



ALEXANDRU IOAN CUZA UNIVERSITY OF IASI

FACULTY OF ECONOMICS AND BUSINESS
ADMINISTRATION



Globalization and Higher Education in Economics and Business Administration

GEBA 2009

DETAILED PROGRAMME

October 22-24, 2009
Iași, România

CONFERENCE VENUE

*Alexandru Ioan Cuza University of Iasi,
Faculty of Economics and Business Administration*

*Lăpuşneanu Street no.14, Iaşi, Romania
4th and 5th Floors*

DETAILED PROGRAMME

OCTOBER 22, Thursday

8³⁰-10⁰⁰ Registration
10⁰⁰-12³⁰ Plenary session - Conference Opening – Room 502

Professor Dinu AIRINEI, Dean of the Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iasi – Opening Address

Professor Vasile IȘAN, Rector of the Alexandru Ioan Cuza University of Iasi, Welcome Speech

Professor Bernard COLASSE, University of Paris-Dauphine, France

L'enseignement de la gestion face à la crise

Professor Ravinder RENA, School of Business and Management Polytechnic of Namibia, Namibia's University of Science and Technology

Emerging Trends of Higher Education in Developing Countries

13⁰⁰ Lunch –Akademos Hotel

15⁰⁰-16³⁰ Parallel sessions

Room 402, 4th floor

Section 2: The Economic Crisis in the Context of Globalization

Chair: Professor Ion POHOAȚĂ, Alexandru Ioan Cuza University of Iași

Economic Crisis and the Freedom of Movement in the EU

Nicoleta ȘÎRGHI
Ioana VĂDĂȘAN

Trade And Business Cycle Synchronization

Ion IGNAT
Mihaela IFRIM

The Economic Crisis Element of Economic Cycle. Study Case: Electoral Cycles in Romania

Flavius ROVINARU
Mihaela ROVINARU

The International Financial Crisis and its Impact on the Romanian Economy

Ancuta POPA

Crisis Inversion Strategies – Theory or Reality in Romania of 2009?

Ruxandra CIULU

Room 407, 4th floor

Section 3: Statistical Evaluation of the Economic Crisis Outcomes

Chair: Professor Liviu BEGU, Academy of Economic Studies of Bucharest

Statistical Methods of Estimating Loss Reserves in General Insurance

Ion PĂRȚACHI
Oleg VEREJAN
Marcel BRADU
Victoria VEREJAN

Using Survival Analysis in Economics

Daniela DĂNĂCICĂ
Ana-Gabriela BABUCEA
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<i>Current Economic Crisis and Its Influence on Romania</i>	Liviu-Stelian BEGU Alexandra IROD
<i>The Impact of Economic Fluctuations upon Romanian Unemployment Rate</i>	Ciprian CHIRILĂ Viorica CHIRILĂ Ciprian TURTUREAN Carmen PINTILESCU
<i>Population in Romania within the United Europe</i>	Dănuț JEMNA Carmen PINTILESCU Ciprian TURTUREAN

Room 502, 5th floor

Section 6: Impact of Globalization on Finance and Banking

Chair: Associate Professor Alexandru MINEA, University of Auvergne, Clermont-Ferrand, France

<i>A Cross-Industry Analysis of Investors' Reaction to Unexpected Market Surprises: Evidence from NASDAQ Sector-Indices</i>	Peter J. BUSH Seyed M. MEHDIAN Mark J. PERRY
<i>Determinants of Foreign Direct Investment in CEECs: The Role of Financial Stability</i>	Claudiu ALBULESCU Lucian BRICIU Sorina Ioana COROIU
<i>Particularities Regarding the Control of the Transfer Prices from Romania</i>	Loredana CIURLAU
<i>The Impact of Financial Crisis on Romanian Local Public Finances</i>	Elena RUSU-CHELARU
<i>The Flat Tax: Cause or Effect of the Globalization</i>	Laura Liana SCHIAU
<i>Value At Risk – Measure of Global Exposure and its Valences for Banking Risks</i>	Ioan TRENCA Balint NAGY

