



Society for Business Excellence (SBE)

Faculty of Business Administration in Foreign Languages (FABIZ)

The Bucharest University of Economic Studies (BUES)

The 11th International Conference on Business Excellence

**Strategy, Complexity and Energy in changing
times**

"The best way to predict the future is to create it." – Abraham Lincoln

PROGRAM

30-31 March 2017, Bucharest, Romania

ICBE 2017



ICBE 2017 – Conference program

Day 1

30th March 2017

(Virgil Madgearu, Piata Romana No. 6)

11:00-12:00 SBE General Meeting (Virgil Madgearu)

Plenary Session- Aula Magna ASE, Piata Romana, No. 6

12:30-13:30 Registration (in front of Aula Magna)

13:30-14:30 Conference Opening

14:30-16:00 Plenary Session

16:00-16:30 Coffee Break

16:30-18:00 Plenary Session

18:00-19:30 Reception (First Floor Piata Romana No. 6, ASE Building)



Day 2

**31st March 2017 (Calea Grivitei, No. 2-2A/
Virgil Madgearu, Piata Romana No. 6)**

**8:00-9:00 Registration (first floor, Calea Grivitei, No.
2-2A/ Virgil Madgearu, Piata Romana No. 6)**

9:00-1:00 Parallel Sessions

11:00-11:30 Coffee Break

11:30-13:00 Parallel Sessions

13:00-14:30 Lunch

14:30-16:30 Parallel Sessions

16:30-17:00 Coffee Break

17:00-18:30 Parallel Sessions

***19:00-22:00 Gala Dinner and Conference Awards
(Hilton Hotel)***



Day 3

1st April 2017 (trip to Sinaia)

9:00 Piata Romana (departure)

9:30-11:30 Bucharest- Sinaia

11:30-13:00 Peles Castle tour

13:30-16:00 Lunch (Sinaia)

16:00-18:00 Sinaia- Bucharest

18:00 Piata Romana (arrival)



**30th March 2017
(Virgil Madgearu, Piata Romana No. 6)**

PLENARY SESSION

14:30-16:00

Guest speakers:

Constantin BRATIANU, *The Bucharest University of Economic Studies*
Strategic thinking

Wolfgang Karl HÄRDLE, *Humboldt University Berlin*
The role of data science in our society

16:30-18:00

Guest speakers:

Michael STOICA, *Washburn University School of Business*
Achieving business excellence: the case of small and medium-sized companies

Marius STAN, *Argonne National Laboratory and University of Chicago and Northwestern University*
Science, art and society

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**Minitrack: ENERGY, CLIMATE CHANGE AND
SUSTAINABILITY**

***Minitrack Chairs: Adrian Dumitru TANȚĂU George DARIE,
Marius STAN, Ivan MIHAJLOVIC***

9:00-18:30

Room Virgil Madgearu, Piața Romană no. 6

9:00-11:00

Ivan MIHAJLOVIĆ (56)

*Burden of industrial waste and potential for recycling: technological,
economic and environmental aspects*

**Adrian D. TANȚĂU, Mohammadreza KHORSHIDI, Ali Asghar
Sadeghi MOJARAD (95)**

International oil companies sustainability after oil price decline

**Mihail-Bogdan CĂRUȚAȘIU, Constantin IONESCU, Horia NECULA
(123)**

*Optimal technical and economic strategy for retrofitting residential
buildings in Romania*

**Adriana DUȚESCU, Adriana Florina POPA, Florin DOBRE,
Georgiana Oana STĂNILĂ (116)**

*Sustainability of financial professional services through marketing
strategy- an empirical research*

Nela SLAVU, Cristian DINCA (131)

*Economical aspects of the CCS technology integration in the conventional
power plant*

**Roxana PĂTRAȘCU, Eduard MINCIUC, George DARIE, Ștefan-
Dominic VORONCA, Andreea-Ioana BĂDICU (134)**

*Energy efficiency solutions for driers used in the glass manufacturing and
processing industry*



Eduard MINCIUC, Roxana PĂTRAȘCU, George DARIE, Ioana DIACONESCU (135)

Implementation of energy efficiency programs using cogeneration based on internal combustion engines

Ana-Maria Iulia ȘANTA (84)

The common energy market of the European Union – utopia or reality?

