

Society for Business Excellence
Faculty of Business Administration in Foreign Languages
The Bucharest University of Economic Studies

PROGRAMME

of

The 13th International Conference on Business Excellence Sustainable Business Models and Innovation in the Knowledge Economy

21-22 March 2019, Bucharest, Romania

Conference Program - in brief

Day1

21 March 2019

Plenary Session- Aula Magna, Piata Romana, no 6

12:30-13:30 Registration (Coffee Break, floor 1)

13:30-14:30 Conference Opening

14:30-16:00 Plenary Session:

Herbert CASTERAN, Associate Professor, PhD, Dean of EM Strasbourg Business School - *Metrics for sustainability and sustainable metrics*

Mark DUBRULLE, President of The Club of Rome EU-Chapter – *Business Excellence calls for More Ethics and New Economics*

Q&A

16:00-16:30 Coffee Break

16:30-17:30 Release of the book *New Models for Financing and Financial Reporting for European SMEs: A Practitioners' view*

Iancu GUDA, President of the Association of Financial and Banking Analysts

Adriana TIRON-TUDOR, Babeş-Bolyai University

Florin TOMA, President of Accountancy Europe

18:00-19:00 Reception (First Floor Piata Romana Building- ASE)

Day 2
22 March 2019 (Calea Grivitei, no 2-2A)

8:00-9:00 Registration

9:00-11:00 Parallel Sessions

11:00-11:30 Coffee Break

11:30-13:00 Parallel Sessions

13:00-14:00 Lunch (Calea Grvitei, no 2-2a)

14:00-16:00 Parallel Sessions

16:00-16:30 Coffee Break

16:30-18:00 Parallel Sessions

19:00-22:00 Conference Dinner and Award Ceremony, Intercontinental Hotel

Day 3

23 March 2019
Trip to wine cellars including lunch and transportation

8:30 Departure Piata Romana no 9

19:00 Return to Bucharest

Day1
21 March 2019
Plenary Session- Aula Magna, Piata
Romana, no 6

Guest speakers
14:30-16:00



Herbert CASTERAN, Associate Professor, PhD, Dean of EM Strasbourg Business School *Metrics for sustainability and sustainable metrics*



Mark DUBRULLE, President of The Club of Rome EU-Chapter
Business Excellence calls for More Ethics and New Economics

Day 2
22 March 2019
(Calea Griviței, no 2-2A)

Minitrack: ENERGY, CLIMATE CHANGE AND SUSTAINABILITY

Minitrack Chairs: Adrian Dumitru TANȚĂU, Holger BERG

9:00-13:00

Room 4102, Calea Griviței no. 2-2A

9:00-11:00

The carbon dioxide clathrate disposal in a pit near Japan

Lucian MÂNDREA

Politehnica University of Bucharest, Bucharest, Romania

Viorel BĂDESCU

Candida Oancea Institute, Politehnica University of Bucharest, Bucharest, Romania

Ionuț Cristian VOICU

Politehnica University of Bucharest, Bucharest, Romania

A correlation analysis of the spot market prices of the Romanian Electricity Sector

Mihail BUSU

The Bucharest University of Economic Studies, Bucharest, Romania

Suitability of OPC UA for distributed energy monitoring

Michael C. KRUTWIG

The Bucharest University of Economic Studies, Bucharest, Romania

Model of nuclear energy valuation in the context of e-mobility

Greta-Marilena VITIOANU, Ileana GAVRILESCU

The Bucharest University of Economic Studies, Bucharest, Romania

How would IOCs leave aside their business models?

Ali Asghar Sadeghi MOJARAD

The Bucharest University of Economic Studies, Bucharest, Romania

Vahid ATASHBARI

The University of Alaska Fairbanks, Alaska

11:30-13:00

New energy policies for smart cities - a comparison among smart cities in the European Union

Fabrizio D'ASCENZO

Sapienza University of Rome, Italy

Adrian Dumitru TANȚĂU

The Bucharest University of Economic Studies, Bucharest, Romania

Marco SAVASTANO

Sapienza University of Rome, Italy

Ana-Maria Iulia ȘANTA

The Bucharest University of Economic Studies, Bucharest, Romania

Developing a new model of risk classification according to the energy usage of companies to be used by stakeholders

Ana COSTANGIOARA, Michael C. KRUTWIG

The Bucharest University of Economic Studies, Bucharest, Romania

Biomonitoring climate change and air quality assessment using bioindicators as experimental model

Andreea COZEA, Elena BUCUR, Andrei VASILE, Catalina STOICA

National Research and Development Institute for Industrial Ecology INCD ECOIND, Bucharest, Romania

Connections between the promoting policies of the Romanian gas companies towards a sustainable consumption and the consumer protection

Madalina Vanesa VARGAS

The Bucharest University of Economic Studies, Bucharest, Romania

Influence of the educational level on the spreading of Fake News regarding the energy field in the online environment

Mihai-Ionuț POP, Irina ENE

The Bucharest University of Economic Studies, Bucharest, Romania

Alleviating energy poverty experienced by students living in private rented accommodation: The role of the housing provider

Vasileios NTOUROS, Marina LASKARI

National & Kapodistrian University of Athens, Athens, Greece

Magdalena IORDACHE-PLATIS

University of Bucharest, Bucharest, Romania

Margarita-Niki ASSIMAKOPOULOS

National & Kapodistrian University of Athens, Athens, Greece

Joanna ROMANOWICZ

National Union of Students, London, UK

Vasileios LONTORFOS

National & Kapodistrian University of Athens, Athens, Greece

The NIMBY effect towards wind energy instalments in Romania-myth or reality?

