

THE PROGRAMME

OF THE INTERNATIONAL CONFERENCE "EUROPEAN INTEGRATION – NEW CHALLENGES"

**7TH EDITION,
MAY 27-28, 2011**

Organized 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",***

in partnership with

AFER - The Association of the Faculties of Economics, Romania – T.N.
AGER - The General Association of Romanian Economists– Bihor branch - T.N.
CCDD - The Research Centre for Competitiveness and Sustained Development - T.N.
EDCO - European Documentation Centre Oradea, University of Oradea

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Dr. Mihai Berinde, University of Oradea,
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Dr. Elena Botezat, University of Oradea,
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Dr. Nicoleta Bugnar, University of Oradea,
Romania;

Dr. Gheorghe Țară, University of Oradea,
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Dr. Naiana Țarcă, University of Oradea,
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AGENDA

of the International Conference
“European Integration – New Challenges”
7th edition, anniversary edition:
“20 years of academic economic education in Oradea”,
27 – 28 May 2011

Friday, 27 May 2011

8.30 – 9.00

- **Guest reception** (Aula Magna Hall, University of Oradea);

9.00 – 10.30

- **Opening speech for the International Conference “European Integration – New Challenges”,** 7th edition, – Prof. Anca Dodescu PhD – Chairperson of the Conference, Dean of the Faculty of Economics;
- **Welcome speech of the University of Oradea** – Prof. Cornel Antal PhD – Rector of the University of Oradea;
- **Congratulation messages** on the anniversary of **20 years of academic economic education in Oradea** (Aula Magna).

10.30 – 11.00

- **Coffee break** (Hall Aula Magna).

11.00 - 12.30

- **Award Ceremony of Doctor Honoris Causa of the University of Oradea to Prof. Gheorghe ZAMAN PhD, Correspondent Member of the Romanian Academy, the President of the General Association of Romanian Economists** (Aula Magna).

12.30 – 13.30

- **Book launch – Academician Mircea Malița, Doctor Honoris Causa of the University of Oradea - “Cumîntenia pământului. Strategii de supraviețuire a poporului român” (“Wisdom of the Earth. Survival Strategies of the Romanian People”),** Corint Press, Bucharest, 2010 (Room F003).

13.30 – 14.30

- **Lunch break** – Swedish Buffet (Hall ground floor, Faculty of Economics).

14.30 – 15.00

- **Section International Business and European Integration: Plenary session presentations** (Room F003):
 - **Prof. Corneliu Guțu, PhD,** Academy of Economic Studies of Moldova, Chișinău, Republic of Moldova - **“Evaluation of the competitiveness of the Republic of Moldova vis-a-vis the Western Balkan States”;**
 - **Prof. Mihai Berinde, PhD,** University of Oradea, Romania – **“Continuing international trade liberalization in the financial crisis context”.**

15.00 – 18.00

Section paper presentations:

- **Subsection:** *International Business and The Impact of Foreign Languages on the Business Environment* (Room E119, 1st floor);
- **Subsection:** *EU Sustainable Economic Development and Competitiveness* (Room F003, ground floor).

14.30 -15.00

- **Section Economics and Business Administration:**

Plenary session presentations (Room F006):

- **Prof. Guido Montani, PhD**, Università degli Studi di Pavia, Italy, Vicepresident of the European Federalist Movement- **“European austerity without growth? European growth without European democracy? How European citizens can revive the European project and defeat euroscepticism”**;
- **Prof. Aurel Negucioiu, PhD**, “Dimitrie Cantemir” Christian University, Bucharest, *Doctor Honoris Causa of the University of Oradea* - **“A new thinking for a new world. Representations from economy”**.

15.00 – 18.00

Section paper presentations:

- **Subsection: Economics** (Room F006, ground floor);
- **Subsection: Business Administration and Economic Statistics** (Room E008, ground floor).

14.30 -15.00

- **Section Finance, Banking and Accounting:**

Plenary session presentations (Room F205, 1st floor):

- **Gary M. Cunningham, PhD, Dsc. Arne Fagerstrom, Lars G. Hassel**, Jönköping International Business School, Jönköping, Sweden - **“Accounting for sustainability: What next? A research agenda”**;
- **Prof. Tatiana Moşteanu, PhD**, Academy of Economic Studies, Bucharest, Romania, *Doctor Honoris Causa of the University of Oradea* - **“Fiscal-budgetary policy. Principles, objectives, rules. Strategies”**.

15.00 – 18.00

Section paper presentations:

- **Subsection: Finance** (Room F205, 1st floor);
- **Subsection: Accounting** (Room E010, ground floor);
- **Subsection: Banking** (Room E014, ground floor).

