

THE PROGRAMME

OF

THE INTERNATIONAL CONFERENCE
"EUROPEAN INTEGRATION – NEW CHALLENGES"

**11TH EDITION,
28-30 May 2015**

Organized by:

The University of Oradea, Faculty of Economic Sciences, Oradea, Romania,

in partnership with:

Asociația Facultăților de Economie din România /
The Association of the Faculties of Economic Sciences of Romania (AFER),
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The General Association of the Economists of Romania (AGER),
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under the patronage of the "Jean Monnet" European Modules:

“European Economic Integration”,
“International Trade and European Trade Policy”
and
“EU Sustainable Economic Development and Competitiveness”

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AGENDA
of the International Conference
“European Integration – New Challenges”
11th edition,
28 - 30 May 2015

Thursday, 28 May 2015

16.00 – 19.00 (*Aula Magna Hall, University of Oradea*)

- **Guest reception;**

17.00 - 17.30

- **Coffee break** (*Aula Magna Hall and 1st Floor Hall*).

19.30

- **Welcome Dinner** (*Canteen-Restaurant of the University of Oradea*).

Friday, 29 May 2015

09.30 – 10.00 - Guests reception (*Aula Magna Hall, University of Oradea*);

09.30 – 11.00 (*Aula Magna Hall, University of Oradea – Open desks*)

- **Exhibitions of books:**
 - Books published by the participants at the EINCO 2015.
- **Exhibition of free publications issued by the EU institutions and published by OPOCE:**
 - These publications are offered for free to the participants at the EINCO 2015, by *Centrul de Documentare Europeană din cadrul Universității din Oradea / European Documentation Centre Oradea, University of Oradea* ([EDCO](#)).

10.00 – 10.45 (*Aula Magna*)

- **Opening speech for the International Conference “European Integration – New Challenges”, 11th edition,** – Associate Prof. Dr. Adriana GIURGIU – Chairperson of the Conference, Dean of the Faculty of Economic Sciences of the University of Oradea;
- **Welcome speech of the University of Oradea** – Prof.Dr. Alina-Daciana BĂDULESCU – Vice-Rector of the University of Oradea;
- **Greetings speech of the Romanian Academic Society of Management (SAMRO)** - Prof.Dr. Ovidiu NICOLESCU - SAMRO President;
- **Greetings speech of the General Association of the Economists of Romania (AGER)** - Prof.Dr. Nicolae ISTUDOR - AFER Executive President and Vice-Rector of the Bucharest University of Economic Studies.

10.45 - 11.00 - Coffee break (*Aula Magna Hall and 1st Floor Hall*).

11.00 – 13.30 - Section paper and poster presentations

– Section: *International Business and European Integration:*

○ **Subsection:**

- *EU Sustainable Economic Development and Competitiveness* (Room F003, Ground Floor);

○ **Subsections:**

- *International Business* (Room F207, 1st Floor);
- *The Impact of Foreign Languages on the Business Environment* (Room F207, 1st Floor);

– Section: *Economics, Business Administration, Tourism and Statistics:*

○ **Subsections:**

- *Business Administration* (Room E008, Ground Floor);
- *Tourism* (Room E008, Ground Floor);

○ **Subsections:**

- *Economics* (Room F006, Ground Floor);
- *Economic Statistics and Modelling* (Room F006, Ground Floor);

– Section: *Finance, Banking, Accounting and Audit:*

○ **Subsections:**

- *Accounting* (Room F205, Ground Floor);
- *Audit* (Room F205, Ground Floor);
- *Public Finances* (Room F205, Ground Floor).

○ **Subsections:**

- *Banking* (Room E010, Ground Floor);
- *Corporate Finances* (Room E010, Ground Floor);

– Section: *Management, Marketing, Economic Informatics and Cybernetics:*

○ **Subsections:**

- *Economic Informatics and Cybernetics* (Room E011, Ground Floor);
- *Marketing* (Room E011, Ground Floor).

○ **Subsections:**

- *Management I* (Room F208, 1st Floor);
- *Management II* (Room E308, 3rd Floor).

13.30 – 15.00 - Lunch break (*Canteen-Restaurant of the University of Oradea*).

15.00 – 19.00 - Section paper and poster presentations:

– Section: *International Business and European Integration:*

○ **Subsection:**

- *EU Sustainable Economic Development and Competitiveness* (Room F003, Ground Floor);

○ **Subsections:**

- *International Business* (Room F207, 1st Floor);
- *The Impact of Foreign Languages on the Business Environment* (Room F207, 1st Floor);

– Section: *Economics, Business Administration, Tourism and Statistics:*

○ **Subsections:**

- *Business Administration* (Room E008, Ground Floor);
- *Tourism* (Room E008, Ground Floor);

○ **Subsections:**

- *Economics* (Room F006, Ground Floor);
- *Economic Statistics and Modelling* (Room F006, Ground Floor);

– Section: *Finance, Banking, Accounting and Audit:*

○ **Subsections:**

- *Accounting* (Room F205, Ground Floor);
- *Audit* (Room F205, Ground Floor);
- *Public Finances* (Room F205, Ground Floor).
- **Subsections:**
 - *Banking* (Room E010, Ground Floor);
 - *Corporate Finances* (Room E010, Ground Floor);
- **Section: *Management, Marketing, Economic Informatics and Cybernetics*:**
 - **Subsections:**
 - *Economic Informatics and Cybernetics* (Room E011, Ground Floor);
 - *Marketing* (Room E011, Ground Floor).
 - **Subsections:**
 - *Management I* (Room F208, 1st Floor);
 - *Management II* (Room E308, 3rd Floor).

19.30 - The Festive Dinner – Restaurant of the *Hotel President*, Felix Spa (Băile Felix).
Departure by minibus to be taken at 19.00 hrs. from the Main Entrance of the University of Oradea.

Saturday, 30 May 2015

10.00 – 13.00 (*Optional, upon prior registration on Friday morning, at Reception Desk; extra charges applied: 10 EUR or 45 LEI / person*)

- **Trip to Felix Spa and 1 Mai Spa.**
Departure by minibus and cars to be taken at 10.00 hrs. from the Main Entrance of the University of Oradea.

10.00 – 13.00 (*Optional - free entrance*)

- **Round-Table on "Tendencies in Economic Sciences Education"**
Building A, Ground Floor, Council Room – University of Oradea.

11.30 - 11.45

- **Coffee break** (*Building A, Ground Floor, Council Room – University of Oradea*).

13.00 – 14.30

- **Lunch break** (Restaurant of the *Hotel President*, Felix Spa / Băile Felix).

See you next year, at EINCO 2016 (26-28 May 2016)!

Save the dates!

Thursday, 28 May 2015

16.00 – 19.00 (*Aula Magna Hall, University of Oradea*)

- **Guest reception;**

17.00 - 17.30

- **Coffee break** (*Aula Magna Hall and 1st Floor Hall*).

19.30

- **Welcome Dinner** (*[Canteen-Restaurant of the University of Oradea](#)*).

