



UNIVERSITATEA CRESTINA  
"DIMITRIE CANTEMIR"

MTC FACULTATEA DE MANAGEMENT  
TURISTIC SI COMERCIAL



„DIMITRIE CANTEMIR”  
CHRISTIAN UNIVERSITY

THE FACULTY OF TOURISM AND  
COMMERCIAL MANAGEMENT

in collaboration with

THE RESEARCH CENTER “MANAGEMENT, BUSINESS  
ADMINISTRATION AND MARKETING”

„DIMITRIE CANTEMIR” MULTIDISCIPLINARY SCIENTIFIC  
RESEARCH INSTITUTE



ROMANIAN ASSOCIATION FOR CONSUMERS'  
PROTECTION

are organizing

THE INTERNATIONAL CONFERENCE  
“Globalization and Competitiveness in  
Knowledge-Based Economy”  
- 8<sup>TH</sup> EDITION -

APRIL 16-17, 2018  
BUCHAREST, ROMANIA

MEDIA PARTNERS



EDITURA UNIVERSITARĂ  
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TUTURĂMĂNTULUI ȘTIINȚEI ȘI CULTURII ROMÂNEȘTI



ECONOMISTUL



## CONFERENCE RELEVANCE

Nowadays specialists in various fields of activity are focusing on issues connected with globalization due to their great impact on the development of national economies.

Due to globalization, Romania has started a number of reforms by means of which prices and markets have been liberalized, foreign trade control has been reduced, currency convertibility has been introduced and changes have started to be made in the ownership structure, all leading to increased competitiveness. Therefore, ensuring competitiveness is a major priority not only for companies, organizations and individuals, but also for the academic environment.

Direct foreign investments are perceived as an important and essential element for the process of changing and re-launching the economy, representing the main catalyst necessary for market economy and increased competitiveness in Romania. In the 21<sup>st</sup> century, the flow of direct foreign investments has greatly developed due to the massive expansion of transnational corporations – main elements of the globalization process. Last but not least, due to the great development of commercial exchanges between countries, foreign trade has become one of the key factors for economic growth.

Under these circumstances, we can consider that globalization and competitiveness represent the greatest challenge of our century, most specialists considering that Romania's own survival depends on the way in which these concepts are put into practice.

## CONFERENCE AIMS AND OBJECTIVES

Benefiting from a particular scientific prestige and large national attendance, the conference that is now at its 8<sup>th</sup> edition, aims at providing the framework for relevant scientific debates concerning the challenges that “*Globalization and competitiveness in knowledge-based economy*” raise for any economist or researcher in the larger field of Economics.

The conference objectives envisage:

- Developing some fundamental or applicative research guidelines in the specific fields of the participants’ expertise;
- Supporting the exchanges of specialists with other similar organizations with a view to improving the members’ documentation;
- Cooperating with other local and foreign faculties in order to develop a modern educational system and to establish connections with other universities.
- Approaching the issues related to the evolution of economic processes in the contemporary society, the empirical and analytical exchange, establishing partnerships for drafting and monitoring economic policies.
- Identifying the potential partners taking into account the activity type and the cooperation opportunities which open the path to tackle certain themes and projects
- Developing cooperation with national and international partners - personalities, institutions, professional associations;
- Interacting with the economic, social and academic environment both at local and global level;
- Academic interaction with all interested professional and scientific environments;
- Ensuring an organizational and managerial framework for research work;
- Increasing the University’s importance and its assertion as a prestigious institution at national and international level;
- Developing the capacity of attracting and identifying national and international sources of funding;
- Establishing and developing partnerships at national and international level as an instrument for raising the performance level regarding scientific research.

## SCIENTIFIC COMMITTEE

### **Chairs:**

Professor Momcilo Luburici, PhD, President and founder of UCDC

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Professor Cristiana Cristureanu, PhD, Rector of UCDC

### **Co- Chairs:**

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Professor Valentina Zaharia, PhD, Vice-president of the UCDC Senate

Senior Lecturer Emilia Pascu, PhD, Dean of MTC, UCDC, Bucharest

### **Members:**

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Professor Nicolae Neacsu, PhD, Vice-Director of “Dimitrie Cantemir” Multidisciplinary Scientific Research Institute

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UCDC

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Cyprus

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University, Lithuania

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Economic Studies, The Republic of Moldavia

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Senior Lecturer Camelia Pavel, PhD, UCDC, Bucharest

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Senior Lecturer Stefan Daniel, PhD, UCDC, Bucharest

