



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



IXth International Conference

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

GEBA 2016

PROGRAMME

October 20-23, 2016
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 Marian DÂRDALĂ, Academy of Economic Studies, Bucharest
Professor Florin DUMITRIU, Alexandru Ioan Cuza University of Iași
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 Costel ISTRATE, Alexandru Ioan Cuza University of Iași
Professor Nicolae ISTUDOR, 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 MEȘNITĂ, Alexandru Ioan Cuza University of Iași
Professor Alexandru MINEA, Université d'Auvergne, France
Professor Gabriel MURSA, Alexandru Ioan Cuza University of Iași
Professor Mihai MUTAȘCU, West University of Timișoara
Professor Valentin NIȚĂ, Alexandru Ioan Cuza University of Iași
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 Cristian POPESCU, Alexandru Ioan Cuza University of Iași
Professor Adriana PRODAN, Alexandru Ioan Cuza University of Iași
Professor Rena RAVINDER, Polytechnic of Namibia, Namibia
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 Bogdan ZUGRAVU, Alexandru Ioan Cuza University of Iași

ORGANIZING COMMITTEE

Professor Dinu AIRINEI – President of the Organizing Committee
Professor Livia BACIU
Professor Bogdan CĂPRARU
Professor Florin DUMITRIU
Professor Mircea GEORGESCU
Professor Costel ISTRATE
Professor Liviu-George MAHA
Professor Gabriel MURSA
Professor Valentin NIȚĂ
Professor Mihaela ONOFREI
Professor Carmen PINTILESCU
Professor Cristian POPESCU
Professor Ada PRODAN
Professor Teodora ROMAN
Professor Ovidiu STOICA
Associate Professor Alin Marius ANDRIEȘ
Associate Professor Andreea IACOBUȚĂ
Associate Professor Mihaela TOFAN
Associate Professor Daniela VIORICĂ
Associate Professor Bogdan ZUGRAVU
Lecturer 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 Daniela Tatiana AGHEORGHIESEI
Professor Christian CORMIER
Associate Professor Irina MANOLESCU*

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

*Chairmans: Professor Claudiu MURSA
Lecturer Mircea ASANDULUI*

Section 3: Cycles, Crises and Global Economy

*Chairmans: Professor Alexandru MINEA
Professor Ion POHOAȚĂ
Associate Professor Cosmin ENACHE
Associate Professor Cristian LITAN
Associate Professor Cristina TĂNĂSESCU*

Section 4: Quantitative Analysis under Global Challenges

*Chairmans: Professor Ion PÂRȚACHI
Associate Professor Daniela VIORICĂ*

Section 5: Globalization and Business Information Systems

*Chairmans: Professor Florin DUMITRIU
Professor Marin FOTACHE
Professor Mircea GEORGESCU*

Section 6: Impact of Globalization on Finance and Banking

*Chairmans: Professor Ovidiu STOICA
Associate Professor Marius MILOS
Associate Professor Mihaela TOFAN
Lecturer Adina DORNEAN*

Section 7: Global Context of Financial and Accounting Reporting

*Chairmans: Professor Iuliana GEORGESCU
Professor Costel ISTRATE*

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

Chairman: Professor Valentin NIȚĂ

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

*Chairmans: Professor Adriana PRODAN
Professor Adriana ZAIȚ
Lecturer Cătălin CLIPA*

PROGRAMME

OCTOBER 20, Thursday

9 ⁰⁰ -10 ⁰⁰	Registration
10 ⁰⁰ -11 ⁰⁰	Plenary Session - Conference Opening
11 ⁰⁰ -11 ³⁰	Coffee Break
11 ³⁰ -12 ³⁰	Parallel Sessions
13 ⁰⁰ -14 ³⁰	Lunch – <i>Hotel Akademos</i>
14 ³⁰ -16 ⁰⁰	Parallel Sessions
16 ⁰⁰ -16 ³⁰	Coffee Break
16 ³⁰ -18 ⁰⁰	Parallel Sessions
19 ⁰⁰	Reception – <i>Union Museum</i>

