

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

in collaboration with

FREE INTERNATIONAL UNIVERSITY OF MOLDOVA

**“GLOBALIZATION AND
COMPETITIVENESS IN
KNOWLEDGE-BASED ECONOMY”
4th EDITION**

**INTERNATIONAL CONFERENCE
PROGRAM**

**May, 8th-10th 2014
Bucharest, Romania**

SCIENTIFIC COMMITTEE

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Professor Momcilo Luburici, PhD., President and founder of UCDC

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Senior Lecturer, PhD., Gabriel Năstase, The Academy of Romanian Scientists

Senior Lecturer, Sorinel Căpușneanu, PhD., UCDC, Bucharest

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PhD. Ștefan Popescu, Paris Sorbonne University, France

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Junior Lecturer PhD. c. Luminița Defta
Junior Lecturer PhD. c. Oana Orheian
Junior Lecturer PhD. c. Dominic Perez Danielescu

CONFERENCE PROGRAM

May 8, 2014

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. **Stoica Ivona**, *Inițiere în cercetările de marketing online*, Editura Uranus, București, 2014
Reviewer: Professor Gheorghe ORZAN, PhD
2. **Stoica Ivona**, *Ghid practic pentru realizarea sondajelor online*, Editura Uranus, București, 2014
Reviewer: Professor Gheorghe ORZAN, PhD

May 9, 2014 - Conference room 130

- 9,00 - 9,30** - Participants' registration, conference folder and program;
- 9,30 - 10,00** - Official opening;
- 10,00 - 10,30** - Coffee break;
- 10,30 - 12,00** - Plenary session;
- 12,00 - 13,30** - Break;
- 13,30 - 16,00** - Section sessions;
- 16,00 - 16,30** - Coffee Break;
- 16,30 - 18,00** - Section sessions;
- 18,00 - 19,00** - Debates and conclusions.

May 10, 2014

- 10,00 - 10,30** – Conference conclusions;
- 10,30 - 11,00** - Coffee break;
- 11,00 - 13,00** - Bucharest tour;

PLENARY SESSION

May 9, 2014 – Conference room 130

PLENARY PAPERS

- 1. Knowledge-based economy in the competitiveness equation. Example Serbia**
Natasa TOSICI, MDRS, Serbia
Nicolae IORDAN-CONSTANTINESCU
- 2. Occupational standards – a comparative case study**
Ileana NICULA, “Dimitrie Cantemir” Christian University, Bucharest
- 3. Marketing Strategies of Romanian Tourism Patronages' Federation regarding the breakthrough of Romania as a tourism destination on the Republic of Moldova market**
Dragoș RĂDUCAN, Romanian Tourism Patronages' Federation
- 4. The role of Information-promotion offices in the country and abroad, in increasing tourist traffic and related revenues**
Nicolae NEACȘU, “Dimitrie Cantemir” Christian University, Bucharest
Monica NEACȘU, Bucharest University of Economic Studies – PhD. Candidate, Bucharest
- 5. Innovation and design in the context of the European economy**
Emilia PASCU, “Dimitrie Cantemir” Christian University
Oana Maria MILEA, “Dimitrie Cantemir” Christian University
Petronela Sonia NEDEA, “Dimitrie Cantemir” Christian University

6. **Qualitative approaches in the prevention of disasters – earthquakes –**
Gabriel I. NĂSTASE, “Dimitrie Cantemir” Christian University, Bucharest
7. **Distributed Transaction Management in an Unbalanced Dynamic System, Completely Decentralized and Fully Automated**
Aurel ȘERB, “Dimitrie Cantemir” Christian University, Bucharest
Constantin BARON, “Dimitrie Cantemir” Christian University, Bucharest
Nicoleta Magdalena IACOB, “Dimitrie Cantemir” Christian University, Bucharest
Costinela Luminița DEFTA, “Dimitrie Cantemir” Christian University, Bucharest

Secretary:


-  **Oana ORHEIAN**, Junior Lecturer PhD. c., “Dimitrie Cantemir” Christian University, Bucharest
-  **Luminița CRENICAN**, Lecturer PhD., “Dimitrie Cantemir” Christian University, Bucharest
-  **Georgiana ARON**, Junior Lecturer PhD. c., “Dimitrie Cantemir” Christian University, Bucharest
-  **Dominic PEREZ DANIELESCU**, Junior Lecturer PhD., “Dimitrie Cantemir” Christian University, Bucharest

INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY

May 9, 2014 - Conference room 130

13,30 - 16,00 - Section sessions;
16,00 - 16,30 - Coffee Break;
16,30 - 18,00 - Section sessions;
18,00 - 19,00 - Debates and conclusions.