Room 417, 4th floor

Section 7: Impact of Current Crisis on Financial and Accounting Reporting

Chair: Lecturer Carmen HUIAN, Alexandru Ioan Cuza University of Iași

<i>Dynamics of the Fair Value in Accounting</i>	Mihai RISTEA Ionel JIANU
<i>Cost Accounting and Company Management in Global Settings</i>	Radmila JABLAN STEFANOVIC
<i>Comprehensive Income – Past, Present And Future</i>	Mihaela DUMITRANA Iulia JIANU Gabriel JINGA
<i>Emerging Environmental Issues in Financial Accounting Systems and the Impact on Financial Analysis</i>	Oana MIHAI Fiorentina MOISESCU Cosmin MIHAI
<i>International Standards between Globalization and Localism</i>	Laura CREȚU

GEBA 2009

DETAILED PROGRAMME

16³⁰ Coffee break

16⁴⁵-18¹⁵ Parallel sessions

Room 402, 4th floor

Section 1: Globalization of Higher Education: Imperatives, Challenges and Emerging Opportunities

Chair: Professor Ravinder RENA, School of Business and Management Polytechnic of Namibia, Namibia's University of Science and Technology

<i>Economic Mentalities – Cause or Effect for Today's Values in Romanian Business Higher Education? A Historical Perspective</i>	Maria MUREȘAN Mariana NICOLAE
<i>Globalization of Romanian Higher Education: Challenges and Opportunities</i>	Luminița STRĂJERI
<i>Considerations on Economic Higher Education Effects in Cluj-Napoca in Globalization Context</i>	Maria POPESCU
<i>The Value of Education in Contemporary Economics and Economy</i>	Elena NICOLAE Irina ZGREABĂN
<i>Higher Education in Papua New Guinea – Imperatives, Challenges and Emerging Opportunities in the Context of Globalization</i>	Ravinder RENA
<i>Education Market and Cultural Identity: The Effects of Globalization on Higher Education</i>	Marici GRAMACHO SAKATA Maria A BACCEGA Sandra R PINTO ALVES Edson Luiz RICCIO

Room 407, 4th floor

Section 3: Statistical Evaluation of the Economic Crisis Outcomes

Chair: Professor Liviu BEGU, Academy of Economic Studies of Bucharest

<i>Numerical Parallel Algorithms for Large Scale Macro Econometric Models</i>	Bogdan OANCEA Tudorel ANDREI Stelian STANCU Andreea Iluzia IACOB
<i>Logistic Regression in the Analysis of (Re) Employment Probability</i>	Daniela DANACICA
<i>Statistical Survey Concerning the Motivation of Survey Operators</i>	Alina MOROSANU
<i>Aspects Regarding the Identification of a Profile of the Foreign Investor in Moldavia and Romania</i>	Luminita BURLACU-NAZARE
<i>Self Financing and the Problems of Assuring Financial Balance in a Company</i>	Victoria VEREJAN

DETAILED PROGRAMME

Room 502, 5th floor

Section 6: Impact of Globalization on Finance and Banking

Chair: Professor Ioan TRENCA, Babes-Bolyai University of Cluj-Napoca

New Trends Concerning Operational Risk in E-Banking

Ioan TRENCA
Hadrian SILIVESTRU
Dragos PAUN

The Solutions Given by The National Bank of Romania to the International Financial Crisis and their Effect

Horia Mircea BOTOS

Comparative Study on the Evolution of the Banking Activity in the Romanian Banking System in the Period Preliminary to the Financial Crisis in 2009

Mariana VLAD
Mihaela TULVINSCHI
Irina CHIRITA

Corporate Governance in Banking Activities

Andra NICHITEAN
Mircea ASANDULUI

Comparative Analysis of the Efficiency of Romanian Banks

Alin ANDRIES

Room 417, 4th floor

Section 7: Impact of Current Crisis on Financial and Accounting Reporting

Chair: Professor Neculai TABĂRĂ, Alexandru Ioan Cuza University of Iași

The Impact of the Economic Crisis on Environmental Costs

Leontina BETIANU
Sorin BRICIU

The Costs Strategic Management through Target Costing, a Modern Instrument of Management Control