OCTOBER 21, Friday

9 ³⁰ -11 ⁰⁰	Parallel Sessions
11 ⁰⁰ -11 ³⁰	Coffee Break
11 ³⁰ -13 ⁰⁰	Parallel Sessions
13 ⁰⁰ -14 ³⁰	Lunch - <i>Hotel Akademos</i>
14 ³⁰ -16 ⁰⁰	Parallel Sessions
16 ⁰⁰ -16 ³⁰	Coffee Break
16 ³⁰ -18 ⁰⁰	Parallel Sessions
20 ⁰⁰	Gala Dinner - <i>Gourmet – Bellaria</i>

OCTOBER 22, Saturday

10 ⁰⁰	Departure for Social Programme
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OCTOBER 23, Sunday

20 ⁰⁰	Return from Social Programme
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DETAILED PROGRAMME

OCTOBER 20, Thursday

9⁰⁰-10⁰⁰ Registration

10⁰⁰-11⁰⁰ 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 Tudorel TOADER, Rector of the Alexandru Ioan Cuza
University of Iași
Welcoming Address

Professor Gregory A. Laurence, University of Michigan, Flint –
United States of America
*Fear of terror and burnout: Do work relationships
matter?*

11⁰⁰-11³⁰ Coffee Break (5th floor)

11³⁰-12³⁰ Parallel Sessions

Room 402, 4th floor

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

Chairman: Professor Valentin NIȚĂ

1. THE NETWORK AS A NEW ORGANIZATIONAL STRUCTURE OF
TOURISM COMPANIES IN THE GLOBALIZED ECONOMY

Maria TĂTĂRUȘANU

2. WHAT ARE THE DIMENSIONS OF ONLINE SATISFACTION?

Oana ȚUGULEA

Claudia BOBÂLCĂ

3. GAUGING THE IMPACT OF GREEN ENERGY DEVELOPMENTS ON THE
ATTITUDES OF ENVIRONMENTAL AND CULTURAL TOURISM
CONSUMERS

Alexandru MAXIM

4. IMAGE, RELATIONSHIP, PRODUCT, FUNCTIONALITY – FACETS AND
DIMENSIONS OF A CREDIBLE WEBSITE

Oana ȚUGULEA

Claudia BOBÂLCĂ

Room 404, 4th floor

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

Chairman: Professor Adriana ZAIȚ

1. THE SMART GOVERNANCE INDEX – A NEW ALTERNATIVE TO THE
WORLD GOVERNANCE INDEX

Alexei STURZA

2. CHALLENGES OF USING SOLAR TO PRODUCE ELECTRICAL POWER
SOLAR PV POWER PLANT

Elia YOSEF
Valentin NITA
Dumitru-Marcel ISTRATE
Dorin-Dumitru LUCACHE

3. COULD SOYBEAN PRODUCTION BE A SUCCESSFUL SOLUTION FOR
ROMANIAN AGRICULTURE?

Silvius STANCIU

4. ISSUES OF ORGANIZATIONAL CULTURE IN ROMANIA – A CASE STUDY

Dumitru ZAIȚ
Adriana ZAIȚ

Room 407, 4th floor

**Section: Quantitative Analysis under Global
Challenges**

Chairman: Professor Ion PÂRȚACHI

1. A PROGNOSTIC NOMOGRAM FOR BANKRUPTCY RISK OF BSE-LISTED
COMPANIES

Elisabeta JABA
Ioan-Bogdan ROBU
Christiana Brigitte BALAN

2. POST-TRANSITIONAL REGIONAL FERTILITY IN ROMANIA

Dănuț-Vasile JEMNA
Mihaela DAVID

3. OKUN'S LAW FOR EU STATES

Ciprian Ionel TURTUREAN
Mariana HATMANU

4. METHODOLOGICAL APPROACHES OF COMPLEX INTEGRATED
ASSESSMENT OF THE STATE ECONOMIC SECURITY

Ion PÂRTACHI

Eugen GÂRLĂ

Natalia ȘISCAN

Room 502, 5th floor

Section: Cycles, Crises and Global Economy

Chairman: Professor Alexandru MINEA

1. ROMANIAN ECONOMY - THE END OF DECADE CHALLENGES

Andrei RĂDULESCU

2. DOES OVERCONFIDENCE DRAG OUT WAR?

Maxime MENUET

3. THE DYNAMICS OF FISCAL RULES

Maxime MENUET

Alexandru MINEA

Patrick VILLIEU

13⁰⁰-14³⁰ Lunch - Hotel Akademos

14³⁰-16⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: Quantitative Analysis under Global Challenges

