



ALEXANDRU IOAN CUZA UNIVERSITY OF IAȘI
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION



VIIIth International Conference

**Globalization and Higher
Education in Economics and
Business Administration**

GEBA 2015

PROGRAMME

October 22-24, 2015

Iași, România

PROGRAMME COMMITTEE

Professor Dinu AIRINEI, Alexandru Ioan Cuza University of Iași
Professor Vasile COCRIȘ, Alexandru Ioan Cuza University of Iași
Professor Christian CORMIER, Université de Poitiers, France
Professor Marin FOTACHE, Alexandru Ioan Cuza University of Iași
Professor Iuliana GEORGESCU, Alexandru Ioan Cuza University of Iași
Professor Mircea GEORGESCU, Alexandru Ioan Cuza University of Iași
Professor Bogdan GHILIC-MICU, Academy of Economic Studies, Bucharest
Professor Vasile IȘAN, Alexandru Ioan Cuza University of Iași
Professor Seyed MEHDIAN, University of Michigan-Flint, U.S.A.
Professor Gabriela MEȘNIȚĂ, Alexandru Ioan Cuza University of Iași
Professor Dumitru MIRON, Academy of Economic Studies, Bucharest
Professor Alexandru MINEA, Université d'Auvergne, France
Professor Mihai MUTAȘCU, West University of Timișoara
Professor Pavel NĂSTASE, Academy of Economic Studies, Bucharest
Professor Mihaela ONOFREI, Alexandru Ioan Cuza University of Iași
Professor Dumitru OPREA, Alexandru Ioan Cuza University of Iași
Professor Luis PALMA MARTOS, University of Seville, Spain
Professor Carmen PINTILESCU, Alexandru Ioan Cuza University of Iași
Professor Marilen PIRTEA, West University of Timișoara
Professor Ion POHOAȚĂ, Alexandru Ioan Cuza University of Iași
Professor Adriana PRODAN, Alexandru Ioan Cuza University of Iași
Professor Rena RAVINDER, Polytechnic of Namibia, Namibia
Professor Constantin SASU, Alexandru Ioan Cuza University of Iași
Professor Victoria SEITZ, California State University, United States of America
Professor Ovidiu STOICA, Alexandru Ioan Cuza University of Iași
Professor Dragoș VIERU, University of Quebec, Canada
Professor Giovanni VERGA, Università degli Studi di Parma, Italy
Professor Adriana ZAIȚ, Alexandru Ioan Cuza University of Iași
Professor Dumitru ZAIȚ, Alexandru Ioan Cuza University of Iași
Associate Professor Alina Maria DULIPOVICI, HEC Montreal, Canada
Associate Professor Costel ISTRATE, Alexandru Ioan Cuza University of Iași

ORGANIZING COMMITTEE

Professor Dinu AIRINEI – President of the Organizing Committee
Professor Vasile COCRIȘ
Professor Livia BACIU
Professor Florin DUMITRIU
Professor Mircea GEORGESCU
Professor Mihaela ONOFREI
Professor Carmen PINTILESCU
Professor Ion POHOAȚĂ
Professor Ada PRODAN
Professor Teodora ROMAN
Professor Constantin SASU
Professor Ovidiu STOICA
Associate Professor Bogdan CĂPRARU
Associate Professor Andreea IACOBUȚĂ
Associate Professor Costel ISTRATE
Associate Professor Cristian POPESCU
Associate Professor Mihaela TOFAN
Associate Professor Daniela VIORICĂ
Lecturer Alin Marius ANDRIEȘ
Assistant Professor Mircea ASANDULUI
Assistant Professor Dan LUPU

CONFERENCE LOCATION

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

*Lăpușneanu Street no.14, Iași, Romania
4th and 5th Floors*

CONFERENCE SECTIONS

Section 1: Higher Education: Trends, Challenges and Emerging Opportunities

*Chairmans: Professor Livia BACIU
Associate Professor Cristian POPESCU*

Section 2: Social, Economic and Political Dimensions of the Global Crisis: Implications for European Union

*Chairman: Associate Professor Claudiu MURSA
Assistant Professor Mircea ASANDULUI*

Section 3: Cycles, Crises and Global Economy

*Chairmans: Professor Ion POHOAȚĂ
Professor Alexandru MINEA*

Section 4: Quantitative Analysis under Global Challenges

Chairman: Professor Ion PĂRȚACHI

Section 5: Globalization and Business Information Systems

*Chairmans: Professor Marin FOTACHE
Professor Mircea GEORGESCU*

Section 6: Impact of Globalization on Finance and Banking

*Chairmans: Professor Patrick VILLIEU
Associate Professor Angela ROMAN
Associate Professor Mihaela TOFAN*

Section 7: Global Context of Financial and Accounting Reporting

*Chairmans: Professor Iuliana GEORGESCU
Associate Professor Costel ISTRATE*

Section 8: Marketing within the Triad: University - Business Environment – Society

