



FSE

FACULTY
OF
ECONOMIC SCIENCES
UNIVERSITY OF ORADEA

THE PROGRAMME

OF

THE INTERNATIONAL CONFERENCE

“EUROPEAN INTEGRATION – NEW CHALLENGES”

**12TH EDITION,
26-28 MAY 2016**



Corporate Finances Economic Statistics and Modelling

Business Administration

Economics

Tourism

Public Finances

Management

Marketing

Accounting

Audit

Economic Information Systems International Business

The Impact of Foreign Languages on the Business Environment

EU Sustainable Economic Development and Competitiveness

THE PROGRAMME

OF

THE INTERNATIONAL CONFERENCE
"EUROPEAN INTEGRATION – NEW CHALLENGES"

12TH EDITION,
26-28 May 2016

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),
Asociația Generală a Economiștilor din România /
The General Association of the Economists of Romania (AGER),
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The Body of Expert and Licensed Accountants of Romania – Bihor County Branch (CECCAR)

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”
12th edition,
26 - 28 may 2016

Friday, 27 May 2016

08.30 – 09.00 - Guests reception (*Aula Magna* Hall, University of Oradea);

08.30 – 11.00 (*Aula Magna* Hall, University of Oradea – Open desks)

- **Exhibitions of books:**
 - Books published by the participants at the EINCO 2016;
 - Books published by Prouniversitaria Publishing House.
- **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 2016, by *Centrul de Documentare Europeană din cadrul Universității din Oradea / European Documentation Centre Oradea, University of Oradea* ([EDCO](#));

09.00 – 10.30 (*Aula Magna*)

- **Opening speech for the International Conference “European Integration – New Challenges”, 12th edition**, – Associate Prof. Dr. Adriana GIURGIU – Chairperson of the Conference, Dean of the Faculty of Economic Sciences of the University of Oradea;
- **Welcome speeches of the University of Oradea** - Prof.Dr. Victor-Eugen MACOCIAN – Vice-Rector of the University of Oradea, and Prof.Dr. Cristian GRAVA – Vice-President of the Senate of the University of Oradea;
- **Greetings speech of the Association of the Faculties of Economic Sciences of Romania (AFER)** - Prof.Dr. Ioan TALPOȘ - AFER President;
- **Greetings speech of the General Association of the Economists of Romania (AGER)** - Prof.Dr. Gheorghe ZAMAN - AGER President and Director of the Institute of National Economy – The Romanian Academy;
- **Greetings speech of the Romanian Academic Society of Management (SAMRO)** - Prof.Dr. Ovidiu NICOLESCU - SAMRO President;
- **Greetings speech of the Bucharest University of Economic Studies (ASE)** - Prof.Dr. Mihai ROMAN – Vice-Rector;
- **Greetings speeches of the public authorities representatives and of the partner organizations of the Faculty of Economic Sciences of the University of Oradea;**
- **Awarding Ceremony of the Jubilee Medals and Jubilee Diploma with the occasion of “The Celebration of 25 Years of Economic Higher Education in Oradea”;**
- **Launching of the book “Starea de sănătate a managementului din România în 2015” (“The Evaluation of the Romanian Management Health in 2015”)**, by Ovidiu Nicolescu, Ion Popa, Ciprian Nicolescu, and Simona Cătălina Ștefan;
- **Launching of the new journals of the Faculty of Economic Sciences of the University of Oradea:**
 - *Oradea Journal of Business and Economics (OJBE)*, Editor-in-Chief: Dr. Daniel Laurențiu BĂDULESCU;

- *Journal of Languages for Specific Purposes (JLSP)*, Editor-in-Chief: Dr. Ioana –Claudia HOREA.

10.30 - 11.00 - Coffee break (*Aula Magna Hall and 1st Floor Hall*).

11.00 – 12.30 (*Aula Magna*)

– **Launching of the books:**

- *"Politica externă a României cu privire la Basarabia reflectată în activitatea diplomaților săi"* (*"The Romanian External Policy regarding Basarabia, reflected throughout the Activity of its Diplomats*), by Ambassador Ion M. Anghel;
- *"Diplomația Uniunii Europene (și regulile acesteia)"* (*"The Diplomacy of the European Union (and its rules)"*), by Ambassador Ion M. Anghel, Grigore Silași, and Adrian Dumitru Crăciunescu.

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 E118, 1st Floor).

13.30 – 15.00 - Lunch break (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

15.00 – 16.30 Activities organized by the Department of International Business
(Room F003, Ground Floor):

- **Department of International Business Award Ceremony** - The Photography Contest for High Schoolers "9 May, 9 Days, 9 Words"; **Chair:** Assoc.Prof.Dr Liana-Eugenia MEȘTER;
- **ERASMUS+ Presentations. Co-Chairs:** Assoc.Prof.Dr. Liana-Eugenia MEȘTER and Lecturer Dr. Felicia CONSTANTIN.

Invited Guest Speakers:

Agnès Demissy, Université de Reims Champagne-Ardenne, France
Dominique Willeme, Université de Reims, Champagne-Ardenne, France
Marie-Noelle Jubenot, Université de Reims, Champagne-Ardenne, France
Patrizia Gazzola, Università degli Studi dell'Insubria, Varese, Italia
Aleksandra Nacewska-Twardowska, University of Lodz, Poland
Halit Yilmaz, Adnan Menderes Universitesi, Aydin, Turkey
Sanli Orhan, Adnan Menderes Universitesi, Aydin, Turkey
Radoslav Tušan, Technical University of Košice, Košice, Slovak Republic
Sandor Nagy, University of Debrecen, Hungary.

15.00 – 16.30 - Meeting of the General Assembly of the *The Romanian Academic Society of Management / Societatea Academică de Management din România (SAMRO)*.

Chair: Prof.Dr. Ovidiu NICOLESCU (Room F208, 1st Floor)

16.30 – 18.00 - Round table on "Conditions and criteria for increasing employability of economic graduates", organized by the Department of Economics and the Centrul de Cercetare pentru Competitivitate și Dezvoltare Durabilă / The Research Centre for Competitiveness and Sustained Development (CCCDD).

Chair: Prof.Dr. Daniel Laurențiu BĂDULESCU (Room E008, Ground Floor).

15.00 – 18.00 - Section paper and poster presentations:

- **Section: *International Business and European Integration:***

○ **Subsection:**

- *EU Sustainable Economic Development and Competitiveness* (Room F207, 1st Floor);

○ **Subsections:**

- *International Business* (Room F003, Ground Floor);
- *The Impact of Foreign Languages on the Business Environment* (Room F003, Ground 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 E118, 1st Floor).

19.00 - The Festive Dinner – Restaurant *Belvedere* (Top Floor) of the *Continental Forum Oradea Hotel* (Oradea).

Saturday, 28 May 2016

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.

13.00 – 14.30

- **Lunch break** (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

See you next year, at EINCO 2017 (25-27 May 2017)!

Save the dates!

Friday, 27 May 2016

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)*

Section Heads:	Dr. Nicoleta-Georgeta Bugnar - University of Oradea Dr. Adriana Giurgiu - University of Oradea
Co-Chairs:	Dr. Gheorghe Zaman, MCAR – Correspondent Member of the Romanian Academy, The Institute of National Economy, Romanian Academy Dr. Mihai Berinde – University of Oradea
Moderators:	Dr. Zizi Goschin - The Institute of National Economy, Romanian Academy Dr. Gheorghe Hurduzeu – The Bucharest University of Economic Studies, Romania Dipl. George Băloi – General Secretary of the Romanian Association for External Policy Dr. Orhan Şanlı – Adnan Menderes University Nazilli Faculty of Economics İsabeyli, Aydın, Turkey
Secretary:	Dr. Andreea-Florina Fora – University of Oradea
Room:	F003 – Ground Floor / F207 – 1 st Floor

11.00 – 12.00 – Plenary Session (Room F003 – Ground Floor):

1	SOME CHARACTERISTICS OF ROMANIA'S EXTERNAL TRADE IN THE PERIOD 1990-2014 Author(s): ZAMAN Gheorghe, GHEORGHE Florentina-Viorica, SIMION Artur-Emilian Presenter(s): ZAMAN Gheorghe Discussant: Presenter of paper no. 4
2	COMPETITIVENESS OF ROMANIAN EXPORTS IN THE POST-ACCESSION PERIOD Author(s): ZAMAN Gheorghe, TUDOR Cristiana Alexandra Presenter(s): ZAMAN Gheorghe Discussant: Presenter of paper no. 3
3	THE EU, APEC AND ASEAN; A COMPARISON IN THE FRAMEWORK OF ECONOMIC INTEGRATION Author(s): ATEŞ İsmet, ŞANLI Orhan Presenter(s): ŞANLI Orhan Discussant: Presenter of paper no. 5
4	INFLUENCES ON THE QUANTUM OF DAMAGES AWARDED AT ICSID Author(s): BERINDE Mihai, PETRICĂ Dana, MEŞTER Liana-Eugenia Presenter(s): PETRICĂ Dana Discussant: Presenter of paper no. 8

12.00 – 13.30 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research) (Room F003 – Ground Floor):

5	EMIGRATION TRENDS AND CHALLENGES IN THE FRAMEWORK OF EUROPEAN ECONOMIC INTEGRATION Author(s): NOJA Grațiela Georgiana, MOROC Andrei Presenter(s): MOROC Andrei Discussant: Presenter of paper no. 1
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6	THEORETICAL ASPECTS REGARDING STRUCTURAL AND COHESION FUNDS IMPACT EVALUATION METHODOLOGY Author(s): POPESCU Felix Angel, BERINDE Mihai Presenter(s): POPESCU Felix Angel Discussant: Presenter of paper no. 3
7	A REVIEW OF ROMANIAN STRUCTURAL AND COHESION FUNDING OBJECTIVES AND OUTCOMES Author(s): POPESCU Felix Angel Presenter(s): POPESCU Felix Angel Discussant: Presenter of paper no. 1
8	DEVELOPMENT OF HUMAN RESOURCE MANAGEMENT IN THE EU CONTEXT. ASPECTS OF EVALUATION AND DIMENSIONS. Author(s): GIURGIU Adriana, TARȚA Anișoara Eugenia, NEGREA Adrian Presenter(s): NEGREA Adrian Discussant: Presenter of paper no. 2
9	RESEARCH AND DEVELOPMENT IN THE EUROPEAN UNION Author(s): HURDUZEU Gheorghe, LAZAR Maria Isadora Presenter(s): HURDUZEU Gheorghe Discussant: Presenter of paper no. 1
10	IS DISTANCE RELEVANT FOR ROMANIAN EMIGRATION? A GRAVITY MODEL APPROACH Author(s): GOSCHIN Zizi Presenter(s): GOSCHIN Zizi Discussant: Presenter of paper no. 11

13.30 – 15.00

- **Lunch break** (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

15.00 – 16.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*) (Room F207 – 1st Floor):

11	CONCEPTUAL APPROACHES REGARDING PERFORMANCE AND EVALUATION OF HUMAN RESOURCES WITHIN THE EU Author(s): TARȚA Anișoara Eugenia, NEGREA Adrian, GIURGIU Adriana Presenter(s): NEGREA Adrian Discussant: Presenter of paper no. 15
12	FINANCIAL EFFICIENCY OF DAY CARE VERSUS HOSPITALIZATION Author(s): UIVAROȘAN Diana, ENDRES Laura, FODOR Katalyn Presenter(s): UIVAROȘAN Diana Discussant: Presenter of paper no. 14
13	STUDY CONCERNING THE COSTS OF BIRTH BY CAESAREAN SECTION COMPARED TO NATURAL BIRTH Author(s): UIVAROȘAN Diana, ENDRES Laura, ZDRINCA Mihaela Presenter(s): UIVAROȘAN Diana Discussant: Presenter of paper no. 11
14	SOME CONSIDERATIONS ON HUMAN CAPITAL SUSTAINABLE DEVELOPMENT IN ROMANIA Author(s): VASILE Valentina, CIUHU Ana-Maria Presenter(s): VASILE Valentina Discussant: Presenter of paper no. 12
15	SUSTAINABLE ECONOMIC GROWTH THROUGH EXTERNAL TRADE Author(s): VASILE Valentina, BĂNICĂ Elena Presenter(s): VASILE Valentina Discussant: Presenter of paper no. 13

15.00 – 16.30 Activities organized by the Department of International Business (Room F003, Ground Floor):

- **Department of International Business Award Ceremony** - The Photography Contest for High Schoolers "9 May, 9 Days, 9 Words"; **Chair:** Assoc.Prof.Dr Liana-Eugenia MEȘTER;
- **ERASMUS+ Presentations. Co-Chairs:** Assoc.Prof.Dr. Liana-Eugenia MEȘTER and Lecturer Dr. Felicia CONSTANTIN.

Invited Guest Speakers:

Agnès Demissy, Université de Reims Champagne-Ardenne, France

Dominique Willeme, Université de Reims, Champagne-Ardenne, France

Marie-Noelle Jubenot, Université de Reims, Champagne-Ardenne, France

Patrizia Gazzola, Università degli Studi dell'Insubria, Varese, Italia

Aleksandra Nacewska-Twardowska, University of Lodz, Poland

Halit Yilmaz, Adnan Menderes Universitesi, Aydin, Turkey

Sanli Orhan, Adnan Menderes Universitesi, Aydin, Turkey

Radoslav Tušan, Technical University of Košice, Košice, Slovak Republic

Sandor Nagy, University of Debrecen, Hungary.

16.30 - 18.00 - Round table on "Conditions and criteria for increasing employability of economic graduates", organized by the Centrul de Cercetare pentru Competitivitate și Dezvoltare Durabilă / The Research Centre for Competitiveness and Sustained Development (CCCDD).

Chair: Prof.Dr. Daniel Laurențiu BĂDULESCU (Room E008, Ground Floor).

19.00

- **The Festive Dinner** – Restaurant *Belvedere* (Top Floor) of the *Continental Forum Oradea Hotel* (Oradea).

Friday, 27 May 2016

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 Meşter - University of Oradea Dr. Rodica Bogdan - University of Oradea
Moderators:	Ambassador Ion M. Anghel Dr. Marie-Noëlle Jubénot - University of Reims Champagne Ardenne, France Dr. Ion Pârgaru
Secretaries:	Dr. Leonard Călin Abrudan – University of Oradea Dr. Andrea Hamburg - University of Oradea
Room:	F207 – 1 st Floor / F003 – Ground Floor

11.00 – 12.00 – Plenary Session (Room F207 – 1st Floor):

1	THE IMPACT OF THE NATIONAL STRATEGY FOR RESEARCH AND INNOVATION ON THE ECONOMIC DEVELOPMENT OF A COUNTRY Author(s): BUGNAR Nicoleta-Georgeta, FORA Andreea-Florina Presenter(s): BUGNAR Nicoleta-Georgeta Discussant: Presenter of paper no. 3
2	NEW CHALLENGES OF WATER POLLUTION IN EUROPE AND THEIR SOCIO-ECONOMICAL IMPACT Author(s): NGAHA Emmanuel, DURANOĞLU Dilek, BENEĂ Ciprian-Beniamin Presenter(s): BENEĂ Ciprian-Beniamin Discussant: Presenter of paper no. 2
3	THE ASSOCIATIVE SECTOR: TYPOLOGY AND ECONOMIC ROLE Author(s): JUBÉNOT Marie-Noëlle Presenter(s): JUBÉNOT Marie-Noëlle Discussant: Presenter of paper no. 1
4	BUSINESS ENGLISH WITH FIRST YEAR STUDENTS IN ECONOMICS Author(s): HOREA Ioana-Claudia Presenter(s): HOREA Ioana-Claudia 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):

5	CHALLENGES IN TRANSATLANTIC RELATIONS Author(s): NAGY Sandor Presenter(s): NAGY Sandor Discussant: Presenter of paper no. 1
6	THE DECREASE OF THE WORLD CRISIS EFFECTS ON THE BUSINESS ENVIRONMENT Author(s): IVAN Camelia-Elena Presenter(s): IVAN Camelia-Elena Discussant: Presenter of paper no. 1

7	ROMANIA: GEOGRAPHICAL AND GEOPOLITICAL POSITION Author(s): BENEĂ Ciprian-Beniamin Presenter(s): BENEĂ Ciprian-Beniamin Discussant: Presenter of paper no. 2
8	MINIMUM WAGE AND TAX COMPETITION BETWEEN THE E.U. MEMBER COUNTRIES AS AN ENGINE OF ECONOMIC BALANCE Author(s): ABRUDAN Leonard Călin Presenter(s): ABRUDAN Leonard Călin Discussant: Presenter of paper no. 1
9	LISTENING COMPREHENSION – THE CORNERSTONE OF FLUENCY Author(s): ABRUDAN Cristina-Laura Presenter(s): ABRUDAN Cristina-Laura Discussant: Presenter of paper no. 3
10	MISE EN THÈME DE L'IDENTITÉ ORGANISATIONNELLE : LE CAS DU SITE WEB Author(s): PORUMB Andra-Teodora Presenter(s): PORUMB Andra-Teodora Discussant: Presenter of paper no. 3

13.30 – 15.00

- **Lunch break** (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

15.00 – 16.30 Activities organized by the Department of International Business (Room F003, Ground Floor):

- **Department of International Business Award Ceremony** - The Photography Contest for High Schoolers "9 May, 9 Days, 9 Words"; **Chair:** Assoc.Prof.Dr Liana-Eugenia MEȘTER;
- **ERASMUS+ Presentations. Co-Chairs:** Assoc.Prof.Dr. Liana-Eugenia MEȘTER and Lecturer Dr. Felicia CONSTANTIN.

Invited Guest Speakers:

Agnès Demissy, Université de Reims Champagne-Ardenne, France
 Dominique Willeme, Université de Reims, Champagne-Ardenne, France
 Marie-Noelle Jubenot, Université de Reims, Champagne-Ardenne, France
 Patrizia Gazzola, Università degli Studi dell'Insubria, Varese, Italia
 Aleksandra Nacewska-Twardowska, University of Lodz, Poland
 Halit Yilmaz, Adnan Menderes Universitesi, Aydin, Turkey
 Sanli Orhan, Adnan Menderes Universitesi, Aydin, Turkey
 Radoslav Tušan, Technical University of Košice, Košice, Slovak Republic
 Sandor Nagy, University of Debrecen, Hungary.

16.30 – 18.00 - Round table on "Conditions and criteria for increasing employability of economic graduates", organized by the Centrul de Cercetare pentru Competitivitate și Dezvoltare Durabilă / The Research Centre for Competitiveness and Sustained Development (CCDD).

Chair: Prof.Dr. Daniel Laurențiu BĂDULESCU (Room E008, Ground Floor).

16.30 – 18.00 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*) (Room F003 – Ground Floor):

11	INNOVATION AND INTERNATIONAL COMPETITIVENESS OF A COUNTRY Author(s): BUGNAR Nicoleta-Georgeta, MEȘTER Liana-Eugenia, FORA Andreea-Florina Presenter(s): BUGNAR Nicoleta-Georgeta Discussant: Presenter of paper no. 7
12	INTEGRATED APPROACHES IN TEACHING LANGUAGE THROUGH CONTENT Author(s): ABRUDAN Cristina-Laura Presenter(s): ABRUDAN Cristina-Laura Discussant: Presenter of paper no. 2

13	STYLISTIC FEATURES OF BUSINESS WRITING Author(s): POP Anamaria-Mirabela, SIM Monica-Ariana Presenter(s): POP Anamaria-Mirabela Discussant: Presenter of paper no. 12
14	TEACHING SPEAKING SKILLS Author(s): SIM Monica-Ariana, POP Anamaria-Mirabela Presenter(s): SIM Monica-Ariana Discussant: Presenter of paper no. 15
15	UBER DAS UNTERRICHTEN VON VERBEN IN DEUTSCHER SPRACHE Author(s): SĂCARĂ-ONIȚA Adina Presenter(s): SĂCARĂ-ONIȚA Adina Discussant: Presenter of paper no. 2
16	TRANSPOSITION D'UNE LANGUE À UNE AUTRE (FRANÇAIS – ROUMAIN) COMME UN ACTE RÉFLEXE Author(s): BOGDAN Rodica Presenter(s): BOGDAN Rodica Discussant: Presenter of paper no. 14

19.00

- **The Festive Dinner** – Restaurant *Belvedere* (Top Floor) of the *Continental Forum Oradea Hotel* (Oradea).

Friday, 27 May 2016

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 Dr. Carmen Năstase – "Ștefan Cel Mare" University of Suceava, Romania
Moderators:	Dr. Alexandru Chiș – "Babeș-Bolyai" University of Cluj-Napoca, Romania Dr. Ramona Lacurezeanu – "Babeș-Bolyai" University of Cluj-Napoca, Romania Dr. Patrizia Gazzola - Insubria University, Italy Dr. Valentina Diana Rusu – "Alexandru Ioan Cuza" University of Iasi, Romania Dr. Sehrish Abdul Karim - Capital University of Science & Technology Islamabad, Pakistan
Secretaries:	Dr. Mariana Sehleanu – University of Oradea Dr. Afrodita Borma – University of Oradea
Room:	E008 – Ground Floor

11.00 – 12.00 – Plenary Session:

1	CAN CSR INFLUENCE EMPLOYEES SATISFACTION? Author(s): GAZZOLA Patrizia, MELLA Piero Presenter(s): GAZZOLA Patrizia Discussant: Presenter of paper no. 6
2	ROMANIA: MANY ENTREPRENEURS BUT FEW INNOVATORS Author(s): BĂDULESCU Daniel, CADAR Otilia Presenter(s): CADAR Otilia Discussant: Presenter of paper no. 7
3	ANALYSIS OF SOCIAL VALIDATION BEHAVIOUR ON TRAVEL ONLINE REVIEWS WEBSITES Author(s): BAN Olimpia, ANCUSA Versavia Presenter(s): BAN Olimpia, ANCUSA Versavia Discussant: Presenter of paper no. 4
4	THE IMPACT OF THE ECONOMIC ENVIRONMENT ON ENTREPRENEURSHIP: EVIDENCE FROM EUROPEAN COUNTRIES Author(s): ROMAN Angela, RUSU Valentina Diana Presenter(s): RUSU Valentina Diana Discussant: Presenter of paper no. 5

12.00 – 13.30 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research):

5	DECREASING SCHOOL DROPOUT RATE AS A FACTOR OF ECONOMIC GROWTH AND SOCIAL EMPOWERMENT. THEORETICAL INSIGHTS Author(s): BĂDULESCU Alina, CSINTALAN Csaba Presenter(s): BĂDULESCU Alina, CSINTALAN Csaba Discussant: Presenter of paper no. 4
6	EMPIRICAL STUDY ON THE DETERMINANTS OF FDI INFLOWS TO ROMANIA Author(s): SEHLEANU Mariana Presenter(s): SEHLEANU Mariana Discussant: Presenter of paper no. 5

7	DOS AND DON'TS FOR A SAFER WORKPLACE: A STUDY OF PAKISTANI PHARMACEUTICALS Author(s): KARIM Sehrish Abdul Presenter(s): KARIM Sehrish Abdul Discussant: Presenter of paper no. 2
8	EVALUATION CREDIBILITY OF OPINIONS ON A TRAVEL TOURISM WEBSITE Author(s): BAN Olimpia, ANCUSA Versavia Presenter(s): BAN Olimpia, ANCUSA Versavia Discussant: Presenter of paper no. 12
9	HOME COUNTRY MACROECONOMIC DETERMINANTS OF OUTWARD FDI: THE CASE OF ROMANIA Author(s): SEHLEANU Mariana Presenter(s): SEHLEANU Mariana Discussant: Presenter of paper no. 7

13.30 – 15.00

- **Lunch break** (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

15.00 – 16.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

10	POST-CRISIS EVOLUTION OF THE FOREIGN BANKS OPERATING IN THE NEW EU MEMBER STATES. AN APPROACH BASED ON THEIR MODE OF ENTRY Author(s): BĂDULESCU Daniel, MORUTAN Radu Alin Presenter(s): BĂDULESCU Daniel Discussant: Presenter of paper no. 3
11	A MODEL FOR MEASURING THE STUDENT BEHAVIOR IN WEB 2.0. CLASS. CASE STUDY OF TOURISM STUDENT SPECIALIZATION. Author(s): LACUREZEANU Ramona, STANCA Liana, CHIȘ Alexandru Presenter(s): LACUREZEANU Ramona, CHIȘ Alexandru Discussant: Presenter of paper no. 9
12	REVOLUTIONS IN THE FOOD INDUSTRY – THE FOUNDATIONS FOR MODERN GASTRONOMY Author(s): BĂC Dorin-Paul Presenter(s): BĂC Dorin-Paul Discussant: Presenter of paper no. 5
13	CONTEMPORARY CHALLENGES FOR SUSTAINABLE TOURISM IN ROMANIA Author(s): BĂC Dorin-Paul Presenter(s): BĂC Dorin-Paul Discussant: Presenter of paper no. 1

16.30 – 18.00 - Round table on "Conditions and criteria for increasing employability of economic graduates", organized by the Department of Economics and the Centrul de Cercetare pentru Competitivitate și Dezvoltare Durabilă / The Research Centre for Competitiveness and Sustained Development (CCCDD).

Chair: Prof.Dr. Daniel Laurențiu BĂDULESCU (Room E008, Ground Floor).

19.00

- **The Festive Dinner** – Restaurant *Belvedere* (Top Floor) of the *Continental Forum Oradea Hotel* (Oradea).

Friday, 27 May 2016

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 Meşter – University of Oradea
Moderators:	Dr. Yahya Alshehhi - University of Debrecen, Debrecen, Hungary Dr. Raluca Costache - National University of Physical Education and Sports Bucharest, Romania Dr. Csaba Nagy - “Eftimie Murgu” University of Resita, Romania
Secretaries:	Dr. Diana-Claudia Perţicaş – University of Oradea Dr. Ramona-Marinela Simuţ – University of Oradea
Room:	F006 – Ground floor

11.00 – 12.00 – Plenary Session:

1	THE RELATIONSHIP BETWEEN GDP/CAPITA DYNAMICS AND THE LEVEL OF MIGRATION INSIDE ROMANIAN S MACROREGIONS Author(s): FLOREA Adrian Presenter(s): FLOREA Adrian Discussant: Presenter of paper no. 7
2	TESTING BETA CONVERGENCE ACROSS EU28 AND EU15 COUNTRIES Author(s): MEŞTER Ioana Teodora, SIMUŢ Ramona-Marinela Presenter(s): MEŞTER Ioana Teodora, SIMUŢ Ramona-Marinela Discussant: Presenter of paper no. 6
3	A COMPARISON OF SELF-ASSESSMENT TENDENCIES OF FULL-TIME AND PART-TIME UNIVERSITY STUDENTS Author(s): KUN András István, KOVÁCS Éva Katalin, BOROS József Presenter(s): KOVÁCS Éva Katalin Discussant: Presenter of paper no. 2
4	OPTIMIZATION OF THE PRODUCTION STRUCTURE OF FIELD ENERGY CROPS Author(s): CSIPKÉS Margit, GÁL Tímea Presenter(s): CSIPKÉS Margit, GÁL Tímea Discussant: Presenter of paper no. 1

12.00 – 13.30 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research):

5	IMPROVING PROJECT MANAGEMENT TEACHING METHODS BASED ON UNDERGRADUATE STUDENTS' FEEDBACK Author(s): ABRUDAN Maria-Madela, SĂVEANU Tomina-Gabriela, SĂVEANU Sorana-Mihaela Presenter(s): SĂVEANU Tomina-Gabriela Discussant: Presenter of paper no. 3
6	IS TRAINING A SUNKEN COST? Author(s): ALSHEHHI Yahya Presenter(s): ALSHEHHI Yahya Discussant: Presenter of paper no. 1
7	A CONCEPTUAL MODEL REGARDING THE INFORMATION TO BE MADE AVAILABLE ABOUT PROJECTS FINANCED BY THE EUROPEAN SOCIAL FUND Author(s): CIOCOIU Cristina-Elena Presenter(s): CIOCOIU Cristina-Elena Discussant: Presenter of paper no. 2

8	EXAMINING EUROPEAN BUSINESS ENVIRONMENTS AND LABOUR MARKETS. A COUNTRY-CLUSTERING PROPOSAL Author(s): FERENȚ-PIPAȘ Marina, ARMEAN Gabriel Presenter(s): FERENȚ-PIPAȘ Marina Discussant: Presenter of paper no. 10
9	WHY DO WE NEED HUMAN CAPITAL INDEX? Author(s): NAGY Csaba Presenter(s): NAGY Csaba Discussant: Presenter of paper no. 1
10	THE IMPORTANCE OF PHYSICAL EDUCATION AND SPORT IN THE LIFE OF THE STUDENTS OF THE ECONOMY COLLEGES Author(s): ȚIFREA Corina, GIOSAN Antoanela, COSTACHE Raluca Presenter(s): COSTACHE Raluca Discussant: Presenter of paper no. 2

13.30 – 15.00

- **Lunch break** (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

15.00 – 16.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

11	FACTORS INFLUENCING THE EVOLUTION OF HIGHER EDUCATION GRADUATION IN ROMANIA, SPOTLIGHTING ECONOMIC STUDIES Author(s): HATOS Roxana, SĂVEANU Tomina-Gabriela Presenter(s): HATOS Roxana Discussant: Presenter of paper no. 1
12	CONVENTIONAL RESOURCES OF BIHOR COUNTY AND THE IMPLICATIONS OF THEIR USE Author(s): PERȚICAȘ Diana-Claudia Presenter(s): PERȚICAȘ Diana-Claudia Discussant: Presenter of paper no. 2
13	THE ECONOMIC CONSEQUENCES OF THE INCREASE OF THE WORLD OCEAN'S TEMPERATURE Author(s): PERȚICAȘ Diana-Claudia, FLOREA Adrian Presenter(s): PERȚICAȘ Diana-Claudia, FLOREA Adrian Discussant: Presenter of paper no. 4

16.30 – 18.00 - Round table on "Conditions and criteria for increasing employability of economic graduates", organized by the Department of Economics and the Centrul de Cercetare pentru Competitivitate și Dezvoltare Durabilă / The Research Centre for Competitiveness and Sustained Development (CCCDD).

Chair: Prof.Dr. Daniel Laurențiu BĂDULESCU (Room E008, Ground Floor).

19.00

- **The Festive Dinner** – Restaurant *Belvedere* (Top Floor) of the *Continental Forum Oradea Hotel* (Oradea).

Friday, 27 May 2016

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)* and *Corpul Experților Contabili și Contabililor Autorizați din România - filiala Bihor / The Body of Expert and Licensed Accountants of Romania - Bihor County Branch (CECCAR)*

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. H.C. Ioan Talpoș - West University of Timișoara, Romania Dr. H.C. Constantin Tulai - "Babeș-Bolyai" University of Cluj-Napoca, Romania Dr., Dr. H.C. Tatiana Moșteanu - Bucharest University of Economic Studies, Romania Dr. Ioan Bătrânceanu - "Babeș-Bolyai" University of Cluj-Napoca, Romania Dr. Agota Kiss - 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 - 12.00 - Plenary Session:

1	FROM SCHRÖDINGER'S CAT TOWARDS A QUANTUM APPROACH OF ACCOUNTING ESTIMATES, JUDGMENTS AND DECISION MAKING Author(s): BOGDAN Victoria Presenter(s): BOGDAN Victoria Discussant: Presenter of paper no. 5
2	THE CORRELATION BETWEEN THE INTELLECTUAL CAPITAL DISCLOSURE LEVEL AND THE STAKEHOLDER STRUCTURE Author(s): POPA Dorina-Nicoleta, BELENEȘI Mărioara, RUS Luminița Presenter(s): POPA Dorina-Nicoleta, RUS Luminița Discussant: Presenter of paper no. 3
3	METHODS OF PERFORMANCE ANALYSIS IN BANKS Author(s): BĂTRÂNCEA Ioan, GĂBAN Lucian, RUS Ionuț, MINTEUAN Paul Presenter(s): BĂTRÂNCEA Ioan Discussant: Presenter of paper no. 2
4	TAXATION. ECONOMIC ISSUES AND APPROACHES Author(s): MORAR Ioan Dan, MITU Anca Presenter(s): MORAR Ioan Dan Discussant: Presenter of paper no. 5

12.00 – 13.30 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research):

5	ASPECTS OF RISK MEASUREMENT IN ROMANIAN BANKING SYSTEM Author(s): BĂTRÂNCEA Ioan, GĂBAN Lucian, RUS Ionuț, MINTEUAN Paul Presenter(s): BĂTRÂNCEA Ioan Discussant: Presenter of paper no. 2
6	RESEARCH REGARDING THE DISCLOSURE BEHAVIOUR OF INTELLECTUAL CAPITAL OF LISTED ROMANIAN ENTITIES Author(s): BELENEȘI Mărioara, BOGDAN Victoria, POPA Dorina-Nicoleta Presenter(s): BELENEȘI Mărioara Discussant: Presenter of paper no. 3
7	POLICIES AND ACCOUNTING OPTIONS UNDER PRESENTATION OF AN ACCURATE IMAGE OF ACCOUNTING INFORMATION IN THE ACCOUNTING INFORMATION SYSTEM AT TRADE ENTITIES Author(s): CARAIMAN Adrian-Cosmin Presenter(s): CARAIMAN Adrian-Cosmin Discussant: Presenter of paper no. 1
8	VOLUNTARY AND INVOLUNTARY IN THE ELABORATION OF THE EXPLANATORY NOTES ATTACHED TO FINANCIAL STATEMENTS Author(s): RUS Luminița Presenter(s): RUS Luminița Discussant: Presenter of paper no. 4
9	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
10	WHERE IS THE HUNGARIAN LOCAL TAXATION HEADING? Author(s): DARABOS Éva, TÓTH Kornél Presenter(s): DARABOS Éva Discussant: Presenter of paper no. 1

13.30 – 15.00

- **Lunch break** (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

15.00 – 16.00 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research):

11	CHALLENGES INCURRED IN THE AUDITING OF FAIR VALUE MEASUREMENTS Author(s): CHIRIAC Silviu-Virgil Presenter(s): CHIRIAC Silviu-Virgil Discussant: Presenter of paper no. 1
12	THE SUPREME AUDIT INSTITUTION CAN CONTROL THE CORRUPTION OR NOT? Author(s): GHERAI Dana Simona, ȚARA Ioan Gheorghe, MATICA Diana-Elisabeta Presenter(s): GHERAI Dana Simona Discussant: Presenter of paper no. 3
13	STUDY REGARDING THE UTILITY CONCEPT MAPS ON DETECTION BY THE STUDENTS OF THE PRESENCE AND ETHICAL NOTIONS INTENSITY IN ACCOUNTING ACTIVITY Author(s): MATICA Diana-Elisabeta, GHERAI Dana-Simona Presenter(s): MATICA Diana-Elisabeta Discussant: Presenter of paper no. 2
14	FISCAL POLICY ISSUES Author(s): MORAR Ioan Dan Presenter(s): MORAR Ioan Dan Discussant: Presenter of paper no. 5

19.00

- **The Festive Dinner** – Restaurant *Belvedere* (Top Floor) of the *Continental Forum Oradea Hotel* (Oradea).

Friday, 27 May 2016

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 Trenca - “Babeș-Bolyai” University of Cluj Napoca, Romania Dr. Carmen Toderășcu – “Alexandru Ioan Cuza” University of Iași, Romania Dr. Domicián Máté – University of Debrecen, Hungary Dr. Radoslav Tušan - Technical University of Košice, Slovak Republic
Secretaries:	Dr. Corneliu-Cristian Bențe – University of Oradea Dr. Laurențiu Droj – University of Oradea
Room:	E010 - Ground Floor

11.00 – 12.00 – Plenary Session:

1	THE RELATION BETWEEN PROFITABILITY, CAPITAL REQUIREMENTS AND THE STRUCTURE OF ASSETS-LIABILITIES IN BANKS Author(s): TRENCA Ioan, ZĂPODEANU Daniela, COCIUBA Mihail Ioan Presenter(s): TRENCA Ioan Discussant: Presenter of paper no. 9
2	THE NECESSITY OF AN UNIFORM REGULATION FOR THE MANAGEMENT OF BANKING RISK AT THE EUROPEAN LEVEL Author(s): TRENCA Ioan, BOZGA Daniela, ZĂPODEANU Daniela, COCIUBA Mihail Ioan Presenter(s): COCIUBA Mihail Ioan Discussant: Presenter of paper no. 6
3	MEASURING FINANCIAL LITERACY: A CASE STUDY OF SELF-ASSESSMENT AMONG UNDERGRADUATE STUDENTS IN HUNGARY Author(s): MÁTÉ Domicián, KISS Zsuzsanna, TAKÁCS VIKTOR László, MOLNÁR Vivien Presenter(s): MÁTÉ Domicián Discussant: Presenter of paper no. 1
4	USING BENFORD’S LAW TO THE DETECTION OF MISREPRESENTATION OF FINANCIAL STATEMENTS DATA Author(s): TUŠAN Radoslav Presenter(s): TUŠAN Radoslav Discussant: Presenter of paper no. 5

12.00 – 13.30 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research):

4	THE EFFECT OF MAJOR EVENTS ON BANK SHARE PRICE IN ROMANIA Author(s): CĂPRARU Bogdan, IHNATOV Iulian, SPRINCEAN Nicu Presenter(s): IHNATOV Iulian Discussant: Presenter of paper no. 1
5	CROSS-BORDER TRANSMISSION OF UNCONVENTIONAL MONETARY POLICY Author(s): COROIU Sorina-Ioana, MITU Anca Presenter(s): COROIU Sorina-Ioana Discussant: Presenter of paper no. 3
6	INTERNAL AUDIT IMPLICATIONS ON BANK PROFITABILITY. THE ROMANIAN CASE. Author(s): TERINTE Paula, ONOFREI Mihaela, FIRTESCU Bogdan Presenter(s): ONOFREI Mihaela Discussant: Presenter of paper no. 10

7	RISK MANAGEMENT WITH FINANCIAL DERIVATIVES: EMPIRICAL EVIDENCE FROM ROMANIAN NON-FINANCIAL FIRMS Author(s): ANTON Sorin Gabriel Presenter(s): ANTON Sorin Gabriel Discussant: Presenter of paper no. 3
8	THE ANALYSIS OF THE RELATION COUNTRY RISK – MULTIPLE VALUE Author(s): NICOLESCU Cristina, BOȚOC Claudiu, CODĂU Ciprian Presenter(s): BOȚOC Claudiu Discussant: Presenter of paper no. 12
9	THE IMPACT OF TAXATION ON FIRM'S PERFORMANCE: EMPIRICAL EVIDENCE ON THE CASE OF CEE COUNTRIES Author(s): RUSU Valentina Diana, TODERAȘCU Carmen Presenter(s): TODERAȘCU Carmen Discussant: Presenter of paper no. 2
10	APPLICABILITY OF FINANCIAL EARLY WARNING INDICATORS FOR THE MAIN UTILITY AND PETROLEUM COMPANIES IN ROMANIA Author(s): DROJ Laurențiu, ȚARA Ioan Gheorghe Presenter(s): DROJ Laurențiu Discussant: Presenter of paper no. 4

13.30 – 15.00

- **Lunch break** (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

15.00 – 16.30 – Paper / Poster presentations (*Poster contributors stand by their posters for others to discuss the research*):

11	BASIC CHAIN LADDER METHOD VERSUS INFLATION ADJUSTED CHAIN LADDER METHOD Author(s): BENȚE Corneliu-Cristian Presenter(s): BENȚE Corneliu-Cristian Discussant: Presenter of paper no. 15
12	PREMISES OF BEHAVIORAL FINANCE IN RATIONAL DECISION-MAKING Author(s): DROJ Laurențiu, IANCU (NECHITA) Elena–Ana, POPOVICI-COITA Ioana-Florina Presenter(s): DROJ Laurențiu, POPOVICI-COITA Ioana-Florina Discussant: Presenter of paper no. 14
13	RETHINKING ECONOMICS-OF-CRIME MODEL OF TAX COMPLIANCE FROM BEHAVIORAL PERSPECTIVE APPLIED TO ROMANIAN CASE Author(s): IANCU (NECHITA) Elena–Ana, POPOVICI-COITA Ioana-Florina Presenter(s): POPOVICI-COITA Ioana-Florina Discussant: Presenter of paper no. 15
14	CREATING CAPITAL MARKETS UNION. OPPORTUNITIES AND LIMITATIONS. Author(s): SABĂU-POPA Claudia-Diana, BOLOȘ Marcel-Ioan, BRADEA Ioana Alexandra Presenter(s): SABĂU-POPA Claudia-Diana, BOLOȘ Marcel-Ioan Discussant: Presenter of paper no. 12
15	INFLUENCE OF THE CAPITAL STRUCTURE ON THE COMPANIES PERFORMANCE. STUDY ON THE ENERGY SECTOR COMPANIES LISTED ON BSE. Author(s): SABĂU-POPA Claudia-Diana, BOLOȘ Marcel-Ioan, BRADEA Ioana Alexandra Presenter(s): SABĂU-POPA Claudia-Diana, BOLOȘ Marcel-Ioan Discussant: Presenter of paper no. 11

19.00

- **The Festive Dinner** – Restaurant *Belvedere* (Top Floor) of the *Continental Forum Oradea Hotel* (Oradea).

Friday, 27 May 2016

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. Dinu-Vlad Sasu – University of Oradea Dr. Naiana-Nicoleta Țarcă – University of Oradea
Moderators:	Dr. Călin Gurău – Montpellier Business School, France Dr. Mihai Roman - Bucharest University of Economic Studies, Romania Dr. Marta Kovacs (Kiss) - Bucharest University of Economic Studies, Romania
Secretaries:	Dr. Teodora Tarcza – University of Oradea Dr. Adela-Laura Popa – University of Oradea
Room:	E011, Ground floor

11.00 – 12.00 – Plenary Session:

1	BRAND SIGNIFICANCE IN THE MARKETING OF LUXURY WATCHMAKING. QUALITATIVE RESEARCH ON THE BUCHAREST MARKET Author(s): POP Nicolae Alexandru Tiberiu, ZOTTU-Z Monica Presenter(s): ZOTTU-Z Monica Discussant: Presenter of paper no. 2
2	THE DEVELOPMENT AND POSITIONING OF THE ZARA ZA BRAND Author(s): GURĂU Călin Presenter(s): GURĂU Călin Discussant: Presenter of paper no. 4
3	STUDY ON THE EVOLUTION OF SOME FINANCIAL PRODUCTS BASED ON MARKOV CHAINS METHOD Author(s): KOVACS (KISS) Marta Presenter(s): KOVACS (KISS) Marta Discussant: Presenter of paper no. 5
4	STUDY REGARDING THE EVOLUTION OF THE WAY IN WHICH DATA ANALYSIS SOFTWARE TOOLS ARE USED IN MARKETING ACTIVITY BY THE WESTERN ROMANIAN COMPANIES Author(s): ȚARCĂ Naiana-Nicoleta, POPA Adela-Laura Presenter(s): ȚARCĂ Naiana-Nicoleta, Discussant: Presenter of paper no. 3

12.00 – 13.30 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research):

5	CACHING DATA STORED IN SQL SERVER FOR PERFORMANCE OPTIMIZATION Author(s): DEMIAN Horia Presenter(s): DEMIAN Horia Discussant: Presenter of paper no. 3
6	MARKETING RESEARCH REGARDING NEEDS AND EXPECTATIONS OF ALUMNI IN CASE OF THE PARTIUM CHRISTIAN UNIVERSITY Author(s): KÁNYA Hajnalka Presenter(s): KÁNYA Hajnalka Discussant: Presenter of paper no. 2
7	THE MARKETING OF THE STRUCTURES OF SOCIAL ECONOMY IN THE EUROPEAN STATES Author(s): MUDURA Lioara Mariana, BERINDE Mihai Presenter(s): MUDURA Lioara Mariana Discussant: Presenter of paper no. 1

8	VOLUNTEERS TRUST IN ORGANIZATIONAL MISSION, LEADERSHIP AND ACTIVITIES EFFIECIENCY Author(s): NEMȚEANU (SANA) Marcela Sefora, TARCZA Teodora Mihaela Presenter(s): TARCZA Teodora Mihaela Discussant: Presenter of paper no. 4
9	AN EXPERIMENT ON USING ONLINE MARKETING TOOLS FOR PROMOTING HIGHER EDUCATION SERVICES Author(s): POPA Adela-Laura, ȚARCĂ Naiana-Nicoleta, SASU Dinu-Vlad Presenter(s): POPA Adela-Laura, SASU Dinu-Vlad Discussant: Presenter of paper no. 2
10	A COMPARATIVE ANALISYS ON THE TRADITIONAL FOOD PRODUCTS IN EU Author(s): TARCZA Teodora Mihaela, ROȘCA Remus Dorel Presenter(s): TARCZA Teodora Mihaela, ROȘCA Remus Dorel Discussant: Presenter of paper no. 1
11	IDENTIFICATION OF FACTORS INFLUENCING THE IMAGE OF ROMANIAN HIGHER EDUCATION INSTITUTIONS. STUDY FROM THE PERSPECTIVE OF THE GRADUATES. Author(s): BODOG Simona-Aurelia, SASU Dinu-Vlad, CONSTĂNGIOARĂ Alexandru Presenter(s): BODOG Simona-Aurelia Discussant: Presenter of paper no. 7

13.30 – 15.00

- **Lunch break** (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

19.00

- **The Festive Dinner** – Restaurant *Belvedere* (Top Floor) of the *Continental Forum Oradea Hotel* (Oradea).

Friday, 27 May 2016

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. H.C. Ovidiu Nicolescu - Bucharest University of Economic Studies, Romania Dr. Nicolae Bibu – West University of Timișoara, Romania
Moderators:	Dr. Doina Mureșanu - Université of Québec in Abitibi-Témiscamingue, Canada Dr. Mariana Predișcan – West University of Timișoara, Romania Dr. Maria Alb – West University of Timișoara, Romania
Secretary:	Dr. Alexandru Conștângioară – University of Oradea
Room:	F208 – 1 st Floor

11.00 – 12.00 – Plenary Session:

1	STRENGTHS AND WEAKNESSES OF THE ROMANIAN MANAGEMENT IN 2015 - BASED ON 1482 OPINIONS OF MANAGERS AND MANAGEMENT SPECIALISTS Author(s): NICOLESCU Ovidiu, NICOLESCU Ciprian Presenter(s): NICOLESCU Ovidiu Discussant: Presenter of paper no. 5
2	NATIONAL MANAGERIAL PRIORITIES IN ROMANIA Author(s): NICOLESCU Ovidiu, NICOLESCU Ciprian Presenter(s): NICOLESCU Ovidiu Discussant: Presenter of paper no. 6
3	CHARACTERISTICS OF UNIVERSITY SPIN-OFFS. THE ROMANIAN SITUATION Author(s): BIBU Nicolae, MUNTEANU Valentin Partenie, GLIGOR Delia, CERNESCU Lavinia Maria Presenter(s): BIBU Nicolae, MUNTEANU Valentin Partenie Discussant: Presenter of paper no. 1
4	VISION AND STRATEGIC THINKING IN THE ROMANIAN FAST GROWING FIRMS MANAGEMENT Author(s): BIBU Nicolae, Alb Maria Presenter(s): BIBU Nicolae Discussant: Presenter of paper no. 6

12.00 – 13.30 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research):

5	QUALITATIVE STUDY ON THE FOUNDATIONS OF THE EXISTANCE OF THE EMPLOYEES' PSYCHOLOGICAL CONTRACT. THE CASE OF THE ROMANIAN AUTOMOTIVE INDUSTRY Author(s): MUREȘANU Doina Presenter(s): MUREȘANU Doina Discussant: Presenter of paper no. 3
6	EXPLORING ENTREPRENEURIAL POTENTIAL AMONG STUDENTS Author(s): BOTEZAT Elena, BORZA Adriana Presenter(s): BOTEZAT Elena Discussant: Presenter of paper no. 1

7	FROM FAMILY-OWNED BUSINESS TO LOGISTICS CENTERS – THE CASE OF FMCG CHAINS Author(s): PETRACHE Alexandru Constantin, MATICIUC Mădălina Presenter(s): MATICIUC Mădălina Discussant: Presenter of paper no. 5
8	ABOUT SOFT DRINKS PRODUCED IN ROMANIA AND THEIR CONSUMPTION ON SPANISH MARKET Author(s): BUNDAS Andrei, TOMESCU Ada Mirela Presenter(s): BUNDAS Andrei Discussant: Presenter of paper no. 4
9	THE REASONS WHY SOMETIMES THE ROMANIAN PROCESSES OF ORGANIZATIONAL CHANGE FAIL Author(s): PREDIȘCAN Mariana, BIRIESCU Simona, ROIBAN Roxana Nadina Presenter(s): PREDIȘCAN Mariana Discussant: Presenter of paper no. 6

13.30 – 15.00

- **Lunch break** (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

15.00 – 16.30 - Meeting of the General Assembly of the *The Romanian Academic Society of Management / Societatea Academică de Management din România (SAMRO)*.

Chair: Prof.Dr. Ovidiu NICOLESCU (Room F208, 1st Floor)

19.00

- **The Festive Dinner** – Restaurant *Belvedere* (Top Floor) of the *Continental Forum Oradea Hotel* (Oradea).

Friday, 27 May 2016

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-Chairs:	Dr. Maria-Madela Abrudan – University of Oradea Dr. H.C. Constantin Roșca - The Association of the Faculties of Economic Sciences of Romania (AFER)
SAMRO Co-Chairs:	Dr. Ion Popa – Bucharest University of Economic Studies, Romania Dr. Cosmin Dobrin – Bucharest University of Economic Studies, Romania
Moderators:	Dr. Valentin Munteanu – West University of Timișoara, Romania Dr. Răzvan-Liviu Nistor – "Babeș-Bolyai" University of Cluj-Napoca, Romania Dr. Cristina Teodora Roman – "Alexandru Ioan Cuza" University of Iași, Romania
Secretaries:	Dr. Remus-Dorel Roșca – University of Oradea
Room:	E118 – 1 st Floor

11.00 – 12.00 – Plenary Session:

1	PARTICULARITIES OF ROMANIAN ORGANIZATIONS' MANAGEMENT SYSTEM Author(s): POPA Ion, ȘTEFAN Simona Cătălina Presenter(s): POPA Ion, ȘTEFAN Simona Cătălina Discussant: Co-Chair
2	THE ROLE OF QUALITY MANAGEMENT IN ROMANIAN INFANT'S VACCINATION DEBATE Author(s): DOBRIN Cosmin Octavian, DINULESCU Ruxandra, VOICU Laura Violeta, COSTACHE Raluca Presenter(s): DOBRIN Cosmin Octavian Discussant: Presenter of paper no. 5
3	CAN ROMANIA BECOME A REGIONAL NATURAL GAS HUB? A COMPARATIVE STRATEGIC VIEW Author(s): COVATARIU Andrei, DOBRIN Cosmin Presenter(s): DOBRIN Cosmin Octavian Discussant: Co-Chair
4	RESEARCH ON THE EXPECTATIONS OF EMPLOYERS AND YOUNG EMPLOYEES Author(s): MATEI Mirabela, ABRUDAN Madela, ROMAN Teodora Presenter(s): MATEI Mirabela, ABRUDAN Madela Discussant: Presenter of paper no. 6

12.00 – 13.30 – Paper / Poster presentations (Poster contributors stand by their posters for others to discuss the research):

5	COMPARATIVE ANALYSIS BETWEEN THE MANAGERIAL STYLE OF UPPER AND LOWER LEVEL MANAGERS Author(s): BUCUREAN Mirela Presenter(s): BUCUREAN Mirela Discussant: Presenter of paper no. 1
6	ENTREPRENEURIAL SUPPLY CHAINS. EVIDENCE FROM ROMANIA Author(s): CONSTANGIOARA Alexandru, BODOG Simona-Aurelia, FLORIAN Gyula Laszlo Presenter(s): CONSTANGIOARA Alexandru, FLORIAN Gyula Laszlo Discussant: Presenter of paper no. 3

7	WINE TOURISM – A COMPLEMENTARY SOLUTION FOR REGIONAL SUSTAINABLE DEVELOPMENT. ANALYSIS AND SUGGESTIONS Author(s): TOMESCU Ada-Mirela Presenter(s): TOMESCU Ada-Mirela Discussant: Presenter of paper no. 5
8	HOW FEEDBACK CONTROL IMPACTS THE PLANNING MANAGEMENT FUNCTION Author(s): BUCUREAN Mirela Presenter(s): BUCUREAN Mirela Discussant: Presenter of paper no. 4
9	FUSING ECONOMY, ECOLOGY AND ETHICS IN TOURISM MANAGEMENT Author(s): BOTEZAT Elena-Aurelia Presenter(s): BOTEZAT Elena-Aurelia DISCUSSANT: PRESENTER OF PAPER NO. 1

13.30 – 15.00

- **Lunch break** (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

15.00 – 16.30 - Meeting of the General Assembly of the *The Romanian Academic Society of Management / Societatea Academică de Management din România (SAMRO)*.

Chair: Prof.Dr. Ovidiu NICOLESCU (Room F208, 1st Floor)

19.00

- **The Festive Dinner** – Restaurant *Belvedere* (Top Floor) of the *Continental Forum Oradea Hotel* (Oradea).

Saturday, 28 May 2016

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.

13.00 – 14.30

- **Lunch break** (1st floor Restaurant of the *Continental Forum Oradea Hotel*).

See you next year, at EINCO 2017 (25-27 May 2017)!

Save the dates!

NOTES

Organized by:

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

in partnership with:



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The Association of the Faculties of Economic Sciences of Romania (AFER)



Asociația Generală a Economistilor din România /
The General Association of the Economists of Romania (AGER)



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The Romanian Academy, The Institute of National Economy (IEN)



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The Romanian Academy, The National Institute of Economic Researches (INCE)



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The Research Centre for Competitiveness and Sustained Development (CCCD)



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