Moderators:

 **Emilia PASCU**, Senior Lecturer PhD., “Dimitrie Cantemir” Christian University, Bucharest
 **Oana MILEA**, Senior Lecturer PhD., “Dimitrie Cantemir” Christian University, Bucharest

Secretary:

 **Oana ORHEIAN**, Junior Lecturer PhD. c., “Dimitrie Cantemir” Christian University, Bucharest

SECTION PAPERS

- 1. Evolution of Romania and China trading relations**
Constantin GEORGESCU, Dimitrie Cantemir Christian University
Monica GEORGESCU

2. **Comparative approaches of the information system in Romania and the European Union**
Ana IFRIM, CERTIND, Bucharest
3. **Copyright laws effects on encouraging creativity in the European Union**
Irina MELINTE, "Dimitrie Cantemir" Christian University, Bucharest
Luminița JALBĂ, "Dimitrie Cantemir" Christian University, Bucharest
4. **Evolutions and involutions of the global economy**
Daniel Laurențiu ȘTEFAN, "Dimitrie Cantemir" Christian University, Bucharest
5. **The role of credit rating agencies in the current financial market crisis**
Oana Mihaela ORHEIAN, "Dimitrie Cantemir" Christian University
Ioana Gabriela GRIGORESCU, Romanian American University
Daniela VASILE, Bucharest University of Economic Studies
6. **SMEs in the European economy**
Oana Maria MILEA, "Dimitrie Cantemir" Christian University, Bucharest
Emilia PASCU, "Dimitrie Cantemir" Christian University, Bucharest
Petronela Sonia NEDEA, "Dimitrie Cantemir" Christian University, Bucharest
7. **Total quality management and client satisfaction in the European cooperative bank**
Liliana Aurora CONSTANTINESCU, "Dimitrie Cantemir" Christian University
Adrian CONSTANTINESCU, "Dimitrie Cantemir" Christian University

- 8. Innovated management accounting and its limits**
Andreea Gabriela PONORICA, Bucharest University of Economic Studies
Ahmed H. JUHI AL-SAEDI, PhD candidate Bucharest University of Economic Studies
Hamza H. SADIK, PhD candidate Bucharest University of Economic Studies
- 9. Considerations regarding the EU's strategic framework for higher education**
Adina Petruța PAVEL, PhD c. Bucharest University of Economic Studies
- 10. On-line profesional training and development of the human resources**
Daniela Georgiana STANCU, "Dimitrie Cantemir" Christian University
- 11. European Social Model – instrument of the European Social Policy**
Georgiana ARON, "Dimitrie Cantemir" Christian University, Bucharest
- 12. Internationalization of Higher Education, a present must**
Andreea-Ileana DANIELESCU, "Dimitrie Cantemir" Christian University
Dominic PEREZ-DANIELESCU, "Dimitrie Cantemir" Christian University

II. BUSINESS DEVELOPMENT AND COMPETITIVENESS

May 9, 2014 - Conference room 39


13,30 - 16,00 - Section sessions;


16,00 - 16,30 - Coffee Break;

16,30 - 18,00 - Section sessions;

18,00 - 19,00 - Debates and conclusions.

Moderators:

 **Georgeta ILIE**, Prof. PhD., “Dimitrie Cantemir”
Christian University, Bucharest

 **Daniela STANCU**, Senior Lecturer PhD., “Dimitrie
Cantemir” Christian University, Bucharest

Secretary:

 **Luminița CRENICAN**, Lecturer PhD., “Dimitrie
Cantemir” Christian University, Bucharest

SECTION PAPERS

1. Assumpssion of responsibility personal and professional - way of gaining business success

Manoela POPESCU, “Dimitrie Cantemir” Christian
University, Bucharest

Luminița CRENICAN, “Dimitrie Cantemir” Christian
University, Bucharest

2. **Effects of globalisation on the national institutions and economy**
Daniela POPA, “Dimitrie Cantemir” Christian University, Bucharest
3. **Addressing the concept of "quality" on food markets with high demand satisfaction: EU case study**
Alexandru BURDA, “Dimitrie Cantemir” Christian University, Bucharest
Sebastian Chirimbu, Research Centre FINE / USH
4. **The role and importance of services in the development of a modern economy**
Viorica IONAȘCU, “Dimitrie Cantemir” Christian University, Bucharest
5. **Entrepreneurial initiative and creativity, the engines of economic development**
Daniel Laurențiu ȘTEFAN, “Dimitrie Cantemir” Christian University, Bucharest
6. **General concepts of political science**
Gabriel I. NĂSTASE, “Dimitrie Cantemir” Christian University, Bucharest
7. **Development solutions for the EU food market: “light” food products**
Alexandru BURDA, “Dimitrie Cantemir” Christian University, Bucharest
8. **IT Infrastructure Model Used for Implementing an E-learning Platform Based on Distributed Databases**
Constantin BARON, “Dimitrie Cantemir” Christian University, Bucharest
Aurel ȘERB, “Dimitrie Cantemir” Christian University, Bucharest