Chairman: Professor Constantin SASU

Section 9: Globalization and Sustainable Development - Challenges and Trends in Organizational Management, Services and Business Communication

*Chairmans: Professor Dumitru ZAIȚ
Associate Professor Ruxandra CIULU
Lecturer Mioara BORZA*

Section 9: Citizen-Oriented Best Practices in Public Administration

Chairman: Professor Mihaela ONOFREI

PROGRAMME

OCTOBER 22, Thursday

8 ³⁰ -9 ³⁰	Registration
9 ³⁰ -10 ³⁰	Plenary Session - Conference Opening
10 ³⁰ -11 ⁰⁰	Coffee Break
11 ⁰⁰ -12 ³⁰	Parallel Sessions
12 ³⁰ -14 ⁰⁰	Lunch – <i>Hotel Akademos</i>
14 ⁰⁰ -15 ³⁰	Parallel Sessions
15 ³⁰ -16 ⁰⁰	Coffee Break
16 ⁰⁰ -17 ³⁰	Parallel Sessions
19 ⁰⁰	Gala Dinner – <i>Rossini, Palas Congress Hall</i>

OCTOBER 23, Friday

9 ⁰⁰ -10 ³⁰	Parallel Sessions
10 ³⁰ -11 ⁰⁰	Coffee Break
11 ⁰⁰ -12 ⁰⁰	Parallel Sessions
13 ⁰⁰ -14 ³⁰	Lunch - <i>Hotel Akademos</i>
14 ³⁰ -15 ³⁰	Special Sessions
15 ³⁰	Departure for Social Programme

OCTOBER 24, Saturday

18 ⁰⁰	Return from Social Programme
------------------	------------------------------

DETAILED PROGRAMME

OCTOBER 22, Thursday

8³⁰-9³⁰ Registration

9³⁰-10³⁰ Plenary Session - Conference Opening
Room 502

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

Professor Vasile IȘAN, Rector of the Alexandru Ioan Cuza
University of Iași
Welcoming Address

Professor Adriana ZAIȚ, Alexandru Ioan Cuza University of Iași
*Conceptualization and operationalisation of specific
variables in exploratory researches – an example for
business negotiation*

10³⁰-11⁰⁰ Coffee Break (5th floor)

11⁰⁰-12³⁰ Parallel Sessions

Room 402, 4th floor

**Section: Higher Education: Trends, Challenges and
Emerging Opportunities**

Chairman: Professor Livia Baciu

1. QUANTUM REVOLUTION AND THE NECESSITY OF RETHINKING OF
SOME "ETERNAL TRUTHS" OF THE ECONOMIC SCIENCE

Dumitru MOLDOVAN

2. UNIVERSITIES IN TIMES OF CRISIS: NEW ROLES, CHALLENGES AND
OPPORTUNITIES

Sorina CHIPER

3. SOCIAL NETWORKS SECURITY IN UNIVERSITIES: CHALLENGES AND
SOLUTIONS

*Daniela POPESCU
Mircea GEORGESCU*

4. FROM HUMAN TO SPIRITUAL IN THE ECONOMIC THOUGHT
ANALYZING

Elina BENE-POPUSOI

5. WHY THINGS ARE GOING WRONG? CONSIDERATIONS ON LIMITED
NATURE OF ECONOMIC KNOWLEDGE

Livia BACIU

6. THE NEED TO IMPROVE THE EDUCATIONAL PROCESS IN HIGH
EDUCATION INSTITUTIONS IN THE REPUBLIC OF MACEDONIA BY
APPLYING MANAGEMENT METHODS AND TECHNIQUES

*Elizabeta MITREVA
Nako TASKOV
Lulijana SAZDOVA*

Room 404, 4th floor

**Section: Globalization and Sustainable Development -
Challenges and Trends in Organizational
Management Services and Business
Communication**

Chairman: Associate Professor Ruxandra CIULU

1. MANAGEMENT CONTROL METHODS CLASSIFICATION BASED ON THE
CONTROLLED ELEMENTS OF THE ORGANIZATIONAL SYSTEM

*Andrei Stefan NEȘTIAN
Nelu FLOREA*

2. ASPECTS CONCERNING EVALUATION MANAGERIAL PERFORMANCE
IN A HOTEL

*Gina-Ionela BUTNARU
Dănuț UNGUREANU*

3. WORKPLACE HARASSMENT: A CONTEXT ANALYSIS FOR THE
ROUMANIAN MANAGERS

*Andrei Stefan NEȘTIAN
Silviu Mihail TIȚĂ
Carmen Claudia ARUȘTEI*

4. BUILDING SUCCESSFUL STORYTELLING IN BUSINESS. AN OVERVIEW
OF THE ROMANIAN MANAGERS AND ENTREPRENEURS' NARRATIVES

*Daniela-Tatiana AGHEORGHIESEI CORODEANU
Gabriel CUCUTEANU*

5. EMPLOYER BRANDING: MATCH MAKER OR BREAKER FOR IT
COMPANIES IN ROMANIA?

*Ruxandra CIULU
Lavinia IOSUB*

6. BURNOUT SOURCES: A PILOT EXPLORATORY STUDY ON RESIDENT
DOCTORS IN PUBLIC HOSPITALS IN IAȘI

*Lorena-Florentina POPESCU
Ramona-Elena CERVENCIUC
Adriana ZAIȚ*

7. THE MANAGERIAL DECISION-MAKING IN A PUBLIC HOSPITAL IN ROMANIA. ANALYSIS OF HUMAN RESOURCES WORK ATTRACTIVENESS OF THE HOSPITAL. CASE STUDY