14.30 -15.00

- **Section Management and Marketing:**

Plenary session presentations (Room F208, 1st floor):

- **Senior Lecturer Marie – Noelle Jubenot, PhD, Marc de la Villefromoit**, University of Reims Champagne – Ardenne, France - **“Le dynamisme des TPE et PME et l’évolution de l’économie roumaine”**;
- **Prof. Nicolae Al. Pop, PhD**, Academy of Economic Studies, Bucharest, *Doctor Honoris Causa of the University of Oradea*, **Acatrinei Carmen, PhDs** - **“A qualitative research regarding the marketing communication tools used in the online environment”**.

15.00 – 18.00

- **Section paper presentations:**
 - **Subsection:** *Management and Economic Informatics* (Room F208, 1st floor);
 - **17.00 - In memoriam** – Prof. Ioan Mihuț, PhD – Associate Professor at the Faculty of Economics, University of Oradea, Romania;
 - **Subsection:** *Marketing* (Room E011, ground floor).

18.00 - 19.00

- **Book launch** (University of Oradea Library):
 - Prof. Gabriela Stănciulescu, PhD (coordinator) – “*Cercetare exploratorie pe un eșantion de disponibilitate privind ospitalitatea și industria ospitalității în județul Bihor*” (“*Exploratory research on an availability sample regarding hospitality and hospitality industry in Bihor county*”), Oradea University Press, Oradea, 2011;
 - Cosmina Mădălina Pop - “*Investițiile pe piețele la termen*” (“*Investments on the futures market*”), Oradea University Press, Oradea, 2011.

19.30

- **Book launch** (*Restaurant Grand Palace*, Piața 1 Decembrie 12, Oradea):
 - Prof. Egidio Rangone (coordinator) – “*Lo spirito dell’economia. La direzione di una grande orchestra*” (“*The spirit of Economy. Conducting a Big Orchestra*”), Pavia University Press, Edizione dell’Universita degli Studi di Pavia, Pavia, 2011;
- **The banquet** – *Restaurant Grand Palace*, 12 Piața 1 Decembrie, Oradea.

Saturday, 28 May 2011

9.00 – 10.30

- **Section paper presentations – Section International Business and European Integration:**
 - **Subsection:** *International Business and The Impact of Foreign Languages on the Business Environment* (Room E119, 1st floor);
 - **Subsection:** *EU Sustainable Economic Development and Competitiveness* (Room F003, ground floor).

9.00 – 10.30

- **Section paper presentations – Section Economics and Business Administration:**
 - **Subsection:** *Economics* (Room F006, ground floor);
 - **Subsection:** *Business Administration and Economic Statistics* (Room E008, ground floor).

9.00 – 10.30

- **Section paper presentations – Section Finance, Banking and Accounting:**
 - **Subsection:** *Finance* (Room F205, 1st floor);
 - **Subsection:** *Accounting* (Room E010, ground floor);
 - **Subsection:** *Banking* (Room E014, ground floor).

9.00 – 10.30

- **Section paper presentations – Section Management and Marketing:**
 - **Subsection:** *Management and Economic Informatics* (Room F208, 1st floor);
 - **Subsection:** *Marketing* (Room E118, ground floor).

9.00 – 10.30

- **Workshop “Employee Training – A Condition for the Success of Employers. Opportunities through Financing Programmes”,** organized by the **Centre for Formation and Training in the Field of Human Resources Management**, Faculty of Economics, University of Oradea in collaboration with RoMarketing and Active Job Consulting, (Room E011);
Moderator: Senior Lecturer Maria-Madela Abrudan, PhD.

10.30 – 11.00

- **Coffee break**

11.00 – 13.00

- **Section paper presentations – Section International Business and European Integration:**
 - o **Subsection:** *International Business and The Impact of Foreign Languages on the Business Environment* (Room E119, 1st floor);
 - o **Subsection:** *EU Sustainable Economic Development and Competitiveness* (Room F003, ground floor).

11.00 – 13.00

- **Section paper presentations – Section Economics and Business Administration:**
 - o **Subsection:** *Economics* (Room F006, ground floor);
 - o **Subsection:** *Business Administration and Economic Statistics* (Room F005).

11.00 – 13.00

- **Section paper presentations – Section Finance, Banking and Accounting:**
 - o **Subsection:** *Finance* (Room F205, 1st floor);
 - o **Subsection:** *Accounting* (Room E010, ground floor);
 - o **Subsection:** *Banking* (Room E014, ground floor).

11.00 – 13.00

- **Section paper presentations – Section Management and Marketing:**
 - o **Subsection:** *Management and Economic Informatics* (Room F208, 1st floor);
 - o **Subsection:** *Marketing* (Room E118, ground floor).