Elena DRAGOMIRESCU
Daniela SOLOMON

The Role of Internal Assignment Prices in the Evaluation of the Transactions between Profit Centers

Dorina BUDUGAN
Iuliana GEORGESCU

Impact of Current Financial Crisis on Disclosures on Financial Instruments

Carmen HUIAN

The Globalization Impact upon the Financial Performance Reporting. The Net income versus the Comprehensive Income

Daniela SOLOMON
Elena DRAGOMIRESCU

Economic crisis and Romanian accounting position in the new economic context

Ciprian APOSTOL

18¹⁵

Coffee break

DETAILED PROGRAMME

18³⁰- 20⁰⁰ Parallel sessions

Room 402, 4th floor

Section 1: Globalization of Higher Education: Imperatives, Challenges and Emerging Opportunities

Chair: Lecturer Olesia LUPU, Alexandru Ioan Cuza University of Iași

<i>Competitiveness in the Context of Globalization; the Role of Education in Promoting Successful Strategies</i>	Magdalena PLATIS Cristina Raluca POPESCU
<i>The Globalization – New Economy Interaction – Opportunities on the Economic, Financial – Accounting and Informatics Plan</i>	Gheorghe POPESCU Veronica POPESCU Cristina POPESCU
<i>Issues Regarding the Development of Higher Education According to its Adaptation to the Changes Determined by Globalization</i>	Adrian MACRIS Maria MACRIS

Room 502, 5th floor

Section 6: Impact of Globalization on Finance and Banking

Chair: Professor Mihaela ONOFREI, Alexandru Ioan Cuza University of Iași

<i>The Implications of the Global Crisis on the Financial Performances of the Romanian Banking System</i>	Ioan NISTOR Mirela PINTEA Maria ULICI
<i>Capital Adequacy and Risk Management – Premises for Strengthening Financial System Stability</i>	Cristina BUNEA-BONTAS Marinela LAZARICA Mihaela Cosmina PETRE
<i>Venture Capital Funds Financing to the Innovative SMEs</i>	Mihaela Cosmina PETRE Cristina BUNEA-BONTAS Marinela LAZARICA
<i>Factors that Influence the Financing Decision of the Firms on Markets in the European Union</i>	Valentina IGNATESCU
<i>The Dividend Policy: a Possible Way to Regain Trust</i>	Diana-Ramona SANDU
<i>Globalization and Crisis, Current Trends in the Insurance Marketing</i>	Ioan NISTOR Georgiana BORZA Anca NAN

Room 417, 4th floor

Section 7: Impact of Current Crisis on Financial and Accounting Reporting

Chair: Associate Professor Constantin TOMA, Alexandru Ioan Cuza University of Iași

<i>The Acceptance of Heritage Assets Accounting</i>	Neculai TABARA Daniel BABA
<i>Statistical Instruments Used in the Audit Process</i>	Atanasiu POP Claudia URDARI

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<i>The Accounting Scientifically Research: Which Way?</i>	Cristina Silvia NISTOR Lucia SUCALA Andreea CIRSTEA
<i>Pollution, Environmental Liabilities and Externalities Accounting in Europe</i>	Neculai TABARA Florian Marcel NUTA
<i>Fighting the Enemy of Fair View Principle – Getting to Know Creative Accounting</i>	Rucsandra MOLDOVAN Sorin ACHIM Cristina BOTA-AVRAM
<i>Accounting Conservatism, Accounting Measurement and Financial Crisis</i>	Costel ISTRATE