Lecturer, PhD, Dana-Maria (Oprea) Constantin, Faculty of  
Geography, University of Bucharest

Lecturer Petronela-Sonia Nedea, PhD, MTC, UCDC

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ADINA PAVEL

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ALEXANDRU BURDA

ANCA COSTEA-DUNARINȚU

CLAUDIA BENTOIU

OANA DUȚĂ

OANA ORHEIAN

NICOLETA HEGHEȘ





## CONFERENCE PROGRAM

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**April 16<sup>th</sup>, 2018**

**12,00 - 15,00** – Welcoming participants (*A entrance*)

**15,00 - 16,00** – University Campus Tour

Guides: Adina Pavel, Roxana Ionescu, Alexandru Burda

## CONFERENCE PROGRAM

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### **April 17<sup>th</sup>, 2018 - Conference room 85**

**10,30 - 11,00** - Participants' registration, conference folder  
and program;

**11,00 - 12,30** - Official opening and Plenary session;

**12,30 - 13,00** - Coffee break;

**13,00 - 15,00** - Section sessions;

**15,00 - 15,30** - Coffee Break;

**15,30 - 17,00** - Section sessions;

**17,00 - 18,00** – Debates and conclusions.

## ***PLENARY SESSION***

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*April 17<sup>th</sup>, 2018 – Conference room 85*

### ***PLENARY PAPERS***

- 1. Romanian business environment and its specific relations from the perspective of international investments**  
**Georgeta ILE**, Faculty of International Economic Relations, Dimitrie Cantemir Christian University, Bucharest
  
- 2. The international tourism and its influence on the economies of the bidding countries**  
**Nicolae NEACȘU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University  
**Andreea BĂLTĂREȚU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University  
**Monica Nicoleta NEACȘU**, SC Transfactor SRL Bucharest
  
- 3. Analysis of efficiency indicators. Study: Christian University Dimitrie Cantemir**  
**Grațiela GHIC**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University  
**Claudia BENTOIU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**4. The complexity of customer relationships and business success**

**Emilia PASCU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Petronela NEDEA**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Oana MILEA**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**5. Economy homeostasis, a premise of sustainable development**

**Cristina BĂLĂCEANU**, Faculty of Marketing, Dimitrie Cantemir Christian University

**Daniela PENU**, Faculty of Finance, Banking and Accountancy, Dimitrie Cantemir Christian University

**6. Income from pensions and their tax**

**Roxana IONESCU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**7. Determinant megatrends in business evolution**

**Valentin NIȚU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**8. Knowledge Alliance in Air Transport – tool for an European university-business cooperation**

**Sorin Eugen ZAHARIA**, UNESCO Chair “Engineering for Society”, University Politehnica of Bucharest

**Adina-Petruța PAVEL**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

*Secretary:*

- ✓ Lecturer **Alexandru BURDA**, PhD, “Dimitrie Cantemir” Christian University, Bucharest
- ✓ Lecturer **Anca COSTE-DUNARINȚU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest
- ✓ Lecturer **Claudia BENTOIU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest
- ✓ Junior Lecturer **Oana ORHEIAN**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

## ***I. INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY***

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**April 17<sup>th</sup>, 2018 - Conference room 85**

**13,00 - 15,00** - Section sessions;

**15,00 - 15,30** - Coffee Break;

**15,30 - 17,00** - Section sessions;

**17,00 - 18,00** – Debates and conclusions.

### **Moderators:**

- ✓ Senior Lecturer **Oana MILEA**, PhD, “Dimitrie Cantemir” Christian University, Bucharest
- ✓ Senior Lecturer **Luminița JALBĂ**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

### **Secretary:**

Lecturer **Anca DUNARINȚU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

## **SECTION PAPERS**

### **1. Consumer protection in the European Union**

**Oana MILEA**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Emilia PASCU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Petronela NEDEA**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**2. The role of bi/multilateral agreements, conventions and protocols in the development of international tourism**

**Nicolae NEACȘU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Monica Nicoleta NEACȘU**, SC Transfactor SRL  
Bucharest

**3. Sustainable air transport sector – key factor for strengthening the competitiveness of the European aviation industry**

**Adina PAVEL**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Andreea Roxana RADU-ANTIMIA**, UNESCO Chair “Engineering for Society”, University Politehnica of Bucharest

**4. Implications of EU Regulation 679/2016 application about personal data protection on the information security management system**

**Cezar MILITARU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Ștefan POP**, Faculty of International Economic Relations, Dimitrie Cantemir Christian University