11.00 – 13.00

- **Workshop “The Methodological Research Framework”,** organized in the project **“Setting up common research - development programmes in the field of modern public management between the economic faculties in the counties Bihor – Hajdu-Bihar”** – HURO/0901/277/2.2.2 – University of Debrecen, Faculty of Economics and Business Administration and University of Oradea, Faculty of Economics; Room E011;
Moderators: Prof. Maria Ujhelyi, PhD, University of Debrecen, Hungary; Prof. Anca Dodescu PhD – expert; Senior Lecturer Maria Madela Abrudan PhD – project manager, University of Oradea.

13.00 – 15.00

- **Lunch break** – Swedish Buffet (Hall ground floor, Faculty of Economics).

15.00

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

Friday, 27 May 2011

SECTION: INTERNATIONAL BUSINESS AND EUROPEAN INTEGRATION

14.30 – 15.00 – Plenary session presentations – Room F003

- **Prof. Corneliu Guțu PhD**, Academy of Economic Studies of Moldova – *“Evaluation of the competitiveness of the Republic of Moldova vis-a-vis the Western Balkan States”*;
- **Prof. Mihai Berinde PhD**, University of Oradea, Faculty of Economic Sciences – *“Continuing international trade liberalization in the financial crisis context”*.

Sub-section: International Business and The Impact of Foreign Languages on the Business Environment

Moderators:	Prof. Corneliu Guțu PhD - Academy of Economic Studies of Moldova Prof. Mihai Berinde PhD- University of Oradea
Coordinator:	Senior Lecturer Liana Meșter PhD – University of Oradea
Secretary:	Lecturer Monica Sim PhD – University of Oradea
Room:	E119 – 1 st floor

15.00 – 18.00 - Paper presentations

1	PREDICTABLE TRENDS OF EU TARIFF POLICY IN GLOBALIZATION'S CONTEXT Caba Ștefan, Căuș Vasile-Aurel
2	THE RISKS OF A TOO QUICK EURO ADOPTION BY THE EU MEMBER STATES. THE CASE OF PORTUGAL Cristian Ștefan Ovidiu
3	THE SOVEREIGN DEBT CHALLENGE: AN OVERVIEW Deceanu Liviu - Daniel, Mihuț Ioana, Pop Stanca
4	SHORT REVIEW ON EUROPEAN TOURISM IN 2010 THROUGH THE INFLUENCE OF THE FINANCIAL CRISIS Marinoiu Ana - Maria, Viciu (Caragin) Andreea Raluca
5	THE IMPACT OF THE CRISIS ON THE QUALITY OF LIFE AND SOLUTIONS TO REDUCE THE CRISIS EFFECTS. CASE STUDY: ROMANIA Meșter Liana, Bugnar Nicoleta, Foră Andreea
6	COMMON AGRICULTURAL POLICY FROM HEALTH CHECK DECISIONS TO THE POST-2013 REFORM Niculescu Oana Marilena
7	SOME ASPECTS CONCERNING THE DIPLOMATIC PROTECTION OFFERED BY THE EUROPEAN UNION FOR THE CITIZENS IN THE PRESENT ECONOMIC SITUATION Timofte Claudia Simona, Mirișan Ligia Valentina
8	FOREIGN DIRECT INVESTMENTS DURING FINANCIAL CRISES Vintilă Denisia Mariana
9	IS TRANSLATING E-COMMERCE WEBSITES AN EASY TASK? Coancă Mariana, Mușeanu Elena
10	DO WE REALLY NEED FOREIGN LANGUAGES IN THE ROMANIAN TOURISM? SOME CONSIDERATIONS ABOUT THE LEGITIMACY OF MULTILINGUAL COMPETENCES Constatin Felicia
11	ENGLISH LANGUAGE FOR SUCCESSFUL INTEGRATION: LEARNING FROM THE BOLOGNA PROCESS Hernandez - Carrion Jose Rodolfo

12	BUSINESS BUZZWORDS: RIGHTSIZING, DOWNSIZING, RE-ENGINEERING, DE-LAYERING Pop Anamaria Mirabela
13	VOICE PROBLEMS IN TRANSLATIONS OF ROMANIAN AND ENGLISH ECONOMIC TEXTS Sim Monica Ariana

18.00 - 19.00

- **Book launch** (University of Oradea Library):
 - o Prof. Gabriela Stănciulescu, PhD (coordinator) - "*Cercetare exploratorie pe un eşantion de disponibilitate (availability sample) privind ospitalitatea și industria ospitalității în județul Bihor*" ("*Exploratory research on an availability sample regarding hospitality and hospitality industry in Bihor county*"), Ed. Universității din Oradea, Oradea, 2011;
 - o Cosmina Mădălina Pop - "*Investițiile pe piețele la termen*" ("*Investments on the futures market*"), Oradea University Press, Oradea, 2011.

19.30

- **Book launch** (*Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea*):
 - o Prof. Egidio Rangone (coordinator) - "*Lo spirito dell'economia. La direzione di una grande orchestra*" ("*The spirit of Economy. Conducting a Big Orchestra*"), Pavia University Press, Edizione dell'Universita degli Studi di Pavia, Pavia, 2011;
- **The banquet** - *Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea.*

Sub-section: EU Sustainable Economic Development and Competitiveness

Moderators:	Prof. Ioan Popa PhD –Academy of Economic Studies, Bucharest Prof. Ovidiu Rujan PhD – Academy of Economic Studies, Bucharest
Coordinator:	Senior Lecturer Adriana Giurgiu PhD – University of Oradea
Secretary:	Lecturer Mirabela Pop PhD – University of Oradea
Room:	F003

15.00 – 18.00 - Paper presentations

1	THE EXTERNAL TRADE BETWEEN EFFICIENCY AND COMPETITIVENESS Popa Ioan
2	LOCAL ACTION GROUPS - THE EUROPEAN INTEGRATION CATALYST FOR THE ROMANIAN RURAL AREA Ailenei Dorel, Moşora Liviu - Cosmin
3	EUROPE AND ITS GREEN FUTURE. ELECTRIFICATION AND DECARBONIZATION Benea Ciprian Benjamin, Baciuc Adrian
4	ROMANIA'S ANSWER TO THE NEW DIRECTIONS OF THE REGIONAL DEVELOPMENT POLICY OF EUROPEAN UNION Berinde Mihai, Chirilă Lavinia Florentina
5	INTERNATIONAL BIOMASS TRADE AND SUSTAINABLE DEVELOPMENT: AN OVERVIEW Chiriac Cătălin, Rusu Nicoleta
6	COMPARATIVE ANALYSIS BETWEEN THE OBJECTIVE AND THE SUBJECTIVE QUALITY OF LIFE APPROACH – STRENGTHS AND WEAKNESSES Constantinescu Mihaela, Moise Daniel
7	SOCIAL AND ECONOMIC IMPACTS OF WIND POWER IN CORRELATION WITH THE FINANCIAL CRISES Cucuş Alina Florentina
8	MAIN THREATS TO THE ROMANIAN LABOUR MARKET IN THE CURRENT CONTEXT Dimian Gina Cristina, Dimian Mihai
9	CREATIVE POTENTIAL OF RESEARCH AND DEVELOPMENT - A COMPOSITE INDEX OF POTENTIAL SCIENTIFIC CREATIVITY Dinescu Maria - Cristina, Fabian Anne Marie
10	COMPARATIVE ANALYSIS OF THE RECENT EVOLUTIONS OF ROMANIAN AND EUROPEAN UNION'S COMPETITIVENESS Felea Adrian Ioan
11	FINANCING INSTRUMENTS USED IN THE CENTRE DEVELOPMENT REGION Hada Teodor, Creţu Simion
12	ROMANIAN INVESTMENT POLICY ANALYSIS Haţegan Anca
13	NEEDS OF LOCAL SUSTAINABLE DEVELOPMENT Ioniţă Predescu Lorena, Radu Florin, Tabircă Alina Iuliana

18.00 - 19.00

- **Book launch** (University of Oradea Library):
 - o Prof. Gabriela Stănciulescu, PhD (coordinator) – *“Cercetare exploratorie pe un eșantion de disponibilitate (availability sample) privind ospitalitatea și industria ospitalității în județul Bihor”*

(“Exploratory research on an availability sample regarding hospitality and hospitality industry in Bihor county”), Ed. Universității din Oradea, Oradea, 2011;

- Cosmina Mădălina Pop -*“Investițiile pe piețele la termen” (“Investments on the futures market”)*, Oradea University Press, Oradea, 2011.

19.30

- **Book launch** (*Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea*):
 - Prof. Egidio Rangone (coordinator) – *“Lo spirito dell’economia. La direzione di una grande orchestra” (“The spirit of Economy. Conducting a Big Orchestra”)* , Pavia University Press, Edizione dell’Università degli Studi di Pavia, Pavia, 2011;
- **The banquet** – *Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea.*

SECTION: ECONOMICS AND BUSINESS ADMINISTRATION

14.30 – 15.00 – Plenary session presentations– Room F006

- **Prof. Guido Montani, PhD**, Università degli Studi di Pavia, Italia, vice-president of the European Federalist Movement – *“European austerity without growth? European growth without European democracy? How European citizens can revive the European project and defeat euroscepticism”*;
- **Prof. Aurel Negucioiu, PhD**, “Dimitrie Cantemir” Christian University, Bucharest – *“A new thinking for a new world. Representations from economy”*.

Sub-section: Economics

Moderators:	Prof. Aurel Negucioiu PhD –“Dimitrie Cantemir” University, Bucharest, Faculty of Economics, Cluj - Napoca Prof. Laura Cismaş PhD – West University of Timișoara
Coordinator:	Senior Lecturer Adrian Florea PhD- University of Oradea
Secretary:	Assistant Lecturer Afrodita Borma PhDs – University of Oradea Assistant Lecturer Diana Maghear PhDs – University of Oradea
Room:	F006

15.00 – 18.00 - Paper presentation

1	AMERICAN AND ITALIAN PERSPECTIVES ON PUBLIC AND PRIVATE EDUCATION CHOICES Bucciarelli Edgardo, Odoardi Iacopo, Pagliari Carmen, Tateo Armando
2	HUMAN CAPITAL AND DEVELOPMENT: SOME EVIDENCE FROM EASTERN EUROPE Carlei Vittorio, Colantonio Emiliano, Marianacci Raffaella, Mattoscio Nicola
3	COMPETITIVENESS - GROWTH FACTOR. POINT OF VIEW ON THE SITUATION IN ROMANIA Cismaş Laura Mariana, Bucur Oana Nicoleta, Pitorac Ruxandra Ioana
4	DYNAMICS ECONOMIC DISPARITIES IN NORTH-WEST REGION OF ROMANIA Florea Adrian
5	ANALYSIS OF THE ECONOMIC GAPS BETWEEN URBAN AND RURAL ROMANIAN AREAS Gidiu Valeria , Toader Valentin
6	MODERN FACTORS THAT ENHANCE COMPANY’S FINANCIAL PERFORMANCE Gruian Claudiu-Marian
7	THE FINANCIAL PERFORMANCE OF EUROPEAN COMPANIES: A COMPARATIVE APPROACH Gruian Claudiu - Marian
8	ANALYSE THE CAPITAL STRUCTURE AND PROFITABILITY OF AGRICULTURAL CORPORATIONS Herczeg Adrienn
9	EXPERIENCES AND TENDENCIES TO DECENTRALIZE THE CAPABILITIES OF THE ECONOMIC POLICY AT THE EUROPEAN UNION LEVEL Dodescu Anca
10	A POSSIBLE MODEL FOR ANALYSING THE PRACTICAL NEEDS OF STUDENTS IN ECONOMICS- PRACTEAM MODEL Hatos Roxana
11	ABOUT OTHER KIND OF PRODUCTIVITY AND GROWTH (HOMO-SAPIENS TO HOMO-OECONOMICUS) Jivan Alexandru
12	ECONOMICS ON THE ROAD TO THE DEVELOPMENT Jula Octavian

18.00 - 19.00

- **Book launch** (University of Oradea Library):
 - Prof. Gabriela Stănciulescu, PhD (coordinator) – “*Cercetare exploratorie pe un eșantion de disponibilitate (availability sample) privind ospitalitatea și industria ospitalității în județul Bihor*” (“*Exploratory research on an availability sample regarding hospitality and hospitality industry in Bihor county*”), Ed. Universității din Oradea, Oradea, 2011;
 - Cosmina Mădălina Pop - “*Investițiile pe piețele la termen*” (“*Investments on the futures market*”), Oradea University Press, Oradea, 2011.

19.30

- **Book launch** (*Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea*):
 - Prof. Egidio Rangone (coordinator) – “*Lo spirito dell’economia. La direzione di una grande orchestra*” (“*The spirit of Economy. Conducting a Big Orchestra*”), Pavia University Press, Edizione dell’Università degli Studi di Pavia, Pavia, 2011;
- **The banquet** – *Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea.*

Sub-section: Business Administration and Economic Statistics

Moderators:	Prof. Gabriela Stănciulescu PhD –Academy of Economic Studies, Bucharest Senior Lecturer Carmen Băbăiță PhD –West University of Timișoara
Coordinator:	Senior Lecturer Olimpia Ban PhD - University of Oradea
Secretary:	Assistant Lecturer Dorin Băc PhDs – University of Oradea
Room:	E008

15.00 – 18.00 - Paper presentations

1	THE TOURISM BARRIERS OF THE DISABLED Băbăiță Carmen, Nagy Andreea, Filep Adrian Viorel
2	START-UP FINANCING SOURCES: DOES GENDER MATTER? SOME EVIDENCE FOR EU AND ROMANIA Bădulescu Alina
3	COLLATERAL'S IMPORTANCE IN SMES FINANCING: WHAT IS THE BANKS' RESPONSE? SOME EVIDENCE FOR ROMANIA Bădulescu Daniel, Petria Nicolae
4	THE BRAND EQUITY OF TOURISTIC DESTINATIONS – THE MEANING OF THE VALUE Ban Olimpia, Popa Luminița, Silaghi Simona
5	COMPARATIVE STUDY REGARDING OVERNIGHTS REGISTERED IN THE MEMBER STATES OF THE EUROPEAN UNION AND ROMANIA, DURING JUNE-SEPTEMBER 2009/2010 Borma Afrodită
6	HOLON APPROACH IN NEED OF COMPANY RESTRUCTURING Breban Ludovica, Bochiș Leonica
7	INVESTMENT STRUCTURE AND EVOLUTION IN THE CONTEXT OF ECONOMIC CRISIS Codău Ciprian-Crăciun
8	THE SIX SIGMA SYSTEM IN RELATION TO THE BUSINESS' STRATEGY AND PRIORITIES Drăgoi Ionuț, David Marcel, Boldea Monica
9	THE ROLE OF THE SUSTAINABILITY REPORT IN CAPITALISTIC FIRM Gazzola Patrizia, Meo Colombo Carlotta
10	CODES AND PRACTICES OF IMPLEMENTATION OF CORPORATE GOVERNANCE IN ROMANIA AND RESULTS REPORTING Grosu Maria
11	HOW COULD HOSPITALS ACT IN AN AGEING SOCIETY? Leuca Mirela
12	PROBLEMS AND CHANCES AT THE INTERFACE BETWEEN HOSPITAL CARE AND GERIATRIC REHABILITATION Leuca Mirela, Fastenmeier Heribert
13	OUTSOURCING STRATEGIES. HOW TO FORMALIZE AND NEGOTIATE THE OUTSOURCING CONTRACT. Pellicelli Michela, Meo Colombo Carlotta

18.00 - 19.00

- **Book launch** (University of Oradea Library):
 - o Prof. Gabriela Stănciulescu, PhD (coordinator) – “*Cercetare exploratorie pe un eșantion de disponibilitate (availability sample) privind ospitalitatea și industria ospitalității în județul Bihor*”

(“Exploratory research on an availability sample regarding hospitality and hospitality industry in Bihor county”), Ed. Universității din Oradea, Oradea, 2011;

- Cosmina Mădălina Pop -*“Investițiile pe piețele la termen” (“Investments on the futures market”), Oradea University Press, Oradea, 2011.*

19.30

- **Book launch** (*Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea*):
 - Prof. Egidio Rangone (coordinator) – *“Lo spirito dell’economia. La direzione di una grande orchestra” (“The spirit of Economy. Conducting a Big Orchestra”), Pavia University Press, Edizione dell’Università degli Studi di Pavia, Pavia, 2011;*
- **The banquet** – *Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea.*

SECTION: FINANCE, BANKING AND ACCOUNTING

14.30 – 15.00 – Plenary session presentations – Room F205, 1st floor

- **Gary M. Cunningham, PhD, Dsc. Arne Fagerstrom, Lars G. Hassel**, Jönköping International Business School, Jönköping, Sweden – *“Accounting for sustainability: What next? A research agenda”*;
- **Prof. Tatiana Moşteanu, PhD**, Academy of Economic Studies, Bucharest – *“Fiscal-budgetary policy. Principles, objectives, rules. Strategies”*.

Sub-section: Finance

Moderators:	Prof. Tatiana Moşteanu PhD –Academy of Economic Studies, Bucharest Prof. Marilen Pirtea PhD –West University Timișoara
Coordinator:	Prof. Dan Morar, PhD – University of Oradea
Secretary:	Lecturer Diana Sabău –Popa, PhD
Room:	F205, 1 st Floor

15.00 – 18.00 - Paper presentations

1	A STUDY CONCERNING THE OPPORTUNITY OF INTRODUCING THE FLAT TAX IN THE CASE OF THE INCOME TAX FOR INDIVIDUALS IN ROMANIA Abrudan Leonard, Abrudan Cristina
2	THE “NEW ECONOMY” AND THE ENTREPRENEUR: REASSESSMENT AND PERSPECTIVES IN THE CONTEXT OF XXI CENTURY Achim Monica Violeta, Mara Eugenia Ramona, Borlea Sorin Nicolae
3	TAXATION OF WAGE INCOMES OBTAINED ABROAD BY PHYSICAL PERSONS Antonescu Mihail, Buziernescu Radu
4	COMPULSORY SOCIAL CONTRIBUTIONS REGULATED BY THE TAX CODE Antonescu Mihail, Antonescu Ligia
5	THE FINANCIAL CRISIS AND ITS IMPLICATIONS ON THE PUBLIC DEFICIT OF THE EU COUNTRIES Bătrâncea Ioan, Bătrâncea Maria, Nichita Ramona-Anca
6	THE OPPORTUNITIES AND CHALLENGES OF MICROINSURANCE BeŃe Corneliu
7	THE LEGAL INDEBTEDNESS CAPACITY OF ROMANIAN LOCAL GOVERNMENTS – THEORETICAL AND EMPIRICAL EVIDENCES Bilan Irina, Oprea Florin
8	SUBSTANTIATION OF THE PUBLIC DEBT SUSTAINABILITY USING KALMAN FILTER Boloş Marcel, Otgon Cristian, Pop Razvan
9	USING SPLINE FUNCTIONS FOR THE SUBSTANTIATION OF TAX POLICIES BY LOCAL AUTHORITIES Boloş Marcel, Pop Răzvan, Otgon Cristian
10	INCREASE IN THE ROLE OF THE FINANCIAL SYNTHESIS REPORTS FOR ACCESSION OF THE EUROPEAN STRUCTURAL FUNDS Chirilă Emil, Droj Laurențiu
11	THE FINANCIAL EQUILIBRIUM AT THE MICROECONOMIC LEVEL IN THE CONTEXT OF ECONOMIC CRISIS Chirilă Emil
12	THE IMPORTANCE OF THE JURIST AND ECONOMIST GHEORGHE N. LEON IN THE

18.00 - 19.00

- **Book launch** (University of Oradea Library):
 - Prof. Gabriela Stănciulescu, PhD (coordinator) – “*Cercetare exploratorie pe un eșantion de disponibilitate (availability sample) privind ospitalitatea și industria ospitalității în județul Bihor*” (“*Exploratory research on an availability sample regarding hospitality and hospitality industry in Bihor county*”), Ed. Universității din Oradea, Oradea, 2011;
 - Cosmina Mădălina Pop – “*Investițiile pe piețele la termen*” (“*Investments on the futures market*”), Oradea University Press, Oradea, 2011.

19.30

- **Book launch** (Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea):
 - Prof. Egidio Rangone (coordinator) – “*Lo spirito dell’economia. La direzione di una grande orchestra*” (“*The spirit of Economy. Conducting a Big Orchestra*”), Pavia University Press, Edizione dell’Università degli Studi di Pavia, Pavia, 2011;
- **The banquet** – Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea.

Sub-section: Banking

Moderators:	Prof. Ioan Trenca PhD - "Babeş – Bolyai" University, Cluj Napoca Prof. Ioan Bătrânca PhD - "Babeş – Bolyai" University, Cluj Napoca
Coordinator:	Lecturer Corneliu Benţe, PhD – University of Oradea
Secretary:	Assistant Lecturer Sorina Coroiu
Room:	E014, ground floor

15.00 – 18.00 - Paper presentations

1	COMPETITION IN ROMANIAN BANKING SECTOR Andries Alin Marius, Căpraru Bogdan
2	VALUE AT RISK - CORPORATE RISK MEASUREMENT Aniş Cecilia-Nicoleta, Roth Anne-Marie, Apolzan (Angyal) Carmen-Maria
3	MEASURING THE RISK OF BANKRUPTCY IN THE COMMERCIAL SECTOR IN ROMANIA Bătrânca Larissa-Margareta
4	TROUBLESHOOTING BASEL II: THE ISSUE OF PROCYCLICALITY Benyovszki Annamaria, Bordas Eszter, Kurti Laszlo - Adam, Szodorai Melinda
5	EXTERNAL FACTORS INFLUENCE ON INFLATION: THE CASE OF ROMANIA Căpraru Bogdan, Ilnatov Iulian
6	COORDINATES AND OBJECTIVES OF ROMANIAN FISCAL POLICY Caraiman Adrian - Cosmin
7	THE IMPACT OF THE FINANCIAL AND ECONOMIC GLOBAL CRISIS OVER THE ROMANIAN BANKING SYSTEM Ciobanu (Sireteanu) Elena
8	FLUCTUATION IN PENSION FUND ASSETS PRIVATELY MANAGED UNDER THE INFLUENCE OF CERTAIN FACTORS. STATISTICAL STUDY IN ROMANIA Cristea Mirela, Siminica Marian, Dracea Raluca
9	CENTRAL BANK INDEPENDENCE AND MACROECONOMIC PERFORMANCES - AN EMPIRICAL APPROACH Dumiter Florin Cornel, Coroiu Sorina
10	COMPETITION IN THE BANKING SYSTEM OF REPUBLIC OF MOLDOVA Enicov Igor, Chetraru Aliona
11	EXCHANGE-RATES FORECASTING: EXPONENTIAL SMOOTHING TECHNIQUES AND ARIMA MODELS Făt Codruţa Maria, Dezsi Eva
12	MEASURES AND INSTRUMENTS USED AS A RESPONSE TO CRISES IN EUROPEAN UNION – AN OVERVIEW Firţescu Bogdan

