



UNIVERSITATEA CREȘTINĂ
„DIMITRIE CANTEMIR”

MTC

FACULTATEA DE MANAGEMENT
TURISTIC ȘI COMERCIAL



„DIMITRIE CANTEMIR”
CHRISTIAN UNIVERSITY

THE FACULTY OF
TOURISM AND COMMERCIAL
MANAGEMENT

in collaboration with

„DIMITRIE CANTEMIR” MULTIDISCIPLINARY SCIENTIFIC
RESEARCH INSTITUTE



ROMANIAN ASSOCIATION FOR CONSUMERS'
PROTECTION

THE RESEARCH CENTER “MANAGEMENT, BUSINESS
ADMINISTRATION AND MARKETING”

are organizing

THE INTERNATIONAL CONFERENCE
“Globalization and Competitiveness in
Knowledge-Based Economy”
- 7TH EDITION -

APRIL 10-12, 2017
BUCHAREST, ROMANIA

MEDIA PARTNERS



SCIENTIFIC COMMITTEE

Chairs:

Professor Momcilo Luburici, PhD, President and founder of UCDC

Professor Corina Adriana Dumitrescu, PhD, President of the UCDC Senate

Co- Chairs:

Professor Cristina Cristureanu, PhD, Rector of UCDC

Professor Georgeta Ilie, Vice-rector of UCDC

Professor Ramona Mihăilă, Vice-rector of UCDC

Senior Lecturer Marinella Turdean, PhD, Vice-rector of UCDC

Senior Lecturer Grațiela Ghic, PhD, Vice-rector of UCDC

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

Members:

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

Professor Viorica Ionascu, PhD, Vice-Director of “Dimitrie Cantemir” Multidisciplinary Scientific Research Institute

Professor Gheorghe Lepadatu, PhD, Director of “Dimitrie Cantemir” Multidisciplinary Scientific Research Institute

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

Senior Lecturer Oana Milea, PhD, Vice-dean of MTC

Professor Giulio Querini, PhD, "La Sapienza" University Rome, Italy

Professor Ion Pârțachi, PhD, Academy of Economic Studies, The Republic of Moldavia

Professor Borys Budka, PhD, Karol Adamiecki Economic University, Katowice, Poland

Senior Lecturer Cezar Militaru, PhD, UCDC, Bucharest

Senior Lecturer Costel Stanciu, APC, Bucharest

Senior Lecturer Andreea Baltaretu, PhD, MTC, UCDC, Bucharest

Senior Lecturer Viorelia Moldovan-Bătrânac, PhD, Vice-rector of ULIM, Republic of Moldavia

Senior Lecturer Emilia Gogu, PhD, ASE, Bucharest

Senior Lecturer, Jose M., Merigo, PhD, Lindahl, University of Barcelona, Spain

Senior Lecturer Herve Defalvard, PhD, Paris –Est Marne –la Vallee University, France

Senior Lecturer Andreas A. Assiotis, PhD, University of Cyprus

Senior Lecturer Daviva Jureviciene PhD, Mycolas Romeris University, Lithuania

Senior Lecturer, Arminia Cicală-Racu, PhD, Academy of Economic Studies, The Republic of Moldavia

Senior Lecturer Anca Cristea, PhD, UCDC, Bucharest

Senior Lecturer Camelia Pavel, PhD, UCDC, Bucharest

Senior Lecturer Sorinel Căpușneanu, PhD, UCDC, Bucharest

Senior Lecturer Stefan Daniel, PhD, UCDC, Bucharest

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

Senior Lecturer Drăguț Bogdănel, PhD

Mădălina Deaconu, Inria Research Center Nancy - Grand Est & Élie Cartan Institute of Lorraine

ORGANIZING COMMITTEE

Senior Lecturer Roxana-Liliana Ionescu, PhD

Senior Lecturer Nicoleta Buzatu, PhD

Senior Lecturer Jalbă Luminița, PhD

Lecturer Oana Duță, PhD

Lecturer Alexandru Burda, PhD

Lecturer Anca Costea-Dunarințiu, PhD

Lecturer Petronela-Sonia Nedea, PhD

Lecturer Bentoiu Claudia, PhD

Lecturer Adina Petruța Pavel, PhD

CONFERENCE PROGRAM

April 10, 2017

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

15,00 - 16,00 – University Campus Tour

Guides: Adina Pavel and Roxana Ionescu

April 11, 2017 - Conference room 85

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

10,30 - 11,00 - Official opening;

11,00 - 11,30 - Coffee break;

11,30 - 13,00 - Plenary session;

13,00 - 14,00 - Break;

14,00 - 15,30 - Section sessions;

15,30 - 16,00 - Coffee Break;

16,00 - 17,30 - Section sessions;

17,30 - 18,30 - Debates.