Emilia BORTA CIOBANU

Room 407, 4th floor

Section: Citizen-Oriented Best Practices in Public Administration

Chairman: Professor Mihaela ONOFREI

1. AN OVERVIEW OF EUROPEAN GOOD PRACTICES IN PUBLIC PROCUREMENT

Ada-Iuliana POPESCU

Mihaela ONOFREI

2. CONSIDERATIONS REGARDING THE QUALITY OF THE PHYSICIAN AS PUBLIC OFFICIAL

Sandra GRĂDINARU

3. THE DETERMINANTS OF CHANGE MANAGEMENT IN PUBLIC ADMINISTRATION

Maria BEDRULE-GRIGORUTA

4. ROMANIA IN THE CONTEXT OF CURRENT (INTEGRATION AND GLOBALIZATION) EVENTS

Mina Raluca SCUTELNICU

5. THE ARCHITECTURE OF FISCAL DECENTRALIZATION IN EUROPEAN UNION COUNTRIES

Mihaela ONOFREI

Elena CIGU

6. NON-PROFIT ORGANIZATIONS UNDER THE EFFECTS OF THE ECONOMIC CRISIS

Gabriel CHELARIU

7. FRAUD INVESTIGATION UNIT IN ROMANIAN PUBLIC INSTITUTIONS -
PROTOCOLS AND RESPONSABILITIES

Elena Monica SABAU
Cleopatra SENDROIU

Room 411, 4th floor

**Section: Global Context of Financial and Accounting
Reporting**

Chairman: Associate Professor Costel ISTRATE

1. THE VALUE RELEVANCE OF THE AUDIT REPORT ON THE ROMANIAN
CAPITAL MARKET

Ioan-Bogdan ROBU

2. PSYCHOLOGICAL PROFILES AND NEUROLINGUISTIC PROGRAMMING
FOR ACCOUNTING

Alin CHELARIU
Gheorghita-Vasile NICOLAESCU

3. ACCOUNTING INFORMATION SYSTEM - BASED ON BASIC COMPONENT
OF ECONOMIC INFORMATION SYSTEM AT TRADE ENTITIES

Adrian-Cosmin CARAIMAN

4. THE ROLE PLAYED BY CORPORATE GOVERNANCE PRINCIPLES IN
INVESTOR RELATIONS OF COMPANIES PERFORMING IN ROMANIA

Ciprian APOSTOL

5. EUROPEAN EVOLUTIONS IN THE NORMALIZATION OF THE
ACCOUNTING AND THE FINANCIAL REPORTING

Costel ISTRATE

6. THE QUALITATIVE DIMENSIONS OF THE ESTIMATION MODELS OF
THE ROMANIAN LISTED COMPANIES' VALUE

Mihai CARP

Room 502, 5th floor

**Section: Impact of Globalization on Finance and
Banking**

Chairman: Associate Professor Mihaela TOFAN

1. OWNERSHIP AND CONTROL IN LARGE EASTERN EUROPEAN
COMPANIES

Dumitru-Nicuser CARAUSU

2. A COMPARATIVE ANALYSIS ON BANKING SYSTEMS' PROFITABILITY
BETWEEN WESTERN EUROPEAN AND CEE COUNTRIES

Bogdan Florin FILIP

3. POST CRISIS MEASURES TO IMPROVE SME ACCESS TO FINANCE IN
CEE COUNTRIES

Angela ROMAN

Valentina Diana RUSU

4. DOES FISCAL CONVERGENCE LEAD TO TAX CONVERGENCE?
EVIDENCE FROM THE EUROZONE

Ioana-Laura TIBULCA

5. FINANCIAL MARKET DEVELOPMENT AN IMPORTANT FACTOR FOR
ENHANCING COMPETITIVENESS: THE CASE OF CEE COUNTRIES

Valentina Diana RUSU

Carmen TODERAȘCU

6. LIQUIDITY RISK UNDER NEW GLOBAL REGULATORY FRAMEWORK
BASEL III

Sviatlana HLEBIK

7. TAX EVASION BETWEEN FRAUD AND LEGALITY

Laura-Anca OPRET
Florin-Marius TURCAS
Florin-Cornel DUMITER
Petre BREZEANU

8. TAX AMNESTY. ROMANIAN PRESENT CONTEXT AND LEGAL FRAMEWORK

Mihaela TOFAN
Ana Maria BERCU

12³⁰-14⁰⁰ Lunch - Hotel Akademos

14⁰⁰-15⁰⁰ Room B 417, 1st floor – B Building
Workshop
The Association of Chartered Certified Accountants