Nicoleta Magdalena IACOB, “Dimitrie Cantemir”
Christian University, Bucharest

Costinela Luminița DEFTA, “Dimitrie Cantemir”
Christian University, Bucharest

- 9. Old and new in the contemporary business models**
Georgeta ILIE, “Dimitrie Cantemir” Christian University,
Bucharest

- 10. Global competitiveness in a continuous changing.
A comparative approach regarding the Romanian
business environment**
Adina Petruța PAVEL, “Dimitrie Cantemir” Christian
University, Bucharest

- 11. Technology transfer in SME's vision**
Daniela BIRO (VASILE), Bucharest University of
Economic Studies
Oana Mihaela ORHEIAN, “Dimitrie Cantemir” Christian
University, Bucharest
Ioana Gabriela GRIGORESCU, Romanian American
University, Bucharest

- 12. Oligopoly and banking industry**
Ioana Gabriela GRIGORESCU, Romanian American
University, Bucharest
Oana Mihaela ORHEIAN, “Dimitrie Cantemir” Christian
University, Bucharest

- 13. Investment economic efficiency**
Roxana IONESCU, “Dimitrie Cantemir” Christian
University, Bucharest



- 14. Risk versus uncertainty in the business environment**
Ana Maria DINU, “Dimitrie Cantemir” Christian
University, Bucharest

III. TOURISM AND SUSTAINABLE DEVELOPMENT

May 9, 2014 - Conference room 93

13,30 - 16,00 - Section sessions;
16,00 - 16,30 - Coffee Break;
16,30 - 18,00 - Section sessions;
18,00 - 19,00 - Debates and conclusions.

Moderators:

-  Professor **Nicolae NEACȘU**, PhD., “Dimitrie Cantemir” Christian University, Bucharest
-  Senior Lecturer **Adriana Anca CRISTEA**, PhD.
“Dimitrie Cantemir” Christian University, Bucharest

Secretary:

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

SECTION PAPERS

- 1. The impact of introducing the lump-sum tax on the business of hotels and restaurants. Case study: Ambassador Hotel in Bucharest**
Dragoș RĂDUCAN, Romanian Tourism Patronages' Federation
- 2. General considerations about the Romanian speleological potential and his planning**
Andreea BĂLTĂREȚU, “Dimitrie Cantemir” Christian University, Bucharest

3. **Mamaia resort image on the Black Sea Coast**
Anca CRISTEA, “Dimitrie Cantemir” Christian University, Bucharest
Tatiana Corina DOESCU, “Dimitrie Cantemir” Christian University, Bucharest
Mihaela Simona APOSTOL, “Dimitrie Cantemir” Christian University, Bucharest
4. **Quality concept in tourism in the context of globalization and the role of know-how transfer**
Ion ANDREI, CEDES, Romanian Tourism Patronages' Federation, Bucharest
5. **Ways of developing tourism in spas and mountain resorts**
Marian Florin BUSUIOC, Romanian American University, Bucharest
6. **Spatial features of mountain areas**
Andreea BĂLTĂREȚU, “Dimitrie Cantemir” Christian University, Bucharest
7. **Endangered cultural memories**
Elena VASILIU, “Dimitrie Cantemir” Christian University, Bucharest
Mihaela MOCANU, “Dimitrie Cantemir” Christian University, Bucharest
8. **Romanian rural tourism, myth or reality?**
Daniela Georgiana STANCU, “Dimitrie Cantemir” Christian University, Bucharest
Maria STOIAN, ANTREC
9. **Possibilities of increasing the attractiveness of tourism in the Romanian Black Sea Coast**
Roxana IONIȚĂ, “Dimitrie Cantemir” Christian University, Constanța

- 10. The human resource – requirement of competitive advantage in the travel company**
Georgiana ARON, “Dimitrie Cantemir” Christian University, Bucharest
- 11. Marketing strategies adopted by tourism entrepreneurs in Năvodari**
Daniela Simona NENCIU, “Dimitrie Cantemir” Christian University, Constanța
- 12. Rural tourism management and management accounting in hospitality services management**
Luminița JALBĂ, “Dimitrie Cantemir” Christian University, Bucharest
Daniela Georgiana STANCU, “Dimitrie Cantemir” Christian University, Bucharest
- 13. The proximity areas in Romania loisirs industry development**
Ana – Maria SAVA, Bucharest University of Economic Studies, Bucharest, Romania
- 14. The diversification of tourism products – a viable solution for the development of tourism in Sulina**
Daniela Simona NENCIU, “Dimitrie Cantemir” Christian University, Constanța

IV. MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY

May 9, 2014 - Conference room 85

13,30 - 16,00 - Section sessions;


16,00 - 16,30 - Coffee Break;

16,30 - 18,00 - Section sessions;

18,00 - 19,00 - Debates and conclusions.

