



**„DIMITRIE CANTEMIR” CHRISTIAN  
UNIVERSITY BUCHAREST**

**THE ACADEMY OF ECONOMIC STUDIES  
OF THE REPUBLIC OF MOLDAVIA**

**UNIVERSITA DEGLI STUDI DI  
MESSINA, ITALIA**

- MEDIA PARTNERS**
- „Romanian Economic and Business Review”
  - „Knowledge Horizons”
  - „The International Journal of Academic Research in Accounting, Finance and Management Sciences”
  - „The International Journal of Academic Research in Economics and Management Sciences”
  - „Dezbateri Social Economice”



**INTERNATIONAL CONFERENCE PROGRAM  
SECOND EDITION**

**„GLOBALIZATION AND COMPETITIVENESS  
IN THE KNOWLEDGE-BASED ECONOMY”**

**May 10-12, 2012  
Bucharest, ROMANIA**

# CONFERENCE PROGRAM

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**MAY 10** - welcoming participants;

**MAY 11 - 8,30 - 9,30** - participants' registration, conference folder and program;

- **9,30 - 11,30** – official opening and plenary session;

- **11,30 - 12,00** - coffee break;

- **12,00 - 13,30** – plenary session;

- **13,30 - 14,00** - break;

- **14,00 - 17,00** – section sessions;

- **17,00 - 17,30** - coffee break;

- **17,30 - 19,00** - section sessions.

**MAY 12** - **9,00 - 11,00** - section sessions;

- **11,00 - 11,30** - coffee break;

- **11,30 - 13,00** – plenary meeting; conclusions.

The Conference works will be organized in both plenary and section sessions.

The International Conference will be held in **Bucharest**, at the “**Dimitrie Cantemir**” Christian University, 176, Splaiul Unirii Street, 4th section.

## **SCIENTIFIC COMMITTEE**

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### **PRESIDENTS OF HONOUR**

Professor **Momcilo Luburici**, PhD, President and founder of „DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY

Professor **Corina Adriana Dumitrescu**, PhD, Rector of „DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY

### **PRESIDENTS**

Professor Cristina Cristureanu, PhD, Vice-rector of „DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY

Professor Ion Velcea, PhD, Vice-rector of „DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY

Professor Irinel Popescu, PhD, Vice-rector of „DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY

Elena Ianos-Schiller, Senior Lecturer, PhD, Vice-rector of „DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY

Professor Gheorghe Lepadatu, PhD, the Council for Scientific Research Coordination, „DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY

### **Members**

Prof. **Manoela Popescu**, PhD, Dean of MTC, UCDC, Bucharest

Prof. **Constanta Chitiba**, PhD, Dean, REI, UCDC, Bucharest

Prof. **Valentina Zaharia**, PhD, Dean, Marketing, UCDC, Bucharest

**Marinella Turdean**, PhD, Senior Lecturer, Dean, FBC, UCDC, Bucharest

**Andreea Baltaretu**, PhD, Senior Lecturer, Vice Dean, MTC, UCDC, Bucharest

**Adina Musetescu**, PhD, Senior Lecturer, Vice Dean REI, UCDC, Bucharest

**Eugen Nicolaescu**, PhD, Lecturer, Vice Dean, FBC, UCDC, Bucharest

Prof. **Viorica Ionascu**, PhD, Director of “Dimitrie Cantemir” Multidisciplinary Scientific Researches Institute “Dimitrie Cantemir”

Academician **Ioan Lucian** Albu, Romanian Academy  
Prof. **Mircea Cosea**, PhD, UCDC, Bucharest  
Prof. **Irina Virginia Dragulanesu** PhD, Università degli Studi di Messina, Italia  
Academician Prof. Hab. **Grigore Belostecnic** PhD, ASE, Republic of Moldavia  
Prof. **Dumitru Mazilu** PhD, UCDC, Bucharest  
Prof. **Nicolae Neacsu**, PhD, UCDC, Bucharest  
Prof. **Gabriela Tigu**, PhD, ASE, Bucharest  
Prof. **Gheorghe Ciocanu**, Hab. State University, Republic of Moldavia  
Prof. **Manuel Jaen Garcia** PhD, University of Almeria, Spain  
Prof. **Sehvar Besiroglu**, PhD, Istanbul Technical University Turkey  
Prof. **Zeynep Sozen**, PhD, Istanbul Technical University Turkey  
Prof. **Borys Budka**, PhD, Karol Adamiecki University of Economics, Katowice, Poland  
Prof. **Cezmi Karasu**, PhD, Ankara, Turkey  
Prof. Hab. **Vulfis Kozlinskis**, PhD, Riga International School of Economic and Business Administration, Latvia  
Prof. **Ilona Kojelyte**, PhD, Vilnius College, Lithuania  
Prof. Hab. **Laurențiu Calmațchi**, Phd. The State University, Tiraspol, Republic of Moldavia  
Prof. **Novak Pasquale**, PhD, Università degli Studi di Messina, Italy  
Prof. **Puiu Nistoreanu**, PhD, The Academy of Economic Studies, Bucharest  
Prof. **Calabrò Grazia**, PhD, Università degli Studi di Messina, Italy  
Prof. **Sedlețchi Iurie Nicolae**, PhD, The University of European Studies, Republic of Moldavia  
Prof. **Yuriy Lopatynskyy**, PhD, The University of State Yuriy Fedkovych Chenivtsi, Ukraine  
Prof. **Mihaela Beranova**, PhD, Mendel University in Brno, Czech Republic  
Prof. **Rodica Hancu**, PhD, Hab. The Academy of Economic Studies, Republic of Moldavia  
Prof. **Maurizio Lanfranchi**, PhD. Università degli Studi di Messina, Italy  
Prof. **Giulio Querini**, PhD., Università "La Sapienza" Roma, Italy  
Prof. **Michele Limosani**, PhD, Università degli Studi di Messina, Italy  
Prof. **Pârțachi Ion**, PhD, The Academy of Economic Studies, Republic of Moldavia