14⁰⁰-15³⁰ Parallel Sessions

Room 402, 4th floor

Section: Cycles, Crises and Global Economy

Chairman: Professor Ion POHOAȚĂ

1. GENERATING REGIONAL COMPETITIVENESS THROUGH AN INDUSTRIAL POLICY SUPPORTIVE OF CLUSTERS. THE CASE OF ROMANIA

Raluca Irina CLIPA

2. AN ATOMISTIC INTERPRETATION OF THE SELECTION UNIT EMPLOYED IN EVOLUTIONARY ECONOMIC ANALYSIS

Ion POHOAȚĂ
Vladimir-Mihai CRUPENSCHI

3. RESILIENCE, INSTITUTIONS AND GOVERNANCE: EMPIRICAL
EVIDENCE FROM SELECTED EASTERN EUROPEAN ECONOMIES

Ramona ȚIGĂNAȘU

4. CHANGING CONSUMER BEHAVIOR THROUGH THE CONCEPT OF
GREEN ECONOMY

Raluca Emilia CHIRCULESCU

5. DISPARITIES IN REGIONAL ECONOMIC DEVELOPMENT IN ROMANIA

Maria OTIL

Andra MICULESCU

Laura CISMAS

6. ROMANIA IS PATH DEPENDENT. AN INSTITUTIONALIST APPROACH
OF THE EU INTEGRATION OUTCOMES

Oana-Ramona SOCOLIUC

Ion POHOAȚĂ

Delia-Elena DIACONAȘU

7. ACCOUNTABILITY OF CORPORATE MANAGER: TO SYNTHESIZE OF THE
DIFFERENT THEORIES BY ECONOMIC, POLITICAL, SOCIAL AND
BEHAVIORAL PERSPECTIVES

Ghazelia QUSSAY

Room 404, 4th floor

**Section: Globalization and Business Information
Systems**

Chairman: Professor Mircea GEORGESCU

1. BUSINESS INTELLIGENCE SECURITY

Dragoș Ovidiu TOFAN

2. COMPUTER ASSISTED AUDIT TOOL FOR WINDOWS BASED
COMPUTERS

Adrian-Bogdănel MUNTEANU

Valerica GREAVU-ȘERBAN

3. GREEN INFORMATION SYSTEMS: NEW TREND OF INFORMATION SYSTEMS DEVELOPMENT FROM THE PERSPECTIVE OF SUSTAINABILITY IMPROVEMENT

Laura-Diana RADU

5. ROAML FOR DATA INTEGRATION

Cătălin STRÎMBEI

Georgiana OLARU AVRAM

6. SUPORT MANAGEMENT DECISIONS IN MEDIUM COMPANIES USING OFFICE 2013

Roxana Marina POPA STRĂINU

Mircea GEORGESCU

Room 407, 4th floor

Section: Globalization and Sustainable Development - Challenges and Trends in Organizational Management Services and Business Communication

Chairman: Lecturer Mioara BORZA

1. A NEW APPROACH ON THE QUALITY EVALUATION OF TOURIST SERVICES

Gina Ionela BUTNARU

Valentin NIȚĂ

Mirela ȘTEFANICĂ

2. THE DYNAMICS OF INNOVATION-BASED COMPETITIVENESS RELATIVE TO EUROPE 2020. CASE STUDY: ROMANIA

Ana Maria TALMACIU

3. ENTREPRENEURSHIP AND INNOVATION

Paula - Alexandra ROIBU

4. ENTERPRISE RISK MANAGEMENT - A SURVEY

George IVANESCU

5. ENTREPRENORIAL ACTIVITY IN EASTERN AND CENTRAL EUROPEAN COUNTRIES

Ana Iolanda VODĂ
Gabriela BOLDUREANU
Andreia Gabriela ANDREI

6. HOW TO IMPROVE THE SURVIVAL CHANCES OF MICROENTERPRISES?

Constantin SASU
Oksana GOZIKER

7. CORRELATING HIGHER EDUCATION PROGRAMS WITH BUSINESS SECURITY LABOR MARKET

Cristian OBREJA
Gabriel CUCUTEANU

8. IMPEDIMENTS FOR THE SUSTAINABLE DEVELOPMENT IN RURAL AREA. CAUSES AND SOLUTION

Mioara BORZA

Room 411, 4th floor

Section: Social, Economic and Political Dimensions of the Global Crisis: Implications for European Union