Moderators:

 **Ivona STOICA**, Senior Lecturer PhD., “Dimitrie Cantemir” Christian University, Bucharest

 **Camelia PAVEL**, Lecturer PhD. “Dimitrie Cantemir” Christian University, Bucharest

Secretary:

 **Dominic DANIELESCU**, Junior Lecturer PhD., “Dimitrie Cantemir” Christian University, Bucharest

SECTION PAPERS

1. Considerations on the anatomy of “inhabitable” organizations in the knowledge-based economy

Manoela POPESCU, “Dimitrie Cantemir” Christian University, Bucharest

Luminița CRENICIAN, “Dimitrie Cantemir” Christian University, Bucharest

2. **Statistical survey - way to assess airline services quality**
Bogdănel DRĂGUȚ, “Dimitrie Cantemir” Christian University, Bucharest
3. **Total Quality Management and client satisfaction in the European Cooperative Bank**
Liliana Aurora CONSTANTINESCU, “Dimitrie Cantemir” Christian University, Bucharest
Adrian CONSTANTINESCU
4. **Stereotypes in Advertising**
Camelia PAVEL, “Dimitrie Cantemir” Christian University, Bucharest, Romania
5. **Risk management failures**
Ana-Maria DINU, “Dimitrie Cantemir” Christian University, Bucharest
Doina Maria TILEA, “Dimitrie Cantemir” Christian University, Bucharest
6. **Tourism product consumption behavior among young people**
Adriana Anca CRISTEA, “Dimitrie Cantemir” Christian University, Bucharest
Tatiana Corina DOSESCU, “Dimitrie Cantemir” Christian University, Bucharest
Mihaela Simona APOSTOL, “Dimitrie Cantemir” Christian University, Bucharest
7. **Aspects regarding ERP systems - cloud based or on premise - with influence upon elaboration of appropriate marketing strategies**
Andreas FRUTH, Bucharest University of Economic Studies, Bucharest
Monica NEACȘU, Bucharest University of Economic Studies, Bucharest

- 8. Shock advertising - boundary between strategy and insanity**
Camelia PAVEL, “Dimitrie Cantemir” Christian University, Bucharest, Romania
- 9. Structural Instruments for 2007-2013 – A guarantee for Regional development**
Alexandru Virgil TAȘCU, Bucharest University of Economic Studies, Bucharest, Romania
- 10. Changing the image of the rrome minority in Romania, domestically and internationally**
Adriana Anca CRISTEA, “Dimitrie Cantemir” Christian University, Bucharest
Tatiana Corina DOESCU, “Dimitrie Cantemir” Christian University, Bucharest
Mihaela Simona APOSTOL, “Dimitrie Cantemir” Christian University, Bucharest
- 11. The framework of accessing European Funds in Romania**
Alexandru Virgil TAȘCU, Bucharest University of Economic Studies, Bucharest, Romania
- 12. Using modern methods and new technologies for a better knowledge in consumer behavior**
Ivona STOICA, “Dimitrie Cantemir” Christian University, Bucharest,
Gheorghe ORZAN, Bucharest University of Economic Studies
Adina ZARA, Bucharest University of Economic Studies

13. Consumers' Sense of belonging to Apple's brand community: drivers of the decision, reasons and effects

Daniela CONSTANTIN, Bucharest University of Economic Studies

Roxana Denisa STOENESCU, Bucharest University of Economic Studies

14. The impact of Facebook over the consumer habits

Elisabeta IOANĂȘ, Bucharest University of Economic Studies

Ivona STOICA, "Dimitrie Cantemir" Christian University

Valentina ZAHARIA, "Dimitrie Cantemir" Christian University

15. Online communication. Case study – Tourism area

Anamaria-Cătălina RADU, Bucharest University of Economic Studies

Andra DOBRESCU, Bucharest University of Economic Studies

16. The influence of cultural characteristics over the consumers

Elisabeta IOANĂȘ, Bucharest University of Economic Studies

Cătălin SILVESTRU, Bucharest University of Economic Studies