Friday, 29 May 2015

Section: International Business and European Integration

Sub-section: EU Sustainable Economic Development and Competitiveness

This sub-section is organized in partnership with *Academia Română, Institutul de Economie Națională / The Romanian Academy, The Institute of National Economy (IEN)*, and *Academia Română, Institutul Național de Cercetări Economice / The Romanian Academy, The National Institute of Economic Researches (INCE)*

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Chair:	Dr. Mihai Berinde – University of Oradea
Moderators:	Dr. Nicolae Istudor – The Bucharest University of Economic Studies, Romania Dr. Gheorghe Zaman, MCA – Correspondent Member of the Romanian Academy, The Institute of National Economy, Romanian Academy Dr. Iveta Sedláková – College of International Business ISM Slovakia, Prešov, Slovak Republic
Secretary:	Dr. Andreea-Florina Fora – University of Oradea
Room:	F003 – Ground Floor

11.00 – 11.40 – Plenary Session:

1	INNOVATION AS ONE OF THE WAYS OF COMPETITIVENESS OF THE EU AND SLOVAKIA Author(s): SEDLÁKOVÁ Iveta Presenter(s): SEDLÁKOVÁ Iveta Discussant: Presenter of paper no. 5
2	THE ROLE OF EUROPEAN FUNDS FOR THE SUSTAINABLE DEVELOPMENT OF ROMANIAN RURAL AREA IN THE PERIOD 2014-2020 Author(s): ISTUDOR Nicolae, PETRESCU Irina Elena, PETRACHE Dan Cosmin, CARAMAN Constantin Presenter(s): ISTUDOR Nicolae Discussant: Presenter of paper no. 5

11.40 – 13.30 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research):

3	FDI FLOWS EVOLUTION AT EU AND OECD LEVEL UNDER THE TAXATION IMPACT Author(s): Lazăr Paula Presenter(s): Lazăr Paula Discussant: Presenter of paper no. 1
4	IMPLICATIONS OF CSR ON CORPORATE STAKEHOLDERS Author(s): CRIȘAN-MITRA Cătălina, BORZA Anca Presenter(s): CRIȘAN-MITRA Cătălina Discussant: Presenter of paper no. 13
5	THE COMPETITIVENESS AND ITS MEASUREMENT BY MEANS OF THE PYRAMID MODEL Author(s): NAGY Tünde Orsolya Presenter(s): NAGY Tünde Orsolya Discussant: Presenter of paper no. 1

6	ROMANIAN AGRICULTURE IN EUROPEAN CONTEXT Author(s): SPONTE (PIȘTALU) Maria Presenter(s): SPONTE (PIȘTALU) Maria Discussant: Presenter of paper no. 12
7	E.U. VERSUS O.E.C.D. – MIGRATION FLOW UNDER THE LABOUR TAXATION IMPACT Author(s): LAZĂR Paula, VUȚĂ Mariana Presenter(s): LAZĂR Paula Discussant: Presenter of paper no. 3
8	ACCELERATING THE ADOPTION PROCESS OF RENEWABLE ENERGY SOURCES AMONG SME'S Author(s): LELOUX Mirjam, HARKEMA Saskia, POPESCU Florentin Presenter(s): POPESCU Florentin Discussant: Presenter of paper no. 12
9	CRAVING FOR BALANCED PUBLIC DECISION-MAKING ON MARKET FAILURE PERTAINING TO THE INTERVENTIONIST ECONOMIC POLICIES' STRAINER Author(s): BIȚOIU Ioana Teodora, RĂDULESCU Crina Presenter(s): BIȚOIU Ioana Teodora Discussant: Presenter of paper no. 12

13.30 – 15.00

- **Lunch break** (*Canteen-Restaurant of the University of Oradea*).

15.00 – 19.00 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

10	STATE AID AND COMPETITIVENESS COMPOSED INDICATORS IN ROMANIA AND SLECTED EU MEMBER STATES. A COMPARATIVE ANALISYS Author(s): DODESCU D.B. Anca Presenter(s): DODESCU D.B. Anca Discussant: Presenter of paper no. 9
11	ANALYSING ROMANIAN INDUSTRIAL COMPETITIVENESS REGARDING THE RECENT DYNAMICS OF THE INTERNATIONAL INDUSTRIAL TRADE BALANCE Author(s): FELEA Adrian Ioan Presenter(s): FELEA Adrian Ioan Discussant: Presenter of paper no. 3
12	ANALYSIS OF THE RECENT EVOLUTION OF ROMANIAN COMPETITIVENESS COMPARED TO CERTAIN REFERENCE STATES Author(s): FELEA Adrian Ioan Presenter(s): FELEA Adrian Ioan Discussant: Presenter of paper no. 2
13	SOCIAL POLICIES TO STIMULATE SOCIAL INCLUSION OF DISINSTITUTIONALIZED YOUTH IN THE ROMANIAN LABOR LAW SYSTEM Author(s): ONICA-CHIPEA Lavinia-Cornelia Presenter(s): ONICA-CHIPEA Lavinia-Cornelia Discussant: Presenter of paper no. 15
14	REGIONAL ECONOMIC RESILIENCE IN ROMANIA. THE DURATION AND SPEED OF GDP DECLINE RECOVERY AT COUNTY LEVEL Author(s): ZAMAN Gheorghe, GEORGESCU George Presenter(s): ZAMAN Gheorghe Discussant: Presenter of paper no. 15
15	AGRICULTURAL EXPORTS, GROWTH ENGINE FOR ROMANIA Author(s): ZANVETOR Raffaella Presenter(s): ZANVETOR Raffaella Discussant: Presenter of paper no. 15
16	JURIDICAL AND ECONOMIC ANALYSIS OF THE CORPORATE SOCIAL RESPONSIBILITY IN THE BANKING MANAGEMENT FROM ROMANIA Author(s): MUREȘAN (POȚINCU) Laura, POȚINCU Cristian Romeo Presenter(s): MUREȘAN (POȚINCU) Laura, POȚINCU Cristian Romeo Discussant: Presenter of paper no. 2

17	THE MACROECONOMIC IMPACT OF LEGISLATIVE REGULATIONS IN THE RENEWABLE ENERGY SECTOR Author(s): IONESCU SAS Mihaela Presenter(s): IONESCU SAS Mihaela Discussant: Presenter of paper no. 2
18	THE CONSUMPTION OF ANTIBIOTICS, AN INDICATOR OF THE LEVEL OF ECONOMIC DEVELOPMENT. PROPHYLAXIS OF POSTOPERATIVE INFECTIONS Author(s): UIVAROȘAN Diana, FODOR Katalin, ȚIȚ Delia, BUNGĂU Simona Presenter(s): UIVAROȘAN Diana Discussant: Presenter of paper no. 2
19	THE ECONOMIC IMPACT OF THE DIGESTIVE DISEASES ACROSS THE EU MEMBER STATES. THE COSTS ANALYSIS IN CHOLECYSTECTOMY Author(s): UIVAROȘAN Diana, ENDRES Laura, ȚIȚ Delia, BUNGĂU Simona Presenter(s): UIVAROȘAN Diana Discussant: Presenter of paper no. 2

19.30

- **The Festive Dinner** – Restaurant of the *Hotel President*, Felix Spa (Băile Felix).

Friday, 29 May 2015

SECTION: INTERNATIONAL BUSINESS AND EUROPEAN INTEGRATION

Sub-sections: International Business;

The Impact of Foreign Languages on the Business Environment

These sub-sections are organized in partnership with *Asociația Generală a Economiştilor din România / The General Association of the Economists of Romania* ([AGER](#)), *Academia Română, Institutul de Economie Națională / The Romanian Academy, The Institute of National Economy* ([IEN](#)), and *Academia Română, Institutul Național de Cercetări Economice / The Romanian Academy, The National Institute of Economic Researches* ([INCE](#))

Section Head:	Dr. Nicoleta-Georgeta Bugnar - University of Oradea
Co-Chairs:	Dr. Liana-Eugenia Meșter - University of Oradea Dr. Andrea Hamburg - University of Oradea
Moderators:	Dr. Gheorghe Ciobanu – “Babeș-Bolyai” University of Cluj-Napoca, Romania Dr. George Georgescu – Institute of National Economy, Romanian Academy, Bucharest, Romania
Secretaries:	Dr. Leonard Călin Abrudan – University of Oradea Dr. Andra-Teodora Catarig - University of Oradea
Room:	F207 – 1 st Floor

11.00 – 11.40 – Plenary Session:

1	ANALYSIS OF THE LINK BETWEEN INNOVATION AND ECONOMIC GROWTH IN CONDITIONS OF MARKET INTERNATIONALIZATION Author(s): BUGNAR Nicoleta-Georgeta, MEȘTER Liana-Eugenia Presenter(s): BUGNAR Nicoleta-Georgeta, MEȘTER Liana-Eugenia Discussant: Presenter of paper no. 2
2	COMPARATIVE STUDY ON THE EVOLUTION OF THE CURRENT ACCOUNT AND ITS SUSTAINABILITY AT REGIONAL LEVEL Author(s): NEGREA Adrian, GIURGIU Adriana Presenter(s): NEGREA Adrian, GIURGIU Adriana Discussant: Presenter of paper no. 3
3	SOME ASPECTS CONCERNING SOVEREIGN DEBT AND THE RELATIVITY OF INDEBTEDNESS INDICATORS Author(s): DECEANU Liviu, CIOBANU Gheorghe Presenter(s): DECEANU Liviu Discussant: Presenter of paper no. 1