Chairman: Associate Professor Gabriel MURSA

1. GOVERNMENT INTERVENTIONS AS THE MAIN CAUSE OF DISCREPANCIES BETWEEN EDUCATION SYSTEM AND LABOR MARKET

Gabriel MURSA
Mihaela IFRIM

2. SOUTHERN VS. EASTERN EU'S ENLARGEMENT. AN INTERPRETATION USING THE CENTRE-PERIPHERY PARADIGM

Gabriela Carmen PASCARIU

3. MONETARY POLICY IN CRISIS SITUATION - RUSSIAN CRISIS
Aida-Loredana BACIU

4. WORLD CRISIS IN THE MIRROR OR THE UTOPIA OF A WORLD
WITHOUT CRISIS
Gabriela BODEA
Aurelian-Petrus PLOPEANU

5. AN ANALYSIS OF THE INTER-DEPENDENCE BETWEEN THE COHESION
AND THE INDUSTRIAL POLICIES IN THE FRAMEWORK OF THE EUROPA
2020 STRATEGY
Mihaela BUICĂ
Gabriela DRĂGAN

6. FROM THE PROSPECT THEORY TO A "BUBBLE" THEORY: A JOURNEY
IN BEHAVIORAL ECONOMICS
Sînziana BĂLȚĂTESCU

7. RECENT CHALLENGES FOR THE EUROPEAN SECURITY
Liviu-George MAHA
Sînziana BĂLȚĂTESCU
Gabriel ANDRUSEAC

Room 502, 5th floor

**Section: Impact of Globalization on Finance and
Banking**

Chairman: Professor Patrick VILLIEU

1. TAXATION AS A DETERMINANT OF FIRM PERFORMANCE. AN
ASSESSMENT FOR ROMANIAN LISTED COMPANIES
Sebastian LAZĂR
2. MONETARY POLICY AND LONG-RUN RISK-TAKING
Gilbert COLLETAZ
Gregory LEVIEUGE
Alexandra POPESCU

3. STRUCTURAL CHANGE, INEQUALITY AND ECONOMIC GROWTH:
EVIDENCE FROM A PANEL OF CENTRAL AND EASTERN EUROPEAN
COUNTRIES

Adelaide DUARTE
Marta SIMOES

4. CENTRAL BANK CREDIBILITY AND THE EXPECTATIONS CHANNEL:
EVIDENCE BASED ON A NEW CREDIBILITY INDEX

Gregory LEVIEUGE
Yannick LUCOTTE
Sebastien RINGUEDE

5. A MONETARY ANALYSIS OF THE LIQUIDITY TRAP

Joao PINTO
Joao Sousa ANDRADE

6. MULTIVARIATE VOLATILITY WITH BREAKS: EVIDENCE FROM
CENTRAL EUROPEAN COUNTRIES

Marilen PIRTEA
Claudiu BOTO

15³⁰-16⁰⁰ Coffee Break (5th floor)

16⁰⁰-17³⁰ Parallel Sessions

Room 402, 4th floor

**Section: Marketing within the Triad: University -
Business Environment - Society**

Chairman: Professor Constantin SASU

1. A QUALITATIVE RESEARCH FOR ONLINE APPAREL SHOPPING

Iuliana Claudia BOBĂLCĂ

2. FASHION STORE ENVIRONMENT CUES AND CUSTOMER'S VALUE PERCEPTIONS

Teodora ROMAN
Adriana MANOLICĂ
Sabina Ani LEONTE

3. FACTORS INFLUENCING THE ADOPTION OF ELECTRONIC WORD OF MOUTH

Mihaela ABALAESEI
Raluca-Mihaela SANDU

4. ENDORSEMENTS' EFFECTS OF ONE BRANDED SERVICE ON ATTITUDE, PURCHASE INTENTION AND INTENTION OF RECOMMENDATION TOWARDS THE SERVICE CATEGORY

