and techniques of the statistical survey data analysis

Drăguț BOGDĂNEL, “Dimitrie Cantemir” Christian University,
Bucharest

Dominic Perez – DANIELESCU, “Dimitrie Cantemir” Christian
University, Bucharest

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7. What is behind the lovemark concept?

Camelia PAVEL, “Dimitrie Cantemir” Christian University,
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Prof. Viorica Ionașcu, PhD.

8. Tendencies on the Romanian media market

Camelia PAVEL, “Dimitrie Cantemir” Christian University,
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Prof. Viorica Ionașcu, PhD.

9. Sales force salary – right or motivation?

Carmen Gabriela SECARĂ, University of Pitești

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Prof. Gheorghita Căprărescu, PhD.

10. Methodology for evaluation quality in higher education

Mihaela – Lavinia CIOBĂNICĂ, Spiru Haret University, Constanța

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Senior Lecturer Marinella Turdean, PhD.

11. Globalization and restructuring in the information society

Eleonora Mihaela CONSTANTINESCU, “Dimitrie Cantemir”
Christian University, Bucharest

Gheorghe CIOBOTĂ, “Dimitrie Cantemir” Christian University,
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12. Particulars of management sale forces in the current economic context

Adriana Anca CRISTEA, “Dimitrie Cantemir” Christian University,
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Prof. Valentina Zaharia, PhD.

13. Access application for recording of invoices and beneficiaries in debt

Daniel DĂNECI-PĂTRĂU, Spiru Haret University Constanța

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Senior Lecturer Emilia Gogu, PhD.

14. The role and the importance of enterprise risk management

Ana-Maria DINU, “Dimitrie Cantemir” Christian University, Bucharest

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Senior Lecturer Cezar Militaru, PhD.

15. Managers and their style of leading

Vlad FLOREA, “Dimitrie Cantemir” Christian University, Timișoara

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Prof. Valentina Zaharia, PhD.

16. Financial institutions behavior in the competition arena

Ileana NICULA, “Dimitrie Cantemir” Christian University, Bucharest

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Prof. Gheorghita Căprărescu, PhD.

17. An investigation of the experience theory in the context of tourism research

Alina LAZOC, “Dimitrie Cantemir” Christian University, Timișoara

Dina Maria LUȚ, “Dimitrie Cantemir” Christian University, Timișoara

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Senior Lecturer Andreea Băltărețu, PhD.

Senior Lecturer Emilia Gogu, PhD.

18. Modeling of production systems with PETRI nets

Nicolae Adrian MATEIA, “Dimitrie Cantemir” Christian University,

Timișoara

Scientific reviewers:

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Senior Lecturer Marinella Turdean, PhD.

19. Characteristics of the European and the American economic systems and their influence on the marketing activity

Irina NICOLAU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Constanța Chițiba, PhD.

Senior Lecturer Cezar Militaru, PhD.

20. The need to develop online marketing

Ciprian PAVEL, “Dimitrie Cantemir” Christian University, Timișoara

Scientific reviewers:

Prof. Valentina Zaharia, PhD.

Senior Lecturer Anca Cristea, PhD.

21. *The management of trade companies in Romania*

Elena PÎNDICHE, “Dimitrie Cantemir” Christian University,

Constanța

Scientific reviewers:

Prof. Gheorghita Căprărescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

22. *Work in Romania. From agrarian society to the knowledge Society*

Roxana PIVODĂ, Spiru Haret University, Constanța

Scientific reviewers:

Prof. Gheorghita Căprărescu, PhD.

Prof. Manoela Popescu, PhD.

23. *Concepts and indicators used in the management of intellectual capital*

Roxana Manuela DICU, “Alexandru Ioan Cuza” University of Iași

Scientific reviewers:

Prof. Gheorghita Căprărescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

25. *Research and innovation” in a knowledge-based society*

Mircea-Iosif RUS, Babeș-Bolyai University, Cluj-Napoca

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

26. *The influence of graduates professional experience over general business perception*

Ionel DUMITRU, Academy of Economic Studies, Bucharest

Scientific reviewers:

Prof. Valentina Zaharia, PhD.

Senior Lecturer Cezar Militaru, PhD.

27. Reconsidering competitive advantages

Valentina ZAHARIA, “Dimitrie Cantemir” Christian University,
Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

28. Culture of enterprise versus administrative culture - need for strategic management in the chemical industry

Valentina ZAHARIA, “Dimitrie Cantemir” Christian University,
Bucharest

Mirela DOGARU, “Dimitrie Cantemir” Christian University,
Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

29. Intellectual capital - the key factor for organizations in the management

Mirela DOGARU, “Dimitrie Cantemir” Christian University,
Bucharest

Elena Daniela NICOLAE, Valahia University of Târgoviște

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

30. The main theories about leadership in the context history

Mirela DOGARU, “Dimitrie Cantemir” Christian University,
Bucharest

Constanța POPESCU, Valahia University of Târgoviște

Georgian TUDOSE, Valahia University of Târgoviște

Scientific reviewers:

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Senior Lecturer Cezar Militaru, PhD.

31. *Quantitative and qualitative mutation in the structure and dynamics of Romanian*

Mihaela CONSTANDACHE, “Dimitrie Cantemir” Christian University, Constanța

Daniela-Simona NENCIU, “Dimitrie Cantemir” Christian University, Constanța

Scientific reviewers:

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Senior Lecturer Cezar Militaru, PhD.

32. *Intercultural communication in business*

Liliana Aurora CONSTANTINESCU, “Dimitrie Cantemir” Christian University, Brașov

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

33. *The economic dimension of environmental risk management in knowledge-based society*

Ana-Maria DINU, “Dimitrie Cantemir” Christian University, Bucharest

Scientific reviewers:

Prof. Manoela Popescu, PhD.

Senior Lecturer Cezar Militaru, PhD.

34. *Historical milestones of business ethics*

Christina MITARIU, “Dimitrie Cantemir” Christian University, Timișoara