11.40 – 13.30 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research):

4	ENTREPRENEURSHIP IN ROMANIA. A BEHAVIORAL ECONOMICS PERSPECTIVE Author(s): NEAȚU Alina-Maria, IMBRIȘCĂ Cosmin-Ionuț Presenter(s): NEAȚU Alina-Maria Discussant: Presenter of paper no. 1
5	INTERNATIONAL BEHAVIOUR AND PERFORMANCE BASED ROMANIAN ENTREPRENEURIAL AND TRADITIONAL FIRM CLUSTERS Author(s): FEDER Emőke-Szidónia Presenter(s): FEDER Emőke-Szidónia Discussant: Presenter of paper no. 7

6	ANALYSIS OF ROMANIAN ECONOMIC STABILITY IN TERMS OF EVOLUTION OF THE BUDGETARY DEFICIT AND OTHER MACROECONOMIC INDICATORS, IN THE PERIOD 2013-2017 (FORECAST) Author(s): ABRUDAN Leonard Călin Presenter(s): ABRUDAN Leonard Călin Discussant: Presenter of paper no. 3
7	THE IMPACT THE COMPETITION POLICY HAS ON THE LIBERALISATION OF INTERANTIONAL TRADE. CASE STUDY: THE CARTEL Author(s): BERINDE Mihai, FORA Andreea-Florina Presenter(s): FORA Andreea-Florina Discussant: Presenter of paper no. 2
8	REPORTING CORPORATE SOCIAL RESPONSIBILITY ACCORDING TO GRI STANDARDS Author(s): BERINDE Mihai, ANDREESCU Nicoleta Alina Presenter(s): ANDREESCU Nicoleta Alina Discussant: Presenter of paper no. 1

13.30 – 15.00

- **Lunch break** (*Canteen-Restaurant of the University of Oradea*).

15.00 – 19.00 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

9	ROMANIAN NEGOTIATING STYLE Author(s): BENEĂ Ciprian-Beniamin Presenter(s): BENEĂ Ciprian-Beniamin Discussant: Presenter of paper no. 2
10	POPULARITĂȚ DER ERASMUS-STIPENDIEN UNTER WIRTSCHAFTSSTUDENTEN. VERGLEICHENDE STUDIE GROßWARDEIN (RUMÄNIEN), DEBRECEN (UNGARN) UND PREŠOV (DIE SLOWAKEI) Author(s): HAMBURG Andrea Presenter(s): HAMBURG Andrea Discussant: Presenter of paper no. 12
11	WORD GAME APPROACH TO INTRODUCING BUSINESS CORRESPONDENCE VOCABULARY Author(s): HOREA Ioana-Claudia Presenter(s): HOREA Ioana-Claudia Discussant: Presenter of paper no. 15
12	DEUTSCHE SPUREN IN RUMANISCHER SPRACHE Author(s): SĂCARĂ-ONIȚĂ Adina Presenter(s): SĂCARĂ-ONIȚĂ Adina Discussant: Presenter of paper no. 2
13	LA TRADUCTION DES DOCUMENTS D'ENTREPRISE. LE CAS DES MANUELS DE MISE EN SERVICE ET D'ENTRETIEN Author(s): CATARIG Andra-Teodora Presenter(s): CATARIG Andra-Teodora Discussant: Presenter of paper no. 14
14	BENEFICES ET INCONVENIENTS D'UN DISPOSITIF CLIL / EMILE DANS L'ENSEIGNEMENT DES MATIERES ECONOMIQUES DANS UN CONTEXTE ROUMAIN Author(s): CONSTANTIN Felicia Presenter(s): CONSTANTIN Felicia Discussant: Presenter of paper no. 1
15	GLOBALIZATION, ANGLICISMS AND BUSINESS ENGLISH Author(s): POP Anamaria-Mirabela, SIM Ariana-Monica Presenter(s): POP Anamaria-Mirabela Discussant: Presenter of paper no. 17
16	IDIOMS IN BUSINESS COMMUNICATION Author(s): SIM Ariana-Monica, POP Anamaria-Mirabela Presenter(s): SIM Ariana-Monica Discussant: Presenter of paper no. 11

17	CASE STUDY IN BUSINESS ENGLISH CLASSES Author(s): ABRUDAN Cristina-Laura Presenter(s): ABRUDAN Cristina-Laura Discussant: Presenter of paper no. 15
18	WAREHOUSE TRANSFERS AND FISCAL FRAUD Author(s): STANCIU Dorică Presenter(s): STANCIU Dorică Discussant: Presenter of paper no. 7
19	EXCHANGE RATE VS. INTEREST RATE: HOW MUCH DOES UIP WORK FOR ROMANIA? (STUDY CASE ON THE EUR/RON CURRENCY) Author(s): HAULICA Dana-Mihaela Presenter(s): HAULICA Dana-Mihaela Discussant: Presenter of paper no. 1
20	REPUTATION IN THE CREATION OF VALUE FOR STAKEHOLDERS Author(s): GAZZOLA Patrizia, MELLA Piero Presenter(s): GAZZOLA Patrizia Discussant: Presenter of paper no. 2

19.30

- **The Festive Dinner** – Restaurant of the *Hotel President*, Felix Spa (Băile Felix).

Friday, 29 May 2015

Section: Economics, Business Administration, Tourism and Statistics

Sub-sections: Business Administration
Tourism

Section Head:	Dr. Alina-Daciana Bădulescu - University of Oradea
Co-Chairs:	Dr. Olimpia-Iuliana Ban - University of Oradea Dr. Daniel-Laurențiu Bădulescu - University of Oradea Dr. Dorin-Paul Bâc - University of Oradea
Moderators:	Dr. Gabriela Țigu - Bucharest University of Economic Studies, Romania Dr. Alexandru Chiș - “Babeș-Bolyai” University of Cluj-Napoca, Romania Dr. Éva Darabos - University of Debrecen, Hungary
Secretaries:	Dr. Mariana Sehleanu – University of Oradea Dr. Afrodita Borma – University of Oradea
Room:	E008 – Ground Floor

11.00 – 12.20 – Plenary Session:

1	ANALYZING THE MOUNTAIN TOURISM DEMAND IN ROMANIA OVER THE LAST TWO DECADES Author(s): ȚIGU Gabriela, SIMONI Smaranda Presenter(s): ȚIGU Gabriela Discussant: Presenter of paper no. 4
2	ACADEMICS’ ASSESSMENT OF STUDENTS’ WEB 2.0 ACTIVITIES. CASE STUDY OF THE ECONOMIC PROFILE Author(s): LACUREZEANU Ramona, STANCA Liana, CHIȘ Alexandru Presenter(s): CHIȘ Alexandru Discussant: Presenter of paper no. 1
3	SIGNIFICANCE OF TOURISM IN ECONOMY OF THE EU’S MEMBER STATES, PARTICULARLY CONCERNING THE EMPLOYMENT Author(s): DARABOS Éva, KÖNYVES Erika Presenter(s): DARABOS Éva Discussant: Presenter of paper no. 2
4	FORMS OF SUSTAINABLE TOURISM SUITABLE TO APUSENI MOUNTAINS, ROMANIA Author(s): BÂC Dorin-Paul Presenter(s): BÂC Dorin-Paul Discussant: Presenter of paper no. 3

12.20 – 13.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

5	THE EFFICIENCY OF COMMUNICATION CAMPAIGNS OF PUBLIC INSTITUTIONS FROM ROMANIA THROUGH MEDIA Author(s): TERCHILĂ Sorin Presenter(s): TERCHILĂ Sorin Discussant: Presenter of paper no. 8
6	THE IMPACT OF THE EUROPEAN REGIONAL DEVELOPMENT FUND ON SMEs – EVIDENCE FROM ROMANIA Author(s): CIOCOIU Cristina-Elena Presenter(s): CIOCOIU Cristina-Elena Discussant: Presenter of paper no. 5
7	HOW DO FOREIGN YOUNG PEOPLE PERCEIVE ROMANIA TOURISM DESTINATION IMAGE? Author(s): DRULE Alexandra-Maria, ALBOI Roxana Alexandra, CHIȘ Alexandru Presenter(s): CHIȘ Alexandru Discussant: Presenter of paper no. 6

8	DETERMINANTS OF SOCIAL RESPONSIBILITY EXPENDITURES OF SMALL AND MEDIUM ENTERPRISES FROM BIHOR COUNTY Author(s): SĂVEANU Tomina Gabriela Presenter(s): SĂVEANU Tomina Gabriela Discussant: Presenter of paper no. 7
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13.30 – 15.00

- **Lunch break** (*Canteen-Restaurant of the University of Oradea*).