20⁰⁰- 20⁰⁰ Reception – 5th floor

DETAILED PROGRAMME

OCTOBER 23, Friday

9⁰⁰-10³⁰ Parallel sessions

Room 402, 4th floor

Section 2: The Economic Crisis in the Context of Globalization

Chair: Associate Professor Gabriel MURSA, Alexandru Ioan Cuza University of Iași

The Economic Crisis – A Glimpse over the Time

Mihaela ROVINARU
Flavius ROVINARU

The Market's Globalization and the Emergence of the Low-Cost Airlines. The Case of the European Operators

Laura DIACONU

Trade and Business Cycles Synchronization

Mihaela IFRIM
Ion IGNAT

Economic Growth and the European Model

Nicoleta SIRGHI

The Minsky's Theory and the Present Economic Crisis

Laura FLORESCU-GHERGHEL

Globalization, Migration, Mobility and Human Rights: Romanian Perspectives under the Influence of the Global Crises

Laura CISMAS
Florentina MUTIU
Andreea ASPRONIU

Globalization and Poverty. The Situation in Romania between Expectations and Crises

Laura CISMAS
Florentina MUTIU
Andreea ASPRONIU

Globalization and Migration Flows. Some Effects of Immigration on Spanish Labour Market in the Last Decade

Jose Luis MARTIN NAVARRO
Maria Luisa PALMA MARTOS

Quality of Life in Knowledge Society

Madhukar ANGUR
Yener KANDOGAN

Room 407, 4th floor

Section 5: Globalization and Business Information Systems

Chair: Professor Marin FOTACHE, Alexandru Ioan Cuza University of Iași

Globalization & Business Intelligence - Reloaded

Dinu AIRINEI
Daniel HOMOCIANU

Mobile Government: An Emerging Direction

Mircea GEORGESCU

Using Intelligent Technologies for Improving Decisional Processes

Adrian LUPASC
Ioan ANDONE
Ioana LUPASC
Cristina Gabriela ZAMFIR

Impact of Globalization on Individuals, Firms and Business Information Systems – the Perspective of the Economic Crisis

Veronica POPESCU
Gheorghe POPESCU

Patterns in query reformulation in online searching behavior

Sinziana SPIRIDON

GEBA 2009

DETAILED PROGRAMME

Room 502, 5th floor

Section 6: Impact of Globalization on Finance and Banking

Chair: Professor Giovanni VERGA, University of Parma

Designing and Implementing ICAAP Process

Victoria STANCIU
Eden ALI

Budgetary Policies of Eurozone States

Diana SABAU-POPA
Sorina IOANA COROIU

The Financial Crisis and the Forecast of Bankruptcy Risk of Firms Listed on BSE

Dan LUPU

The Challenges in the Integration of the European Retail Banking System in the Context of EU Enlargement

Bogdan ILUT

Knowledge-Management in Banking Institutions

Lacramioara RADOMIR
Andrei Mircea SCRIDON

Room 417, 4th floor

Section 8: Globalization and Sustainable Development - Challenges and Trends in Organizational Management, Higher Education Marketing, Services and Business Communication

Chair: Professor Bogdan BĂCANU, Transilvania University of Brasov

Secrets of the South-Korean Economic Miracle

Ioan CIOBANU
Ruxandra CIULU

Motivation of Romanian Employees Working in Administration of Public Universities

Maria TATARUSANU
Angelica-Nicoleta ONEA

The Use of Corporate Social Responsibility Rhetoric in Annual Reports: An Analysis of CEO Statements