Maria Alexandra MAASSEN

The Bucharest University of Economic Studies, Bucharest, Romania

Minitrack: SOCIAL ENTREPRENEURSHIP
Minitrack Chairs: Fabrizio D'ASCENZO, Carmen PĂUNESCU

9:00-13:00

Room 4108, Calea Griviței no. 2-2A

9:00-11:00

Contributions of social entrepreneurship to textile waste prevention in Romania

Daniela STAICU

The Bucharest University of Economic Studies, Bucharest, Romania

The role of strategic agility in the IT sector

Miruna Florina LUNGU

The Bucharest University of Economic Studies, Bucharest, Romania

Improving the lean logistic operations management in transportation by introducing the RFID system

Mihaela Cornelia POPESCU

The Bucharest University of Economic Studies, Bucharest, Romania

Seeking freelancers' motivations to adopt an entrepreneurial career – a storytelling approach

Daniela DAMIAN, Alexandru CAPATINA

"Dunărea De Jos" University, Galati, Romania

Towards social entrepreneurship and sustainable development in Lebanon

Malak Bou DIAB

The Bucharest University of Economic Studies, Bucharest, Romania; Lebanese International University, Beirut, Lebanon

11:30-13:00

Time to act: discourse on time in crowdfunding for social entrepreneurship project

Oana Mara STAN

University of Bucharest, Bucharest, Romania

Mina FANEA-IVANOVICI

The Bucharest University of Economic Studies, Bucharest, Romania

Romania and its poverty-alleviating competitiveness: a Central and Eastern European outlook

Ruxandra ARGATU, Carmen PĂUNESCU

The Bucharest University of Economic Studies, Bucharest, Romania

A major boost to the website performance of up-scale hotels in Vietnam

Nga Thi VO

Faculty of Economics and Management, Tomas Bata University in Zlin, Czech Republic Based by Faculty of Tourism, Hoa Sen University Vietnam

Miloslava CHOVANCOVÁ, Ho Thanh TRI

Faculty of Economics and Management, Tomas Bata University in Zlin, Czech Republic

Conceptual framework for rural business models

Florina RĂZVANȚĂ (PUIE)

The Bucharest University of Economic Studies, Bucharest, Romania

Corporate Social Entrepreneurship Initiatives Against Food Waste – The Case of Lidl in Romania

Ramona CANTARAGIU

The Bucharest University of Economic Studies, Romania

Minitrack: KNOWLEDGE ECONOMY
Minitrack Chairs: Constantin BRATIANU, Violeta Mihaela DINCĂ
09:00-13:00
Room 4007, Calea Griviței no. 2-2A

09:00-11:00

Entrepreneurship business research skills

Ileana HAMBURG

Institut Arbeit und Technik, Gelsenkirchen, Germany

Emma O'BRIEN

Mary Immaculate College, Limerick, Ireland

Gabriel VLĂDUȚ

IPA-SA CIFATT, Craiova, Dolj, Romania

Assessment of the intellectual capital evaluation practices in Romanian IT companies

Cynthia Bianca INCZE, Simona VASILACHE

The Bucharest University of Economic Studies, Bucharest, Romania

The impact of lending on bancassurance activity

Elda MARZAI (ABLIZ)

The Bucharest University of Economic Studies, Bucharest, Romania

Operational risk assessment at investment funds level

Laurentiu Paul BARANGA

The Bucharest University of Economic Studies, Bucharest, Romania

A critical view on the mainstream theory of economic cycles

Radu ISAIC, Tudor SMIRNA, Cristian PAUN

The Bucharest University of Economic Studies, Bucharest, Romania

The study of accountants perceptions of different security systems adopted in the public accounting sector in Lebanon

Ali KASSEM, Bogdan Stefan IONESCU

The Bucharest University of Economic Studies, Bucharest, Romania

11:30-13:00

Value creation and the development of knowledge-intensive service activities in Romania's travel agencies

Luciana- Floriana HOLOSTENCU

The Bucharest University of Economic Studies, Bucharest, Romania

Personal versus professional use of mobile phones in information processes at work

Ștefan Andrei NEȘTIAN, Silviu Mihail TIȚĂ, Elena-Sabina TURNEA

Alexandru Ioan Cuza University of Iași, Iași, Romania

An analysis of the impact of the knowledge management technique of e-learning on developing the students' learning process from ASE Bucharest