Chairman: Associate Professor Daniela VIORICĂ

1. RETURN AND VOLATILITY TRANSMISSION BETWEEN STOCK MARKETS
FROM THE EURO ZONE AND THE BALTIC COUNTRIES

Viorica CHIRILĂ

Ciprian CHIRILĂ

2. THE EFFECT OF GLOBAL CHALLENGES ON ENVIRONMENTAL
POLICY OF GCC COUNTRIES

Adnan ALJAWAREEN

Ahmed SADDAM

3. THE IMPLICATIONS OF ONLINE TOOLS IN SCIENTIFIC RESEARCH
ACTIVITIES IN THE CONTEXT OF TECHNOLOGY

Nicoleta DARIE

4. STATISTICAL ANALYSIS OF THE DEMOGRAPHIC AGEING PROCESS IN
ROMANIA

Nicoleta PROHOZESCU

Nicoleta PANAITÉ

5. ECONOMETRIC ANALYSIS OF THE DYNAMICS OF ASSOCIATIONS AND
FOUNDATIONS IN ROMANIA

Gabriel CHELARIU

6. GOOGLE FORMS: A POPULAR TOOL IN CURRENT SCIENTIFIC
RESEARCH. A LITERATURE REVIEW

Nicoleta DARIE

7. ECONOMETRIC ANALYSIS OF THE EU-28 LABOUR MARKET

Nicoleta PANAITÉ

Nicoleta PROHOZESCU

Room 404, 4th floor

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

Chairman: Lecturer Cătălin CLIPA

1. STAKEHOLDER FRAMEWORK FOR DISTRIBUTED HYDRO
GENERATION: THE CASE OF KYRGYZSTAN

Kudaibergen OSMONALIEV

2. GLOBALIZATION, THE EVOLUTION OF SOCIETY AND HUMAN
ACTIVITY AS TANGENTIAL TO THE DECREASING QUALITY OF THE
ENVIRONMENT

Liviu Gabriel NEAGU

Teodora CIRLIG

3. EVIDENCE OF INFLUENCE FACTORS ON THE ENVIRONMENTAL
PREFERENCE OF POLITICAL PARTIES

Constantin-Marius APOSTOAIE

4. CONSIDERATIONS REGARDING THE MANAGERIAL FRAMEWORK IN
ORDER TO GROUND THE STRATEGY IN A PUBLIC HOSPITAL

Emilia CIOBANU BORTĂ

5. DEVELOPING CAREER NAVIGATION SKILLS FOR MILLENNIALS

Cătălin CLIPA

Room 502, 5th floor

Section: Cycles, Crises and Global Economy

Chairman: Associate Professor Cosmin ENACHE

1. FISCAL POLICY, FDI AND MACROECONOMIC STABILIZATION

Claudiu Tiberiu ALBULESCU

Nicolae Bogdan IANC

2. IS THERE A CREDIT RISK CONTAGION PRESENT AMONG SOVEREIGN-BANK-FIRM NEXUS IN THE EURO ZONE? A PANEL VAR ANALYSIS OF THE CDS PREMIA

Syed M. Noaman SHAH

3. LONG MEMORY IN RETURNS AND INTEGRATION: THE CASE OF EMERGENT STOCK MARKETS

Anita TODEA

Alexandru TODEA

4. A WAVELET ANALYSIS OF THE ENVIRONMENTAL KUZNETS CURVE IN FRANCE

Mihai MUTAȘCU

Jean-Christophe PEREAUB

Eugen URSUB

5. US EXECUTIVE COMPENSATION DETERMINANTS: NEW EMPIRICAL EVIDENCE

Cosmin ENACHE

Claudiu BOȚOC

16⁰⁰-16³⁰ Coffee Break (5th floor)