Olesia LUPU
Elena COJOCARU

The Legal Status of Merchant – Natural Person Regulated by O.U.G Nr.44/2008

Silvia Lucia CRISTEA

The Management of Small Business Joint Ventures in the E-Globalization Age

Constantin SASU

Planning and Management Tool Non-Profit Organizations

Asuncion GRAVALOS
GASTAMINZA
Rocio HERNANDEZ GARRIDO

10³⁰

Coffee Break

DETAILED PROGRAMME

11⁰⁰-13⁰⁰ Parallel sessions

Room 402, 4th floor

Section 4: Public Spending Policies in Education, Health and Social Sectors

Chair Professor Daniela VÎRJAN, Academy of Economic Studies of Bucharest

<i>A Comparative Analysis of Research – Development and Innovation Activities in Romania</i>	Laura ASANDULUI Livia BACIU
<i>The Social European Model: A Challenge for Romania</i>	Sinziana BALTATESCU
<i>The Problems of the Single-Parent Families at an European Level</i>	Daniela VÎRJAN
<i>Educating and Training the Personnel - Element of Differentiation in an Organization</i>	Corina MATEI - GHERMAN
<i>Efficiently Funding the Romanian Higher Education – Facts and Perspective</i>	Mariana IATAGAN

Room 407, 4th floor

Section 5: Globalization and Business Information Systems

Chair: Professor Marin FOTACHE, Alexandru Ioan Cuza University of Iași

<i>Advantages of Semantic Web Technologies in the Knowledge Based Society</i>	Simona Elena VARLAN
<i>Obtaining Generalized Garman Equation</i>	Tiberiu SOCACIU

Room 502, 5th floor

Section 6: Impact of Globalization on Finance and Banking

Chair: Professor Seyed MEHDIAN, The University of Michigan-Flint, USA

<i>ECB Monetary Policy during the Financial Crisis</i>	Giovanni VERGA Rosa CARLOS
<i>The Impact of EU Integration on the Risk-Return Trade-Off of European Diversified Portfolios</i>	Alexandra HOROBET Sorin DUMITRESCU Dan DUMITRESCU Iulia TINTEA
<i>A Green Rule for Public Finance</i>	Alexandru MINEA Patrick VILLIEU
<i>Leverage and Spatial Effects: Evidence from Spain</i>	Maria MATE-SANCHEZ-VAL Gines HERNANDEZ-CANOVAS Antonio MINGUEZ-VERA Javier SANCHEZ-VIDAL

DETAILED PROGRAMME

The Hedge Funds - Threat of a Financial Innovation in the context of Globalization. The Need to Regulate World's Hedge Funds Activities

Manuela CRETU
Mirela POPA

Using the Management of Account Receivables to Increase the Company Value

Marius DINCA
Gheorghita DINCA

Room 417, 4th floor

Section 8: Globalization and Sustainable Development- Challenges and Trends in Organizational Management, Higher Education Marketing, Services and Business Communication

Chair: Professor Adriana PRODAN, Alexandru Ioan Cuza University of Iași

Formation of Management Knowledge in Tourism: The Romanian Case

Bogdan BĂCANU

Human Resource Provision in Romanian Tourism Companies in a Globalized World

Maria TĂTĂRUȘANU

International Dimensions on the Management of the Human Resources

Daniela CHELU-PINTILIE

Money like Motivational Factor

Sebastian URIESI

The Investment in the Human Capital – Necessity of Sustainable Development of Human Resources from Romania

Camelia ILIES

13⁰⁰

Lunch - Gaudeamus Hotel

DETAILED PROGRAMME

15⁰⁰-16³⁰ Parallel sessions

Room 502, 5th floor

Section 2: The Economic Crisis in the Context of Globalization

Chair: Professor Luis PALMA MARTOS, University of Seville, Spain

The Defense of Values and the European Social Model Face to the Globalization Challenge

Luis PALMA MARTOS

Network Effects and Infrastructure Productivity in Developing Countries

Bertrand CANDELONY
Gilbert COLLETAZZAND
Christophe HURLIN

Trade exchange of Kosovo with Balkan's region countries

Myrvete BADIVUKU-PANTINA
Muje GJONBALAJ

The Serbian Regulatory Reform and Governance

Ljubinka JOKSIMOVIC

The Country Risk between Markets' Liberalization and Globalization

Flavius ROVINARU
Liviu DECEANU

Room 402, 4th floor

Section 4: Public Spending Policies in Education, Health and Social Sectors

Chair: Associate Lecturer Andreea IACOBUȚĂ, Alexandru Ioan Cuza University of Iași

Medical Migration and its Impact on the Romanian Health Care System

Andreea IACOBUTA
Livia BACIU

The Effects of Globalization on Inflation and the Domestic Monetary Policy

Iuliana-Marina CINDEA
Liviu George MAHA
Elena RALEA

A Theoretical Approach on Education

Iolanda VODA
Carmen FILICHE

Financing Higher Education Trends - Public and Private Spending in Romania

Roxana-Elena TOPA

The New Economy in the Context of the Knowledge Based Society: Limits and Perspectives

Moga TEODOR
Andrada PANDELEA
Nicoleta VASILCOVSCHI

DETAILED PROGRAMME

Room 407, 4th floor

Section 6: Impact of Globalization on Finance and Banking

Chair: Professor Ovidiu STOICA, Alexandru Ioan Cuza University of Iași

<i>Where is heading the Romanian corporate bond market? A national and international approach</i>	Carmen CORDUNEANU Laura MILOS
<i>Future of European Capital Markets Integration.</i>	Ovidiu STOICA
<i>Romanian banking system facing the international financial crisis</i>	Bogdan CAPRARU Pochea MIRUNA Mosoni ANCA Morar ANAMARIA
<i>Financial crisis - challenges in stress testing the banking system</i>	
<i>Enterprise Evaluation with the Help of Cash Flows</i>	Dumitru BUCATARU
<i>The Role and the Impact of the Corporate Governance in Organizations</i>	Tatiana DANESCU Raluca SANDRU Paula NISTOR

Room 417, 4th floor

Section 8: Globalization and Sustainable Development- Challenges and Trends in Organizational Management, Higher Education Marketing, Services and Business Communication

Chair: Professor Constantin SASU, Alexandru Ioan Cuza University of Iași

<i>Aspects Concerning Globalization, Environment and Sustainable Development</i>	Flavia OLTEAN
<i>Orientation to Customer -The New Paradigm of Quality Management Services</i>	Cecilia Irina RABONTU Alexandru NEDELEA Amalia TODORUS
<i>Contribution of Agricultural Human Resources to Achieve the Sustainable Development</i>	Mioara BORZA
<i>Business Intelligence - Fundamental Discipline versus Industrial Espionage. Mutations Occurred in Romanian Post Integration Strategic Management</i>	Claudia NICOLAU
<i>Promotional Strategies used within Education and Aligned with European Standards</i>	Doina MOSNEGUTU GURITA
<i>Developing Intercultural Awareness: British Literature in Romanian Periodicals</i>	Tamara LACATUSU
<i>Marketing Academic Research - Musings on University Criteria of Evaluation and Perceived Managerial Relevance</i>	Adriana ZAIT
<i>A Critical Review of Sustainable Development in the Context Of Globalization</i>	Mirela MERSINI Ada KERTUSHA

DETAILED PROGRAMME

16³⁰ Coffee break

16⁴⁵-18¹⁵ Parallel sessions

Room 402, 4th floor

Section 4: Public Spending Policies in Education, Health and Social Sectors

Chair: Associate Professor Livia BACIU, Alexandru Ioan Cuza University of Iași

<i>Some Aspects on Risk Adjustment in Competitive Healthcare Plan Markets</i>	Bogdan BACANU Radu LIXANDROIU
<i>Globalization and Poverty</i>	Iuliana-Marina CINDEA Liviu George MAHA Elena RALEA
<i>The Connection Between the Needs for Professional Development and the Themes Approached in The Programs of Development in Educational Services</i>	Claudia NICOLAU
<i>Inequality of Cameroonian Households: An Analysis Based on the Shapley Value</i>	Miamo WENDJI CLOVIS Celestin CHAMENI NEMBUA

19³⁰ Gala Dinner, Panoramic Restaurant

DETAILED PROGRAMME

OCTOBER 24, Saturday

8⁰⁰-22⁰⁰ One-day trip around Iasi. Departure: ground floor of the University building, 14, Lapusneanu Street, Iasi.