Violeta Mihaela DINCĂ

The Bucharest University of Economic Studies, Bucharest, Romania

Reframing business reporting in a big data world

Adriana DUTESCU, Irina Bogdana PUGNA, Georgiana Oana STANILA

Bucharest University of Economic Studies, Bucharest, Romania

The impact of digitalization on business sector development in the knowledge economy

Daniela Mihaela NEAMȚU, Cristian-Valentin HAPENCIUC, Ruxandra BEJINARU

"Ștefan cel Mare" University, Suceava, Romania

Linearization and Discretization Risks for Knowledge Management

Constantin BRATIANU

Bucharest University of Economic Studies, Bucharest, Romania

Minitrack: CHALLENGES AND STRATEGIES IN BUSINESS EDUCATION

Minitrack Chairs: Magdalena IORDACHE – PLATIS, Dumitru MIRON

9:00-13:00

Room 4202, Calea Griviței no. 2-2A

9:00-11:00

The analysis of the response from tertiary education programs to the challenges of the Fourth Industrial Revolution

Ioana Coralia ZAVERA

The Bucharest University of Economic Studies, Romania

The role of interactive teaching strategies in business education: Challenges for the 21st century

Eleonora Gabriela CONTU

University of Bucharest, Bucharest, Romania

Ways to create an effective positioning of Romanian universities through identity, image and promotion elements

Marius BĂLĂȘESCU, Simona BĂLĂȘESCU

Transilvania University, Brașov, Romania

A model of international engagement for higher education progress and opportunities

Martin HENSON

University of Essex, UK

Irina PUGNA

The Bucharest University of Economic Studies, Bucharest, Romania

How do high school students perceive the entrepreneurial education

Sorina Ioana MISU

The Bucharest University of Economic Studies, Bucharest, Romania

11:30-13:00

Assessment of entrepreneurship and innovation in newcoming Romanian entrepreneurial universities

Carmen Eugenia NASTASE, Alina-Ramona BUTNARIU, Ancuța LUCACI

“Ștefan cel Mare” University, Suceava, Romania

Wellbeing in universities and Romanian quality assurance requirements; possible university strategy

Magdalena IORDACHE-PLATIS

University of Bucharest, Bucharest, Romania

Are Central Asia countries passive objects of Great Power Diplomacy or increasingly assertive actors?

Dumitru MIRON

The Bucharest University of Economic Studies, Bucharest, Romania

Ioan Alexandru GHERASIM

Corvinus University of Budapest

How important is the lesson of the correlation between advancing the globalization process and intensifying the money laundering phenomenon?

Akad AL-KASAWNIH

The Bucharest University of Economic Studies, Bucharest, Romania

Business excellence models in higher education – innovative solutions for management performance

Alina Mihaela DIMA, Roxana CLODNIȚCHI, Laura Gabriela ISTUDOR, Iulia LUCHIAN

The Bucharest University of Economic Studies, Bucharest, Romania

**Minitrack: DRIVING MARKETING PERFORMANCE THROUGH INNOVATION, CREATIVITY
AND ENTREPRENEURIAL FOCUS**

Minitrack Chairs: Carmen BĂLAN, Corina PELĂU

9:00-11:00

Room 4208, Calea Griviței no. 2-2A

Creative and cultural industries in Europe – case study of the performing arts in Romania

Iuliana CETINĂ, Andrei L. BĂDIN

Academy of Economic Studies, Bucharest, Romania

Marketing communication in tourism - Connection challenges in new service sectors

Nicolae. Al. POP, Cristina Andrada BABA, Raluca Năstase ANYSZ

The Bucharest University of Economic Studies, Bucharest, Romania

Assessing the influence of information and communication technologies on energy productivity

Alexandra Catalina CHINIE

The Bucharest University of Economic Studies, Bucharest, Romania

A trip project for more demanding clientele involving the climb on Matterhorn

Vratislav KOZÁK, Vendula KOLÁŘOVÁ

Tomas Bata University in Zlin, Zlin, Czech Republic

Qualitative and quantitative analysis of consumers' perception regarding anthropomorphic AI designs

Irina ENE, Mihai-Ionuț POP, Bogdan NISTOREANU

The Bucharest University of Economic Studies, Bucharest, Romania

Big-Data and Consumer Profiles – The hidden traps of data collection on social media networks

Corina PELAU, Mihaela STANESCU, Daniela SERBAN

The Bucharest University of Economic Studies, Bucharest, Romania

The scientific event – a visibility factor for the university brand

Nicolae Al. POP, Cristina-Maria OTT, Daniela SIMION-DANICESCU, Steluța TODEA

The Bucharest University of Economic Studies, Bucharest, Romania

Product versus celebrity – An eye-tracking experiment for the determination of the attention-catcher in advertising

Puiu NISTOREANU, Corina PELAU, Laura LAZAR

The Bucharest University of Economic Studies, Bucharest, Romania

Minitrack: DATA SCIENCE IN A DIGITAL SOCIETY
Minitrack Chairs: Wolfgang Karl HÄRDLE, Vasile Alecsandru STRAT, Daniel Traian PELE