April 12, 2017

10,00 - 11,30 - Conference conclusions;

11,30 - 12,00 - Coffee break;

12,00- 13,30 - Bucharest tour;

April 11, 2017– Conference room 85

PLENARY PAPERS

- 1. The economic impact of "World Expo 2020 Dubai" investment project**
Georgeta ILIE, Faculty of International Business and Economics, "Dimitrie Cantemir" Christian University;
- 2. The correlation between university and high school graduates offer**
Emilia GOGU, The Bucharest University of Economic Studies;
- 3. Food distortion impact on consumer health**
Costel STANCIU, Nicolae Titulescu University, Bucharest, Romania;
- 4. Green Controlling - a tool for stimulate profitability**
Dan Ioan TOPOR, Universitatea 1 Decembrie 1918, Alba Iulia
Sorinel CĂPUȘNEANU, Faculty of of Finance, Banking Accounting, "Dimitrie Cantemir" Christian University
Lucian Vasile GABAN, Universitatea 1 Decembrie 1918, Alba Iulia
Dana Maria CONSTANTIN, University of Bucharest;
- 5. Tourists-between terrorism and trips**
Andreea BĂLTĂREȚU, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest;

- 6. Tolerance between ecclesiastical and economy,**
Gratiela GHIC, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest,
Claudia BENTOIU, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest,
Cristina ATHU, Faculty of International Business and Economics, "Dimitrie Cantemir" Christian University;
- 7. Perceptions of the sustainable development of the romanian tourism**
Petronela-Sonia NEDEA, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest,
Oana MILEA, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest,
Emilia PASCU, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest;
- 8. Research and innovation - key factors for enhancing the quality of HE**
Adina PAVEL, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University;
- 9. Changing the consumer's behavior- an important step towards a sustainable living**
Anca COSTEA-DUNĂRINȚU, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest;
- 10. Rumors in Marketing Communications**
Camelia PAVEL, Faculty of Tourism And Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest;

11. Problematic issues regarding insolvency law in the current context

Luminița JALBĂ, Faculty of Tourism And Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest,

Oana DUȚĂ, Faculty of Tourism And Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest;

12. Wage costs and their impact on the company profit

Roxana IONESCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest;

13. The importance of quality assessment, forming and analysis for obtaining and commercially distributing of food products

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

Secretary:

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

I. INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY

April 11, 2017 - Conference room 85

14,00 - 15,30 - Section sessions;

15,30 - 16,00 - Coffee Break;

16,00 - 17,30 - Section sessions;

17,30 - 18,30 – Debates.

Moderators:

- ✓ Senior Lecturer **Oana MILEA**, PhD, “Dimitrie Cantemir” Christian University, Bucharest
- ✓ Lecturer **Petronela Sonia NEDEA**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

Secretary:

Senior Lecturer **Roxana IONESCU**, 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, Bucharest,

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

Petronela-Sonia NEDEA, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest;

- 2. Regulatory actions on the credit rating market**
Oana Mihaela ORHEIAN, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University;
- 3. Romanian franchises. Romanian brands that have international names**
Oana MIONEL, Faculty of International Business and Economics, "Dimitrie Cantemir" Christian University
Ana-Maria DINU, Faculty of International Business and Economics, "Dimitrie Cantemir" Christian University
Irina NICOLAU, Faculty of International Business and Economics, "Dimitrie Cantemir" Christian University;
- 4. European energy policy for 2020**
Adina PAVEL, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University
Anca COSTEA-DUNĂRINȚU, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University;
- 5. The internalization risks for a services company**
Ana-Maria DINU, Faculty of International Business and Economics, "Dimitrie Cantemir" Christian University
Adriana ZANFIR, Faculty of International Business and Economics, "Dimitrie Cantemir" Christian University
Cezar MILITARU, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University;
- 6. Brexit and economic effects in the EU,**
Daniela PENU, Faculty of of Finance, Banking Accounting, "Dimitrie Cantemir" Christian University;