11:30-13:00

Alin-Nicușor CALOPEREANU, Eugen PRIOTEASA, Ileana VĂLIMĂREANU (MIRCIOI) (77)

Natural gas transport system in the Extended Region of the Black Sea in the current geopolitical, GEO-and geo-economics context

Monica Florentina CALOPEREANU, Alin-Nicușor CALOPEREANU (19)

Priorities in Romania's energy strategies in the current European and Euro-Atlantic context

Ileana GAVRILESCU (37)

Effective business models for electric vehicles

Paul BARANGĂ (10)

Opinion on the new financial products issued by financial institutions - structured products –

Maria MAASSEN (52)

Correlations between energy economy and housing market prices in the EU-impacts on future sustainability

14:30-16:30

Raluca TIRTEA, Cosmin MĂRCULESCU (132)

Economical aspects of using biomass as energy source for power generation

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Elena PRESURA, Lacramioara Diana ROBESCU (133)

Energy use and carbon footprint for potable water and wastewater treatment

Corina MURAFĂ (106)

The energy performance contract - key towards energy efficiency in Europe?

Dimitre NIKOLOV, Ivan BOEVSKI, Petar BORISOV, Teodor RADEV, Adriana MIHNEA (64)

Benefits, opportunities, cost and risk in delivering public goods in agriculture: south central planning region in Bulgaria case study

Corina PELĂU, Alexandra Cătălina CHINIE (69)

Environmental Key Performance Indicators of CSR activities in the energy industry

Georgeta-Mădălina MEGHIȘAN, Dorin TOMA (107)

Public health management: life expectancy and air pollution

Daniela ȘERBAN, Corina PELĂU, Alexandra Cătălina CHINIE (155)

Calculation of the differences of attitude and behavior of two generations with the Euclidian-metric

17:00-18:30

Sergiu BRAȘOVEANU (14)

Oil and gas business in changing times

Virgil DUMBRAVĂ, George Cristian LĂZĂROIU, Gabriel BAZACLIU, Dario ZANINELLI (136)

Demand response power system optimization in presence of renewable energy sources



Roxana CLODNIȚCHI, Cristian BUSU (120)

Energy poverty in Romania - drivers, effects and possible measures to reduce its effects and the number of people affected

Răzvan RĂDULESCU, Alexandra Cătălina NEDELCU (117)

A comprehensive method of matching the supply and demand on the Romanian energy market

Adriana AnaMaria DAVIDESCU, Alexandra Cătălina NEDELCU, Cristian BUSU (150)

Evaluating the sustainability potential of Romanian economy in European context



**Minitrack: CHALLENGES AND STRATEGIES IN
BUSINESS EDUCATION**

***Minitrack Chairs: Magdalena IORDACHE-PLATIS, Violeta
DINCĂ***

9:00-13:00

Room 4208, Calea Griviței no. 2-2A

9:00-11:00

**Ioana CEAUȘU, Katrin MARQUARDT, Sven-Joachim IRMER, Elisa
GOTESMAN (20)**

Factors influencing performance within startup assistance organizations

Eleonora Gabriela CONȚU (23)

The role of classical and modern teaching methods in business education

Amine GHOUMRASSI, Gabriela ȚIGU (39)

The impact of the logistics management in customer satisfaction

Magdalena IORDACHE-PLATIS (46)

*Strategies for academic leadership towards increasing productivity in
higher education institutions; business education case*

Simona VASILACHE, Johana RÎNCIOG (79)

Curricular improvements for entrepreneurial education

Ruxandra BEJINARU, Gabriela PRELIPCEAN (143)

Successful strategies to be learnt from world-class universities

11:30-13:00

Manuela EPURE (142)

*University-business cooperation: adapting the curriculum and
educational package to labor market requirements*



Johana RÎNCIOG (80)

A survey-based analysis of life-long learning patterns of young entrepreneurs

Marta Christina SUCIU (92)

The culture of excellence. Challenges and opportunities during changing times

Mariana NICOLAE, Elena NICOLAE (138)

Development, competence and performance – who does what in higher education?