11:30-13:00
Room 4208, Calea Griviței no. 2-2A

Patients' attitudes toward the use of IoT medical devices: empirical evidence from Romania

Iustina-Cristina COSTEA-MARCU, Gheorghe MILITARU

Politehnica University, Bucharest, Romania

An overview on the correlation between the economic status of a country and the population's health indicators

Mihai PĂUNICĂ

The Bucharest University of Economic Studies, Bucharest, Romania

Alexandru MANOLE

"ARTIFEX" University of Bucharest, Bucharest, Romania

Cătălina MOTOFEI, Gabriela - Lidia TĂNASE

The Bucharest University of Economic Studies, Bucharest, Romania

Low risk trading algorithm based on the price cyclicity function for capital markets

Cristian PĂUNA

The Bucharest University of Economic Studies, Bucharest, Romania

Game theory in designing mHealth apps for monitoring hypertension

Antonio CLIM, Răzvan Daniel ZOTA

The Bucharest University of Economic Studies, Bucharest, Romania

A genus-differentia approach for the time series of cryptocurrencies returns

Wolfgang Karl HÄRDLE

Chair of Statistics, Humboldt-Universität zu Berlin, Berlin, Germany

Daniel Traian PELE

Department of Statistics and Econometrics, Bucharest University of Economic Studies

Niels WESSELHÖFFT

Chair of Statistics, Humboldt-Universität zu Berlin, Berlin, Germany

Deep reinforcement learning for cryptocurrency portfolio management

Bruno SPILAK

Humboldt-Universität zu Berlin, Berlin, Germany

Minitrack: BUSINESS DIGITIZATION
Minitrack Chairs: Florina PÎNZARU, Sorin ANAGNOSTE

09:00-11:00
Room 4209, Calea Griviței no. 2-2A

Study on the factors that determine the success of ERP implementation

Wissam EL HAJJ, Ali SERHAN

The Bucharest University of Economic Studies

Understanding the internet banking adoption factors in the Romanian market

Mihaela-Rodica GANCIU

Energomontaj S.A., Bucharest, Romania

Ramona-Alexandra NEGHINĂ, Valentin-Andrei MĂNESCU

Webecom S.R.L., Bucharest, Romania

Petronela-Cristina SIMION, Gheorghe MILITARU

University Politehnica of Bucharest, Bucharest, Romania

Investigating how online shopping platform users contribute to improving the businesses' performance: empirical evidence from Romania

Andreea BARBU, Gheorghe MILITARU, Cristina Petronela SIMION, Georgiana MOICEANU

University POLITEHNICA of Bucharest, Bucharest, Romania

Online business networking experience research on ecommerce entrepreneurs

Ramona-Alexandra NEGHINĂ, Valentin-Andrei MĂNESCU

Webecom S.R.L., Bucharest, Romania

Mihaela-Rodica GANCIU

Energomontaj S.A., Bucharest, Romania

Dragoș-Georgian ILIE

University of Bucharest, Bucharest, Romania

Gheorghe MILITARU

University Politehnica of Bucharest, Bucharest, Romania

New business models based on Internet of Things

Dragos TOHANEAN

University of Economic Studies, Bucharest, Romania

Anca VASILESCU

Transilvania University of Brasov, Romania

Game mechanics and aesthetics differences for tangible and intangible goods provided via social media

Fortesa HAZIRI, Miloslava CHOVANCOVÁ

Tomas Bata University, Zlin, Czech Republic

Faton FETAHU

University "Hasan Prishtina", Prishtinë, Republic of Kosovo

Minitrack: ACCOUNTING FOR THE FUTURE: HOW WILL CORPORATE BUSINESS MODELS DELIVER SUSTAINABILITY?

Minitrack Chairs: Nick TSITSIANIS, Adriana DUTESCU, Adriana TIRON-TUDOR

11:30-16:00

Room 4209, Calea Griviței no. 2-2A

11:30 – 13:00

Integrated reporting framework application: A European case study in the financial sector

Adriana TIRON-TUDOR, Octavian JULA, Diana Lavinia MARTIN, Gianluca ZANELATO

Babes-Bolyai University, Cluj-Napoca, Romania

The enterprise risk profile model and its implementation in reorganised companies

Cristina STROIE, Adriana DUȚESCU

The Bucharest University of Economic Studies, Bucharest, Romania

The sustainability reporting standards as drivers of the energy reporting

Valentin-Florentin DUMITRU, Gabriel JINGA, Oana Georgiana STĂNILĂ, Mădălina DUMITRU

The Bucharest University of Economic Studies, Bucharest, Romania

The role of management accounting systems in sustainable and development strategies