16³⁰-18⁰⁰ Parallel Sessions

Room 404, 4th floor

Section: Global Context of Financial and Accounting Reporting

Chairman: Professor Iuliana GEORGESCU

1. THE USE OF TRANSFER PRICING APPLICATION IN INTERNATIONAL TRADE – THE ROMANIAN CONTEXT

Neli VERDES

2. CREATIVE ACCOUNTING. TECHNIQUES, ACCOUNTING EFFECTS AND IDENTIFICATION OF USE

Alin CHELARIU

3. THE USE OF THE ACCOUNTING RULES BASED ON ANALYZING THE AUDIT OPINIONS - SOME EVIDENCE ON THE AERO SEGMENT FIRMS LISTED ON THE BUCHAREST STOCK EXCHANGE

Costel ISTRATE

Ioan Bogdan ROBU

4. EMPIRICAL STUDY ON THE TIMELY RECOGNITION OF THE ECONOMIC INCOME COMPONENTS

Mihai CARP

Constantin TOMA

5. TRANSPARENCY IN DISCLOSURE OF INFORMATION REGARDING TRANSFER PRICING BY ROMANIAN LISTED FIRMS

Mihai-Bogdan AFRĂSINEI

Iuliana Eugenia GEORGESCU

Room 407, 4th floor

Section: Globalization and Business Information Systems

Chairman: Professor Mircea GEORGESCU

1. TOWARDS A NEW PARADIGM IN ACCOUNTING. A DYNAMIC APPROACH

Alexandru ȚUGUI

Ana-Maria GHEORGHE

2. SMALL STEPS OR BIG CHANGES IN ACTUAL SOCIETY: THE IMPACT OF INTERNET OF THINGS

Roxana HUCANU

Mircea GEORGESCU

3. AGILE VS. TRADITIONAL FOR SUSTAINABLE SOFTWARE DEVELOPMENT

Laura-Dana RADU

4. LIMITS AND CHALLENGES IN USING CLOUD ACCOUNTING. A LITERATURE REVIEW

Ana-Maria GHEORGHE

Alexandru ȚUGUI

5. SOA – THE LINK BETWEEN MODERN EDUCATIONAL TECHNOLOGIES AND MOBILE LEARNING

Roxana Marina POPA STRAINU

Mircea GEORGESCU

Room 502, 5th floor

Section: Cycles, Crises and Global Economy

Chairman: Associate Professor CRISTIAN LITAN

1. THE LONG-RUN IMPACT OF MONETARY POLICY UNCERTAINTY AND
BANKING STABILITY ON INWARD FDI IN EU COUNTRIES

Claudiu Tiberiu ALBULESCU

Adrian Marius IONESCU

2. SMES' MANAGEMENT CHARACTERISTICS AND POTENTIAL TAX
HAVEN OPERATIONS: EVIDENCE FROM ROMANIA

Ana-Maria GEAMĂNU

3. CONNECTION AND DISCONNECTION BETWEEN ACCOUNTING AND
TAXATION IN ROMANIA, IN 2016

Costel ISTRATE

Sebastian LAZĂR

4. REVIEW OF THE FINANCIAL REPORTING VERSUS THE PROBABILITY
OF FISCAL CONTROL, UNDER FINANCIAL SOPHISTICATION

Cristian M. LITAN

Sorina VAJU

Carmen BONACI

19⁰⁰

Reception – Union Museum

OCTOBER 21, Friday

9³⁰-11⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: Cycles, Crises and Global Economy

Chairman: Professor Ion POHOAȚĂ

1. EXOGENOUS VS ENDOGENOUS GROWTH IN THE EU's EaP AND
CENTRAL ASIAN COUNTRIES
Ilkhom SHARIPOV

2. THE IMPOSSIBILITY OF ECONOMIC SUSTAINABILITY: A STUDY OF
CONSPICUOUS CONSUMPTION AND OF THE FALLACY THAT SUSTAINS
ITS PERPETUATION
Ion POHOAȚĂ
Vladimir CRUPENSCHI

3. THE POTENTIAL ATTRACTING EXTERNAL FINANCING: CASE BORDER
REGIONS UKRAINE – MOLDOVA
Volodymyr YATSENKO
Ivan KOMAROVSKYI