**Herve Defalvard**, PhD, Senior Lecturer, Université Paris –Est Marne –la Vallée, France

**Sorinel Căpușneanu**, PhD, Senior Lecturer, The Artifex University, Bucharest

**Daviva Jureviciene**, PhD., Senior Lecturer, Mycolas Romeris University, Lithuania

**Irmantas Rotomskis**, PhD, Senior Lecturer, Mycolas Romeris University, Lithuania

**Vasilis Takoudis**, PhD., Senior Lecturer, GSEE-ADEDY Institut, Greece

**Jose M.,Merigo**, PhD, Senior Lecturer, Lindahl, University of Barcelona, Spain

**Andreas A. Assiotis**, PhD, Senior Lecturer, University of Cyprus

**Arminia Cicală-Racu.**, PhD, Senior Lecturer, The Academy of Economic Studies, Republic of Moldavia

**Irina Oriol**, PhD, Senior Lecturer, „Eftimie Murgu” University, Reșița

## **ORGANIZING COMMITTEE**

---

Cezar Militaru, PhD., Senior Lecturer

Emilia Gogu, PhD., Senior Lecturer

Anca Cristea, PhD., Senior Lecturer

Camelia Pavel, PhD., Lecturer

Emilia Pascu, PhD., Lecturer

Dragut Bogdanel, PhD., Lecturer

Cristian Florin Ciurlau, PhD., Lecturer

Dragos Radulescu, PhD., Lecturer

## **PROGRAM COMMITTEE**

---

Prof. Gheorghe Lepadatu, PhD

Prof. Valentina Zaharia, PhD

Prof. Gheorghe Popescu, PhD

Prof. Nicolae Neacșu, PhD

Cristina Balaceanu, PhD., Senior Lecturer

Năstase Gabriel, PhD., Senior Lecturer  
Daniela Popa, PhD., Senior Lecturer  
Marinescu Gheorghe, PhD., Lecturer  
Eugen Nicolaescu, PhD., Lecturer  
Florin Ciurlău, PhD., Lecturer  
Stoica Cosmin, PhD., Lecturer

## **SCIENTIFIC REVIEWERS**

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### **1st Section: INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY**

- Prof. Mircea Coșea, PhD;
- Prof. Constanta Chitiba, PhD;
- Prof. Cristiana Cristureanu, PhD;

### **2nd Section: BUSINESS DEVELOPMENT AND COMPETITIVENESS**

- Prof. Gheorghita Caprarescu, PhD;
- Prof. Manoela Popescu, PhD;
- Prof. Valentina Zaharia, PhD;

### **3rd Section: TOURISM AND SUSTAINABLE DEVELOPMENT**

- Prof. Ion Ionescu, PhD;
- Prof. Nicolae Neacsu, PhD;
- Prof. Irina Virginia Dragulanesu, PhD;

### **4th Section: MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY**

- Prof. Iacob Catoiu, PhD;
- Prof. Viorica Ionașcu, PhD;
- Prof. Ion Pârgaru, PhD;

### **5th Section: INTERNATIONAL FINANCIAL INSTITUTION GOVERNANCE**

- Prof. Maria Dimitriu, PhD;
- Prof. Minica Boaja, PhD;
- Prof. Ionel Bostan, PhD;

### **6th Section: ACCOUNTING AND AUDITING**

- Prof. Gheorghe Lepadatu, PhD;
- Prof. Corina Grațîela Dumitru, PhD;
- Prof. Constantin Roman, PhD.

## PLENARY SESSION

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**MAY 11, 2012 - Conference room 130**

**Secretary:**

- Monica Predonu, PhD candidate, Junior Lecturer, The Faculty Of International Economic Relations;
- Luminița Crenicean, PhD candidate, Junior Lecturer, The Faculty Of Tourism And Commercial Management;
- Adina Pavel, PhD candidate, Junior Lecturer The Faculty Of Tourism And Commercial Management;
- Nicoleta Moise, PhD candidate, Junior Lecturer, The Faculty Of Marketing;
- Raluca Moscu, PhD candidate, Junior Lecturer, The Faculty Of Finance, Banking And Accounting;
- Sorin Radu, PhD candidate, Lecturer, The Faculty Of Finance, Banking And Accounting;

**8,30 - 9,30** – participants' registration,  
conference folder and program;

**9,30 - 10,00** – Conference opening, words of greeting;

**10,00 - 11,30** – plenary session;

**11,30 - 12,00** – Coffee break;

**12,00 - 13,30** – plenary session.

## Plenary papers:

1. *Innovation management audit;*  
**Prof. Gabriel Năstase, PhD** (UCDC)  
Scientific reviewers:
  1. Prof. Gheorghe Lepadatu, PhD
  2. Prof. Gheorghita Caprarescu, PhD
  
2. *IT&C security - requirement of a knowledge-based society*  
**Elena-Ianos Schiller, PhD., Senior Lecturer** (UCDC)  
**Prof. Constantin Baron, PhD.,** (UCDC)  
Scientific reviewers:
  1. Prof. Manoela Popescu, PhD
  2. Prof. Ion Pargaru, PhD
  