Hassan NASSEREDDINE

The Bucharest University of Economic Studies, Bucharest, Romania

Lebanese International University, Beirut, Lebanon

Amar SAYED AHMAD

The Bucharest University of Economic Studies, Bucharest, Romania

Major challenges and barriers to IPSASs implementation in Lebanon

Amar SAYED AHMAD, Hassan NASSEREDINE

The Bucharest University of Economic Studies, Bucharest, Romania

Impact of ERP systems on Organizations' Financial Performance

Ali SERHAN, Wissam EL HAJJ

The Bucharest University of Economic Studies, Bucharest, Romania

Protection of personal data at the level of economic structures within companies in Romania

Monica Florentina CALOPEREANU, Alin Nicușor CALOPEREANU, Daniela Nicoleta SAHLIAN, Adriana Florina POPA

The Bucharest University of Economic Studies, Bucharest, Romania

Marian ȘUICĂ

Technical University of Civil Engineering of Bucharest, Bucharest, Romania

IAS 41 and beyond for a sustainable EU agriculture

Buda DANIEL

Babes-Bolyai University, Cluj- Napoca, Romania

Razvan HOINARU

Queen Mary, University of London (QMUL), London, U.K.

Mihaela MOCANU, Aureliana-Geta ROMAN

The University of Economic Studies, Bucharest, Romania

14:00 – 16:00

Reframing business reporting in a Big Data world

Irina - Bogdana PUGNA, Adriana DUȚESCU

The Bucharest University of Economic Studies, Bucharest, Romania

The impact of the compliance with the integrated reporting content elements on the financial performance

Diana DUMITRESCU, Nicolae BOBITAN

West University of Timisoara, Timisoara, Romania

Restructured business models in the era of artificial intelligence – a shareholders' perspective

Lucian DE MEZZO, Adriana DUȚESCU

The Bucharest University of Economic Studies, Bucharest, Romania

Building a predictive nomogram of bankruptcy risk – o tool to ensure business sustainability

Elisabeta JABA, Costel ISTRAT, Ioan-Bogdan ROBU

Alexandru Ioan Cuza University of Iasi

Ion ANGHEL, Mihai ROMAN

The Bucharest University of Economic Studies, Bucharest, Romania

Critical analysis of frameworks for reporting: financial or integrated?

Mirela NICHITA

The Bucharest University of Economic Studies, Bucharest, Romania

Risk factors in managing the performance of the financial-accounting function

Maria BRATU (POPESCU)

Valahia University of Targoviste, Targoviste/Dambovita, Romania

Business models suitable for circular economy in the context of new advanced information communication technologies (ICT)

Cristina NEAGU

The Bucharest University of Economic Studies, Bucharest, Romania

Mihaela Denisa COMAN, Dan Marius COMAN, Sorina Geanina STANESCU

Valahia University of Targoviste, Institute of Multidisciplinary Research for Science and Technology, Targoviste, Romania

Constantin Aurelian IONESCU, Liliana PASCHIA

Hyperion University of Bucharest, Faculty of Economics, Bucharest, Romania

Challenges and controversies related to the IFRS 15 implementation

Valentin Ioan USURELU, Adriana DUTESCU

The Bucharest University of Economic Studies, Bucharest, Romania

NGOs perspective over CSR actions in the Romanian private sector

Dragos Andrei STOICA, Ioan-Radu PETRARIU, Florin DOBRE, Raluca-Georgiana CHIVU

The Bucharest University of Economic Studies, Bucharest, Romania

Accounting for the future: How will corporate business models deliver sustainability?

Colin HASLAM

Queen Mary University of London, London, UK

Minitrack: INTERNATIONAL BUSINESS FINANCE IN A GLOBALIZED WORLD

Minitrack Chairs: Cristian PĂUN, Cristian BĂDĂRÎNZĂ

14:00-16:00

Room 4202, Calea Griviței no. 2-2A

Stress and scenario tests in the context of a Romanian non-life insurance company

Aurora Elena DINA (MANOLACHE)

The Bucharest University of Economic Studies, Bucharest, Romania

Currency exposure of CEE companies: an analysis on financial and energy industries

Alexandra HOROBET, Georgiana VRÎNCEANU

The Bucharest University of Economic Studies, Bucharest, Romania

Assessing operational risk while using the logic of the included middle

Răzvan TUDOR

The Bucharest University of Economic Studies, Bucharest, Romania

Terrorist threats on the economic system & combating financing terrorist organizations

Gheorghe Cosmin MANEA, Cristian Valeriu PAUN

The Bucharest University of Economic Studies, Bucharest, Romania

Was Euro the magic wand for economic growth? An analysis of the real benefits of Euro adoption for the New Member States

Ana-Maria HOLOBIUC

The Bucharest University of Economic Studies, Bucharest, Romania

Bogdan MIHAI

Babeş-Bolyai University, Cluj Napoca, Romania

Performance, trends and innovations in the current trade sector context

Ioan BIRCEA, Kinga Emese ZSIDO

University of Medicine, Pharmacy, Sciences and Technology of Targu Mures, Romania

Exploring the concept of crisis in businesses: a critical step in the formulation and implementation of crisis management

Radu MUȘETESCU, Hezi SHAYB

Bucharest University of Economics, Romania

Investors' rationality. An analysis of the investment policy implications on shares valuation

Andreea CURMEI-SEMENESCU, Elena Valentina ȚILICĂ.