4. AN ECONOMETRIC ANALYSIS OF NON-PERFORMING LOANS IN THE
EUROPEAN REGION
Eliza UDREA

5. DEMAND – SUPPLY – TAXATION IN TURBULENT TIMES
Ion POHOAȚĂ
Delia-Elena DIACONAȘU
Oana-Ramona SOCOLIUC

Room 404, 4th floor

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

Chairman: Professor Adriana PRODAN

1. NEW ANSWERS TO OLD PROBLEMS: THE BRAIN-DRAIN PROCESS AND
THE LABOUR MIGRATION POLICIES IN THE EU

Cristina IONITA

2. EU-CHINA TRADE PARTNERSHIP –EFFECTS ON EU MEMBER STATES
FROM CENTRAL AND EASTERN EUROPE

Loredana JITARU

Spiridon PRALEA

3. THE IMPACT OF GLOBALIZATION ON MODERN REGIONAL
DEVELOPMENT IN UKRAINE

Oleh ROHULSKYI

Katerina BABYSHKINA

4. THE ECONOMICS OF PUBLIC GOODS IN THE EU:
THE NEED FOR THEIR PRESERVATION AND PRODUCTION THROUGH
THE COMMON POLICY

Costică MIHAI

5. GREEN BUSINESS PRACTICES IN THE GLOBALIZED TOURISM
INDUSTRY. USEFUL EXPERIENCES FOR ROMANIAN TOURISM

Mihai TALMACIU

6. TERM OF OFFICE LIMITS FOR SENIOR MANAGEMENT ROLES IN
ISRAEL'S PUBLIC HEALTH SYSTEM - A MANAGEMENT ASSET OR
OBSTACLE?

Inga SHALEV

Adriana PRODAN

Room 407, 4th floor

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

Chairman: Professor Daniela Tatiana AGHEORGHIESEI

1. ORGANIZATIONAL LEARNING: COGNITIVE AND BEHAVIOURAL
CHANGES AND IMPLICATIONS IN HIGHER EDUCATION INSTITUTIONS

Alexandra Luciana GUȚĂ

2. USING QUANTITATIVE AND QUALITATIVE METHODS RESEARCH IN
MARKETING

Ligia MUNTEAN JEMNA

3. UNDERSTANDING STUDENTS' PERCEPTION OF SALES PROCESS USING
WORD ASSOCIATION

Magdalena DANILEȚ

4. SHAPING THE FUTURE IN HIGHER EDUCATION. A SHORT OVERVIEW
OF THE EDUCATION SYSTEM FROM ROMANIA AND MOLDOVA

Daniela-Tatiana AGHEORGHIESEI

Dinu AIRINEI

Natalia GAȘIȚOI

Room 502, 5th floor

Section: Impact of Globalization on Finance and Banking

Chairman: Associate Professor Mihaela TOFAN

1. LOCAL AUTONOMY OF REVENUES – CASE STUDY FOR ROMANIAN LOCAL GOVERNMENTS

Elena RUSU

2. THE ROLE OF RESEARCH, DEVELOPMENT AND INNOVATION ACTIVITIES FUNDING IN ROMANIAN ECONOMIC DEVELOPMENT

Gabriela DOBOȘ

3. REGULATORY FRAMEWORK AND STOCK MARKET DEVELOPMENT. AN EMPIRICAL ANALYSIS FOR CEE COUNTRIES

Marius Cristian MILOȘ

Laura Raisa MILOȘ

4. THE IMPACT OF FINANCIAL STRUCTURE ON FIRM GROWTH. EMPIRICAL EVIDENCE FROM ROMANIAN LISTED FIRMS

Sorin Gabriel ANTON

5. TOTAL FACTOR PRODUCTIVITY DETERMINANTS IN DEVELOPED EUROPEAN COUNTRIES

Bogdan Florin FILIP

6. A VIEW ON ROMANIAN LEGAL FRAMEWORK FOR TAX AMNESTY

Mihaela TOFAN

Ana Maria BERCU

11⁰⁰-11³⁰ Coffee Break (4th floor)

11³⁰-13⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: Impact of Globalization on Finance and Banking