15.00 – 18.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

9	THE PROFILE OF CSR ACTIONS AS PRESENTED ON ROMANIAN COMPANIES' WEBSITES Author(s): SĂVEANU Tomina Gabriela, ABRUDAN Maria-Madela Presenter(s): SĂVEANU Tomina Gabriela Discussant: Presenter of paper no. 15
10	THE ROLE OF STUDENT-CENTERED EDUCATION IN STIMULATING THE ENTREPRENEURIAL SPIRIT OF UNIVERSITY GRADUATES Author(s): ROȘCA Remus-Dorel, ȘIPOȘ-GUG Sebastian Presenter(s): ROȘCA Remus-Dorel, ȘIPOȘ-GUG Sebastian Discussant: Presenter of paper no. 9
11	MACROECONOMIC FACTORS OF ENTREPRENEURSHIP IN THE EUROPEAN UNION Author(s): ȘIPOȘ-GUG Sebastian, BADULESCU Alina Presenter(s): ȘIPOȘ-GUG Sebastian Discussant: Presenter of paper no. 12
12	THE INFLUENCE OF HOME COUNTRY MACROECONOMIC FACTORS ON INWARD CROSS-BORDER MERGERS AND ACQUISITIONS: THE CASE OF ROMANIA Author(s): SEHLEANU Mariana Presenter(s): SEHLEANU Mariana Discussant: Presenter of paper no. 14
13	CREATING OR DESTROYING VALUE THROUGH MERGERS AND ACQUISITIONS? Author(s): SEHLEANU Mariana Presenter(s): SEHLEANU Mariana Discussant: Presenter of paper no. 15
14	2015 – THE YEAR OF TOURISM REVIVAL IN ORADEA Author(s): BORMA Afrodita Presenter(s): BORMA Afrodita Discussant: Presenter of paper no. 11
15	CONTEMPORARY CHALLENGES FOR RURAL MOUNTAIN COMMUNITIES Author(s): BĂC Dorin Paul Presenter(s): BĂC Dorin Paul Discussant: Presenter of paper no. 9
16	ENTREPRENEURIAL CAREER PERCEPTION OF MASTER STUDENTS: REALISTIC OR RATHER ENTHUSIASTIC? Author(s): BADULESCU Daniel Laurențiu Presenter(s): BADULESCU Daniel Laurențiu Discussant: Presenter of paper no. 2
17	CITIZENS INVOLVEMENT IN PUBLIC DECISIONS: BETWEEN NORMATIVE FRAMEWORK AND ACTUAL FINDINGS (I - THEORETICAL OVERVIEW) Author(s): BADULESCU Alina, KOLOZSI Lucia Presenter(s): BĂDULESCU Alina-Daciana Discussant: Presenter of paper no. 1

19.30

- **The Festive Dinner** – Restaurant of the *Hotel President*, Felix Spa (Băile Felix).

Friday, 29 May 2015

SECTION: ECONOMICS, BUSINESS ADMINISTRATION, TOURISM AND STATISTICS

Sub-sections: Economics

Economic Statistics and Modelling

Section Head:	Dr. Alina-Daciana Bădulescu – University of Oradea
Co-Chairs:	Dr. Adrian-Gheorghe Florea – University of Oradea Dr. Ioana-Teodora Meșter – University of Oradea
Moderator:	Dr. Marie-Noëlle Jubénot - Université de Reims Champagne-Ardenne, France
Secretaries:	Dr. Diana-Claudia Perțicaș – University of Oradea Dr. Ramona-Marinela Simuț – University of Oradea
Room:	F006 – Ground floor

11.00 – 11.40 – Plenary Session:

1	TERRITORIAL ADMINISTRATIVE REFORM – SOURCE FOR LOCAL DEVELOPMENT. STUDY CASE: BIHOR COUNTY Author(s): FLOREA Adrian Gheorghe Presenter(s): FLOREA Adrian Gheorghe Discussant: Presenter of paper no. 2
2	INCLUSION OF HUMAN FACTOR BOTH IN ECONOMICS AND IN MANAGEMENT Author(s): JUBÉNOT Marie-Noëlle Presenter(s): JUBÉNOT Marie-Noëlle Discussant: Presenter of paper no. 3

11.40 – 13.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

3	CONSIDERATIONS REGARDING MONETARY POLICY IN ROMANIA Author(s): PITORAC Ruxandra, SÎRGHI Nicoleta Presenter(s): PITORAC Ruxandra Discussant: Presenter of paper no. 4
4	HOW DOES ECONOMIC FREEDOM INFLUENCE THE RELATIONSHIP BETWEEN GOVERNMENT SIZE AND CONVERGENCE? Author(s): NÁDASI Levente Presenter(s): NÁDASI Levente Discussant: Presenter of paper no. 5
5	ANALYZING THE SAVING AND TWIN DEFICITS CORRELATION: EVIDENCE FROM ROMANIA Author(s): BOCA Mihai Cosmin Presenter(s): BOCA Mihai Cosmin Discussant: Presenter of paper no. 6
6	POST-EMPLOYMENT BENEFITS IN ROMANIA AND SERBIA: A COMPARATIVE IMPACT ANALYSIS Author(s): NOJA Grațiela Georgiana, CARAN Margareta Presenter(s): CARAN Margareta Discussant: Presenter of paper no. 7
7	THE ECONOMIC APPROACH OF ECOSYSTEM SERVICES PROVIDED BY PROTECTED AREAS Author(s): CÎRNU Maria Presenter(s): CÎRNU Maria Discussant: Presenter of paper no. 8
8	SIZE OF LIVESTOCK AGRICULTURAL OPERATIONS Author(s): BAZBANELA Stere Presenter(s): BAZBANELA Stere Discussant: Presenter of paper no. 1

13.30 – 15.00

- **Lunch break** (*Canteen-Restaurant of the University of Oradea*).