Department of Finance and CEFIMO, Faculty of Finance and Banking, The Bucharest University of Economic Studies

Cătălin Valeriu CURMEI

UNESCO Department for Business Administration, Faculty of Business Administration in Foreign Languages, The Bucharest University of Economic Studies

Minitrack: COMPLEXITY IN A TURBULENT ECONOMIC ENVIRONMENT
Minitrack Chairs: Luis Miguel CIRAVEGNA MARTINS DA FONSECA,
Valentina Mihaela GHINEA

14:00-16:00
Room 4108, Calea Griviței no. 2-2A

Enabling factors for the competitiveness of the Portuguese automotive industry

Luis FONSECA

ISEP -P. Porto and CIDEM R&D, Porto, Portugal

Jorge FERNANDES, Sandra RAMOS

ISEP -P. Porto, Porto, Portugal

Pathologies and paradoxes of co-creation. Contribution to the discussion about the social responsibility of building a competitive advantage in the age of Industry 4.0

Anna ADAMIK, Michał NOWICKI

Faculty of Management and Production Engineering, Department of Management, Lodz University of Technology, Poland

Conceptual model of decision-making information used by managers in Bulgarian non-hospital medical organizations

Petya ANGELOVA

University of Economics – Varna, Varna, Bulgaria

Land taxation

Anca Marina IZVORANU

Institute of Agricultural Economics, Bucharest, Romania

Henriette Cristiana CĂLIN

Bucharest University of Economic Studies, Romania

The evolution of the Romanian bakery industry: an entrepreneurial perspective

Andreea SĂSEANU

The Bucharest University of Economic Studies, Bucharest, Romania

Sorin-George TOMA, Paul MARINESCU

University of Bucharest, Bucharest, Romania

HR specialists' perceptions of the desirability of psychopathic traits in job candidates

Alexandru TUDOSOIU, Valentina Mihaela GHINEA, Ramona CANTARAGIU

The Bucharest University of Economic Studies, Bucharest, Romania

Minitrack: HUMAN RESOURCES – A GAME CHANGER OF THE BUSINESS STRATEGY
Minitrack Chairs: Alecxandrina DEACONU, Lavinia RAȘCĂ

14:00-16:00
Room 4208, Calea Griviței no. 2-2A

The excellence as a habit - The thyroid repair

Lucian MÂNDREA

Politehnica University of Bucharest, Bucharest, Romania

Ioan CURTA

Transilvania University of Brașov, Brașov, Romania

Aurel CHIRILĂ, Dragoș DEACONU

University Politehnica of Bucharest, Bucharest, Romania

Motivators and its impacts on job satisfaction in FDI companies - A case study of Eurowindow Vietnam

Ho Thanh TRI

FaME, Tomas Bata University in Zlin, Czech Republic based at Industrial University of Ho Chi Minh City, Vietnam.

Nguyen NGOC-TAN

FaME, Tomas Bata University in Zlin, Czech Republic based at Hanoi University, Vietnam

Aleš GREGAR, Drahomira PAVELKOVA

FaME, Tomas Bata University in Zlin, Czech Republic

New methods to increase the human balance and self control

Lucian MÂNDREA

Politehnica University of Bucharest, Bucharest, Romania

Ioan CURTA

Transilvania University of Brașov, Brașov, Romania

Comparative study of employees' key competencies in selected health care and non-health care organizations

Janka VYDROVÁ

Tomas Bata University in Zlin, Faculty of Management and Economics, Zlin, Czech Republic

The employer branding creation and HR marketing in selected healthcare service providers

Jiří BEJTKOVSKÝ

Tomas Bata University in Zlín, Faculty of Management and Economics, Department of Management and Marketing, Zlín, Czech Republic

The role of the emotional intelligence in the relationship between medical personnel and the patient

Nicoleta CHICU, Alecxandrina DEACONU

The Bucharest University of Economic Studies, Bucharest, Romania

Lavinia RASCA

The Institute for Business Administration in Bucharest, Bucharest, Romania

Considerations regarding compliance with the Regulation (EU) 2016/679 (GDPR) in Human Resources Departments

Monica Florentina CALOPEREANU

The Bucharest University of Economic Studies, Bucharest, Romania

Marian ȘUICĂ

Technical University of Civil Engineering of Bucharest, Bucharest, Romania

Alin Nicușor CALOPEREANU

The Bucharest University of Economic Studies, Bucharest, Romania

When brainstorming end and voting rules start effective? A numerical approach in the AHP context

Adriana MICLEA

The Bucharest University of Economic Studies, Bucharest, Romania

Minitrack: INNOVATION AND THE KNOWLEDGE ECONOMY
Minitrack Chairs: Francesco BELLINI, Marta-Christina SUCIU

14:00-18:00

Room 4102, Calea Griviței no. 2-2A

14:00-16:00

National innovative performance and sustainable development – the case of Slovakia