7. Competition developments of the EU banking market

Mirela Cătălina TÜRKEŞ, Faculty of Finance, Banking Accounting, "Dimitrie Cantemir" Christian University;

8. Assessing the Degree of Customer Satisfaction on the Quality of the Training Programs Offered by Diversity Training Company

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

Mihaela Constandache, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest.

II. BUSINESS DEVELOPMENT AND COMPETITIVENESS

April 11, 2017 - Conference room 39

14,00 - 15,30 - Section sessions;

15,30 - 16,00 - Coffee Break;

16,00 - 17,30 - Section sessions;

17,30 - 18,30 – Debates.

Moderators:

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

Secretary:

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

SECTION PAPERS

1. Cloud computing for romanian SMSs

Luminita PISTOL, Spiru Haret University, Bucharest, Romania

Rocsana TONIS (BUCEA-MANEA), Spiru Haret University, Bucharest, Romania

Radu TONIS (BUCEA-MANEA), Hyperion University, Bucharest, Romania;

2. Identify the training needs in quality management.

Case study of Romanian SME's

Mirela Cătălina TÜRKEŞ, Faculty of Finance, Banking Accounting, "Dimitrie Cantemir" Christian University

Sorinel CAPUŞNEANU, Faculty of Finance, Banking Accounting, "Dimitrie Cantemir" Christian University

Dan Ioan TOPOR, Universitatea 1 Decembrie 1918, Alba Iulia;

3. "Only in growth, reform and change, paradoxically enough, is true security to be found!"

Rocsana TONIS (BUCEA-MANEA), Spiru Haret University, Bucharest;

4. Issues concerning the quality of the banking systems

Roxana-Mihaela IONIȚĂ, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest,

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

Adriana TEODORESCU, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest;

5. Private pension scheme in Romania

Roxana IONESCU, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest;

6. Tax evasion in Romania

Daniela PENU, Faculty of Finance, Banking Accounting, "Dimitrie Cantemir" Christian University;

7. Business Development and Competitiveness

Roxana-Mihaela IONIȚĂ, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest,

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

Adriana TEODORESCU, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest;

8. The formative General Framework of Capitalist Structures in the Romanian Historical Space (1821 - 1878)

Ion Gr. IONESCU, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest;

9. The importance of Investments in Education. Case Study: Romania

Camelia MORARU, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest;

10. Big Data and Artificial Intelligence - strategic importance solutions for all future business

Claudiu Valentin NITU, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest;

11. Cultural aspects of educational processes. An analysis of the Romanian educational system

Luiza Negura, Technological Lyceum "Spiru Haret", Piatra Neamț

Irina NICOLAU, Faculty of International Business and Economics, "Dimitrie Cantemir" Christian University;

12. Ways of contracting, liquidation, authorization and payment of public expenditure

Grația GHIC, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest,

Carmen Judith GRIGORESCU, Faculty of Finance, Banking Accounting, "Dimitrie Cantemir" Christian University;

13. Practical aspects of conducting external returns within a public institution

Grația GHIC, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest,

Carmen Judith GRIGORESCU, Faculty of Finance, Banking Accounting, "Dimitrie Cantemir" Christian University.

III. TOURISM AND SUSTAINABLE DEVELOPMENT

April 11, 2017 - Conference room 93

14,00 - 15,30 - Section sessions;

15,30 - 16,00 - Coffee Break;

16,00 - 17,30 - Section sessions;

17,30 - 18,30 – Debates.