Chairman: Associate Professor Marius MILOȘ

1. EUROPEAN FINANCIAL INTEGRATION AND ECONOMIC GROWTH

Otilia Roxana OPREA

2. INSIGHTS ON THE EVOLUTION OF FISCAL DISCIPLINE IN THE EUROPEAN UNION

Florin-Alexandru MACSIM

Paula-Andreea TERINTE

Florin OPREA

3. THE IMPACT OF MARKET SHOCKS ON STOCK MARKET RETURNS – COMPARING CORPORATE SOCIAL RESPONSIBILITY COMPANIES

Dumitru-Nicușor CĂRĂUȘU

4. INTERNAL AUDIT INFLUENCE ON BANKING SOUNDNESS. AN ANALYSIS ON ROMANIA AND BULGARIA

Mihaela ONOFREI

Bogdan FIRTESCU

Paula-Andreea TERINTE

5. DETERMINANTS OF NASCENT ENTREPRENEURSHIP IN SELECTED CEE COUNTRIES: AN EMPIRICAL ASSESSMENT

Angela ROMAN

Irina BILAN

Room 404, 4th floor

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

Chairman: Professor Gabriel MURSA

1. ENTREPRENEURSHIP AND INNOVATION. SOUTH KOREA MODEL

Paula-Alexandra ROIBU

Irina ROIBU

2. FROM ORTHODOXY TO HETERODOXY: FINANCIAL CRISIS
LITERATURE COMPARED

Ignacio MARTÍNEZ

Gabriel MURSA

3. DYNAMICS, PATTERNS AND DETERMINANTS OF THE FDI INFLOWS IN
ROMANIA

Laura DIACONU MAXIM

Andrei MAXIM

4. ROMANIA'S MEDICAL EXODUS. EVIDENCE FROM LINKEDIN DATA

Alina BOTEZAT

Andreea MORARU

Doru BOTEZAT

5. EFFICIENT USE OF BEHAVIORAL TOOLS TO REDUCE ELECTRICITY
DEMAND OF DOMESTIC CONSUMERS

Shimon ELBAZ

Adriana ZAIT

6. THE INFLUENCE OF THE INTEREST RATE ON THE METALLURGIC
PRODUCT MARKET (1990-2014)

Cristian POPESCU

Gabriel Claudiu MURSA

Room 502, 5th floor

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

Chairman: Professor Christian CORMIER

**1. HIGH EDUCATION MANAGEMENT THROUGH THE VISION OF
CANDIDATES FOR RECTOR POSITION IN ROMANIAN UNIVERSITIES**

Cătălin CLIPA

Nelu FLOREA

Andrei-Ștefan NEȘTIAN

Silviu-Mihail TIȚĂ

**2. TAKING TIME TO DO IT RIGHT: THE IMPACT OF FASTER EXPERIENCE
ACCUMULATION ON ORGANIZATIONAL OUTCOMES**

Mihaela STAN

Kannan SRIKANTH

**3. A MULTILEVEL ANALYSIS OF THE RETURNS TO EDUCATION IN
ECUADOR. THE MULTIFACETED IMPACT OF HUMAN CAPITAL**

Monica RĂILEANU SZELES

Mercy Raquel ORELLANA BRAVO

Dalia ARGUDO

**4. DEVELOPING AND PROMOTING PUBLIC PROCUREMENT PROGRAMS
WITHIN HIGHER EDUCATION INSTITUTIONS**

Alexandru V. ROMAN

13⁰⁰-14³⁰ Lunch – Hotel Akademos

14³⁰-16⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: *Impact of Globalization on Finance and Banking*