Luminița Claudia CORBU, Daniela Mihaela NEAMȚU, Valentin Cristian HAPENCIUC (25)

The rate of transition to higher levels of education from general to particular

Alina Mihaela DIMA, Shahrazad HADAD (27)

A conceptual analysis of business-university knowledge transfers



**Minitrack: HUMAN RESOURCES – A GAME CHANGER OF
THE BUSINESS STRATEGY**

Minitrack Chairs: Alexandrina DEACONU, Lavinia RAȘCĂ

14:30-18:30

Room 4208, Calea Griviței no. 2-2A

14:30-16:30

**Iana DULSKAIA, Francesco BELLINI, Roman ZABAL, Oscar GARCIA
PAÑELLA, Fabrizio D'ASCENZO (11)**

*Gamification as an instrument for organizational behaviour change
during the meeting: case study «ROBATIEMPOS»*

Narcis COPCA, Constanta MIHAESCU-PINTIA (24)

Motivating hospital personnel for excellence in a rough environment

Cătălina RADU, Alexandrina DEACONU, Răzvan-Cătălin DOBREA

Dominant drivers of business students

**Roxana Maria GAVRIL, Jan KIEHNE, Christian Richard HELL,
Carsten KIRSCHNER (36)**

*Impact assessment on the performance of e-learning in corporate
training programs in the context of globalization*

Lucian T. MÂNDREA, Aurel I. CHIRILĂ (53)

The complete human being, energy and soul

Bogdan NEDELCU (61)

Human talent forecasting

Adina ROTILEANU (119)

*Marketers' expanded role to increase internal customer satisfaction in
organizational change*

Lavinia RAȘCĂ (146)

Human resources challenges for the 21st century



17:00-18:30

Cătălina-Oana DUMITRESCU (MIRICA) (29)

Professional career management and personal development for the employees of the Romanian medical system

Cristina Iulia GHENU (38)

The workplace satisfaction of Romania's medical personnel in state and public institutions

Simona GOIA (AGOSTON), Ramona Ștefania IGRET, Cristian MARINAȘ (41)

Internship programmes- bridge between school and professional life

Nicoleta CHICU, Cătălina NEDELCU (62)

Organizational performance based on Tahler drivers in Romanian companies

Tatiana SEGAL, Shahrazad HADAD (137)

Job requirements for Romanian entrepreneurs



**Minitrack: INTERNATIONAL PERSPECTIVES ON
FUTURE DEVELOPMENTS**

Minitrack Chairs: Luminița NICOLESCU, Mariana NICOLAE

9:00-13:00

Room 4202, Calea Griviței no. 2-2A

9:00-11:00

Violeta Mihaela DINCA, Teodora FLORICEL, Monica ZOTTU (140)

Japanese women in the contemporary society

Ziad Yaseen Saud AL-DULAIMI (1)

Education, educational services and students' satisfaction (A comparative study between Romanian and Iraqi universities)

Maria-Irina ANA (2)

Tourism industry in the new Europe: trends, policies and challenges

Anca-Georgiana ANDREI (5)

Branding post-communist Romania and its effects on country image

Lavinia Cornelia BUTUM (18)

The role of international competences in increasing graduates' access to the labor market

Laura Gabriela ISTUDOR (48)