Katarina JANOSKOVA, Pavol KRAL

University of Žilina, Žilina, Slovakia

A comparative analysis of crowdfunding in Poland and Romania

Mina FANEA-IVANOVICI

The Bucharest University of Economic Studies, Bucharest, Romania

Małgorzata SIEMIONEK-RUSKAŃ

University of Gdansk, Gdansk, Poland

Value management in blockchain technology related projects

Kai CHEN

Babes-Bolyai University, Cluj-Napoca, Romania

Key drivers and skills need for innovative companies focused on sustainability

Adriana GRIGORESCU

National School for Political and Administrative Studies,

Correspondent Member of Academy of Romanian Scientists

Monica Mihaela MAER MATEI

The Bucharest University of Economic Studies, National Scientific Research Institute for Labour and Social Protection

Cristina MOCANU, Ana-Maria ZAMFIR

National Scientific Research Institute for Labour and Social Protection

16.30 – 18:00

Repositioning sales as an influence on innovation and a source of sustainable competitive advantage

Ovidiu-Iulian BUNEA

The Bucharest University of Economic Studies, Bucharest, Romania

The long-term effectiveness of advertising driven sales for e-commerce SMEs

Marta Christina SUCIU, Christian NĂSULEA, Diana Florentina NĂSULEA

Bucharest University of Economic Studies, Bucharest, Romania,

Towards a smart, inclusive & sustainable development. Investment in human capital and innovation. An empirical analysis

Emilia HERMAN

University of Medicine, Pharmacy, Sciences and Technology of Tirgu-Mures, Romania

Marta-Christina SUCIU

The Bucharest University of Economic Studies, Faculty of Theoretical and Applied Economics, Department of Economics & Economic Policies, Bucharest, Romania

Assessment of the innovation potential and business models creation in media convergence sector: case studies from i3 project

Francesco BELLINI

Eurokleis srl / University La Sapienza - Dept. of Management, Rome, Italy

Iana DULSKAIA

Eurokleis srl

Minitrack: SUSTAINABILITY IN TERTIARY SECTOR
Minitrack Chairs: Gabriela ȚIGU, Mihaela-Cornelia DAN

14:00-18:00

Room 4007, Calea Griviței no. 2-2A

14:00-16:00

Multi-organ transplantation center in Romania: a story of persuasion for a controverted issue

Narcis COPCĂ

"St.Maria" Clinical Hospital; Bucharest University of Economic Studies, Romania

Constanța MIHĂESCU-PINȚIA

National School of Public Health, Management and Professional Development; "St.Maria" Clinical Hospital, Bucharest, Romania

New approaches to customer experience: Where disruptive technological innovation meets luxury fashion

Jacqueline-Nathalie HARBA

The Bucharest Academy of Economic Studies, Bucharest, Romania

Competitiveness and sustainable development in public services

Adriana GRIGORESCU

National University of Political Studies and Public Administration,

Correspondent Member of Academy of Romanian Scientists

Cristina LINCARU, Speranța PÎRCIOG

National Scientific Research Institute for Labour and Social Protection

Răzvan-Ion CHIȚESCU

National University of Political Studies and Public Administration

Cruise industry in Romania – An emerging market

Emanuela ANTON

The Bucharest University of Economic Studies, Bucharest, Romania

16.30 – 18:00

The costs of cyberterrorism for the national economy: United States of America vs Egypt

Florentina Ștefania NEAGU

The Bucharest University of Economic Studies, Bucharest, Romania

Anca SAVU

National Defence University "Carol I", Bucharest, Romania

Investigation into Millennials' and Z generation's perception over dual education systems in Romania in a tourism oriented institution

Mihaela PARTECA

The Bucharest University of Economic Studies, Bucharest, Romania

Developing rural tourism in the context of sustainable bioeconomy – a Romanian perspective

Shahrazad HADAD

The Bucharest University of Economic Studies, Bucharest, Romania

Sustainable Entrepreneurship in the Romanian Sports Industry

Mihaela-Cornelia DAN

The Bucharest University of Economic Studies, Bucharest, Romania

Minitrack: BUSINESS INTERNATIONALIZATION AND GLOBALIZATION
Minitrack Chairs: Luminița NICOLESCU, Mariana NICOLAE

16:30-18:00
Room 4209, Calea Griviței no. 2-2A

The influence of consumer protection on the satisfaction of airline passengers

Nicoleta Andreea NEACȘU, Anca MADAR
Transilvania University of Brașov, Brașov, România

Key customer focus – an outcome of a cross-functional approach under the Customer Relationship Management (CRM) process-oriented strategy

Ioan Alexandru RIPA, Luminita NICOLESCU
The Bucharest University of Economic Studies, Bucharest, Romania

Voting with your brain or heart, hands or feet? An Enquiry in the Microeconomics of Intra- and Inter- National Political Competition

Matei-Alexandru APĂVĂLOAEI, Octavian-Dragomir JORA, Mihaela IACOB
The Bucharest University of Economic Studies Bucharest, Romania

Does migration influence corruption in Europe?