Moderators:

- ✓ Senior Lecturer **Adriana Anca CRISTEA**, PhD
“Dimitrie Cantemir” Christian University,
Bucharest
- ✓ Senior Lecturer **Luminița JALBĂ**, PhD,
“Dimitrie Cantemir” Christian University,
Bucharest

Secretary:

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

SECTION PAPERS

1. Romania's tourism competitiveness compared with major regional competitors

Andreea BĂLTĂREȚU, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest;

2. Developing and improvement strategies of the touristic offer adopted within hotel units

Roxana IONITA, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest;

3. The perception of inhabitants upon the economic development of the Călimănești - Căciulata Resort (the Vâlcea County, Romania) through the balneary tourism

Ana-Maria ROANGHEȘ-MUREANU, Faculty of Geography, University of Bucharest,

Elena BOGAN, Faculty of Geography, University of Bucharest,

Dana Maria (OPREA) CONSTANTIN, Faculty of Geography, University of Bucharest,

Gabriela DÎRLOMAN, „N. Kretzulescu” Commercial High School, Bucharest,

4. Human resources in the leisure tourism industry of Romania

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

Mihaela Simona APOSTOL, Faculty of Political Science, Dimitrie Cantemir Christian University, Bucharest,

Tatiana Corina DOSESCU, Faculty of Marketing, Dimitrie Cantemir Christian University, Bucharest;

5. Tourism and Sustainable Development

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

Roxana IONITA, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest,

Adriana TEODORESCU, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest;

6. The religious tourism – an opportunity of promoting and developing the tourism in the Vâlcea Subcarpathians

Elena BOGAN, Faculty of Geography, University of Bucharest,

Ana-Maria ROANGHEȘ-MUREANU, Faculty of Geography, University of Bucharest,

Dana Maria (Oprea) CONSTANTIN, Faculty of Geography, University of Bucharest,

Elena GRIGORE, Faculty of Geography, University of Bucharest,

Sebastian GABOR, Faculty of Geography, University of Bucharest,

Gabriela DÎRLOMAN, Professor PhD, „N. Kretzulescu” Commercial High School, Bucharest;

7. Perspectives of the sustainable development of tourism in the Giurgiu-Ruse area

Petronela-Sonia NEDEA, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest,

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

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

8. Leisure tourism development in Romania

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

Mihaela Simona APOSTOL, Faculty of Political Science, Dimitrie Cantemir Christian University, Bucharest,

Tatiana Corina DOSESCU, Faculty of Marketing, Dimitrie Cantemir Christian University, Bucharest;

9. The role of festivals in developing and promoting the urban tourism in the Bucharest Municipality

Elena BOGAN, Faculty of Geography, University of Bucharest,

Dana Maria (Oprea) CONSTANTIN, Faculty of Geography, University of Bucharest,

Ana-Maria ROANGHEȘ-MUREANU, Faculty of Geography, University of Bucharest,

Elena GRIGORE, Faculty of Geography, University of Bucharest,

Gabriela DÎRLOMAN, „N. Kretzulescu” Commercial High School, Bucharest;

10. Marketing strategies adopted by tourism entrepreneurs in the uplands

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

Roxana IONITA, Faculty of Tourism and Commercial Management Constanta, Christian University Dimitrie Cantemir Bucharest

Adriana TEODORESCU, Faculty of Tourism and Commercial Management Constanta, Christian University Dimitrie Cantemir Bucharest;

11. The Analysis of Tourist Flow Manifested on Romanian Spa Areas during 2008-2016

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

Mihaela Constandache, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest;

12. Geographic scale and it's role in international promoting of Romanian tourism

Viorel MIONEL, Faculty of Business and Tourism, The Bucharest University of Economic Studies.

13. Researches concerning the situation of shipwrecks on the Romanian sector of Danube River

Mircea ANDRAȘIU, SC Romtest Electronic SRL,
Bucharest

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

IV. MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY

April 11, 2017 - Conference room 115

14,00 - 15,30 - Section sessions;

15,30 - 16,00 - Coffee Break;

16,00 - 17,00 - Section sessions;

17,30 - 18,30 – Debates.