Creative economy and knowledge-based society. Perspectives for Romania

Jan KIEHNE, Ioana CEAUSU, Ann-Katrin ARP, Timm SCHÜLER (50)

Middle management's role in strategy implementation projects: a behavioral analysis



Ruxandra POPESCU, Ștefania GHIOCANU (74)

Involvement of small and medium-sized enterprises (SMEs) in elaborating and implementing public policies: Study case - Romanian small and medium-sized enterprises

11:30-13:00

Fedaa Abd Almajid Sabbar ALARAJI, Zaid Yaseen Saud AL-DULAIMI, Thamer Mahdi Muhamed SABRI, Elena Iuliana ION (83)

Factors affecting the quality of external auditing services

Cristina STOENESCU, Camelia Monica GHEORGHE (91)

"Hybrid" airlines – Generating value between low-cost and traditional

Cornelia ZEINEDDINE (104)

Nation branding in the Middle East - United Arab Emirates (UAE) vs. Qatar

Claudiu IONIȚĂ, Birol IBADULA, Cristina VLAD, Petre BREZEANU (45)

Crackdown on tax evasion – improving ways of coordination between the tax authorities and automatic exchange of information developments in Romania

Luminița NICOLESCU, Florentin Gabriel TUDORACHE (112)

Capital markets in Central and Eastern Europe: two selected cases

Tănase STAMULE (87)

Trade comparative analysis: Republic of Moldova and other relevant countries

Cătălin PLOAE (122)

Cultural influences in cross border cooperation. An overview on Romania – Serbia cross border EU financed programme



**Minitrack: INTERNATIONAL BUSINESS FINANCE IN A
GLOBALIZED WORLD**

Minitrack Chairs: Cristian PĂUN, Cristian BADARINZA

14:30-16:30

Room 4202, Calea Griviței no. 2-2A

Cristian BADARINZA

Actual facts: empirical methods for policy analysis

Costin ISTRATE, Dumitru BADEA (47)

Financial management of insurance companies in the context of the new regime Solvency II

Răzvan TUDOR, Dumitru BADEA (96)

Operational risk quantification and modelling within Romanian insurance industry

Alexandra TUDORICA, Cristian Silviu BANACU (98)

The potential of intermodal transport projects in Romania

Elena Florentina ZOTA (105)

How japan business influence in the globalized world

Cristian PĂUN (111)

Monetary policy as a source of risk in international business financings and investments



Minitrack: DIGITIZATION OF BUSINESS

Minitrack Chair: Florina PÎNZARU

9:00-13:00

Room 4102, Calea Griviței no. 2-2A

9:00-11:00

Carmen BĂLĂN (9)

Does brand posting behaviour influence follower engagement on Instagram?

Sorin ANAGOSTE (3)

Robotic Process Automation - The next major revolution in terms of back office operations improvement

Stere STAMULE, Steluța TODA (88)

Millennials between consumer ethnocentrism and attitudes towards local campaigns

Oana-Georgiana CIOBANU, Daniela Mihaela NEAMȚU (21)

The impact and importance of new technologies in business development in context of economic diversity

Vlad ROȘCA (81)

Stop hitting the woodwork! CRM for better fan-identification in Romanian second division football clubs

Oliver WIESENER (102)

Digitizing the music selection for video ads

11:30-13:00

Adrian-Mihai ZAHARIA-RĂDULESCU, Ioan RADU (103)

Cloud computing and public administration: approaches in several European countries



Florina PÎNZARU, Alexandra ZBUCHEA, Lucian Claudiu ANGHEL (114)

When connectivity changes competition: the digital collaborative economy. Romania's case

Irene IONIȚĂ (141)

Digitalization influence on shopping centers strategic management

Rocsana ȚONIȘ (BUCEA-MANEA), Luminița PISTOL (151)