3. *The post recession consumer*  
**Adina Musetescu, PhD., Senior Lecturer** (REI, UCDC)  
**Prof. Constanța Chițiba, PhD.,** (REI, UCDC)  
Scientific reviewers:
  1. Prof. Mircea Coșea, PhD
  2. Prof. Manoela Popescu, PhD
  
4. *The Actuarial Accounting In The Modern Financial-Accounting Management With Applications To The Entities*  
**Prof. Gheorghe Lepădatu, PhD.,** (FBC, UCDC)  
Scientific reviewers:
  1. Prof. Corina Gratiela Dumitru, PhD
  2. Prof. Constantin Roman, PhD
  
5. *The role of higher education institutions in developing science technology and innovation in Romania*  
**Emilia Gogu, PhD., Senior Lecturer** (MTC, UCDC)  
**Prof. Pârțachi Ion, PhD.,** (ASE, Moldavia)



Scientific reviewers:

1. Prof. Valentina Zaharia, PhD;
2. Prof. Gheorghita Caprarescu, PhD;

6. *The financial audit and the consolidation of the economic governance*

**Eugen Nicolăescu, PhD., Lecturer** (FBC, UCDC)

Scientific reviewers:

1. Prof. Minică Boajă, PhD;
2. Prof. Ionel Bostan, PhD

7. *Trust in Government: A note from Nigeria*

**Iroghama Paul Iroghama, PhD., Lecturer** (Institute of Public Administration and Extension of the University of Benin, Nigeria)

Scientific reviewers:

1. Prof. Constanta Chitiba, PhD;
2. Prof. Cristiana Cristureanu, PhD

8. *Sustainability. Concept and Representatives*

**Cristina Balaceanu, PhD., Senior Lecturer** (UCDC)

**Diana Apostol, PhD., Lecturer** (UCDC)

Scientific reviewers:

1. Prof. Nicolae Neacsu, PhD
2. Prof. Ion Ionescu, PhD

9. *Rural Tourism for Local Economic Development,*

**Prof. Dragulanescu Irina-Virginia, PhD.,** University from Messina, Italy

Scientific reviewers:

1. Prof. Nicolae Neacsu, PhD
2. Prof. Ion Ionescu, PhD

# SECTIONS

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## ***I. INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY***

- May 11, 15<sup>00</sup>-17<sup>00</sup> - paper presentation;  
17<sup>00</sup>-17<sup>30</sup> - coffee break;  
17<sup>30</sup>-19<sup>00</sup> - paper presentation.  
conference room 130
- May 12, 9<sup>00</sup>-11<sup>00</sup>, paper presentation.  
conference room 130

## ***II. BUSINESS DEVELOPMENT AND COMPETITIVENESS***

- May 11, 15<sup>00</sup>-17<sup>00</sup> - paper presentation;  
17<sup>00</sup>-17<sup>30</sup> - coffee break;  
17<sup>30</sup>-19<sup>00</sup> - paper presentation.  
conference room 115
- May 12, 9<sup>00</sup>-11<sup>00</sup>, paper presentation.  
conference room 115

## ***III TOURISM AND SUSTAINABLE DEVELOPMENT***

- May 11, 15<sup>00</sup>-17<sup>00</sup> - paper presentation;  
17<sup>00</sup>-17<sup>30</sup> - coffee break;  
17<sup>30</sup>-19<sup>00</sup> - paper presentation.  
conference room 85
- May 12, 9<sup>00</sup>-11<sup>00</sup>, paper presentation.  
conference room 85

#### ***IV. MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY***

- May 11, 15<sup>00</sup>-17<sup>00</sup> - paper presentation;  
17<sup>00</sup>-17<sup>30</sup> - coffee break;  
17<sup>30</sup>-19<sup>00</sup> - paper presentation.  
conference room 85
- May 12, 9<sup>00</sup>-11<sup>00</sup>, paper presentation.  
conference room 85

#### ***V. INTERNATIONAL FINANCIAL INSTITUTION GOVERNANCE***

- May 11, 15<sup>00</sup>-17<sup>00</sup> - paper presentation;  
17<sup>00</sup>-17<sup>30</sup> - coffee break;  
17<sup>30</sup>-19<sup>00</sup> - paper presentation.  
conference room 85
- May 12, 9<sup>00</sup>-11<sup>00</sup>, paper presentation.  
conference room 85

#### ***VI. ACCOUNTING AND AUDITING***

- May 11, 15<sup>00</sup>-17<sup>00</sup> - paper presentation;  
17<sup>00</sup>-17<sup>30</sup> - coffee break;  
17<sup>30</sup>-19<sup>00</sup> - paper presentation.  
conference room 85
- May 12, 9<sup>00</sup>-11<sup>00</sup>, paper presentation.  
conference room 85

**1<sup>st</sup> SECTION**  
**INTERNATIONAL AFFAIRS AND EUROPEAN**  
**ECONOMY**

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**May 11,**      **15<sup>00</sup>-17<sup>00</sup> - paper presentation;**  
**17<sup>00</sup>-17<sup>30</sup> - coffee break;**  
**17<sup>30</sup>-19<sup>00</sup> - paper presentation.**  
**conference room 130**

**May 12,**      **9<sup>00</sup>-11<sup>00</sup>, paper presentation.**  
**conference room 130**

Moderators:

- **Cezar Militaru**, PhD., Senior Lecturer - The Faculty Of International Economic Relations.
- Prof. **Georgeta Ilie**, PhD. - The Faculty Of International Economic Relations

Secretary:

- **Monica Predonu**, PhD candidate, Junior Lecturer - The Faculty Of International Economic Relations

**Section Papers**

1. *Jurisprudence evolution analysis of freedom of establishment of companies in European Union. Possible effects of the cause VALE, C-378/10*

**Prof. Mihai Daniel Șandru, PhD., (REI, UCDC)**

Scientific reviewers:

1. Prof. Mircea Coșea, PhD
2. Prof. Constanta Chitiba, PhD

2. *Rethinking the European Business Model*

**Prof. Georgeta Ilie, Phd., (REI, UCDC)**

Scientific reviewers:

1. Prof. Constanta Chitiba, PhD
2. Prof. Cristiana Cristureanu, PhD

3. *The influence of organizational culture over the ethical principles in international businesses*  
**Cezar Militaru, PhD., Senior Lecturer** (REI, UCDC)  
**Adriana Zanfir, PhD. candidate, Junior Lecturer** (REI, UCDC)  
Scientific reviewers:
  1. Prof. Mircea Coșea, PhD
  2. Prof. Cristiana Cristureanu, PhD
  
4. *Why is it important for aspiring economists to study math?*  
**Grațîela Ghic, PhD., Senior Lecturer** (REI, UCDC)  
Scientific reviewers:
  1. Prof. Constanta Chitîba, PhD
  2. Prof. Mircea Coșea, PhD
  
5. *The Role Entropy in Sustainable Economic Growth*  
**Angelina DE PASCALE PhD.,** University of Messina – Faculty of Economics  
Scientific reviewers:
  1. Prof. Cristiana Cristureanu, PhD
  2. Prof. Constanta Chitîba, PhD
  
6. *Investor behavior between theory and practice*  
**Oana Mionel, PhD., Lecturer** (REI, UCDC) -  
Scientific reviewers:
  1. Prof. Cristiana Cristureanu, PhD
  2. Prof. Mircea Coșea, PhD
  
7. *Europe 2020 - 2 years after launch*  
**Alexandru Huza, PhD., Lecturer** (REI, UCDC) –  
Scientific reviewers:
  1. Prof. Cristiana Cristureanu, PhD
  2. Prof. Constanta Chitîba, PhD

8. *Fundamental human right to a healthy and ecologically balanced environment in the light of ECHR decisions*  
**Dragoș Marian Rădulescu, PhD., Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Mircea Coșea, PhD
2. Prof. Constanta Chitiba, PhD

9. *Geopolitical and geostrategic dimensions in the Black Sea*

**Anda Nicoleta Onetiu, PhD., Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Cristiana Cristureanu, PhD
2. Prof. Mircea Coșea, PhD

10. *Bulgarian Community in Romania*

**Anda Nicoleta Onetiu, PhD., Lecturer** (REI, UCDC) -

Scientific reviewers:

1. Prof. Constanta Chitiba, PhD
2. Prof. Cristiana Cristureanu, PhD

11. *Air cargo security*

**Constantin Georgescu, PhD., Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Cristiana Cristureanu, PhD
2. Prof. Constanta Chitiba, PhD

12. *Representations of War in the Writings of Ernest Hemingway*

**Argentina Velea, PhD., Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Mircea Coșea, PhD
2. Prof. Cristiana Cristureanu, PhD

13. *Anglicism with noun value in Romanian advertising*

**Cristina Gruber, PhD candidate, Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Constanta Chitiba, PhD
2. Prof. Cristiana Cristureanu, PhD

*14. The Technology in New Learning Environments*

**Narcisa Isăilă, PhD candidate, Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Mircea Coșea, PhD
2. Prof. Constanta Chitiba, PhD

*15. Implications and role of the European Union in the Black Sea Region*

**Anca Dunarintu, PhD candidate, Junior Lecturer** (REI, UCDC),

**Andreea – Monica Predonu, PhD candidate, Junior Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Cristiana Cristureanu, PhD
2. Prof. Mircea Coșea, PhD

*16. Commercial negotiation, the object of analysis and objective teaching*

**Rodica Stoica, Junior Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Mircea Coșea, PhD
2. Prof. Constanta Chitiba, PhD

*17. Brand: a strategic stake applied in education*

**Rodica Stoica, Junior Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Cristiana Cristureanu, PhD
2. Prof. Mircea Coșea, PhD

*18. Risk types in international business relations*

**Ana – Maria Dinu, PhD candidate, Junior Lecturer**  
(REI, UCDC)

Scientific reviewers:

1. Prof. Constanta Chitiba, PhD
2. Prof. Cristiana Cristureanu, PhD

*19. The socio-economic impact of urbanization*

**Madalina Dociu, PhD. Candidate, (ASE),**  
**Anca Dunarintu, PhD candidate, Junior Lecturer**  
(REI, UCDC)

Scientific reviewers:

1. Prof. Mircea Coșea, PhD
2. Prof. Constanta Chitiba, PhD

*20. The impact of the European funds in Romania. The examination of the problems and solutions*

**Monica Gabriela Gherman, PhD candidate, (ASE)**

Scientific reviewers:

1. Prof. Cristiana Cristureanu, PhD
2. Prof. Constanta Chitiba, PhD

*21. Relation between Religion and Law*

**Prof. Dragoș – Mihai Lazăr, Phd.,** (Colegiul Economic  
Virgil Madgearu – București)

Scientific reviewers:

1. Prof. Constanta Chitiba, PhD
2. Prof. Mircea Coșea, PhD

*22. The Role of International Economic Organizations in the Process of Globalization*

**Prof. Dumitrescu Cristian Sorin, PhD.,** (REI,UCDC)  
**Marcela Monica Stoica, PhD., Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Cristiana Cristureanu, PhD
2. Prof. Constanta Chitiba, PhD



23. *Economic value added*

**Marian Covlea, PhD candidate, Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Mircea Coșea, PhD
2. Prof. Constanta Chitiba, PhD

24. *Legal considerations concerning corruption and tax evasion in Romania*

**Iacob Baci, Junior Lecturer** (MTC, UCDC)

Scientific reviewers:

1. Prof. Cristiana Cristureanu, PhD
2. Prof. Mircea Coșea, PhD

25. *Leasing and importance of commercial operations,*

**Daniela Vladu, Junior Lecturer** (MTC, UCDC)

Scientific reviewers:

1. Prof. Mircea Coșea, PhD
2. Prof. Cristiana Cristureanu, PhD

26. *Is globalization a necessary evil? Side effects of globalization*

**Popa Claudia Diana, PhD., Lecturer** (MTC, UCDC)

Scientific reviewers:

1. Prof. Cristiana Cristureanu, PhD
2. Prof. Constanta Chitiba, PhD

27. *The importance of the European Coal and Steel Community in the process of european integration*

**Musteata (love) Victoria, PhD.,** (ASE)

Scientific reviewers:

1. Prof. Constanta Chitiba, PhD
2. Prof. Cristiana Cristureanu, PhD

28. *European Trends in Obtaining and Maintaining Food Quality*

**Burda Alexandru, PhD., Lecturer** (MTC, UCDC)

Scientific reviewers:

1. Prof. Mircea Coșea, PhD
2. Prof. Cristiana Cristureanu, PhD

29. *The quantification of antitrust damages*

**Diana Ungureanu, PhD., Lecturer** (UCDC)

Scientific reviewers:

1. Prof. Constanta Chitiba, PhD
2. Prof. Cristiana Cristureanu, PhD

30. *The modernisation of eu competition law*

**Diana Ungureanu, PhD., Lecturer** (UCDC)

Scientific reviewers:

1. Prof. Constanta Chitiba, PhD
2. Prof. Mircea Coșea, PhD

31. *TQM implementation for effective project management*

**Prof. Ion Stanciu, PhD.,** (MTC, UCDC)

**Bogdanel Drăguț, PhD., Lecturer** (MTC, UCDC)

Scientific reviewers:

1. Prof. Cristiana Cristureanu, PhD
2. Prof. Constanta Chitiba, PhD

32. *Synchronization strategy- an approach to increase global transport competitiveness*

**Marian Ovidiu, PhD. candidate** (ALLROM)

Scientific reviewers:

1. Prof. Mircea Coșea, PhD
2. Prof. Cristiana Cristureanu, PhD

33. *Effective competences management using e-learning services*

**Doina Maria Tilea, PhD., Lecturer** (REI, UCDC)

**Daniela Feier, PhD. Valahia University, Targoviste**

Scientific reviewers:

1. Prof. Constanta Chitiba, PhD
2. Prof. Cristiana Cristureanu, PhD

*34. Post Civil War Labour Policy In Nigeria And Its Impact  
On Industrial Relations: A Critical Appraisal*

**Francis C. Anyim Ph.D** FCIPM, FNIM, FABS, FCAI

Department of Industrial Relations and Personnel  
Management, Faculty of Business Administration

University of Lagos, Nigeria

**Cyril Oseloka Ikemefuna**

Department of Industrial Relations and Personnel  
Management, Faculty of Business Administration

University of Lagos, Nigeria

Scientific reviewers:

1. Prof. Constanta Chitiba, PhD
2. Prof. Cristiana Cristureanu, PhD

## 2<sup>nd</sup> SECTION

### **BUSINESS DEVELOPMENT AND COMPETITIVENESS**

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**May 11,**            **15<sup>00</sup>-17<sup>00</sup> - paper presentation**  
**17<sup>00</sup>-17<sup>30</sup> - coffee break**  
**17<sup>30</sup>-19<sup>00</sup> - paper presentation**  
**conference room 115**

**May 12,**            **9<sup>00</sup>-11<sup>00</sup>, paper presentation**  
**conference room 115**

Moderators:

- Prof. **Viorica Ionașcu**, PhD., - The Faculty Of Tourism And Commercial Management .
- **Emilia Gogu**, PhD., Senior Lecturer, - The Faculty Of Tourism And Commercial Management.

Secretary:

- **Luminița Crenicean**, PhD. Candidate, Junior Lecturer, The Faculty Of Tourism And Commercial Management

### **Section Papers**

1. *Considerations Regarding Improving Business Competivness From An Antreprenorial Perspective*

**Prof. Manoela Popescu, PhD., (MTC, UCDC)**

**Luminița Cecilia Crenicean, Phd. Candidate, Junior Lecturer (MTC, UCDC)**

Scientific reviewers:

1. Prof. Gheorghita Caprarescu, PhD
2. Prof. Valentina Zaharia, PhD

2. *Psychology Of Communication – Between Myth and Reality*

**Prof. Manoela Popescu, PhD., (MTC, UCDC)**

Scientific reviewers:

1. Prof. Valentina Zaharia, PhD
2. Prof. Gheorghita Caprarescu, PhD
  
3. *The Merger of Commercial Societies - a Financial and Juridical Solution in Recessionary Times*  
**Rolea Alexandra Gabriela, PhD. candidate** (ASE Bucuresti)  
Scientific reviewers:
  1. Prof. Gheorghita Caprarescu, PhD
  2. Prof. Manoela Popescu, PhD
  
4. *Tax evasion, factor of business competitiveness regression. Management of legal activity against tax evasion forms*  
**George Lucian Costiniu, PhD. Candidate, Lecturer** (MTC, UCDC)  
Scientific reviewers:
  1. Prof. Valentina Zaharia, PhD
  2. Prof. Manoela Popescu, PhD
  
5. *The evasion-Motivation, Reaction and Economic Reasons*  
**Comisar-şef de poliţie Dr. Gabriel Goicea** (Direcţia Generală de poliţie a Municipiului Bucureşti)  
**Roxana Ionescu, PhD., Lecturer** (MTC, UCDC)  
Scientific reviewers:
  1. Prof. Valentina Zaharia, PhD
  2. Prof. Gheorghita Caprarescu, PhD
  
6. *Hedge transactions on the stock exchange*  
**Roxana Ionescu, PhD., Lecturer** (MTC, UCDC)  
Scientific reviewers:
  1. Prof. Manoela Popescu, PhD
  2. Prof. Gheorghita Caprarescu, PhD
  
7. *Benefits of working in a team on the SME's*

**Cristina Stefan, PhD., Lecturer** (Universitatea Valahia, Târgoviște)

**Mirela Dogaru, PhD. candidate, Junior Lecturer** (UCDC, Universitatea Valahia, Târgoviște)

Scientific reviewers:

1. Prof. Gheorghita Caprarescu, PhD
2. Prof. Manoela Popescu, PhD

8. *Team collaboration essential factor in ensuring the performance organization*

**Prof. Valentina Zaharia, PhD.,** (UCDC)

**Mirela Dogaru, PhD. Candidate, Junior Lecturer** (UCDC, Universitatea Valahia, Târgoviște)

Scientific reviewers:

1. Prof. Gheorghita Caprarescu, PhD
2. Prof. Manoela Popescu, PhD

9. *New International Standards a Solution to Promote Green Innovation in SMEs*

**Domil Aura Emanuela** (West University of Timisoara)

**Artene Alin Emanuel** (West University of Timisoara)

**Artene Suzana Adela,** (West University of Timisoara)

Scientific reviewers:

1. Prof. Gheorghita Caprarescu, PhD
2. Prof. Valentina Zaharia, PhD

10. *Analysis of the Romanian business consulting market*

**Cristian-Stefan Craciun, PhD., Lecturer** (UCDC)

Scientific reviewers:

1. Prof. Valentina Zaharia, PhD
2. Prof. Manoela Popescu, PhD

11. *The importance of quality in higher education in an increasingly knowledge-driven society*

**Pavel Adina, PhD. candidate Junior Lecturer** (MTC, UCDC, ASE-ISD)

Scientific reviewers:

1. Prof. Valentina Zaharia, PhD
2. Prof. Manoela Popescu, PhD

12. *Self – employed*

**Prof. Valentina Zaharia, PhD.,** (UCDC)

**Marinescu Gheorghe, PhD., Lecturer** (UCDC)

Scientific reviewers:

1. Prof. Manoela Popescu, PhD
2. Prof. Gheorghita Caprarescu, PhD

13. *Econometric analysis of FDI in the mining sector to Tanzania's export capacity*

**Johansein Rutaihwa** (research on Poverty Alleviation, Tanzania)

**Aneth Simwela** (Ministry of Industry and Trade, Tanzania)

**Amina Ramadhani** (researcher Tanzania)

Scientific reviewers:

1. Prof. Valentina Zaharia, PhD
2. Prof. Manoela Popescu, PhD

14. *The Role of Geothermal Energy in the Cooling and Heating Systems*

**Grazia Calabro PhD.,**

**Alessandro Fazio PhD.**

Scientific reviewers:

1. Prof. Manoela Popescu, PhD
2. Prof. Gheorghita Caprarescu, PhD

15. *Olive Growing in Italy: economic and multifunctional aspects*

**Maurizio LANFRANCHI**, Prof. University of Messina, Italy- Faculty of Economics

**Carlo GIANNETTO**, Researcher PhD., University of Messina, Italy- Faculty of Economics

Scientific reviewers:

1. Prof. Valentina Zaharia, PhD
2. Prof. Manoela Popescu, PhD

*16.A Measurability problem in the affine plane*

**G. Caristi**, Department S.E.A. University of Messina,  
**Marius Stoka**, Academia delle Scienze di Torino, Italy

Scientific reviewers:

1. Prof. Manoela Popescu, PhD
2. Prof. Gheorghita Caprarescu, PhD



### 3<sup>rd</sup> SECTION

## **TOURISM AND SUSTAINABLE DEVELOPMENT**

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|                |  |
|----------------|--|
| <b>May 11,</b> | <b>15<sup>00</sup>-17<sup>00</sup> - paper presentation</b><br><b>17<sup>00</sup>-17<sup>30</sup> - coffee break</b><br><b>17<sup>30</sup>-19<sup>00</sup> - paper presentation</b><br><b>conference room 85</b> |
| <b>May 12,</b> | <b>9<sup>00</sup>-11<sup>00</sup>, paper presentation</b><br><b>conference room 85</b>   |

Moderators:

- Prof. **Nicolae Neacșu**, PhD - The Faculty Of Tourism And Commercial Management .
- **Anca Cristea**, PhD., Senior Lecturer - The Faculty Of Tourism And Commercial Management.

Secretary:

- **Adina Pavel**, PhD candidate, Junior Lecturer, The Faculty Of Tourism And Commercial Management;

### **Section Papers**

*10. The Role of the Romanian Communities in Diaspora in the Promotion of the Romanian International Tourism*

**Prof. Nicolae Neacșu, PhD.**, (MTC, UCDC)

**Monica Nicoleta Neacșu, PhD. candidate Junior Lecturer** (MTC, UCDC)

Scientific reviewers:

1. Prof. Ion Ionescu, PhD
2. Prof. Irina Virginia Dragulanescu, PhD

*11. Quality by keeping the identity or how to obtain competitive advantage in Romanian rural tourism*

**Prof. Gheorghița Căprărescu, PhD.**

**Daniela Stancu, PhD., Lecturer** (MTC, UCDC)  
**Georgiana Aron, PhD. Candidate, Junior Lecturer**  
(MTC, UCDC)

Scientific reviewers:

1. Prof. Nicolae Neacsu, PhD
2. Prof. Irina Virginia Dragulanesu, PhD

*12. Danube River - a Central Axis of the European Union*

**Petronela Sonia Nedea, PhD., Lecturer** (MTC, UCDC)

**Milea Oana Maria, PhD., Lecturer** (MTC, UCDC)

**Emilia Pascu, PhD., Lecturer** (MTC, UCDC)

Scientific reviewers:

1. Prof. Irina Virginia Dragulanesu, PhD
2. Prof. Nicolae Neacsu, PhD

*13. Theoretical aspects regarding development strategy*

**Marian Busuioac, PhD., Lecturer** (Universitatea Romano-Americana)

Scientific reviewers:

1. Prof. Ion Ionescu, PhD
2. Prof. Irina Virginia Dragulanesu, PhD

*14. Ecological dimension of tire management.*

*Environmental impact of waste tires*

**Constantin Constantinescu, PhD.,** (ASE Bucuresti)

Scientific reviewers:

1. Prof. Nicolae Neacsu, PhD
2. Prof. Ion Ionescu, PhD

*15. Nutrigenomica - Impact on health*

**Emilia Pascu, PhD., Lecturer** (MTC, UCDC)

**Petronela Sonia Nedea, PhD., Lecturer** (MTC, UCDC)

**Milea Oana Maria, PhD., Lecturer** (MTC, UCDC)

Scientific reviewers:

1. Prof. Nicolae Neacsu, PhD
2. Prof. Irina Virginia Dragulanescu, PhD

*16. Methods of alleviation the poverty through sustainable tourism*

**Andreea Băltărețu, PhD., Senior Lecturer** (MTC, UCDC)

Scientific reviewers:

1. Prof. Irina Virginia Dragulanescu, PhD
2. Prof. Ion Ionescu, PhD

*17. Scarcity natural resources and the history of their exploitation*

**Sima Cristian, CS III, PhD.,**(Centrul de Economia Industriei si Serviciilor)

**Marinescu Gheorghe PhD., Lecturer** (UCDC)

Scientific reviewers:

1. Prof. Nicolae Neacsu, PhD
2. Prof. Irina Virginia Dragulanescu, PhD

**4<sup>th</sup> SECTION**  
**MANAGEMENT AND MARKETING IN KNOWLEDGE  
ECONOMY**

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| <b>May 11,</b> | <b>15<sup>00</sup>-17<sup>00</sup> - paper presentation</b><br><b>17<sup>00</sup>-17<sup>30</sup> - coffee break</b><br><b>17<sup>30</sup>-19<sup>00</sup> - paper presentation</b><br><b>conference room 85</b> |
| <b>May 12,</b> | <b>9<sup>00</sup>-11<sup>00</sup>, paper presentation</b><br><b>conference room 85</b>   |

Moderators:

- Prof. **Valentina Zaharia**, PhD Faculty of Marketing
- **Cristina Bălăceanu**, PhD., Senior Lecturer, Faculty of Marketing

Secretary:

- **Nicoleta Moise**, PhD candidate, Junior assistant, The Faculty Of Marketing

**Section Papers**

1. *Analysis of the Economic Agents' Conduct in the Context of Mathematical Modelling*

**Grațîela Ghic, PhD., Senior Lecturer** (REI, UCDC)

**Emilia Gogu PhD., Lecturer** (MTC, UCDC)

**Claudia Gabriela Benteoiu PhD., Lecturer** (REI, UCDC)

Scientific reviewers:

1. Prof. Iacob Catoiu, PhD
2. Prof. Viorica Ionașcu, PhD

2. *Strategic analysis in the management of organizational culture*

**Cornelia Dumitrescu, PhD., Lecturer (UCDC)**

Scientific reviewers:

1. Prof. Viorica Ionașcu, PhD
2. Prof. Ion Pârgaru, PhD

3. *Differences of „Traditional Marketing” in opposition to „Electronic Marketing”*

**Master candidate Mehrdad Salehi** (Faculty of Management, Management and Science University, 40100 Shah Alam Selangor Darul Ehsan)

Scientific reviewers:

1. Prof. Ion Pârgaru, PhD
2. Prof. Iacob Catoiu, PhD

4. *The factors that influence success of BMT BERKAH MADANI CIMANGGIS*

**Muhamad Nadrattuzaman HOSEN** (Faculty of Shariah and Law, Uin Jakarta)

**Lia Syukriyah SA'RONI** (Faculty of Shariah and Law, Uin Jakarta)

Scientific reviewers:

1. Prof. Viorica Ionașcu, PhD
2. Prof. Ion Pârgaru, PhD

5. *Lovemarks: the future beyond brands, la sectiunea management-marketing*

**Camelia Pavel, PhD., Lecturer (UCDC)**

Scientific reviewers:

1. Prof. Viorica Ionașcu, PhD
2. Prof. Ion Pârgaru, PhD

6. *Supply chain network design problem for a new market opportunity in an agile manufacturing system*

**Reza Babazdeh**, (University of Tehran, Iran)

**Jafar Razmi**, (University of Tehran, Iran)

**Reza Ghodsi** (University of Tehran, Iran)

Scientific reviewers:

1. Prof. Viorica Ionașcu, PhD
2. Prof. Iacob Catoiu, PhD

7. *Rumor in marketing communication. Tot pt sectiunea management - marketing*

**Camelia Pavel, PhD., Lecturer (UCDC)**

Scientific reviewers:

1. Prof. Viorica Ionașcu, PhD
2. Prof. Ion Pârgaru, PhD

**5<sup>th</sup> SECTION**  
**INTERNATIONAL FINANCIAL INSTITUTION**  
**GOVERNANCE**

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| <b>May 11,</b> | <b>15<sup>00</sup>-17<sup>00</sup> - paper presentation</b><br><b>17<sup>00</sup>-17<sup>30</sup> - coffee break</b><br><b>17<sup>30</sup>-19<sup>00</sup> - paper presentation</b><br><b>conference room 85</b> |
| <b>May 12,</b> | <b>9<sup>00</sup>-11<sup>00</sup>, paper presentation</b><br><b>conference room 85</b>   |

Moderators:

- Prof. **Minică Boajă**, PhD The Faculty Of Finance, Banking And Accounting
- Prof. **Gheorghe Popescu**, PhD The Faculty Of Finance, Banking And Accounting

Secretary:

- **Florin Ciurlău**, PhD. Lecturer The Faculty Of Finance, Banking And Accounting

**Section Papers**

1. *The Company's Finances in the Context of Globalization*

**Gradea Cristina, PhD., (URSA"GH CRISTEA")**

Scientific reviewers:

1. Prof. Maria Dimitriu, PhD
2. Prof. Minica Boaja, PhD

2. *Impact of Financial Reforms on Stock price Index of Karachi Stock Exchange: An ARDL Co-integration Approach*

**Shah Khalid** (University of Malakand, Khyber Pakhtunkhwa, Pakistan)

**Wali Ullah** (University of Malakand, Khyber Pakhtunkhwa, Pakistan)

**Assist. Prof. Fazli Rabbi** (University of Swat, Khyber Pakhtunkhwa, Pakistan)

Scientific reviewers:

1. Prof. Ionel Bostan, PhD
2. Prof. Maria Dimitriu, PhD

3. *The investment risk – complex factor of the investment activities*

**Diana Coconoiu, PhD candidate, Lecturer** (MTC, UCDC)

Scientific reviewers:

1. Prof. Minica Boaja, PhD
2. Prof. Ionel Bostan, PhD

4. *Statistical indicators of social inclusion*

**Emilia Gogu, PhD., Senior Lecturer** (MTC, UCDC)

**Arminia Cicală – Racu, PhD., Senior Lecturer** (ASE, Moldova)

Scientific reviewers:

1. Prof. Ionel Bostan, PhD
2. Prof. Maria Dimitriu, PhD



## 6<sup>th</sup> SECTION

### **ACCOUNTING AND AUDITING**

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May 12,                    15<sup>00</sup>-17<sup>00</sup> - paper presentation  
                                 17<sup>00</sup>-17<sup>30</sup> - coffee break  
                                 17<sup>30</sup>-19<sup>00</sup> - paper presentation  
                                 conference room 85

May 12,                    9<sup>00</sup>-11<sup>00</sup>, paper presentation  
                                 conference room 85

Moderators:

- Prof. **Gheorghe Lepădatu**, PhD The Faculty Of Finance, Banking And Accounting
- **Eugen Nicolaescu**, PhD., Lecturer, The Faculty Of Finance, Banking And Accounting

Secretary:

- **Sorin Radu**, PhD candidate, Lecturer, The Faculty Of Finance, Banking And Accounting;

### **Section Papers**

1. *Public Financial Information – between Weberian and New Public Management Models: Local Level Case Study*

**Rodica Blidisel, PhD., Lecturer** (Universitatea de Vest Din Timisoara)

Scientific reviewers:

1. Prof. Gheorghe Lepădatu, PhD
2. Prof. Corina Grațjela Dumitru, PhD

2. *Advanced methods of auditing: online audit and ongoing audit*

**Elena-Ianos Schiller PhD., Senior Lecturer** (UCDC)

**Claudia Ionescu, CP I, PhD.,** (UCDC)

Scientific reviewers:

1. Prof. Gheorghe Lepadatu, PhD
2. Prof. Constantin Roman, PhD

3. *Economic results with implications for estimating risk premiums*

**Virginia Atanasiu, PhD.,** (ASE București)

Scientific reviewers:

1. Prof. Gheorghe Lepadatu, PhD
2. Prof. Constantin Roman, PhD

4. *Equity Compensation*

**Marian Covlea PhD. Candidate, Lecturer** (UCDC)

Scientific reviewers:

1. Prof. Gheorghe Lepadatu, PhD
2. Prof. Corina Grațjela Dumitru, PhD