Corina CARA
Tudor TOCILA

5. STUDENTS' BEHAVIOR TOWARDS SEARCH ENGINE ADVERTISING - A QUALITATIVE STUDY FOR GOOGLE

Mihaela CUCIURHANA
Patricea Elena BERTEA

6. RELIGIOUS MARKETING

Ariadna Ioana JURAVLE GAVRA
Constantin SASU
Geanina Constanța SPATARU PRAVAT

Room 404, 4th floor

Section: Globalization and Business Information Systems

Chairman: Assistant Professor Mircea ASANDULUI

1. SYSTEMIC RISK, GOVERNANCE AND REGULATION ACROSS EMERGING CEE BANKS

*Alin Marius ANDRIEȘ
Simona MUTU*

2. MACROECONOMIC FACTORS IN CENTRAL AND EASTERN EUROPE STOCK MARKETS

Viorica CHIRILĂ

3. SEARCHING FOR A PRICE DISCOVERY BETWEEN STOCK MARKETS AND CDS IN CEE COUNTRIES

*Dan LUPU
Mircea ASANDULUI*

4. ON THE FORMAL-INFORMAL MIX OF SUSTAINABILITY: THE ROLE OF EDUCATION IN INTERNALIZING BEST PRACTICES

Andreea-Oana IACOBUȚĂ

5. ROMANIAN PERINATAL MORTALITY IN THE EU CONTEXT

*Dănuț JEMNA
Elena-Daniela VIORICĂ
Carmen PINTILESCU*

6. THE PATH TO SUSTAINABLE DEVELOPMENT. A THEORETICAL OVERVIEW

Claudiu ȚIGĂNAȘ

7. QUALITATIVE AND QUANTITATIVE RESEARCH IN ECONOMICS. WHAT THE EXPERTS SAY?

Ligia MUNTEAN

8. HEALTH STATUS AND HEALTH BEHAVIOUR AMONG ROMANIAN
WOMEN FROM MOLDOVA REGION. EVIDENCE FROM PRASOP SURVEY
AT CUZA VODĂ MATERNITY OF IAȘI

Dănuț JEMNA
Carmen PINTILESCU
Elena-Daniela VIORICĂ
Christiana Brigitte BALAN

Room 407, 4th floor

**Section: Global Context of Financial and Accounting
Reporting**

Chairman: Professor Iuliana GEORGESCU

1. PROFESSION OF ACCOUNTANT AND FINANCIAL COMMUNICATION

Neli MUNTEAN

2. THE ROLE OF MANAGERIAL PERFORMANCE IN THE ASSESSMENT OF
ENTITY'S FINANCIAL POSITION

Aliona BIRCA

3. IMPACT OF THE IFRS ADOPTION ON FINANCIAL ASSETS AND
LIABILITIES. EMPIRICAL EVIDENCE FROM BUCHAREST STOCK
EXCHANGE

Maria Carmen HUIAN

4. THE INFLUENCE OF THE PRESENCE OF ROMANIAN NON-LISTED
COMPANIES IN TAX HAVENS ON THEIR FINANCIAL PERFORMANCE AND
EFFECTIVE TAX RATE

Mihai-Bogdan AFRĂSINEI
Iuliana Eugenia GEORGESCU

5. PROBLEMS OF IMPLEMENTATION THE DEVELOPMENT BUDGET IN
LIBYA

Tarek MAMI
Shukri AMER

Room 411, 4th floor

Section: Quantitative Analysis under Global Challenges

Chairman: Professor Ion PĂRȚACHI

1. THE STATISTICAL ASSESSMENT OF THE INFLUENCE OF FINANCIAL POSITION AND PERFORMANCE OF ROMANIAN LISTED COMPANIES ON THEIR MARKET VALUE USING PATH ANALYSIS

Elisabeta JABA

Ioan-Bogdan ROBU

Christiana Brigitte BALAN

2. THE IMPACT OF M&As ON THE ROMANIAN BANKING SYSTEM - AN EVENT STUDY APPROACH

Mihaela BRODOCIANU

Sabina Andreea CAZAN

3. NON-LIFE INSURANCE PRICING SCHEME - AN APPLICATION TO A ROMANIA AUTO INSURANCE PORTFOLIO

Mihaela DAVID

4. VOLATILITY SPILLOVERS BETWEEN EASTERN EUROPEAN AND EURO ZONE STOCK MARKETS

Viorica CHIRILĂ

Ciprian TURTUREAN

Ciprian CHIRILĂ

5. FROM MARKET TO PUMP: PROPOSAL ON THE ANALYSIS OF THE OIL MARKET AND PETROL STATION PRICE RELATIONSHIP

Alexandru MAXIM

Andrei MAXIM

6. ECONOMIC INSECURITY AS SYSTEMIC RISK

Ion PĂRȚACHI

Eugeniu GARLA

Room 502, 5th floor

Section: Impact of Globalization on Finance and Banking

Chairman: Associate Professor Angela ROMAN

1. CONTINGENT PUBLIC LIABILITIES - THE HIDDEN PART OF PUBLIC DEBT

*Irina BILAN
Angela ROMAN*

2. THE IMPACT OF UNCONVENTIONAL MONETARY POLICY ON BANK RISK-TAKING IN EURO AREA

*Ioana PLESCAU
Vasile COCRIȘ*

3. FISCAL CONSTRAINS IN THE EUROPEAN UNION - WHEN MORE IS LESS?

*Florin-Alexandru MACSIM
Florin OPREA*

4. FINANCIAL SYSTEM VARIABLES EFFECTS ON ECONOMIC COMPETITIVENESS

*Bogdan FIRȚESCU
Carmen TODERAȘCU*

5. INTEREST AND FOREIGN EXCHANGE RATES IN ROMANIA: A TIME-FREQUENCY ANALYSIS

*Iulian IHNATOV
Aviral K. TIWARI*

6. THE RELATION BETWEEN THE STRUCTURE OF A STOCK MARKET AND THE BEHAVIOR OF OPEN-END FUNDS. THE ROMANIAN CASE

*Mihaela BRODOCIANU
Ovidiu STOICA*

7. AN ASSESSMENT OF THE BANKING COMPETITION IN THE EUROPEAN UNION

Roxana SCÂNTEE
Ovidiu STOICA

8. THE IMPACT OF INTERNATIONAL FINANCIAL CRISIS ON BANK PERFORMANCE IN EASTERN AND CENTRAL EUROPEAN COUNTRIES

Alin-Marius ANDRIEȘ
Bogdan CAPRARU
Florentina IESAN-MUNTEAN
Iulian IHNATOV

19⁰⁰

Gala Dinner – *Rossini, Palas Congress Hall*

OCTOBER 23, Friday

9⁰⁰-10³⁰ Parallel Sessions

Room 402, 4th floor

Section: Cycles, Crises and Global Economy

Chairman: Professor Alexandru MINEA

1. AN INSIGHT REGARDING ECONOMIC GROWTH AND MONETARY
POLICY IN ROMANIA

Valentina MERA

Monica POP SILAGHI

2. AUSTRITY PLAN ANNOUNCEMENTS AND THE IMPACT ON EMPLOYEE
WELLBEING

Alina BOTEZAT

3. IS GOVERNMENT DEBT A VAMP? PUBLIC FINANCE IN A
“TRANSYLVANIAN” ECOSYSTEM

Maxime MENUET

Patrick VILLIEU

4. IMPACT OF THE ECONOMIC CRISIS ON FDI IN CENTRAL AND EASTERN
EUROPE

Adina DORNEAN

Dumitru-Cristian OANEA

5. THE MONETARY POLICY OF THE NATIONAL BANK OF ROMANIA IN
THE INFLATION TARGETING ERA. A TAYLOR RULE APPROACH

Andrei RĂDULESCU

Bogdan CĂPRARU

Norel MOISE

6. THE SOVEREIGN DEBT CRISIS - CAUSES, IMPLICATIONS, SOLUTIONS

Liviu DECEANU

7. DEFICIT RULES AND MONETIZATION IN A GROWTH MODEL WITH
MULTIPLICITY AND INDETERMINACY

Maxime MENUET

Alexandru MINEA

Patrick VILLIEU

Room 404, 4th floor

**Section: Globalization and Sustainable Development -
Challenges and Trends in Organizational
Management Services and Business
Communication**

Chairman: Professor Dumitru ZAIȚ

1. THE ROLE OF AGRICULTURE IN THE SOCIAL LIFE OF RURAL PEOPLE.
EVOLUTION AND FUTURE

Maria Claudia PREDA DIACONEASA

2. STUDY REGARDING THE COOPERATION IN INNOVATION PROCESS
BETWEEN RESEARCH ENVIRONMENT AND BUSINESS ENVIRONMENT IN
ROMANIAN AGRICULTURE

Oana COCA

Marilena MIRONIUC

Gavril ȘTEFAN

3. FROM LOCAL NORMALITY TO NEW GLOBAL NORMALITY

Popescu FLORIN

Cezar SCARLAT

4. ROLE OF INSTITUTIONS AND GOOD GOVERNANCE IN
STRENGTHENING THE COMPETITIVENESS OF ROMANIAN TOURISM
INDUSTRY

Mihai TĂLMACIU

5. CRITICAL SUCCESS FACTORS FOR SME SURVIVAL IN FOOD INDUSTRY
IN THE NORTH OF ISRAEL: A QUALITATIVE ANALYSIS

Oksana GOZIKER

6. HUMAN RESOURCES STRATEGIES IN THE ROMANIAN TOURISM
COMPANIES

Maria TĂȚĂRUȘANU
Angelica NECULĂESEI
Dumitru ZAIȚ

7. THE SUSTAINABILITY OF ROMANIAN AGRICULTURE - FROM
TRADITIONAL PRACTICES TO THE INTENSIVE SYSTEMS

Mihai COSTICĂ

Room 407, 4th floor

**Section: Higher Education: Trends, Challenges and
Emerging Opportunities**

Chairman: Associate Professor Cristian POPESCU

1. INFORMAL, NONFORMAL AND FORMAL LEARNING INTERFERENCES -
PERCEPTIONS AND POSSIBLE IMPLICATIONS FOR HIGHER EDUCATION

Irina Teodora MANOLESCU
Nelu FLOREA
Carmen Claudia ARUȘTEI

2. RELIGION AND YOUTH ENTREPRENEURIAL INTENTIONS. A STUDY ON
ROMANIAN STUDENTS

Cristian C. POPESCU
Andrei MAXIM
Laura DIACONU MAXIM

3. FACTORS OF INFLUENCE OF THE UNIVERSITY SCIENTIFIC RESEARCH

Cristian Marius TOMA
Dumitru ZAIȚ
Vasilica TOMA

4. THE ANALYSIS OF STUDENTS' OPINION REGARDING THE PARTICIPATION IN ERASMUS+ PROGRAMME STUDY

Nicoleta DARIE

5. MEASURING THE QUALITY OF THE HIGH EDUCATION IN THE REPUBLIC OF MACEDONIA

Elizabeta MITREVA

Nako TASKOV

Hristijan GJORSHEVSKI

6. ROLE OF VOCATIONAL AND ADULT EDUCATION IN LOCAL ECONOMIC DEVELOPMENT

Sejdi REXHEPI

Bukurije RUKOLLI

Room 411, 4th floor

Section: Globalization and Business Information Systems

Chairman: Professor Marin FOTACHE

1. FUZZY APPROACH FOR INTELLIGENT PROCESSING OF GOVERNMENT DATA

Eugen Ștefan Dorel COJOACĂ

2. AN ANALYSIS OF THE CONFIDENCE IN CLOUD-ACCOUNTING APPLICATIONS EXPECTED BY END-USERS

Ana-Maria GHEORGHE

Alexandru ȚUGUI

3. IMPROVING GRADUATES' EMPLOYABILITY IN IT FIELD. THE CASE OF ACCOUNTING AND INFORMATION SYSTEMS STUDY PROGRAM

Luminita HURBEAN

Vasile-Daniel PĂVĂLOAIA

Doina FOTACHE

4. THE IMPLEMENTATION OF SEMANTIC WEB TO SOCIAL NETWORKS:
OPPORTUNITIES AND CHALLENGES

Anca-Roxana ZAVATE
Florin DUMITRIU
Gabriela MEȘNITĂ

5. BASIC QUERIES PERFORMANCE IN POSTGRESQL AND HIVEQL

Marin FOTACHE
Ionuț HRUBARU

10³⁰-11⁰⁰ Coffee Break (4th floor)

11⁰⁰-12⁰⁰ Plenary Session
Room 402

Professor Rafal Matera - University of Lodz, Poland
*Comparative Study of Inclusive and Extractive Institutions
in Poland and Romania. A Few Extras to Acemoglu and
Robinson's Concept*

12³⁰-14⁰⁰ Lunch – Hotel Akademos

14⁰⁰-15³⁰ Doctoral Colloquium
Room 402

15³⁰ Social Programme
*Departure for cultural and social trip
(Alexandu Ioan Cuza of University Iași, Building A)*

OCTOBER 24, Saturday

18⁰⁰

Social Programme

Return from cultural and social trip

SPONSORS

Think Ahead

ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. We aim to offer business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management.

Founded in 1904, ACCA has consistently held unique core values: opportunity, diversity, innovation, integrity and accountability. We believe that accountants bring value to economies in all stages of development. We aim to develop capacity in the profession and encourage the adoption of consistent global standards. Our values are aligned to the needs of employers in all sectors and we ensure that, through our qualifications, we prepare accountants for business. We work to open up the profession to people of all backgrounds and remove artificial barriers to entry, ensuring that our qualifications and their delivery meet the diverse needs of trainee professionals and their employers.

We support our 178,000 members and 455,000 students in 181 countries, helping them to develop successful careers in accounting and business, with the skills required by employers. We work through a network of 92 offices and centres and more than 7,110 Approved Employers worldwide, who provide high standards of employee learning and development. Through our public interest remit, we promote appropriate regulation of accounting and conduct relevant research to ensure accountancy continues to grow in reputation and influence.

For more information please visit yourfuture.accaglobal.com or contact us at info@ro.accaglobal.com



THE HEART OF COTNARI

The Cotnari Company has been the heart of Cotnari vineyard since 1948. The local people's love for the vine culture and the fruit has taught us to cherish every sunny grape and to share with others the joy of life. The wine's journey is long but full of rewards. We permanently take care of more than 1700 vine hectares through top agricultural operations. Our specialists work in the company laboratories and the vineyard searching new varieties of vines or new wine blends.

The secret of the Cotnari wines exceptional quality is that the average yield per hectare represents only 70% up to 80% of the yield obtained by any other vineyard from Romania or other wine-growing countries. Thus, our company always chooses quality over quantity. We treasure our most successful collection starting with the 1957 one in the collection.

VINEYARD

The holy vineyard from Cotnari, named by Dimitrie Cantemir, represent the result of an ancient wine-making occupation. From old time until today, the vine has continuously embraced the soft hills and took advantage of the region's characteristics.

The vineyard is sheltered from local winds and cold air currents due to the air masses „foehn” phenomenon, which causes a heating process. In May – September period is characterized by low cloudiness, favorable to insolation, grape growth and sugar accumulation. The soil is extremely propitious for wine-growing, with a sandy-clayey composition, rich in humus and changeable bases. That is why, for example, **Grasa de Cotnari** has not adapted in any other vineyard in Romania or the world.

„The vineyard has always been blessed with excellent association of wise people and nature”. (Mihail Sadoveanu)

For more information please visit www.cotnari.ro or contact us at office@cotnari.ro.