The „7Ps”&”1G” that rule in the digital world the marketing mix



**Minitrack: SOCIAL ENTREPRENEURSHIP FOR LOCAL
CHANGE**

Minitrack Chairs: Fabrizio D'ASCENZO, Carmen PĂUNESCU

9:00-13:00

Room 4108, Calea Griviței no. 2-2A

9:00-11:00

Oana Codruta GAUCA, Denisa DRAGAN (35)

Enterprising education - a research on students as agents of change in social entrepreneurship

Katrin MARQUARDT (54)

Smart services – characteristics, challenges, opportunities and business models

Daniela STAICU (86)

Policy framework and legal forms of social enterprise in Central and Eastern Europe

**Carmen PĂUNESCU, Oana GĂUCĂ, Denisa DRĂGAN (GILMEANU)
(66)**

Managing obligations to society. Case of best ranked universities in social responsibility

Matthias DÜNNWEBER, Astrid FORTMÜLLER (30)

Leadership models and behaviors for sales executives. What drives success and the best results?

Adriana PETRE (71)

*How can regional assets capitalization add value to a modern economy?
A theoretical approach*



**Roberto RUGGIERI, Francesca ROSSETTI, Fabrizio D'ASCENZO,
Lucio CAPPELLI (82)**

Building new business model from multiple case study research in the Internet of Me

Cosmin SERBANESCU, Adrian VINTILESCU BELCIUG, Lacramioara CORCHES (85)

Risk profiles and corporate social responsibility for socially disadvantaged groups

11:30-13.00

Remus Christian MORARU (59)

Social value of online information in the hotel industry

Raluca BADEA (8)

Trust as catalyst for the organizational performance. A focus on a medium-size IT Romanian company

Oana POP (73)

Managing ambiguity in business. A holistic and innovative approach

Carmen PĂUNESCU, Laura BLID (67)

Seniorpreneur as a career option for smart active ageing. A study on Romania

Gabriela Cecilia STĂNCIULESCU, Elisabeta Ilona MOLNAR (58)

Structure, conduct and performance paradigm in assessing travel agency performances

Shahrazad HADAD

Corporate social entrepreneurship – the new business paradigm shift



Minitrack: COMPLEXITY

Minitrack Chairs: Luis Miguel CIRAVEGNA FONSECA,

Francesco BELLINI

14:30-18:30

Room 4108, Calea Griviței no. 2-2A

Mihaela BUCATARIU, Alexandra Iulia NICOLESCU, Alexandru TAȘNADI (16)

Consumer behaviour towards new products

Luis Miguel FONSECA, José Pedro DOMINGUES (33)

Listen to ISO 9001:2015 for organizational competitiveness: Correlation between change management and improvement

Ciprian NICOLAE, Dumitru BADEA (63)

The importance of a project level risk management methodology for EU Structural and Investment Funds accession in Romania

Andreea PETRICĂ, Stelian STANCU (72)

Empirical results of modeling EUR/RON exchange rate using ARCH, GARCH, EGARCH, TARCH and PARCH models

Laurian Gabriel TĂNĂSESCU (94)

Mechanisms underlying major investment projects in the Romanian public administration: strong and long term collaboration among stakeholders

Vasile Alecsandru STRAT, Cristian ȘTEFAN (129)

Can the social market economy be a viable solution for a future sustainable development of the Romanian economy? - Quantitative evidence -

Valentina GHINEA, Ramona CANTARAGIU (115)

Preliminary study on leadership proximity



**Minitrack: BUSINESS MODELS AND COMPETITIVE
ADVANTAGE FOR TECHNOLOGY TRANSFER
ORGANIZATIONS (WORKSHOP)**

Minitrack Chair: Alexandru MARIN

17:00-18:30

Room 4108, Calea Griviței no. 2-2A

Francesco BELLINI, Iana DULSKAIA (12)

A digital platform as a facilitator for assessing innovation potential and creating business models: a case study from the i3 project

Alexandra HADĂR, Anca Alexandra PURCĂREA (42)