Chairman: Lecturer Adina DORNEAN

1. CRISIS EFFECTS ON INVESTOR OUTLOOK ON ROMANIAN BANKS

Silvia GHIȚĂ-MITRESCU

Cristina DUHNEA

2. DOES MONETARY POLICY AFFECTS THE IMPACT OF
MACROPRUDENTIAL REGULATION ON BANK RISK? EVIDENCE FROM
CEE COUNTRIES

Ioana PLEȘCĂU

3. INFLUENCE OF DEMOGRAPHIC AND SOCIAL FACTORS OVER
VOLUNTARY PENSION AND LIFE INSURANCE IN ROMANIA

Andreea Claudia UREAN

4. TRUST - THE INTANGIBLE ASSET OF POLICYHOLDER BEHAVIOR ON
INSURANCE MARKET

Gabriela-Mihaela MUREȘAN

Gabriel ARMEAN

5. EFFECTS ANALYSIS IN ABUSE OF DOMINANCE CASES IN EUROPEAN
UNION

Mihaela ONOFREI

Adina DORNEAN

Mihai MĂRGINEAN

Room 404, 4th floor

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

Chairman: Associate Professor Irina MANOLESCU

1. INCREASING COMPETITIVENESS THROUGH HUMAN RESOURCES.
CASE STUDY FOR ROMANIA'S REGIONS

Laura Mariana CISMAȘ

Ana Maria TALMACIU BANU

2. DIVERGENCES BETWEEN REALITY AND EVALUATION FRAMEWORK
IN THE ROMANIAN BACCALAUREATE SYSTEM

Ciprian CAZACU-HOFFMAN

3. THE VALUES OF SUSTAINABILITY AND CORPORATE RESPONSIBILITY
IN THE CORE MISSION OF MANAGEMENT EDUCATION PROGRAMS IN
JORDANIAN UNIVERSITIES

Ahmad ASSAF

4. FACING THE FUTURE OF ACCOUNTING PROFESSION

Victoria STANCIU

5. HARMONIZING THE FORMS OF EDUCATION FOR HARNESSING
COMPETENCIES WITHIN ECONOMIC FIELD

Carmen Claudia ARUȘTEI

Nelu FLOREA

Irina MANOLESCU

Room 407, 4th floor

Section: Globalization and Business Information Systems

Chairman: Professor Florin DUMITRIU

1. BUILDING A LVCSR SYSTEM FOR ROMANIAN: METHODS AND CHALLENGES

Paula Georgiana ZĂLHAN

2. GENERAL OVERVIEW OF THE EUROPEAN UNION'S REGULATION ON E-COMMERCE

Daniela UNGUREANU

3. BUSINESS RULES MANAGEMENT SYSTEMS AND DECISION MANAGEMENT SYSTEMS

Sabina-Cristiana NECULA

4. BUSINESS INTELLIGENCE BY USING GOOGLE TECHNOLOGY

Daniel HOMOCIANU

Dinu AIRINEI

5. DATA PROCESSING CYCLE IN THE CONTEXT OF INTERNET OF THINGS

Gabriela MEȘNIȚĂ

Dumitru OPREA

Florin DUMITRIU

Room 502, 5th floor

Section: Cycles, Crises and Global Economy

Chairman: Associate Professor Cristina TĂNĂSESCU

1. MONEY DEMAND FEATURES IN CEE COUNTRIES

Valentina-Ioana MERA

Monica POP SILAGHI

2. ROMANIA'S MEDICAL BRAIN DRAIN: STUDENTS' INTENTION TO MIGRATE

Alina BOTEZAT

Cristina IONITA

Doru BOTEZAT

3. BUBBLES AND TRADING VOLUME

Florin BIDIAN

4. FINANCIAL DEVELOPMENT AND THE DURATION OF BANKING CRISES

Clément MATHONNAT

Alexandru MINEA

Marcel VOIA

16⁰⁰-16³⁰ Coffee Break (4th floor)

16³⁰-18⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: Impact of Globalization on Finance and Banking