**Adriana ZANFIR**, Faculty of International Economic Relations, Dimitrie Cantemir Christian University

**5. The circular economy in the EU food and beverage sector**

**Anca COSTEA-DUNARINȚU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**6. Challenges in the evolution of services on international plan**

**Irina NICOLAU**, Faculty of International Economic Relations, Dimitrie Cantemir Christian University

**Emilia PASCU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University



## ***II. BUSINESS DEVELOPMENT AND COMPETITIVENESS***

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***April 17<sup>th</sup>, 2018 - Conference room 93***

**13,00 - 15,00** - Section sessions;

**15,00 - 15,30** - Coffee Break;

**15,30 - 17,00** - Section sessions;

**17,00 - 18,00** – Debates and conclusions

### **Moderators:**

- ✓ Senior Lecturer **Emilia PASCU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest
- ✓ Lecturer **Adina PAVEL**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

### **Secretary:**

- ✓ Lecturer **Alexandru BURDA**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

## **SECTION PAPERS**

### **1. Modern significance of food expiring period labelling**

**Alexandru BURDA**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest

### **2. Artificial intelligence and machine learning – threat or opportunity**

**Valentin NIȚU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

- 3. Study on Big Data in Public Health**  
**Nicoleta Magdalena IACOB**, Research Center for Mathematics and Informatics, Spiru Haret University
- 4. Accounting principles and postulates in the current context**  
**Luminița JALBĂ**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest
- 5. Innovations on the Romanian banking market**  
**Ioana Gabriela GRIGORESCU**, Faculty of Managerial Informatics, Romanian-American University, Bucharest
- 6. Commercial transactions - from barter to e-commerce**  
**Oana MIONEL**, Faculty of International Economic Relations, Dimitrie Cantemir" Christian University, Bucharest  
**Oana ORHEIAN**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir" Christian University, Bucharest
- 7. The company's controllability threshold**  
**Vadim DUMITRAȘCU**, Faculty of Finance, Banking and Accountancy, Dimitrie Cantemir Christian University  
**Roxana DUMITRAȘCU**, Faculty of Finance, Banking and Accountancy, Dimitrie Cantemir Christian University
- 8. Object Oriented Programming - Performance Considerations**  
**Costinela-Luminița DEFTA**, Research Center for Mathematics and Informatics, Spiru Haret University

- 9. The credit outlook from the BCR and BT perspective between 2010 - 2017**  
**Ioana Gabriela GRIGORESCU**, Faculty of Managerial Informatics, Romanian-American University, Bucharest  
**Oana ORHEIAN**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir, Christian University, Bucharest
- 10. The smart products value chain**  
**Adriana UNGUREANU**, Dimitrie Cantemir Christian University, Bucharest
- 11. The support provided by informatic systems in auditing financial statements**  
**Marian Pompiliu CRISTESCU**, "Lucian Blaga" University of Sibiu  
**Ana-Maria Ramona STANCU**, Dimitrie Cantemir Christian University
- 12. Object Oriented Data Structures in C++**  
**Costinela-Luminița DEFTA**, Research Center for Mathematics and Informatics, Spiru Haret University
- 13. Blockchain versus Traditional Databases**  
**Nicoleta Magdalena IACOB**, Research Center for Mathematics and Informatics, Spiru Haret University
- 14. Information security in unstructured IT platforms**  
**Benedictos Gheorghe IORGA**, Research Center for Mathematics and Informatics, Spiru Haret University

**15. Specific issues on intangible assets in the current context**

**Luminița JALBĂ**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest

**16. Conditions of admissibility of the application for judicial suspension of the effects of an individual administrative act**

**Oana DUȚĂ**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest

### ***III. TOURISM AND SUSTAINABLE DEVELOPMENT***

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*April 17<sup>th</sup>, 2018 - Conference room 39*

**13,00 - 15,00** - Section sessions;

**15,00 - 15,30** - Coffee Break;

**15,30 - 17,00** - Section sessions;

**17,00 - 18,00** – Debates and conclusions.

#### **Moderators:**

- ✓ Senior Lecturer **Anca CRISTEA**, PhD “Dimitrie Cantemir” Christian University, Bucharest
- ✓ Senior Lecturer **Andreea BĂLTĂREȚU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

#### **Secretary:**

- ✓ Junior Lecturer, **Oana ORHEIAN**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

### **SECTION PAPERS**

- 1. Ways of sustainable development of mountain areas in Romania**  
**Andreea BĂLTĂREȚU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University
  
- 2. Reflection of the dark tourism concept in the Romanian press and literature**  
**Viorel MIONEL**, The Bucharest University of Economic Studies, Faculty of Business and Tourism