15.00 – 18.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

9	I'VE JUST GRADUATED. DO YOU WANT TO BE MY EMPLOYER? SKILLS MISMATCHES FOR TERTIARY GRADUATES Author(s): SĂVEANU Sorana Mihaela, BUHAȘ Raluca Presenter(s): SĂVEANU Sorana Mihaela Discussant: Presenter of paper no. 11
10	SKILLS MISMATCH OF THE YOUNG PEOPLE AT THE EUROPEAN LEVEL Author(s): HATOS Roxana-Elisabeta Presenter(s): HATOS Roxana-Elisabeta Discussant: Presenter of paper no. 12
11	A SHORT ANALYSIS OF THE ECONOMICAL PERFORMANCE IN ROMANIAN TV SECTOR Author(s): BURTIC Daniel Presenter(s): BURTIC Daniel Discussant: Presenter of paper no. 13
12	REWARDING CREATIVITY THROUGH INTELLECUAL PROPERTY RIGHTS Author(s): SAVA Diana Cristina Presenter(s): SAVA Diana Cristina Discussant: Presenter of paper no. 14
13	THE PROCESS OF BANK CONCENTRATION AND CONSOLIDATION IN THE CENTRAL AND EASTERN-EUROPEAN COUNTRIES Author(s): COPIL Crina Angela Presenter(s): COPIL Crina Angela Discussant: Presenter of paper no. 9
14	ASPECTS REGARDING THE LINK BETWEEN SUSTAINABLE DEVELOPMENT, ENVIRONMENTAL POLLUTION AND POVERTY Author(s): PERȚICAȘ Diana Claudia, FLOREA Adrian Gheorghe Presenter(s): PERȚICAȘ Diana Claudia Discussant: Presenter of paper no. 17
15	THE ANALYSIS OF SEVERAL RESULTS OBTAINED BY ROMANIA IN THE FIELD OF SUSTAINABLE TRANSPORT Author(s): PERȚICAȘ Diana Claudia Presenter(s): PERȚICAȘ Diana Claudia Discussant: Presenter of paper no. 10
16	ESTIMATING THE PRODUCTION FUNCTION IN THE CASE OF ROMANIA: METODOLOGY AND RESULTS Author(s): SIMUȚ Ramona-Marinela Presenter(s): SIMUȚ Ramona-Marinela Discussant: Presenter of paper no. 11
17	ESTIMATING THE COBB DOUGLAS PRODUCTION FUNCTION INCLUDING THE EXPORT AND OPENNESS IN THE CASE OF ROMANIA Author(s): SIMUȚ Ramona-Marinela Presenter(s): SIMUȚ Ramona-Marinela Discussant: Presenter of paper no. 12
18	OCCUPATIONAL STRUCTURE AS AN ELEMENT OF SOCIAL STRATIFICATION IN CONTEMPORARY SOCIETY Author(s): CHIPEA Floare Presenter(s): CHIPEA Floare Discussant: Presenter of paper no. 1

19.30

- **The Festive Dinner** – Restaurant of the *Hotel President*, Felix Spa (Băile Felix).

Friday, 29 May 2015

Section: Finance, Banking, Accounting and Audit

Sub-sections: **Accounting**
 Audit
 Public Finances

These sub-sections are organized in partnership with *Asociația Facultăților de Economie din România / The Association of the Faculties of Economic Sciences of Romania* ([AFER](#))

Section Head:	Dr. Ioan Gheorghe Țara – University of Oradea
Co-Chairs:	Dr. Victoria Bogdan – University of Oradea Dr. Ioan Dan Morar – University of Oradea Dr. Dorina-Nicoleta Popa – University of Oradea
Moderators:	Dr., Dr. H.C. Constantin Tulai – "Babeș-Bolyai" University of Cluj-Napoca, Romania Dr. Agota Kiss - University of Debrecen, Hungary Dr. István Lábás – University of Debrecen, Hungary
Secretaries:	Dr. Diana-Elisabeta Balaciu – University of Oradea Dr. Sorina-Ioana Coroiu – University of Oradea Dr. Carmen-Mihaela Scorțe – University of Oradea
Room:	F205 – 1 st Floor

11.00 – 11.40 – Plenary Session:

1	TESTING MASTER STUDENTS PERCEPTION REGARDING JUDGMENT AND DECISION MAKING IN ACCOUNTING Author(s): BOGDAN Victoria, MEȘTER Ioana-Teodora, POPA Dorina-Nicoleta Presenter(s): BOGDAN Victoria, POPA Dorina-Nicoleta Discussant: Presenter of paper no. 5
2	IMPORTANCE OF APPLYING DATA ENVELOPMENT ANALYSIS IN CASE OF HIGHER EDUCATIONAL INSTITUTIONS Author(s): LÁBAS István Presenter(s): LÁBAS István Discussant: Presenter of paper no. 12

11.40 – 13.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

3	FUNCTIONAL ANALYSIS OF THE HEALTH SECTOR IN ROMANIA Author(s): BOGDAN Tatiana Presenter(s): BOGDAN Tatiana Discussant: Presenter of paper no. 13
4	PSYCHOLOGICAL PROFILE OF THE ACCOUNTANT FRAUDSTER Author(s): CHELARIU Alin Presenter(s): CHELARIU Alin Discussant: Presenter of paper no. 1
5	PUBLIC FINANCE SUSTAINABILITY IN ROMANIA. RECENT DEVELOPMENTS Author(s): MURA Petru-Ovidiu Presenter(s): MURA Petru-Ovidiu Discussant: Presenter of paper no. 9

6	IMPACT OF ROMANIAN HIGHER EDUCATION FUNDING POLICY ON UNIVERSITY EFFICIENCY Author(s): CREȚAN Georgiana Camelia Presenter(s): CREȚAN Georgiana Camelia Discussant: Presenter of paper no. 3
7	TAX PAYMENTS DETERMINANTS IN ROMANIA Author(s): LAZĂR Sebastian Presenter(s): LAZĂR Sebastian Discussant: Presenter of paper no. 12
8	KNOWLEDGE IS POWER. IMPROVING TAX COMPLIANCE BY MEANS OF BOOSTING TAX LITERACY Author(s): NICHITA Ramona-Anca Presenter(s): NICHITA Ramona-Anca Discussant: Presenter of paper no. 12

13.30 – 15.00

- **Lunch break** (*Canteen-Restaurant of the University of Oradea*).

15.00 – 19.00 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

9	INTERCONNECTIONS BETWEEN THE ECONOMIC STRUCTURE OF LOCAL SPENDING AND ECONOMIC GROWTH IN ROMANIA Author(s): BILAN Irina, OPREA Florin Presenter(s): BILAN Irina Discussant: Presenter of paper no. 12
10	THE 'EPS' OF THE IFRS AS A BENCHMARK OF CORPORATE PERFORMANCE Author(s): KISS Agota, ORBÁN MRS. TAMÁS DÉKÁN Ildiko Presenter(s): KISS Agota Discussant: Presenter of paper no. 3
11	DASHBOARD - PERFORMANCE MEASUREMENT TOOL. EMPIRICAL STUDY OF THE HOSPITALITY INDUSTRY IN ROMANIA Author(s): SCORȚE Carmen Mihaela Presenter(s): SCORȚE Carmen Mihaela Discussant: Presenter of paper no. 2
12	THE IMPORTANCE OF THE QUALITATIVE CHARACTERISTICS OF ACCOUNTING INFORMATION FOR DECISION MAKING . EMPIRICAL STUDY CONDUCTED IN THE HOSPITALITY INDUSTRY IN ROMANIA Author(s): SCORȚE Carmen Mihaela, BRICIU Sorin, RUS Luminița Presenter(s): RUS Luminița Discussant: Presenter of paper no. 15
13	ANALYSIS OF INSTITUTIONAL CAPACITY OF SUPREME AUDIT INSTITUTIONS IN THE EUROPEAN UNION IN TERMS OF ITS MANDATE Author(s): GHERAI Dana Simona, ȚARA Ioan Gheorghe Presenter(s): GHERAI Dana Simona Discussant: Presenter of paper no. 2
14	THE IMPORTANCE OF CONCEPTUAL MAPS IN ACCOUNTING CURRICULUM Author(s): BALACIU Diana-Elisabeta Presenter(s): BALACIU Diana-Elisabeta Discussant: Presenter of paper no. 2
15	NATIONAL PUBLIC FINANCES. CONNECTIONS. Author(s): MORAR Ioan-Dan Presenter(s): MORAR Ioan-Dan Discussant: Presenter of paper no. 14
16	TAXATION IN FRONT OF AUDITING PUBLIC INTEREST ENTITIES Author(s): MORAR Ioan-Dan Presenter(s): MORAR Ioan-Dan Discussant: Presenter of paper no. 15
17	FINANCIAL AUDIT AND BENCHMARKING IN THE CONSTRUCTION INDUSTRY – A STEP TOWARDS PERFORMANCE Author(s): GRIGORE Marian Presenter(s): GRIGORE Marian Discussant: Presenter of paper no. 15

18	CURRENT CONCEPTS ON SELECTION TECHNIQUES IN FINANCIAL AUDITING Author(s): MUNTEANU Ciprian-Costel Presenter(s): MUNTEANU Ciprian-Costel Discussant: Presenter of paper no. 1
19	THE EVOLUTION OF THE MACROECONOMIC STABILISATION PENTAGON IN ROMANIA, CZECH REPUBLIC AND HUNGARY Author(s): IONIȚĂ Rodica-Oana Presenter(s): IONIȚĂ Rodica-Oana Discussant: Presenter of paper no. 2

19.30

- **The Festive Dinner** – Restaurant of the *Hotel President*, Felix Spa (Băile Felix).

Friday, 29 May 2015

SECTION: FINANCE, BANKING AND ACCOUNTING

Sub-sections: Banking

Corporate Finances

Section Head:	Dr. Ioan Gheorghe Țara – University of Oradea
Co-Chairs:	Dr. Claudia-Diana Sabău-Popa – University of Oradea Dr. Daniela-Marioara Zăpodeanu – University of Oradea
Moderators:	Dr. Ioan Bătrânceanu – “Babeș-Bolyai” University of Cluj-Napoca, Romania Dr. Ioan Trenca – “Babeș-Bolyai” University of Cluj Napoca, Romania Dr. Andrea Rózsa – University of Debrecen, Hungary
Secretaries:	Dr. Corneliu-Cristian Bențe – University of Oradea Dr. Laurențiu Droj – University of Oradea
Room:	E010 - Ground Floor

11.00 – 11.40 – Plenary Session:

1	BANK RATING. A COMPARATIVE ANALYSIS Author(s): BĂTRÂNCEA Ioan, GĂBAN Lucian, RUS Ioan, MINTEUAN Paul Presenter(s): BĂTRÂNCEA Ioan Discussant: Presenter of paper no. 5
2	IDIOSYNCRATIC RISK AND SYSTEMIC RISK IN THE EUROPEAN BANKING SYSTEM Author(s): TRENCA Ioan, PETRIA Nicolae, MUTU Simona, COROVEI Emilia Presenter(s): TRENCA Ioan Discussant: Presenter of paper no. 15
3	FINANCIAL FUTURE PROSPECT INVESTIGATION USING BANKRUPTCY FORECASTING MODELS IN HUNGARIAN MEAT PROCESSING INDUSTRY Author(s): PETŐ Dalma, RÓZSA Andrea Presenter(s): RÓZSA Andrea Discussant: Presenter of paper no. 12

11.40 – 13.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

4	LITERATURE REVIEW ON CORPORATE GOVERNANCE - FIRM PERFORMANCE RELATIONSHIP Author(s): PINTEA Mirela-Oana, FULOP Melinda-Timea Presenter(s): PINTEA Mirela-Oana Discussant: Presenter of paper no. 13
5	RISK AND FIRM VALUE IN EUROPEAN COMPANIES: A DYNAMIC PANEL DATA APPROACH Author(s): BOȚOC Claudiu Presenter(s): BOȚOC Claudiu Discussant: Presenter of paper no. 9
6	VALUATION METHODS- LITERATURE REVIEW Author(s): TÁLAS Dorisz Presenter(s): TÁLAS Dorisz Discussant: Presenter of paper no. 12
7	THE ROLE OF VENTURE CAPITAL IN THE BRIDGING OF FUNDING GAPS – A REAL OPTIONS REASONING Author(s): FAZEKAS Balázs, BECSKY-NAGY Patrícia Presenter(s): FAZEKAS Balázs Discussant: Presenter of paper no. 3
8	IMPLEMENTATION OF CORPORATE VALUATION TECHNIQUES IN PRACTICE Author(s): KISS Anita Presenter(s): KISS Anita Discussant: Presenter of paper no. 12

13.30 – 15.00

- **Lunch break** (*Canteen-Restaurant of the University of Oradea*).

15.00 – 19.00 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

9	THE GREGARIOUS BEHAVIOR OF INVESTORS FROM BALTIC STOCK MARKETS Author(s): PECE Andreea Maria Presenter(s): PECE Andreea Maria Discussant: Presenter of paper no. 3
10	INTERNAL AND EXTERNAL DETERMINANTS OF COMMERCIAL BANKS PROFITABILITY: EMPIRICAL EVIDENCE FROM BULGARIA AND ROMANIA Author(s): FIRTESCU Bogdan, ROMAN Angela Presenter(s): FIRTESCU Bogdan Discussant: Presenter of paper no. 2
11	DID THE ECONOMIC CRISES INFLUENCE THE STRUCTURE OF ASSETS-LIABILITIES IN BANKS? Author(s): TRENCA Ioan, ZĂPODEANU Daniela, COCIUBA Mihail Ioan Presenter(s): COCIUBA Mihail Ioan Discussant: Presenter of paper no. 1
12	STUDY REGARDING THE PROFITABILITY INDICATORS FOR THE ROMANIAN COMPANIES OPERATING IN THE TOURISM AND LEISURE SERVICES SECTOR IN THE PERIOD OF 2010-2013 Author(s): DROJ Laurențiu Presenter(s): DROJ Laurențiu Discussant: Presenter of paper no. 2
13	CONSIDERATIONS REGARDING VALUATION OF PRIVATE PROPERTIES USING THE AUTOMATED VALUATION MODELS BASED ON GIS Author(s): DROJ Laurențiu, DROJ Gabriela Presenter(s): DROJ Laurențiu Discussant: Presenter of paper no. 15
14	BANKING UNION – ROMANIAN PERSPECTIVE Author(s): COROIU Sorina-Ioana Presenter(s): COROIU Sorina-Ioana Discussant: Presenter of paper no. 2
15	THE NEW ARCHITECTURE OF ECONOMIC GOVERNANCE IN THE EUROPEAN UNION Author(s): COROIU Sorina-Ioana Presenter(s): COROIU Sorina-Ioana Discussant: Presenter of paper no. 15
16	THE INFORMATION CONFIDENTIALITY AND CYBER SECURITY IN MEDICAL INSTITUTIONS Author(s): SABĂU-POPA Claudia-Diana, BRADEA Ioana, BOLOȘ Marcel-Ioan, DELCEA Camelia Presenter(s): SABĂU-POPA Claudia-Diana, BOLOȘ Marcel-Ioan Discussant: Presenter of paper no. 1
17	INFLATION ADJUSTED CHAIN LADDER METHOD Author(s): BENȚE Corneliu-Cristian, GAVRILETEA Marius Dan Presenter(s): BENȚE Corneliu-Cristian Discussant: Presenter of paper no. 11
18	MODERN OPTIONS FOR THE FINANCING OF THE REAL ESTATE INVESTMENTS Author(s): CHIRIAC Silviu-Cornel-Virgil, OFILEANU Dimi Presenter(s): CHIRIAC Silviu-Cornel-Virgil Discussant: Presenter of paper no. 15
19	CONTEMPORARY IMPLICATIONS OF MORAL HAZARD AND ADVERSE SELECTION FOR INSURANCE FIRMS Author(s): SANDU (TODERAȘCU) Carmen Presenter(s): SANDU (TODERAȘCU) Carmen Discussant: Presenter of paper no. 14
20	BANKRUPTCY AND THE ALTMAN MODELS. CASE OF ALBANIA Author(s): NUMANI Eni Presenter(s): NUMANI Eni Discussant: Presenter of paper no. 2

19.30

- **The Festive Dinner** – Restaurant of the *Hotel President*, Felix Spa (Băile Felix).

Friday, 29 May 2015

Section: Management, Marketing, Economic Informatics and Cybernetics

Sub-sections: Marketing

Economic Informatics and Cybernetics

Section Head:	Dr. Simona-Aurelia Bodog – University of Oradea
Co-Chairs:	Dr. Dorin-Cristian Coita – University of Oradea Dr. Naiana-Nicoleta Țarcă – University of Oradea
Moderators:	Dr. Călin Gurău – Montpellier Business School, France Dr. GrațIELa Dana Boca - Technical University Cluj Napoca, North Center University of Baia Mare, Romania
Secretaries:	Dr. Dinu-Vlad Sasu – University of Oradea Dr. Adela-Laura Popa – University of Oradea
Room:	F208, 1st floor

11.00 – 11.40 – Plenary Session:

1	THE USE OF FACEBOOK AS A MARKETING TOOL FOR SCHOOLS -A ROMANIAN EXPERIENCE Author(s): COITA Dorin-Cristian Presenter(s): COITA Dorin-Cristian Discussant: Presenter of paper no. 2
2	BUSINESS EDUCATION IN THE PRESENT SOCIETY: PROBLEMS, CHALLENGES AND SOLUTIONS Author(s): GURĂU Călin Presenter(s): GURĂU Călin Discussant: Presenter of paper no. 4
3	5S IN QUALITY MANAGEMENT Author(s): BOCA GrațIELa Dana Presenter(s): BOCA GrațIELa Dana Discussant: Presenter of paper no. 17

11.40 – 13.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

4	ANTECEDENTS OF CUSTOMER RELATIONSHIP MANAGEMENT CAPABILITIES Author(s): TULEU Daniela Presenter(s): TULEU Daniela Discussant: Presenter of paper no. 18
5	A CRITICAL ANALYSIS OF PATIENT SATISFACTION WITH DIABETES CARE Author(s): COȚIU Mădălina-Alexandra Presenter(s): COȚIU Mădălina-Alexandra Discussant: Presenter of paper no. 4
6	PROJECT-DRIVEN SOFTWARE BUSINESS IN TRANSILVANIA – A CASE STUDY Author(s): RADU Marius Presenter(s): RADU Marius Discussant: Presenter of paper no. 3
7	STUDY REGARDING THE CUSTOMERS' SATISFACTION DEGREE. QUALITATIVE RESEARCH AMONG THE MAN HEAVY COMMERCIAL VEHICLES BENEFICIARIES Author(s): PALADE Alexandru Presenter(s): PALADE Alexandru Discussant: Presenter of paper no. 15
8	THE MARKETING MENTALITY WITHIN THE ORGANIZATION - A COMPARATIVE STUDY BETWEEN COMPANIES AND NON-PROFIT ORGANIZATIONS IN ROMANIA Author(s): POP Al. Nicolae, TODOR Mihai-Dan, PARTENIE Cristina-Veronica Presenter(s): PARTENIE Cristina-Veronica Discussant: Presenter of paper no. 2

13.30 – 15.00

- **Lunch break** (*Canteen-Restaurant of the University of Oradea*).

15.00 – 18.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

9	AN EMPIRICAL STUDY CONCERNING THE USE OF INTERNET BANKING IN ROMANIA Author(s): KOVACS (KISS) Marta Presenter(s): KOVACS (KISS) Marta Discussant: Presenter of paper no. 1
10	REMARKS ABOUT ONLINE ADVERTISING - A QUALITATIVE RESEARCH AMONG ROMANIAN PROFESSIONALS Author(s): ACATRINEI Carmen Presenter(s): ACATRINEI Carmen Discussant: Presenter of paper no. 1
11	QUANTITATIVE BENCHMARKS ON TRADITIONAL FOOD PRODUCTS MARKET IN ROMANIA Author(s): TARCZA Teodora Mihaela Presenter(s): TARCZA Teodora Mihaela Discussant: Presenter of paper no. 9
12	THE POTENTIAL OF CREDIT UNIONS AS RELATIONAL MARKETING TOOLS FOR ROMANIAN UNIVERSITIES Author(s): COITA Dorin-Cristian, SASU Dinu-Vlad Presenter(s): SASU Dinu-Vlad Discussant: Presenter of paper no. 10
13	MARKETING AND SOCIAL ECONOMY IN THE EUROPEAN UNION Author(s): MUDURA Lioara Mariana Presenter(s): MUDURA Lioara Mariana Discussant: Presenter of paper no. 1
14	SOCIAL ECONOMY IN ROMANIA – EUROPEAN PERSPECTIVE Author(s): MUDURA Lioara Mariana, MUDURA Teodor, SECARĂ Oana-Maria Presenter(s): SECARĂ Oana-Maria Discussant: Presenter of paper no. 15
15	A CLASSIC FRAMEWORK OF ONLINE MARKETING TOOLS Author(s): POPA Adela-Laura Presenter(s): POPA Adela-Laura Discussant: Presenter of paper no. 17
16	UNDERSTANDING STUDENTS' NEEDS FOR A MORE EFFECTIVE ONLINE MARKETING IN THE HIGHER EDUCATION SYSTEM Author(s): POPA Adela-Laura Presenter(s): POPA Adela-Laura Discussant: Presenter of paper no. 1
17	THE WAY IN WHICH THE GRADUATES OF HIGHER EDUCATION ECONOMIC USES MICROSOFT EXCEL IN THE MARKETING ACTIVITIES OF THE COMPANIES IN BIHOR COUNTY Author(s): ȚARCĂ Naiana-Nicoleta Presenter(s): ȚARCĂ Naiana-Nicoleta Discussant: Presenter of paper no. 1
18	EDUCATIONAL MARKETING – A NECESSITY FOR CONSUMERS OF UNIVERSITY EDUCATIONAL SERVICES Author(s): BODOG Simona-Aurelia Presenter(s): BODOG Simona-Aurelia Discussant: Presenter of paper no. 2

19.30

- **The Festive Dinner** – Restaurant of the *Hotel President*, Felix Spa (Băile Felix).

Friday, 29 May 2015

SECTION: MANAGEMENT, MARKETING, ECONOMIC INFORMATICS AND CYBERNETICS

Sub-section: Management I

This sub-section is organized in partnership with *Societatea Academică de Management din România / The Romanian Academic Society of Management* ([SAMRO](#))

Section Head:	Dr. Simona-Aurelia Bodog – University of Oradea
Co-Chairs:	Dr. Elena-Aurelia Botezat – University of Oradea Dr. Ada Mirela Tomescu – University of Oradea
SAMRO Co-Chairs:	Dr., Dr. H.C. Ovidiu Nicolescu - Bucharest University of Economic Studies, Romania Dr. Liviu Ilieș – "Babeș-Bolyai" University of Cluj-Napoca, Romania
Moderators:	Dr. Doina Mureșanu - Université of Québec in Abitibi-Témiscamingue, Canada Dr. Renáta Madzinová – College of International Business ISM Slovakia, Prešov, Slovak Republic
Secretary:	Dr. Alexandru Conșângioară – University of Oradea
Room:	E011 – Ground Floor

11.00 – 11.40 – Plenary Session:

1	THE DYNAMICS OF ROMANIAN MANAGEMENT DURING 2009-2013 WITHIN INTERNATIONAL CONTEXT Author(s): NICOLESCU Ovidiu, NICOLESCU Ciprian Presenter(s): NICOLESCU Ovidiu Discussant: Presenter of paper no. 15
2	EXPORT AND IMPORT OF ENTREPRENEURIAL ENTITIES IN THE SLOVAK REPUBLIC Author(s): MADZINOVÁ Renáta Presenter(s): MADZINOVÁ Renáta Discussant: Presenter of paper no. 13

11.40 – 13.30 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research):

3	THE STUDY REGARDING DIFFERENT APPROACHES OF THE QUALITY ASSURANCE SYSTEMS IN EDUCATION Author(s): BONCA Valeria Dana Presenter(s): BONCA Valeria Dana Discussant: Presenter of paper no. 1
4	SPORTS ORGANIZATIONS MANAGEMENT IMPROVEMENT: A SURVEY ANALYSIS Author(s): MOLCUȚ Alin, VĂSUȚ Elvira, NASTOR Flavius Presenter(s): MOLCUȚ Alin Discussant: Presenter of paper no. 2
5	A QUALITATIVE EVALUATION ON SOP HRD 2007-2013 IN ROMANIA – FOCUS-GROUP STUDY Author(s): BUD Angelica Mariana, NISTOR Răzvan Liviu Presenter(s): BUD Angelica Mariana Discussant: Presenter of paper no. 3
6	A NEW WASTE CLASSIFYING MODEL: HOW WASTE CLASSIFICATION CAN BECOME MORE OBJECTIVE? Author(s): BURCEA Ștefan Gabriel Presenter(s): BURCEA Ștefan Gabriel Discussant: Presenter of paper no. 4

7	STRATEGY FROM CONCEPTUALIZATION TO COMPETITIVE ADVANTAGE Author(s): GIURGIU Cătălin, BORZA Anca Presenter(s): BORZA Anca Discussant: Presenter of paper no. 11
8	LOGISTICS – EVOLUTION THROUGH INNOVATION Author(s): PETRACHE Alexandru Constantin Presenter(s): PETRACHE Alexandru Constantin Discussant: Presenter of paper no. 5

13.30 – 15.00

- **Lunch break** (*Canteen-Restaurant of the University of Oradea*).

15.00 – 17.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

9	NEW PERSPECTIVES REGARDING CHANGE AND INNOVATION INTO ROMANIAN SMES Author(s): CEPTUREANU Eduard Gabriel Presenter(s): CEPTUREANU Eduard Gabriel Discussant: Presenter of paper no. 12
10	ROMANIAN YOUNG ENTREPRENEURS FEATURES: AN EMPIRICAL SURVEY Author(s): CEPTUREANU Sebastian Ion Presenter(s): CEPTUREANU Sebastian Ion Discussant: Presenter of paper no. 13
11	CASE STUDY: DRIFTING CHANGE Author(s): MARCHAND Vicki, MARCOTTE Diane, MUREȘANU Doina Presenter(s): MUREȘANU Doina Discussant: Presenter of paper no. 14
12	EMPLOYEE INVOLVEMENT IN A CHANGE PROCESS - A CASE STUDY FOR ROMANIAN ORGANIZATIONS Author(s): PREDIȘCAN Mariana, ROIBAN Roxana Nadina Presenter(s): ROIBAN Roxana Nadina Discussant: Presenter of paper no. 15
13	MANAGING A SUSTAINABLE TOURISM DEVELOPMENT IN BIHOR COUNTY – ROMANIA Author(s): BOTEZAT Elena-Aurelia Presenter(s): BOTEZAT Elena-Aurelia Discussant: Presenter of paper no. 11
14	QUALITY AWARDS: AN IMAGE OF BUSINESS EXCELLENCE Author(s): ILIEȘ Liviu, SĂLĂGEAN Horațiu Cătălin, GAL Alina-Rodica, CIOBAN Bogdan Presenter(s): ILIEȘ Liviu Discussant: Presenter of paper no. 2
15	AWARENESS OF CONSUMER ABOUT THE LABELING OF TRADITIONAL FOOD AS WELL AS LOCAL PRODUCTS - A LOCAL PERSPECTIVE Author(s): TOMESCU Ada Mirela Presenter(s): TOMESCU Ada Mirela Discussant: Presenter of paper no. 2

19.30

- **The Festive Dinner** – Restaurant of the *Hotel President*, Felix Spa (Băile Felix).

Friday, 29 May 2015

SECTION: MANAGEMENT, MARKETING, ECONOMIC INFORMATICS AND CYBERNETICS

Sub-section: Management II

This sub-section is organized in partnership with *Societatea Academică de Management din România / The Romanian Academic Society of Management* ([SAMRO](#))

Section Head:	Dr. Simona-Aurelia Bodog – University of Oradea
Co-Chair:	Dr. Maria-Madela Abrudan – University of Oradea
SAMRO Co-Chairs:	Dr. Ion Popa – Bucharest University of Economic Studies, Romania Dr. Cosmin Dobrin – Bucharest University of Economic Studies, Romania
Moderators:	Dr. Răzvan-Liviu Nistor – "Babeş-Bolyai" University of Cluj-Napoca, Romania Dr. Cristina Teodora Roman – "Alexandru Ioan Cuza" University of Iaşi, Romania
Secretaries:	Dr. Remus-Dorel Roşca – University of Oradea
Room:	E308 – 3 rd Floor

13.30 – 15.00

- Lunch break (*Canteen-Restaurant of the University of Oradea*).

15.00 – 16.20 – Plenary Session:

1	'WHY DO SOME NATIONS SUCCEED AND OTHERS FAIL IN INTERNATIONAL COMPETITION?' FACTOR ANALYSIS AND CLUSTER ANALYSIS AT EUROPEAN LEVEL Author(s): POPA Ion, ŞTEFAN Simona Cătălina Presenter(s): POPA Ion, ŞTEFAN Simona Cătălina Discussant: Co-Chair
2	"HEALING" THE ROMANIAN HEALTH CARE SYSTEM THROUGH THE TOTAL QUALITY MANAGEMENT METHOD Author(s): DOBRIN Cosmin, DINULESCU Ruxandra, CIOANA Georgiana Andreea Presenter(s): DOBRIN Cosmin Discussant: Presenter of paper no. 4
3	GLOBALIZATION AND THE COMPETITIVENESS OF THE EUROPEAN TEXTILE AND CLOTHING INDUSTRY Author(s): GIRNEATA Adriana, DOBRIN Cosmin Presenter(s): GIRNEATA Adriana, DOBRIN Cosmin Discussant: Presenter of paper no. 5
4	THE SEDUCTION OF MIGRATION WITH REGARD TO ROMANIAN WORKERS Author(s): LECA Irina, VRANCEANU Carmen Andreea, ȚIGU Gabriela Presenter(s): ȚIGU Gabriela Discussant: Presenter of paper no. 6

16.20 – 19.00 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

5	SYSTEM OF PERFORMANCE INDICATORS FOR THE STUDENT CENTRED EDUCATION Author(s): ROŞCA Remus-Dorel Presenter(s): ROŞCA Remus-Dorel Discussant: Presenter of paper no. 9
6	EMPLOYEE EXPECTATIONS AND THE NATIONAL CULTURAL FACTOR Author(s): MATEI Mirabela-Constanța, ABRUDAN Maria-Madela Presenter(s): MATEI Mirabela-Constanța Discussant: Presenter of paper no. 2

7	ROMANIAN EMPLOYERS' EXPECTATIONS AND THE INFLUENCE OF THE CULTURAL FACTOR Author(s): MATEI Mirabela Constanța Presenter(s): MATEI Mirabela Constanța Discussant: Presenter of paper no. 5
8	RECOVERY STRATEGIES FOR SERVICE FAILURES Author(s): BUDEANU Andreea Presenter(s): BUDEANU Andreea Discussant: Co-Chair
9	ISSUES RELATED TO MANAGING HUMAN RESOURCE FROM THE PRIVATE SECURITY PROVIDERS Author(s): PANFIL Georgică, ANASTASESCU Alexandru, NECHITA Dănuț, ȘOFINET Antonela Presenter(s): PANFIL Georgică Discussant: Presenter of paper no. 6
10	PURCHASES AND SUPPLY CHAIN – COMPETITIVE ADVANTAGES IN RETAIL Author(s): BELAȘCU Lucian-Aron Presenter(s): BELAȘCU Lucian-Aron Discussant: Presenter of paper no. 5
11	A NEW METHODOLOGICAL FRAMEWORK FOR ANALYSING THE RELATIONSHIP BETWEEN SOCIAL AND FINANCIAL PERFORMANCE Author(s): BELAȘCU Lucian-Aron Presenter(s): BELAȘCU Lucian-Aron Discussant: Presenter of paper no. 7

19.30

- **The Festive Dinner** – Restaurant of the *Hotel President*, Felix Spa (Băile Felix).

Saturday, 30 May 2015

10.00 – 13.00 (*Optional, upon prior registration on Friday morning, at Reception Desk; extra charges applied: 10 EUR or 45 LEI / person*)

- **Trip to Felix Spa and 1 Mai Spa.**

Departure by minibuss and cars to be taken at 10.00 hrs. from the Main Entrance of the University of Oradea.

10.00 – 13.00 (*Optional - free entrance*)

- **Round-Table on "Tendencies in Economic Sciences Education"**
Building A, Ground Floor, Council Room – University of Oradea.

11.30 - 11.45

- **Coffee break** (*Building A, Ground Floor, Council Room – University of Oradea*).

13.00 – 14.30

- **Lunch break** (Restaurant of the *Hotel President*, Felix Spa / Băile Felix).

See you next year, at EINCO 2016 (26-28 May 2016)!

Save the dates!

NOTES