Chairman: Professor Ovidiu STOICA

1. INSTITUTIONAL INVESTORS AND THEIR ROLE IN THE DEVELOPMENT OF FINANCIAL MARKETS IN THE NEW EU MEMBER STATES

Mihaela BRODOCIANU

2. MEANS TO ENSURE STABILITY OF THE MOLDAVIAN BANKING SYSTEM AT PRESENT

Larisa MISTREAN

Eugenia BUȘMACHIU

3. STIMULATION OF OUTPUT GROWTH THROUGH FISCAL MEASURES IN ROMANIA: A SVAR APPROACH

Dan LUPU

Mircea ASANDULUI

4. FINANCIAL STABILITY AND CONCENTRATION: EVIDENCE FROM EMERGING EUROPE

Bogdan CĂPRARU

Simona MUTU

Norel MOISE

Nicolae PETRIA

5. GENDER DIVERSITY AND BANK EFFICIENCY ACROSS EASTERN EUROPEAN BANKING SYSTEMS

Alin Marius ANDRIEȘ

Bogdan CĂPRARU

Simona NISTOR

Antonio Minguez VERA

6. IMPACT OF DIRECTOR GENDER ON THE BANK BUSINESS MODEL

Alin Marius ANDRIEȘ

Seyed MEHDIAN

Ovidiu STOICA

Room 404, 4th floor

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

Chairman: Lecturer Mircea ASANDULUI

1. EFFECTS OVER LOCAL PLATFORMS OF CROWDFUNDING: A
COMPARISON BETWEEN WESTERN AND EASTERN EUROPE

Jesús Manuel DE SANCHA NAVARRO

Ovidiu STOICA

2. ROMANIA'S SOCIAL PROTECTION SYSTEM: ISSUES AND CHALLENGES

Ana Iolanda VODĂ

Claudiu ȚIGĂNAȘ

3. MIGRATION, REMITTANCES AND ECONOMIC GROWTH IN POST-
COMMUNIST ROMANIA

Cristian ÎNCALTĂRĂU

Liviu-George MAHA

4. DEBATES ON THE "IRRESPONSABILITY" OF CORPORATE SOCIAL
RESPONSIBILITY

Liviu-George MAHA

Sinziana BĂLȚĂTESCU

5. A MULTIDIMENSIONAL APPROACH IN THE ANALYSIS OF REGIONAL
RESILIENCE

Carmen PINTILESCU

Daniela VIORICĂ

6. THE ROLE OF INSTITUTIONS IN INCREASING THE EFFICIENCY OF
PUBLIC SPENDING IN TIMES OF CRISIS

Andreea-Oana IACOBUTA

7. EFFECTIVENESS OF MONETARY POLICY IN ROMANIA

Mircea ASANDULUI

Dan LUPU

Room 407, 4th floor

Section: Globalization and Business Information Systems

Chairman: Professor Marin FOTACHE

1. GAMIFICATION IN TEAM MANAGEMENT

Patricia BERTEA

Armand BERTEA

2. COMPARING ACCESS TIMES BETWEEN IN-MEMORY AND DISK IN ORACLE AND MEMSQL

Robert KRISTO

3. ACHIEVING OPTIMUM PERFORMANCE FOR SQL QUERIES - THE JOURNEY FROM AGONY TO ECSTASY

Lucian LAZAR

4. EXTREME PERFORMANCE WITH ORACLE EXADATA

Alexandru TICĂ

5. PERFORMANCE ANALYSIS OF TWO BIG DATA TECHNOLOGIES ON A CLOUD DISTRIBUTED ARCHITECTURE. RESULTS FOR NON-AGGREGATE QUERIES ON MEDIUM-SIZED DATA

Marin FOTACHE

Ionut HRUBARU

Room 502, 5th floor

Section: Global Context of Financial and Accounting Reporting

Chairman: Professor Costel ISTRATE

1. SOURCES OF LEGITIMACY FOR THE INTERNATIONAL INTEGRATED REPORTING

Mădălina DUMITRU

Raluca Gina GUȘE

2. PUBLIC INSTITUTIONS ACCOUNTING POLICIES AND PROCEDURES MANUAL – THE ENTITIES ACCOUNTING PROFESSIONALS’ OR THE SPECIALIZED FIRMS’ DESIGN?

Marinela - Daniela MANEA

3. THE I IN THE CAPITAL REPORTING IC: A TOOL FOR INFORMATIONAL DEPTH

Victor-Bogdan OPREAN

4. ACCOUNTING PRACTICES AND TAX FRAUD IN MOROCCO

Mohammed Amine EL BOUAZZI

5. INFLUENCE OF IFRS ON EARNINGS MANAGEMENT: EVIDENCE FROM ROMANIA

Mihaela GHIUZAN (CHIRIAC)

6. ACTUAL TENDENCIES OF FOREIGN DIRECT INVESTMENT FLOWS

Alina ȚARAN

Marilena MIRONIUC

Maria-Carmen HUIAN

20⁰⁰ Gala Dinner – Gourmet Restaurant (Bellaria Complex)

OCTOBER 22, Saturday

10⁰⁰

Social Programme

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

OCTOBER 23, Sunday

20⁰⁰

Social Programme

Return from cultural and social trip