**3. Possibilities of increasing the role of Danube / Danube Delta in enhancing international tourist flows to Romania**

**Nicolae NEACȘU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Monica Nicoleta NEACȘU**, SC Transfactor SRL  
Bucharest

**4. The development of gastronomic tourism in Romania - possibilities for promoting traditional products**

**Adriana Anca CRISTEA**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Mihaela Simona APOSTOL**, Faculty of Political Studies, Communication and Public Relations

**Tatiana Corina DOSESCU**, Faculty of Marketing, Dimitrie Cantemir Christian University

**5. Archival research on the Romanian navigable waterway of the Danube river - prerequisite for developing a safe and sustainable transport**

**Adina PAVEL**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Ion TUDORAN**, SC Romtest Electronic SRL

**Mircea ANDRAȘIU**, SC Romtest Electronic SRL

**6. The analysis of tourist flow manifested on Romanian Spa areas during 2008-2017**

**Daniela Simona NENCIU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**7. The importance of transportation to tourism development**

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

**8. The role of festivals in the development of the local economy**

**Adriana Anca CRISTEA**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Mihaela Simona APOSTOL**, Faculty of Political Studies, Communication and Public Relations

**Tatiana Corina DOSESCU**, Faculty of Marketing, Dimitrie Cantemir Christian University

**9. The impact of the diversification of tourism services and products marketed in the Danube Delta on tourist circulation**

**Daniela Simona NENCIU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

## ***IV. MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY***

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***April 17<sup>th</sup>, 2018- Conference room 130***

**13,00 - 15,00** - Section sessions;

**15,00 - 15,30** - Coffee Break;

**15,30 - 17,00** - Section sessions;

**17,00 - 18,00** – Debates and conclusions.

### **Moderators:**

- ✓ Senior Lecturer **Camelia PAVEL**, PhD “Dimitrie Cantemir” Christian University, Bucharest
- ✓ Senior Lecturer **Roxana IONESCU**, PhD “Dimitrie Cantemir” Christian University, Bucharest

### **Secretary:**

- ✓ Lecturer **Claudia BENTOIU**, PhD “Dimitrie Cantemir” Christian University, Bucharest

## **SECTION PAPERS**

- 1. Qualitative marketing research - factor for improving the quality of products and services**  
**Bogdănel DRAGUȚ**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University
- 2. Trends that will shape modern retail**  
**Camelia PAVEL**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University



**3. Integrated management systems - Perspectives for Certification**

**Cezar MILITARU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Ștefan POP**, Faculty of International Economic Relations, Dimitrie Cantemir Christian University

**Adriana ZANFIR**, Faculty of International Economic Relations, Dimitrie Cantemir Christian University

**4. Marketing principles for airline management**

**Andreea Roxana RADU-ANTIMIA**, UNESCO Chair “Engineering for Society”, University Politehnica of Bucharest

**5. New trends in social media to improve marketing communication in the business environment**

**Ivona STOICA**, Faculty of Marketing, Dimitrie Cantemir Christian University

**Emilia PASCU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Raluca CHIVU**, Bucharest University of Economic Studies

**6. Issues concerning the quality of the banking systems**

**Roxana Mihaela IONIȚĂ**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Daniela Simona NENCIU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Adriana TEODORESCU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**7. The security risk management for personal data protection**

**Benedictos Gheorghe IORGA**, Research Center for Mathematics and Informatics, Spiru Haret University

**8. Comparative analysis of marketing communication for Click Net and UPC Internet**

**Ana-Maria Ramona STANCU**, Dimitrie Cantemir Christian University

**9. Using the survey to assess customer satisfaction**

**Bogdănel DRĂGUȚ**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**10. Marketing strategies adopted by tourism entrepreneurs in the uplands**

**Daniela Simona NENCIU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Roxana Mihaela IONIȚĂ**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**Adriana TEODORESCU**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**11. Technology and modern retail**

**Camelia PAVEL**, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University

**12. Teaching ESP to Management students**

**Cristina MIHĂESCU**, The Faculty of Educational Sciences, Dimitrie Cantemir Christian University

**13. Marketing and sales analysis for one of the largest electronic product storages in Romania,**

**Stancu Ana-Maria Ramona**, Univ. Creștină "Dimitrie Cantemir", ana\_maria\_ramona@yahoo.com

**Adrian Sava**, PhD, Economic Informatics Doctoral School, Academy of Economic Studies, Bucharest, adrian.sava017@gmail.com