Moderators:

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

Secretary:

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

SECTION PAPERS

1. Entrepreneurial culture in rural areas

Daniel ȘTEFAN, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest;

2. Problematic issues regarding financial control and accounting in Romania

Luminița JALBĂ, Faculty of Tourism And Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest,

Oana DUȚĂ, Faculty of Tourism And Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest;

3. Adaptability and Self-organization of Business Organization

Roxana Arabela DUMITRAȘCU, Faculty of of Finance, Banking Accounting, "Dimitrie Cantemir" Christian University

Vadim DUMITRAȘCU, Faculty of of Finance, Banking Accounting, "Dimitrie Cantemir" Christian University;

4. SQL services security

Nicoleta Magdalena IACOB, Faculty of „Engineering, Computer Science and Geography”, „Spiru Haret” University Bucharest,

Costinela Luminita DEFTA, Faculty of „Engineering, Computer Science and Geography”, „Spiru Haret” University Bucharest;

Mirela Liliana MOISE, PhD 195 Secondary School, Bucharest;

5. Qualitative research versus quantitative researches

Bogdănel DRĂGUȚ, Faculty of Tourism And Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest;

6. Human resource, expense or investment?

Daniel ȘTEFAN, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest;

7. Online marketing. A ground to exploit and grow the accessing of european funds

Anamaria – Cătălina RADU, Faculty of Marketing, Bucharest University of Economic Studies,

Alexandra PRICOP, Faculty of Marketing, Bucharest University of Economic Studies,

Raluca Florentina TITA, Faculty of Marketing, Bucharest University of Economic Studies;

- 8. Advertising and Manipulation in contemporary society: similarities and differences**
Camelia PAVEL, Faculty of Tourism And Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest;
- 9. Renewable character of human resources**
Daniel ȘTEFAN, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest;
- 10. IT&C Technologies. An overview over the usefulness in the healthcare system**
Ivona STOICA, Faculty of Marketing, “Dimitrie Cantemir” Christian University, Bucharest,
Andra-Victoria RADU, “Carol Davila” University of Medicine and Pharmacy, Bucharest;
- 11. Research of Fractal Phenomena in Economy**
Roxana Arabela DUMITRAȘCU, Faculty of Finance, Banking Accounting, ”Dimitrie Cantemir” Christian University
Vadim DUMITRAȘCU, Faculty of Finance, Banking Accounting, ”Dimitrie Cantemir” Christian University
Marinella Sabina TURDEAN, Faculty of Finance, Banking Accounting, ”Dimitrie Cantemir” Christian University;
- 12. New trends in marketing services using mobile apps**
Emilia PASCU, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest,
Oana MILEA, Faculty of Tourism and Commercial Management, Dimitrie Cantemir Christian University, Bucharest;
Ivona STOICA, Faculty of Marketing, Dimitrie Cantemir Christian University, Bucharest;

- 13. Decision-making Process and Market Segmentation. Case study**
Pompiliu GOLEA, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest;
Adriana TEODORESCU, Faculty of Tourism and Commercial Management Constanta, Dimitrie Cantemir Christian University, Bucharest;
- 14. Observation - way of assessing the quality of service activity**
Bogdănel DRĂGUȚ, Faculty of Tourism And Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest;
- 15. Current approaches in teaching Business English**
Cristina Mihăescu, Faculty of Tourism And Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest;
- 16. Methods to improve the performance of administration systems**
Costinela Luminita DEFTA, Faculty of „Engineering, Computer Science and Geography”, „Spiru Haret” University Bucharest;
Nicoleta Magdalena IACOB, Faculty of „Engineering, Computer Science and Geography”, „Spiru Haret” University Bucharest;
- 17. Inbound and outbound marketing in the pharmacy field**
Ivona STOICA, Faculty of Marketing, “Dimitrie Cantemir” Christian University, Bucharest,
Andra-Victoria RADU, “Carol Davila” University of Medicine and Pharmacy, Bucharest,
Diana Mariana DINU, Performance Marketing Professional, Corporate Environment, Bucharest;

18. Intrusion detection systems in Ad-hoc mobile networks

Costinela Luminita DEFTA, Faculty of „Engineering, Computer Science and Geography”, „Spiru Haret” University Bucharest;

Nicoleta Magdalena IACOB, Faculty of „Engineering, Computer Science and Geography”, „Spiru Haret” University Bucharest;

19. The online survey. Advantages of online platforms for academic environment

Bogdănel DRĂGUȚ, Faculty of Tourism And Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest;

20. Opportunity investment in human capital

Daniel ȘTEFAN, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest.