



FSE

FACULTY
OF
ECONOMIC SCIENCES
UNIVERSITY OF ORADEA



THE PROGRAMME

OF

THE INTERNATIONAL CONFERENCE

“EUROPEAN INTEGRATION – NEW CHALLENGES”

**14TH EDITION,
24-26 MAY 2018**

Corporate Finances Economic Statistics and Modelling
Corporate Finances Business Administration
EU Sustainable Economic Development and Competitiveness
Economics
The Impact of Foreign Languages on the Business Environment
Tourism
Public Finances Business Administration
Economics Banking Management
Economic Statistics and Modelling Tourism
Marketing Accounting
Public Finances Banking Management
Audit
Marketing Accounting
Audit Economic Informatics and Cybernetics International Business
The Impact of Foreign Languages on the Business Environment
International Business
EU Sustainable Economic Development and Competitiveness

THE PROGRAMME

OF

THE INTERNATIONAL CONFERENCE "EUROPEAN INTEGRATION – NEW CHALLENGES"

**14TH EDITION,
24-26 May 2018**

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),
Academia Română, Institutul de Economie Națională /
The Romanian Academy, The Institute of National Economy (IEN),
Academia Română, Institutul Național de Cercetări Economice /
The Romanian Academy, The National Institute of Economic Researches (INCE),
The Leadership Institute, USA (Li),
Centrul de Cercetare pentru Competitivitate și Dezvoltare Durabilă /
The Research Centre for Competitiveness and Sustained Development (CCDD),
Centrul de Documentare Europeană din cadrul Universității din Oradea /
European Documentation Centre Oradea, University of Oradea (EDCO),
Societatea Academică de Management din România /
The Romanian Academic Society of Management (SAMRO),
Corpul Experților Contabili și Contabililor Autorizați din România – filiala Bihor /
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”**

EINCO 2018 Organizing Committee

Conference Chair:

Dr. Alina BĂDULESCU

Executive Conference Chair:

Dr. Adriana GIURGIU

Conference Co-Chairs:

Dr. Dorin-Paul BĂC - Section Head *Economics, Business Administration, Tourism and Statistics*

Dr. Liana-Eugenia MEȘTER - Section Head *International Business, European Integration, Foreign Languages and Business Environment*

Dr. Claudia-Diana SABĂU-POPA - Section Head *Finance, Banking, Accounting and Audit*

Dr. Ada Mirela TOMESCU - Section Head *Management, Marketing, Economic Informatics and Cybernetics*

Conference Technical, Logistic and Administrative Support:

Dr. Adriana GIURGIU - Responsible for Foreign Participants and Visa Information

Dr. Anamaria-Mirabela POP - Responsible with the English proofreading of the Conference website and Call for papers related materials

Ec. Cosmin ȘTIR - Responsible with the Conference Logistic and Administrative and Financial issues

Cătălin-Lucian ZMOLE - Responsible with the Conference website and technical questions regarding the on-line registration and paper submission

Conference Committee Chairs and Secretaries:

Section: Economics, Business Administration, Tourism and Statistics

Dr. Daniel Laurențiu BĂDULESCU - Chair of the Sub-Section *Business Administration*

Dr. Ramona-Marinela SIMUȚ - Secretary of the Sub-Section *Business Administration*

Dr. Adrian-Gheorghe FLOREA - Chair of the Sub-Section *Economics*

Dr. Diana-Claudia PERTICAȘ - Secretary of the Sub-Section *Economics*

Dr. Ioana-Teodora MEȘTER - Chair of the Sub-Section *Economic Statistics and Modelling*

Dr. Ramona-Marinela SIMUȚ - Secretary of the Sub-Section *Economic Statistics and Modelling*

Dr. Olimpia-Iuliana BAN - Chair of the Sub-Section *Tourism*

Dr. Afrodita BORMA - Secretary of the Sub-Section *Tourism*

Section: Finance, Banking, Accounting and Audit

Dr. Victoria BOGDAN - Chair of the Sub-Section *Accounting*

Dr. Luminița RUS - Secretary of the Sub-Section *Accounting*

Dr. Dorina-Nicoleta POPA - Chair of the Sub-Section *Audit*

Dr. Carmen-Mihaela SCORȚE - Secretary of the Sub-Section *Audit*

Dr. Daniela-Marioara ZĂPODEANU - Chair of the Sub-Section *Banking*

Dr. Corneliu-Cristian BENȚE - Secretary of the Sub-Section *Banking*

Dr. Ioan Gheorghe TARA - Chair of the Sub-Section *Corporate Finances*

Dr. Laurențiu DROJ - Secretary of the Sub-Section *Corporate Finances*

Dr. Dan-Ioan MORAR - Chair of the Sub-Section *Public Finances*

Dr. Ioana Florina COITA - Secretary of the Sub-Section *Public Finances*

Section: International Business, European Integration, Foreign Languages and Business Environment

Dr. Mihai BERINDE - Chair of the Sub-Section *EU Sustainable Economic Development and Competitiveness*

Dr. Andreea-Florina FORA - Secretary of the Sub-Section *EU Sustainable Economic Development and Competitiveness*

Dr. Nicoleta-Georgeta BUGNAR - Chair of the Sub-Section *International Business*

Dr. Leonard Călin ABRUDAN - Secretary of the Sub-Section *International Business*

Dr. Andra-Teodora PORUMB - Chair of the Sub-Section *The Impact of Foreign Languages on the Business Environment*

Dr. Cristina-Laura ABRUDAN - Secretary of the Sub-Section *The Impact of Foreign Languages on the Business Environment*

Section: Management, Marketing, Economic Informatics and Cybernetics

Dr. Elena Aurelia BOTEZAT - Chair of the Sub-Section *Management I*

Dr. Alexandru CONSTĂNGIOARĂ - Secretary of the Sub-Section *Management I*

Dr. Mirela BUCUREAN - Chair of the Sub-Section *Management II*

Dr. Remus-Dorel ROȘCA - Secretary of the Sub-Section *Management II*

Dr. Naiana-Nicoleta ȚARCĂ - Chair of the Sub-Section *Economic Informatics and Cybernetics*

Dr. Horia-Trandafir DEMIAN - Secretary of the Sub-Section *Economic Informatics and Cybernetics*

Dr. Dorin-Cristian COITA - Chair of the Sub-Section *Marketing*

Dr. Oana-Maria SECARĂ - Secretary of the Sub-Section *Marketing*

Conference Committee Members:

Dr. Maria-Madela ABRUDAN
Dr. Mărioara BELENEȘI
Dr. Ciprian-Beniamin BENEĂ
Dr. Simona Aurelia BODOG
Dr. Rodica BOGDAN
Dr. Marcel-Ioan BOLOȘ
Dr. Sorina-Ioana COROIU
Dr. Petru FILIP
Dr. Dana-Simona GHERAI
Dr. Andrea HAMBURG
Dr. Roxana-Elisabeta HATOS
Dr. Ioana-Claudia HOREA
Dr. Mirabela-Constanța MATEI
Dr. Diana-Elisabeta MATICA
Dr. Adrian NEGREA
Dr. Anamaria-Mirabela POP
Dr. Adela-Laura POPA
Dr. Adina SĂCARĂ-ONIȚA
Dr. Dinu-Vlad SASU
Dr. Tomina-Gabriela SĂVEANU
Dr. Monica-Ariana SIM
Dr. Teodora-Mihaela TARCZA

EINCO 2018 Programme committee

Editor-in-Chief:

Dr. Adriana GIURGIU, University of Oradea, Romania

Associate Editors:

Dr. Alina BĂDULESCU, University of Oradea, Romania;
Dr. Claudia-Diana SABĂU-POPA, University of Oradea, Romania.

Sections` Heads:

Dr. Dorin-Paul BĂC, University of Oradea, Romania -
Section Head *Economics, Business Administration, Tourism and Statistics*;

Dr. Liana-Eugenia MEȘTER, University of Oradea, Romania - Section Head International Business, European Integration, Foreign Languages and Business Environment;

Dr. Claudia-Diana SABĂU-POPA, University of Oradea, Romania - Section Head *Finance, Banking, Accounting and Audit*;

Dr. Ada Mirela TOMESCU, University of Oradea, Romania -
Section Head *Management, Marketing, Economic Informatics and Cybernetics*.

Members:

Academician, Mircea MALITA, Member of the Romanian Academy, Romania;

Dr. Gheorghe ZAMAN, Correspondent Member of the Romanian Academy, Romania;

Dr. Ahmet AKTAS, University of Akdeniz, Alanya, Turkey;

Dr. Ismet ATES, Adnan Menderes University, Turkey;

Dr. Mihaela BELU, The Bucharest University of Economic Studies, Romania;

Dr. Luminita CHIVU, The Romanian Academy, Romania;

Dr. Jose CIFUENTES, Honrubia, University of Alicante, Spain;

Dr. Dezhi LIU, Shijiazhuang University of Economics, China;

Dr. Marin DINU, The Bucharest University of Economic Studies, Romania;

Dr. Anca-Otilia DODESCU, University of Oradea, Romania;

Dr. Sergei F. FEOSTIKOV, Moscow Academy of Business, Blagoveschensk Branch, Russia;

Dr. Xavier GALIEGUE, University of Orleans, France;

Dr. Dongheng HAO, Shijiazhuang University of Economics, China;

Dr. Gheorghe HURDUZEU, The Bucharest University of Economic Studies, Romania;

Dr. Valeriu IOAN-FRANC, The Romanian Academy, Romania;

Dr. Nicolae ISTUDOR, The Bucharest University of Economic Studies, Romania;

Dr. Zoran IVANOVIC, University of Rijeka, Croatia;

Dr. Eugeniusz KWIATKOWSKI, University of Lodz, Poland;

Dr. Rajesh KUMAR, Osmania University, India;

Dr. Eszter LANG, Hitelintézeti Szemle (Financial and Economic Review), Central Bank of Hungary, Hungary;

Dr. Nicola MATTOSCI, "G. D'Annunzio" University of Chieti - Pescara, Italy;

Dr. Piero MELLA, University of Pavia, Italy;

Dr. Guido MONTANI, University of Pavia, Italy;

Dr. Andras NABRADI, University of Debrecen, Hungary;

Dr. Ovidiu NICOLESCU, The Bucharest University of Economic Studies, Romania;

Dr. Giuseppe PAOLONE, "G. D'Annunzio" University of Chieti, Pescara, Italy;

Dr. Dorel PARASCHIV, The Bucharest University of Economic Studies, Romania;

Dr. Ryszard PIASECKI, University of Lodz, Poland;

Dr. Marilen PIRTEA, West University of Timisoara, Romania;

Dr. Nicolae Al. POP, The Bucharest University of Economic Studies, Romania, Dr. H.C of the University of Oradea;

Dr. Ioan POPA, The Bucharest University of Economic Studies, Romania;

Dr. Ion POPA, The Bucharest University of Economic Studies, Romania;

Dr. Michael STOICA, Washburn University, USA;

Dr. Gabriela TIGU, The Bucharest University of Economic Studies, Romania;

Dr. Jean-Emmanuel TYVAERT, University of Reims Champagne-Ardenne, France;

Dr. Ada Mirela TOMESCU, University of Oradea, Romania;

Dr. Valentina VASILE, The Romanian Academy, Romania.

Honorary Committee

Academician, Mircea MALITA, Member of the Romanian Academy, Romania – Dr. H.C of the University of Oradea;

Dr. Gheorghe ZAMAN, Correspondent Member of the Romanian Academy, Romania;

His Excellency, Jonathan SCHEELE – Dr. H.C of the University of Oradea;

Dr. Gheorghe Gh. IONESCU – Dr. H.C of the University of Oradea;

Dr. Ovidiu NICOLESCU- Dr. H.C of the University of Oradea;

Aldo POLI – Dr. H.C of the University of Oradea;

Franco ANTIGA – Dr. H.C of the University of Oradea;

Dr. Constantin ROSCA – Dr. H.C of the University of Oradea;

Dr. Gheorghe OLAH – University of Oradea.

Scientific Committee:

Dr. Maria ALB, West University, Timisoara, Romania;

Dr. Carmen BĂBĂIȚĂ, West University, Timisoara, Romania;

Dr. Ioan BĂTRÂNCEA, Babes – Bolyai University, Cluj-Napoca, Romania;

Dr. Liviu BEGU, The Bucharest University of Economic Studies, Romania;

Dr. Nicolae BIBU, West University, Timisoara, Romania;

Dr. Constantin BRĂȚIANU, The Bucharest University of Economic Studies, Romania;

Dr. Sorin BRICIU, "1 Decembrie 1918" University, Alba Iulia, Romania;

Dr. Alexandru CHIȘ, University Babes-Bolyai, Cluj Napoca, Romania;

Dr. Gheorghe CIOBANU, University Babes-Bolyai, Cluj Napoca, Romania;

Dr. Smaranda Adina COSMA, University Babes-Bolyai, Cluj Napoca, Romania;

Dr. Cristiana CRISTUREANU, "Dimitrie Cantemir" Christian University, Bucharest, Romania;

Dr. Margit CSIPKÉS, University of Debrecen, Hungary;

Dr. Emilian M. DOBRESCU, Romanian Academy, Bucharest, Romania;

Dr. Cosmin DOBRIN, The Bucharest University of Economic Studies, Romania;

Dr. Luigi DUMITRESCU, "Lucian Blaga" University of Sibiu, Sibiu, Romania;

Dr. Liliana FELEAGA, The Bucharest University of Economic Studies, Romania;

Dr. Nicoleta FARCANE, West University, Timisoara, Romania;

Dr. Xavier GALIEGUE, University of Orleans, France;

Dr. Patrizia GAZZOLA, Insubria University, Italy;

Dr. George GEORGESCU, The Romanian Academy, Romania;

Dr. Zizi GOSCHIN, The Bucharest University of Economic Studies, Romania;

Dr. Călin GURĂU, Montpellier Business School, Montpellier, France;

Dr. Nicolae ISTUDOR, The Bucharest University of Economic Studies, Romania;

Dr. Marie-Noelle JUBENOT, University of Reims Champagne-Ardenne, France;

Dr. Androniki KAVOURA, Technological Educational Institute of Athens, Greece,

Dr. Ramona LACUREZEANU, University Babes-Bolyai, Cluj Napoca, Romania;

Dr. Domicián MÁTÉ, University of Debrecen, Hungary;

Dr. Ovidiu MEGAN, West University, Timisoara, Romania;

Dr. Tatiana MOSTEANU, The Bucharest University of Economic Studies, Romania – Dr. H.C of the University of Oradea;

Dr. Valentin MUNTEANU, West University, Timisoara, Romania;

Dr. Emanoil MUSCALU, "Lucian Blaga" University of Sibiu, Sibiu, Romania;

Dr. Doina MUREȘANU, Université of Québec in Abitibi-Témiscamingue, Québec, Canada;

Dr. Carmen NĂSTASE, "Ștefan cel Mare" University, Suceava, Romania;

Dr. Răzvan Liviu NISTOR, "Babeș-Bolyai" University, Cluj Napoca, Romania;

Dr. Nicolae PETRIA, "Lucian Blaga" University of Sibiu, Sibiu, Romania;

Dr. Nicolae Al. POP, The Bucharest University of Economic Studies, Romania – Dr. H.C of the University of Oradea;

Dr. Mariana PREDIȘCAN, West University, Timisoara, Romania;

Dr. Gabriela PRELIPCEAN, "Ștefan cel Mare" University, Suceava;

Dr. Cristina Teodora ROMAN, "Alexandru Ioan Cuza" University of Iași, Iași, Romania;

Dr. Ovidiu RUJAN, The Bucharest University of Economic Studies, Romania;

Dr. Steliana SANDU, The Romanian Academy, Romania;

Dr. Klaus-Bruno SCHEBESCH, "Vasile Goldiș" Western University, Arad, Romania;

Dr. Nicoleta SÎRGI, West University, Timisoara, Romania;

Dr. Cristi SPULBĂR, University of Craiova, Romania;

Dr. Gabriela STĂNCIULESCU, The Bucharest University of Economic Studies, Romania;

Dr. Orhan ŞANLI, Adnan Menderes University, Turkey;

Dr. Ioan TALPOȘ, West University, Timisoara, Romania;

Dr. Carmen TODERAȘCU, Alexandru Ioan Cuza University, Iasi, Romania;

Dr. Adriana TIRON TUDOR, Babes – Bolyai University, Cluj Napoca, Romania

Dr. Ioan TRENCA, "Babeș-Bolyai" University, Cluj-Napoca, Romania;

Dr. Constantin TULAI, "Babeș-Bolyai" University, Cluj-Napoca, Romania;

Dr. Jean-Emmanuel TYVAERT, University of Reims Champagne-Ardenne, France;

Dr. Gabriela ȚIGU, The Bucharest University of Economic Studies, Romania;

Dr. Leonard Călin ABRUDAN, University of Oradea, Romania;

Dr. Maria-Madela ABRUDAN, University of Oradea, Romania;

Dr. Olimpia-Iuliana BAN, University of Oradea, Romania;

Dr. Daniel Laurențiu BĂDULESCU, University of Oradea, Romania;

Dr. Dorin-Paul BĂC, University of Oradea, Romania;

Dr. Mihai BERINDE, University of Oradea, Romania;

Dr. Simona-Aurelia BODOG, University of Oradea, Romania;

Dr. Victoria BOGDAN, University of Oradea, Romania;

Dr. Marcel-Ioan BOLOȘ, University of Oradea, Romania;

Dr. Elena-Aurelia BOTEZAT, University of Oradea, Romania;

Dr. Nicoleta-Georgeta BUGNAR, University of Oradea, Romania;

Dr. Adrian-Gheorghe FLOREA, University of Oradea, Romania;

Dr. Ioana-Claudia HOREA, University of Oradea, Romania;

Dr. Ioana-Teodora MEȘTER, University of Oradea, Romania;

Dr. Liana-Eugenia MEȘTER, University of Oradea, Romania;

Dr. Ioan Dan MORAR, University of Oradea, Romania;

Dr. Adrian NEGREA, University of Oradea, Romania;

Dr. Anamaria-Mirabela POP, University of Oradea, Romania;

Dr. Andra-Teodora PORUMB, University of Oradea, Romania;

Dr. Ioana-Crina POP-COHUȚ, University of Oradea, Romania;

Dr. Claudia-Diana SABĂU-POPA, University of Oradea, Romania;

Dr. Monica-Ariana SIM, University of Oradea, Romania;

Dr. Naiana-Nicoleta ȚARCĂ, University of Oradea, Romania;

Dr. Daniela-Marioara ZĂPODEANU, University of Oradea, Romania;

Egidio RANGONE, "G. D'Annunzio" University of Chieti, Pescara, Italy.

TABLE OF CONTENTS

AGENDA	9
THURSDAY, 24 MAY 2018.....	11
FRIDAY, 25 MAY 2018.....	13
SECTION: ECONOMICS, BUSINESS ADMINISTRATION, TOURISM AND STATISTICS	13
<i>Sub-sections: Business Administration</i>	
<i>Economics</i>	
<i>Economic Statistics and Modelling</i>	
<i>Tourism</i>	
SECTION: FINANCE, BANKING, ACCOUNTING AND AUDIT	15
<i>Sub-sections: Accounting</i>	
<i>Corporate Finances</i>	
<i>Public Finances</i>	
SECTION: INTERNATIONAL BUSINESS AND EUROPEAN INTEGRATION.....	17
<i>Sub-sections: EU Sustainable Economic Development and Competitiveness</i>	
<i>International Business</i>	
<i>The Impact of Foreign Languages on the Business Environment</i>	
SECTION: MANAGEMENT, MARKETING, ECONOMIC INFORMATICS AND CYBERNETICS.....	21
<i>Sub-sections: Management</i>	
<i>Marketing</i>	
<i>Economic Informatics and Cybernetics</i>	
SATURDAY, 26 MAY 2018	23
NOTES.....	25

AGENDA
of the International Conference
“European Integration – New Challenges”
14th edition,
24 - 26 May 2018

Thursday, 24 May 2018

15.30 – 16.00 - Guests reception (*Ground Floor Hall – Faculty of Economic Sciences, building F, University of Oradea*);

16.00 – 17.30 The Opening Ceremony of the International Conference “European Integration – New Challenges”, 14th edition (*Aula Magna - Ground Floor, building F, University of Oradea*);

19.00 - The Festive Dinner.

Friday, 25 May 2018

09.30 – 10.00 - Guests reception (*Ground Floor Hall – Faculty of Economic Sciences, building F, University of Oradea*);

10.00 – 13.00 - Section paper presentations

– **Section: *Economics, Business Administration, Tourism and Statistics*** (Room E008, Ground Floor – Faculty of Economic Sciences, building E, University of Oradea):

○ **Sub-sections:**

- *Business Administration;*
- *Tourism;*
- *Economics;*
- *Economic Statistics and Modelling;*

– **Section: *Finance, Banking, Accounting and Audit*** (Room E009, Ground Floor – Faculty of Economic Sciences, building E, University of Oradea):

○ **Sub-sections:**

- *Accounting;*
- *Public Finances;*
- *Corporate Finances;*

– **Section: *International Business and European Integration*** (Room E010, Ground Floor – Faculty of Economic Sciences, building E, University of Oradea):

○ **Sub-sections:**

- *EU Sustainable Economic Development and Competitiveness;*
- *International Business;*
- *The Impact of Foreign Languages on the Business Environment;*

– **Section: *Management, Marketing, Economic Informatics and Cybernetics*** (Room E011, Ground Floor – Faculty of Economic Sciences, building E, University of Oradea):

○ **Sub-sections:**

- *Economic Informatics and Cybernetics;*
- *Management;*
- *Marketing.*

13.00 – 13.30 The Department of International Business Award Ceremonies (Chair: Assoc.Prof.Dr Liana-Eugenia MEȘTER; Room E010, Ground Floor – Faculty of Economic Sciences, building E, University of Oradea):

- The 3rd Edition of The Photography Contest for High Schoolers
"9 May, 9 Days, 9 Words / 9 Mai, 9 Zile, 9 Cuvinte"
- The 2nd Edition of The Essays Contest for High Schoolers
"How Do I See the EU / Cum văd EU Europa?"

13.30 – 15.00 - Lunch break

15.00 – 18.00 - Section paper presentations:

– **Section: *International Business and European Integration*** (Room E010, Ground Floor – Faculty of Economic Sciences, building E, University of Oradea):

- **Sub-sections:**
 - *EU Sustainable Economic Development and Competitiveness;*
 - *International Business;*
 - *The Impact of Foreign Languages on the Business Environment;*

Saturday, 26 May 2018

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.

See you next year, at EINCO 2019 (23-25 May 2019)!

Save the dates!

Thursday, 24 May 2018

15.30 - 16.00 - Guests reception (*Ground Floor Hall* – Faculty of Economic Sciences, building F, University of Oradea);

16.00 - 17.30 The Opening Ceremony of the International Conference “European Integration – New Challenges”, 14th edition (*Aula Magna* - Ground Floor, building F, University of Oradea);

- **Opening Speech for the International Conference “European Integration – New Challenges”, 14th edition** – **Prof. Dr. Alina BĂDULESCU** – Chairperson of the Conference, Dean of the Faculty of Economic Sciences – University of Oradea;
- **Welcome Speeches of the Representatives of the University of Oradea Management;**
- **Keynote Speaker presentation:**
 - o **Prof. Dr. Constantin BRĂȚIANU**, *UNESCO Department for Business Administration, and Research Center for Intellectual Capital, Faculty of Business Administration, Bucharest University of Economic Studies, Romania: STRATEGIC THINKING IN TURBULENT TIMES*

19.00 - The Festive Dinner

Friday, 25 May 2018

Section: Economics, Business Administration, Tourism and Statistics

Sub-sections: Business Administration

Economics

Economic Statistics and Modelling

Tourism

Section Head:	Assoc. Prof. Dr. Dorin-Paul BÂC - University of Oradea
Co-Chairs:	Prof. Dr. Olimpia-Iuliana BAN - University of Oradea Assoc. Prof. Dr. Adrian-Gheorghe FLOREA - University of Oradea Assoc. Prof. Dr. Ioana-Teodora MEȘTER - University of Oradea
Moderator:	Prof. Dr. Klaus B. SCHEBESCH - "Vasile Goldiș" Western University, Arad, Romania
Secretaries:	Lecturer Dr. Ramona-Marinela SIMUȚ - University of Oradea Lecturer Dr. Diana-Claudia PERȚICAȘ - University of Oradea Assistant Dr. Afrodita BORMA - University of Oradea
Room:	E008 (Ground Floor - Faculty of Economic Sciences, building E, University of Oradea)

10.00 - 13.00 - Paper presentations:

1	ENTREPRENEURSHIP: A CRITICAL INSIDER VIEW FROM THE INTELLECTUAL CAPITAL PERSPECTIVE Author(s): SCHEBESCH B. Klaus, BLAGA Radu Presenter(s): SCHEBESCH B. Klaus Discussant: Presenter of paper no. 4
2	FOREIGN DIRECT INVESTMENT, ECONOMIC GROWTH AND UNEMPLOYMENT IN ROMANIA. A VECM ANALYSIS Author(s): MEȘTER Ioana-Teodora, SIMUȚ Ramona Presenter(s): MEȘTER Ioana-Teodora, SIMUȚ Ramona Discussant: Presenter of paper no. 1
3	CREATIVE AND CULTURAL INDUSTRIES IN ROMANIA Author(s): SAVA Diana, BĂDULESCU Alina Presenter(s): SAVA Diana Discussant: Presenter of paper no. 9
4	SOCIAL RESPONSIBILITY OF SMES IN ROMANIA: MYTH OR REALITY? Author(s): SĂVEANU Tomina, BĂDULESCU Daniel, HATOS Roxana Presenter(s): SĂVEANU Tomina, BĂDULESCU Daniel, HATOS Roxana Discussant: Presenter of paper no. 9
5	CSR IN SMES? WHAT DO MANAGERS SAY? Author(s): SĂVEANU Tomina, ABRUDAN Maria-Madela, MATEI Mirabela, SĂVEANU Sorana Presenter(s): SĂVEANU Tomina, ABRUDAN Maria-Madela, MATEI Mirabela Discussant: Presenter of paper no. 1
6	MAKING HISTORY OR BEING HISTORY? THE EVOLUTION OF MODERN CORPORATIONS. LITERATURE REVIEW Author(s): BÂC Dorin Paul, ROȘCA Paula Carmen Presenter(s): BÂC Dorin Paul Discussant: Presenter of paper no. 2
7	REGIONAL CONSEQUENCES OF ONLINE SHOPPING DYNAMICS IN RURAL AREA Author(s): PERȚICAȘ Diana-Claudia, FLOREA Adrian Gheorghe Presenter(s): PERȚICAȘ Diana-Claudia Discussant: Presenter of paper no. 3

8	<p>NUMBER OF YEARS OF STUDIES AND "DREAM JOBS" Author(s): FLOREA Adrian-Gheorghe, PERȚICAȘ Diana-Claudia Presenter(s): FLOREA Adrian-Gheorghe Discussant: Presenter of paper no. 4</p>
9	<p>POSITIONING THE OFFER OF FOUR STARS HOTEL FROM FELIX SPA BETWEEN BALNEO AND WELLNESS TOURISM Author(s): BAN Olimpia, SEREȘ Luminița Presenter(s): BAN Olimpia Discussant: Presenter of paper no. 6</p>

13.30 – 15.00

- **Lunch break**

Friday, 25 May 2018

Section: Finance, Banking, Accounting and Audit

Sub-sections: Accounting
Corporate Finances
Public Finances

Section Head:	Prof. Dr. Claudia-Diana SABĂU-POPA – University of Oradea
Co-Chairs:	Prof. Dr. Ioan Dan MORAR – University of Oradea Prof. Dr. Ioan Gheorghe ȚARA - University of Oradea
Moderators:	Prof. Dr. Ioan BĂTRÂNCEA – "Babeş-Bolyai" University of Cluj-Napoca, Romania Prof. Dr. Constantin TULAI – "Babeş-Bolyai" University of Cluj-Napoca, Romania
Secretaries:	Assoc. Prof. Dr. Carmen-Mihaela SCORȚE – University of Oradea Lecturer Dr. Luminița RUS – University of Oradea
Room:	E009 (Ground Floor – Faculty of Economic Sciences, building E, University of Oradea)

10.00 – 13.00 – Paper presentations:

1	TIMING OF DIVIDEND INITIATIONS OF POLISH IPOs. DOES THE ORIGINAL SHAREHOLDERS STRUCTURE MATTER? Author(s): PIELOCH-BABIARZ Aleksandra, SOSNOWSKI Tomasz Presenter(s): PIELOCH-BABIARZ Aleksandra, SOSNOWSKI Tomasz Discussant: Presenter of paper no. 4
2	ANALYSIS OF THE NOTES ON THE ACCOUNTS OF COMPANIES CARRYING OUT INFORMATION TECHNOLOGY SERVICES Author(s): FENYVES Veronika, BÁCS Zoltán, TARNÓCZI Tibor Presenter(s): FENYVES Veronika, BÁCS Zoltán Discussant: Presenter of paper no. 6
3	ENTREPRENEURIAL PERFORMANCE ACCOUNTING AND APPROPRIATION OF ENTREPRENEURIAL ABILITY EVALUATION IN FRENCH TRADING SME/VSE. Author(s): LOPEZ Jean-Claude, FEIGE Jimmy, MÉREAUX Jean-Paul Presenter(s): MÉREAUX Jean-Paul Discussant: Presenter of paper no. 7
4	CUSTOMER SATISFACTION WITH BANK SERVICES Author(s): BENȚE Corneliu-Cristian Presenter(s): BENȚE Corneliu-Cristian Discussant: Presenter of paper no. 5
5	THE EVOLUTION OF THE FINANCIAL SUSTAINABILITY OF THE CHILD PROTECTION SYSTEM AT THE TERRITORIAL LEVEL IN BIHOR COUNTY BETWEEN 2010-2016 Author(s): SZARKA Arpad Presenter(s): SZARKA Arpad Discussant: Presenter of paper no. 1
6	THE PLACE OF PUBLIC FINANCES AT NATIONAL LEVEL Author(s): MORAR Ioan Dan Presenter(s): MORAR Ioan Dan Discussant: Presenter of paper no. 8
7	TAXPAYER'S FINANCES AND BEHAVIOR Author(s): MORAR Ioan Dan Presenter(s): MORAR Ioan Dan Discussant: Presenter of paper no. 9

8	<p>EARLY WARNING INDICATORS - EVOLUTION FOR THE MEDICAL COMPANIES REGISTERED AT BSE Author(s): DROJ Laurențiu, ȚARA Ioan Gheorghe Presenter(s): DROJ Laurențiu, ȚARA Ioan Gheorghe Discussant: Presenter of paper no. 2</p>
9	<p>AUDITOR'S ETHICS A SOLUTION TO INCREASE THE CONFIDENCE? Author(s): GHERAI Dana Simona, ȚARA Ioan Gheorghe, RUS Luminița, MATICA Diana Elisabeta Presenter(s): GHERAI Dana Simona, ȚARA Ioan Gheorghe, RUS Luminița Discussant: Presenter of paper no. 1</p>
10	<p>CONSIDERATIONS REGARDING THE EVOLUTION OF THE LIQUIDITY AND SOLVENCY INDICATORS OF THE MOST IMPORTANT ROMANIAN PRODUCTION COMPANIES IN THE PERIOD 2014-2017 Author(s): DROJ Laurențiu Presenter(s): DROJ Laurențiu Discussant: Presenter of paper no. 3</p>
11	<p>ACCOUNTING INFORMATION REGARDING THE ROLE OF FIXED ASSETS IN THE DETERMINATION OF DIVIDENDS Author(s): RUS Luminița, GHERAI Dana Simona Presenter(s): RUS Luminița, GHERAI Dana Simona Discussant: Presenter of paper no. 8</p>

13.30 - 15.00

- **Lunch break**

Friday, 25 May 2018

Section: International Business and European Integration

Sub-sections: EU Sustainable Economic Development and Competitiveness

International Business

The Impact of Foreign Languages on the Business Environment

Section Head:	Assoc. Prof. Dr. Liana-Eugenia MEȘTER - University of Oradea
Co-Chairs:	Assoc. Prof. Dr. Nicoleta-Georgeta BUGNAR – University of Oradea Assoc. Prof. Dr. Andra-Teodora PORUMB – University of Oradea
Moderator:	Prof. Dr. Gheorghe ZAMAN - Institute of National Academy - CMRA, Romanian Academy, Bucharest, Romania & AGER
Secretaries:	Assoc. Prof. Dr. Leonard Călin ABRUDAN – University of Oradea Lecturer Dr. Andreea-Florina Fora – University of Oradea
Room:	E010 (Ground Floor – Faculty of Economic Sciences, building E, University of Oradea)

10.00 – 13.00 – Paper presentations:

1	ROMANIA’S EXTERNAL TRADE, FROM THE GREAT UNION TO THE INTEGRATION INTO EUROPEAN UNION Author(s): GHEORGHE Florentina Viorica, SIMION Artur-Emilian, ZAMAN Gheorghe Presenter(s): ZAMAN Gheorghe Discussant: Presenter of paper no. 9
2	DAMS AND TECHNOPOLITICS Author(s): BENEĂ Ciprian-Beniamin Presenter(s): BENEĂ Ciprian-Beniamin Discussant: Presenter of paper no. 7
3	NEW IMPLICATIONS OF THE ECONOMIC GOVERNANCE PROCESS ACROSS THE EUROPEAN UNION MEMBER STATES Author(s): MIHUȚ Ioana-Sorina Presenter(s): MIHUȚ Ioana-Sorina Discussant: Presenter of paper no. 8
4	WATER AND FOOD INSECURITY Author(s): BENEĂ Ciprian-Beniamin Presenter(s): BENEĂ Ciprian-Beniamin Discussant: Presenter of paper no. 3
5	USE OF TEMPORAL ASPECTS IN BUSINESS ENGLISH Author(s): HOREA Ioana Claudia, ABRUDAN Cristina-Laura Presenter(s): HOREA Ioana Claudia, ABRUDAN Cristina-Laura Discussant: Presenter of paper no. 14
6	MODERN METHODS AND TECHNIQUES OF RESEARCH Author(s): SĂCARĂ-ONIȚA Adina, PORUMB Andra-Teodora Presenter(s): SĂCARĂ-ONIȚA Adina, PORUMB Andra-Teodora Discussant: Presenter of paper no. 12
7	A DYNAMIC STUDY CONCERNING THE CORPORATE TAX AND INCOME TAX FISCAL REVENUES IN ROMANIA DURING THE 2000 – 2017 PERIOD Author(s): ABRUDAN Leonard Călin Presenter(s): ABRUDAN Leonard Călin Discussant: Presenter of paper no. 1
8	COUNTRY RISK. CASE STUDY ROMANIA Author(s): NEGREA Adrian Presenter(s): NEGREA Adrian Discussant: Presenter of paper no. 1

9	FISCAL POLICIES AND THEIR IMPACT ON ROMANIAN TRADE Author(s): NEGREA Adrian, GIURGIU Adriana Presenter(s): NEGREA Adrian, GIURGIU Adriana Discussant: Presenter of paper no. 7
---	---

13.00 – 13.30 The Department of International Business Award Ceremonies:

Chair: Assoc.Prof.Dr Liana-Eugenia MEȘTER (Room E010, Ground Floor – Faculty of Economic Sciences, building E, University of Oradea)

- The 3rd Edition of The Photography Contest for High Schoolers
"9 May, 9 Days, 9 Words / 9 Mai, 9 Zile, 9 Cuvinte"
- The 2nd Edition of The Essays Contest for High Schoolers
"How Do I See the EU / Cum văd EU Europa?"

13.30 – 15.00

- Lunch break

15.00 – 18.00 – Paper presentations:

Section Head:	Assoc. Prof. Dr. Liana-Eugenia MEȘTER - University of Oradea
Co-Chairs:	Assoc. Prof. Dr. Nicoleta-Georgeta BUGNAR – University of Oradea Lecturer Dr. Andra-Teodora PORUMB – University of Oradea
Moderator:	Prof. Dr. Gheorghe ZAMAN - Institute of National Academy - CMRA, Romanian Academy, Bucharest, Romania & AGER
Secretaries:	Lecturer Dr. Cristina-Laura ABRUDAN – University of Oradea Lecturer Dr. Andreea-Florina Fora – University of Oradea
Room:	E010 (Ground Floor – Faculty of Economic Sciences, building E, University of Oradea)

10	ICSID CASES IN WHICH DAMAGES WERE AWARDED BASED ON MARKET APPROACH Author(s): BERINDE Mihai, PETRICĂ Dana Maria, MEȘTER Liana Eugenia Presenter(s): BERINDE Mihai, MEȘTER Liana Eugenia Discussant: Presenter of paper no. 9
11	INNOVATION AND COMPETITIVENESS IN INTERNATIONAL TOURISM Author(s): BUGNAR Nicoleta Georgeta, FORA Andreea-Florina Presenter(s): BUGNAR Nicoleta Georgeta, FORA Andreea-Florina Discussant: Presenter of paper no. 8
12	INTERNATIONAL MIGRATION OF LABOUR FORCE – SHORT AND LONG-TERM EFFECTS ON THE ECONOMY OF THE COUNTRY OF ORIGIN Author(s): MEȘTER Liana Eugenia, BUGNAR Nicoleta Georgeta, FORA Andreea-Florina Presenter(s): MEȘTER Liana Eugenia, BUGNAR Nicoleta Georgeta, FORA Andreea-Florina Discussant: Presenter of paper no. 7
13	POSSIBLE ALTERNATIVES IN TEACHING BUSINESS ENGLISH PHRASAL VERBS Author(s): ABRUDAN Cristina-Laura, HOREA Ioana Claudia Presenter(s): ABRUDAN Cristina-Laura, HOREA Ioana Claudia Discussant: Presenter of paper no. 15
14	THE NEED FOR FOREIGN LANGUAGES ON THE ROMANIAN LABOUR MARKET Author(s): POP Anamaria-Mirabela, SIM Monica-Ariana Presenter(s): POP Anamaria-Mirabela, SIM Monica-Ariana Discussant: Presenter of paper no. 10
15	WHAT IS A GLOBAL TEACHER? Author(s): SIM Monica-Ariana, POP Anamaria-Mirabela Presenter(s): SIM Monica-Ariana, POP Anamaria-Mirabela Discussant: Presenter of paper no. 5

16	<p>THE IDENTITY, ORIGINALITY AND CREATIVITY OF A COMPANY - BUILDING A STRONG BRAND IMAGE / IDENTITÉ, ORIGINALITÉ ET CRÉATIVITÉ DE L'ENTREPRISE – POUR LA CONSTRUCTION D'UNE IMAGE DE MARQUE FORTE</p> <p>Author(s): PORUMB Andra-Teodora, SĂCARĂ-ONIȚA Adina Presenter(s): PORUMB Andra-Teodora, SĂCARĂ-ONIȚA Adina Discussant: Presenter of paper no. 17</p>
17	<p>MAÎTRISER LE CONCEPT POUR UTILISER D'UNE MANIÈRE EFFICACE UN TERME PROFESSIONNEL (LA SOUTENABILITÉ)</p> <p>Author(s): BOGDAN Rodica Presenter(s): BOGDAN Rodica Discussant: Presenter of paper no. 6</p>
18	<p>LA STRATÉGIE DE GESTION LINGUISTIQUE DE L'ENTREPRISE – ATOUT DANS LE PROCESSUS D'INTERNATIONALISATION / THE LANGUAGE MANAGEMENT STRATEGY OF THE COMPANY - AN ASSET IN THE INTERNATIONALIZATION PROCESS</p> <p>Author(s): CONSTANTIN Felicia Presenter(s): CONSTANTIN Felicia Discussant: Presenter of paper no. 16</p>

Friday, 25 May 2018

Section: Management, Marketing, Economic Informatics and Cybernetics

Sub-sections: Management

Marketing

Economic Informatics and Cybernetics

Section Head:	Prof. Dr. Ada Mirela TOMESCU – University of Oradea
Co-Chairs:	Prof. Dr. Elena-Aurelia BOTEZAT – University of Oradea Assoc. Prof. Dr. Mirela BUCUREAN – University of Oradea Assoc. Prof. Dr. Naiana-Nicoleta ȚARCĂ – University of Oradea
Moderator:	Prof. Dr. Nicolae BIBU – West University of Timisoara & SAMRO
Secretaries:	Assoc. Prof. Dr. Alexandru CONSTĂNGIOARĂ - University of Oradea Lecturer Dr. Remus-Dorel ROȘCA - University of Oradea
Room:	E011 (Ground Floor – Faculty of Economic Sciences, building E, University of Oradea)

10.00 – 13.00 – Paper presentations:

1	THE ASPECTS OF CHANGING NATURE IN ORGANIZATION MANAGEMENT OF GERMAN CLASSIC PROFESSIONAL ORCHESTRAS Author(s): BIBU Nicolae, MANYOV Marius, TEOHARI Georgiana Presenter(s): BIBU Nicolae Discussant: Presenter of paper no. 6
2	CASE STUDY: SOCIAL RESPONSABILITY OF HYDRO-QUÉBEC Author(s): BÉGIN Sarah-Ann, JULIEN Alexandre, LAROSE Marc-André, MUREȘANU Doina Presenter(s): MUREȘANU Doina Discussant: Presenter of paper no. 10
3	CHANGES IN THE GOVERNANCE OF FRENCH UNIVERSITIES Author(s): JUBÉNOT Marie-Noëlle Presenter(s): JUBÉNOT Marie-Noëlle Discussant: Presenter of paper no. 2
4	SUPPLY CHAIN MANAGEMENT AND PERFORMANCE: FRAMEWORK FOR STRATEGIC DECISION MAKING Author(s): BURTA Florina-Simona Presenter(s): BURTA Florina-Simona Discussant: Presenter of paper no. 9
5	THE IMPACT OF HUMAN RESOURCES MANAGEMENT SYSTEM EFFECTIVENESS ON PERFORMANCE Author(s): METZ Daniel, ILIES Liviu, HÖRMANN Bernd Otto Presenter(s): METZ Daniel Discussant: Presenter of paper no. 4
6	THE EFFECTS OF MOODS AND EMOTIONS ON DECISION MAKING PROCESS – A QUALITATIVE STUDY Author(s): BUCUREAN Mirela Presenter(s): BUCUREAN Mirela Discussant: Presenter of paper no. 5
7	STUDY REGARDING THE MARKETING CULTURE OF ORADEA COMPANIES Author(s): ROȘCA Remus Dorel, TARCZA Teodora Mihaela Presenter(s): ROȘCA Remus Dorel, TARCZA Teodora Mihaela Discussant: Presenter of paper no. 8
8	THE USE OF THE ONLINE TOOLS FOR CUSTOMER RETENTION IN BIHOR COUNTY MOUNTAIN GUESTHOUSES Author(s): ȚARCĂ Naiana, POPA Adela Presenter(s): ȚARCĂ Naiana, POPA Adela Discussant: Presenter of paper no. 11

9	<p>ACTING BY INTEGRATED MANAGEMENT SYSTEMS OF LOCAL COMPANIES Author(s): TOMESCU Ada Mirela Presenter(s): TOMESCU Ada Mirela Discussant: Presenter of paper no. 2</p>
10	<p>EXPLORING THE TOURISTIC COMPETITIVENESS OF ORADEA: A WELLNESS APPROACH Author(s): BOTEZAT Elena-Aurelia Presenter(s): BOTEZAT Elena-Aurelia Discussant: Presenter of paper no. 1</p>
11	<p>THE IMPACT OF THE DECISION OF BUYING ON THE QUALITY OF LIFE OF THE CONSUMER Author(s): BODOG Simona-Aurelia, SASU Dinu-Vlad, CONSTĂNGIOARĂ Alexandru, TOMESCU Ada Mirela Presenter(s): BODOG Simona-Aurelia, SASU Dinu-Vlad, CONSTĂNGIOARĂ Alexandru Discussant: Presenter of paper no. 10</p>

13.30 - 15.00

- **Lunch break**

Saturday, 26 May 2018

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

See you next year, at EINCO 2019 (23-25 May 2019)!

Save the dates!

NOTES

NOTES

NOTES

NOTES

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 Economistilor 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)



Academia Română, Institutul Național de Cercetări Economice /
The Romanian Academy, The National Institute of Economic Researches (INCE)



The Leadership Institute,
USA (Li)



Centrul de Cercetare pentru Competitivitate și Dezvoltare Durabilă /
The Research Centre for Competitiveness and Sustained Development (CCDD)



Centrul de Documentare Europeană din cadrul Universității din Oradea /
European Documentation Centre Oradea, University of Oradea (EDCO),



Societatea Academică de Management din România /
The Romanian Academic Society of Management (SAMRO)



Corpul Experților Contabili și Contabililor Autorizați din România – filiala Bihor /
The Body of Expert and Licensed Accountants of Romania – Bihor County

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"

Media Partner

ECONOMISTUL
COTIDIAN AL COMUNITĂȚII ECONOMICO-FINANCIARE DIN ROMÂNIA
WWW.ECONOMISTUL.RO