A new set of performance indicators for improving the capitalization process of Intellectual Property

Tshidi MOHAPELOA (57)

Effects of silo mentality on corporate ITC's business model

Gabriel VLĂDUȚ (100)

Innovation ecosystem model for commercialization of research results

**Alexandru MARIN, Alexandra HADĂR, Anca Alexandra PURCĂREA,
Laura BOANȚĂ (118)**

Business modeling process for university's technology transfer offices

Ileana HAMBURG, Gabriel VLADUT, Emma O'BRIEN (125)

Fostering eco-innovation in SMEs through bridging research, education and industry for building a business oriented model

Julien BRATU, Andrei RĂDUȚU

Kaizen Award in Romania: the KAIZEN™ way in obtaining the continuous improvement success



Minitrack: SUSTAINABILITY IN TERTIARY SECTOR

Minitrack Chair: Gabriela ȚIGU

9:00-11:00

Room 4113, Calea Griviței no. 2-2A

Ulrike Stefanie FOERSTER-PASTOR (FOERSTER-METZ), Nina GOLOWKO (32)

Employability skills for the Romanian outsourcing industry

Manuela Liliana MUREȘAN, Bogdan Cristian CHIRIPUCI, Puiu NISTOREANU (121)

Business tourism - a sustainable form to relaunch Romanian tourism

Florența Larisa ILE, Gabriela ȚIGU (127)

Medical tourism market trends - an exploratory research

Bogdan Gabriel NISTOREANU, Raluca Georgiana STOIAN (128)

Business tourism a means of dynamising the life of local communities

Stefania-Florentina NEAGU (60)

The impact of the terrorism on North African tourism

Alexandru STĂTESCU (90)

Quality testing of underground transport in Bucharest

Mihaela DAN, Claudia POPESCU (130)

Entrepreneurship in the rural areas of Romania. The impact of the 2007-2013 EU funding programmes



**Minitrack: CHALLENGES FOR DEVELOPING GENERIC
AND EMPLOYABILITY SKILLS FOR GLOBAL BUSINESS
(WORKSHOP)**

Minitrack Chair: Dumitru MIRON, Michael STOICA

11:30-13:00

Room 4113, Calea Griviței no. 2-2A

Mihai PĂUNICĂ, Mihaela MOCANU (68)

Green controlling – concept and practice

Adrian Ioan DAMOC (152)

The strategic role of partnerships between universities and private corporations as a driver for increasing workforce competitiveness in a global economy

Ani MATEI, Silvia Elena CRISTACHE, Erika MARIN, Florica Georgeta ROTARU (154)

Stochastic analysis of the main macro-economic indicators characterizing higher education in Romania during 2001-2016

Ana-Maria PETRACHE (70)

Sharing economy, sharing responsibility? Education in the digital economy

Iulia LUCHIAN, Alina Mihaela DIMA

Business excellence and higher education - creative solutions in a changing environment

Dumitru MIRON

Massification and marketization of Romanian higher education in the helix logic



**Minitrack: COMPUTATIONAL BASICS OF DATA
SCIENCE (WORKSHOP)**

14:00-18:30

Room 4113, Calea Griviței no. 2-2A

14:00-14:30

Maria GRITH

Erasmus University of Rotterdam, The Netherlands

Functional principal component analysis for derivatives of multivariate curves

The empirical analysis of asset pricing models requires the estimation of random functions which cannot be directly observed. One example is the risk neutral-density, which can be recovered empirically from large cross sections of observed option prices by taking the second derivative of the call pricing function with respect to the strike price.

14:0-18:30

Wolfgang HÄRDLE

Humboldt University of Berlin, Germany

Computational basics of data science

The R programming language is becoming the lingua franca of computational statistics. It is the common statistical software platform used by statisticians, economists, engineers and scientists inside corporations and in academia. This BCS course presents tools and concepts of univariate and multivariate data analysis with a strong focus on applications and implementations.



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