Liviu-Stelian BEGU
The Bucharest University of Economic Studies, Bucharest, Romania

Adriana Ana Maria DAVIDESCU
The Bucharest University of Economic Studies, Labour Market Policy Department National Scientific Research Institute for Labour and Social Protection, Bucharest, Romania

Simona-Andreea APOSTU
The Bucharest University of Economic Studies, Bucharest, Romania

Andreea-Oana ENACHE
Romanian Academy, Bucharest, Romania

A balanced approach: Brexit from political and business perspectives

Răzvan HOINARU
Queen Mary University of London, London, United Kingdom
Mihnea NĂSTASE
National University of Political Studies and Public Administration, Bucharest, Romania

Study on the fiscal behavior at an international level

Petre BREZEANU, Adriana Florina POPA, Daniela Nicoleta SAHLIAN, Monica Florentina CALOPEREANU, Ramona Tatiana DAMIAN
The Bucharest University of Economic Studies, Bucharest, Romania

Minitrack: BRANDING FROM EMERGING COUNTRIES: A SHIFTING PARADIGM
Minitrack Chairs: Claude CHAILAN, Tănase STAMULE

16:30-18:00
Room 4208, Calea Griviței no. 2-2A

Costs a pretty penny: how household income impacts upon motorization in Europe and raises manufacturer branding challenges

Vlad I. ROȘCA

The Bucharest University of Economic Studies, Bucharest, Romania

Building trust through branding in public health care system

Georgeta-Mădălina MEGHIȘAN- TOMA

The Bucharest University of Economic Studies, Faculty of Business Administration in foreign languages, Bucharest, Romania

Romanian Academy, National Institute of Economic Research "Costin C. Kiritescu", Bucharest, Romania

Dorin TOMA

Clinical Hospital "Prof. Dr. Th. Burghel", Bucharest, Romania

The impact of negative publicity on consumer brand loyalty

Cynthia INCZE

The Bucharest University of Economic Studies, Bucharest, Romania

Simona VASILACHE

The Bucharest University of Economic Studies, Bucharest, Romania

The new economic good: Your own personal data. An integrative analysis of the Dark Web

Vanesa – Mădălina VARGAS

The Bucharest University of Economic Studies, Bucharest, Romania

Modifying the organisational culture in order to increase the company's level of sustainability

Lilia COVAȘ

Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

Particularities of public-private partnership in the social field of the Republic of Moldova

Irina CĂLUGĂREANU

Academy of Economic Studies, Republic of Moldova, Chisinau

Minitrack: NEW CHALLENGES FOR MACROECONOMIC MODELING
Minitrack Chairs: Alexandru MINEA, Petre CARAIANI

16:30-18:00
Room 4202, Calea Griviței no. 2-2A

Human capital, innovation, FDI and economic performance in the European Union. A panel analysis

Elena PELINESCU

Institute for Economic Forecasting, Bucharest, Romania

Mihaela SIMIONESCU

Institute for Economic Forecasting, Bucharest, Romania

Revisiting leveraged bubbles

Petre CARAIANI

Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania

Dan Gabriel ANGHEL

Department of Money and Banking, Faculty of Finance and Banking, The Bucharest University of Economic Studies

The unfortunate science of giving up: impact of EU accession on social mobility in Romania

Zohar IANOVICI

Institutul Național de Cercetări Economice 'Costin C. Kirițescu' (INCE)

Production Structure and Macroeconomic Shocks

Petre CARAIANI

Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania

Housing Markets, Monetary Policy and the International Comovement of Housing Bubbles

Petre CARAIANI

Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania

Adrian Cantemir CĂLIN

Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania

Which non-euro countries best fit in the eurozone?

Alexandru Vasile LAZAREC

Public debt and endogenous growth cycles

Alexandru MINEA

University Clermont Auvergne, France

Maxime MENUET

University of Orleans, France

Patrick VILLIEU

University of Orleans, France

Minitrack: BUSINESS LAW
Minitrack Chairs: Ovidiu Ioan DUMITRU, Simona CHIRICĂ

16:30-18:00
Room 4108, Calea Griviței no. 2-2A

Corporate governance and the role of non-executive managers. A comparative legal study on the current provisions and future possible developments at European and International level with implication on the Romanian business environment

Ovidiu Ioan DUMITRU

The Bucharest University of Economic Studies, Bucharest, Romania

'Green' obligations regarding new constructions and their impact on the real-estate market

Simona CHIRICĂ

The Bucharest University of Economic Studies, Bucharest, Romania

On the court jurisdiction in case of litigation between entrepreneurs

Cristina COJOCARU

The Bucharest University of Economic Studies, Bucharest, Romania

The possible conflict of interests existing during the exercise of the mandate of administrator or for the position of shareholder of a company by shares regulated according to law no. 31/1990

Andreea STOICAN

The Bucharest University of Economic Studies, Bucharest, Romania