18.00 - 19.00

- **Book launch** (University of Oradea Library):
 - o Prof. Gabriela Stănciulescu, PhD (coordinator) – *“Cercetare exploratorie pe un eşantion de disponibilitate (availability sample) privind ospitalitatea și industria ospitalității în județul Bihor”* (*“Exploratory research on an availability sample regarding*

hospitality and hospitality industry in Bihor county”), Ed. Universității din Oradea, Oradea, 2011;

- Cosmina Mădălina Pop - “*Investițiile pe piețele la termen*” (“*Investments on the futures market*”), Oradea University Press, Oradea, 2011.

19.30

- **Book launch** (*Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea*):
 - Prof. Egidio Rangone (coordinator) - “*Lo spirito dell’economia. La direzione di una grande orchestra*” (“*The spirit of Economy. Conducting a Big Orchestra*”), Pavia University Press, Edizione dell’Università degli Studi di Pavia, Pavia, 2011;
- **The banquet** - *Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea.*

Sub-section: Accounting

Moderators:	Prof. Adriana Tiron Tudor PhD - "Babeş - Bolyai" University, Cluj Napoca Prof. Sorin Briciu PhD - 1 December 1918 University of Alba Iulia Prof. Nicoleta Farcane PhD - West University Timișoara Prof. Gary M. Cunningham PhD - Jönköping International Business School, Sweden
Coordinator:	Senior Lecturer Victoria Bogdan, PhD - University of Oradea
Secretary:	Lecturer Mariana Farcaș, PhDs - University of Oradea
Room:	E010 - ground floor

15.00 - 18.00 - Paper presentations

1	EXAMINE THE PAST FOR GOING FURTHER: A LITERATURE REVIEW IN THE FIELD OF FAIR VALUE Andreicovici Ionela - Irina
2	ACCOUNTING AND CREATIVITY: A SOCIOLOGICAL AND PSYCHOLOGICAL APPROACH Balaciu Diana Elisabeta
3	CHALLENGES OF ENVIRONMENTAL ACCOUNTING AND TAXATION IN ROMANIA Blidisel Rodica Gabriela, Popa Adina Simona, Farcane Nicoleta
4	INTELLECTUAL CAPITAL REPORTING AND DISCLOSURE IN THE ANNUAL REPORTS OF ROMANIAN MANUFACTURING LISTED COMPANIES - THEORETICAL FRAMEWORK Bogdan Victoria, Platon Judit, Farcaș Mariana
5	INTELLECTUAL CAPITAL REPORTING AND DISCLOSURE IN THE ANNUAL REPORTS OF ROMANIAN MANUFACTURING LISTED COMPANIES - METHODOLOGY AND DISCUSSION OF RESULTS Bogdan Victoria, Platon Judit, Popa Dorina Nicoleta
6	THE PROFIT TARGET IN A RESTAURATION UNIT Briciu Sorin, Scorțe Carmen
7	MANAGERIAL AND COST ACCOUNTING PRACTICES - A ROMANIAN OVERVIEW Cardoș Ildiko Reka, Pete Ștefan
8	HOW ROMANIAN FINANCIAL AND INTERNAL AUDITORS ACQUIRE ACCOUNTING INFORMATION SYSTEMS KNOWLEDGE AND COMPETENCES? Cardoș Vasile - Daniel
9	PROFESSOR I.N. EVIAN-PRECURSOR OF ACCOUNTING SCHOOL FROM CLUJ Crișan Teodora Viorica, Tiron Tudor Adriana
10	A LONGITUDINAL ANALYSIS REGARDING THE EVOLUTION OF PROFIT TAX REGULATIONS IN ROMANIA - AN EMPIRICAL VIEW Cuzdriorean - Vladu Dan Dacian, Albu Cătălin Nicolae, Albu Nadia, Fekete Szilveszter
11	ENHANCING ASSETS' PROTECTION THROUGH AN ADEQUATE MONITORING OF INTERNAL CONTROL SYSTEM BY INTERNAL AUDIT Dan Eugen Cosmin
12	ISSUES RELATED TO THE ACCOUNTING TREATMENT OF THE TANGIBLE AND INTANGIBLE ASSETS DEPRECIATION Danciu Radu, Deac Marius

18.00 - 19.00

- **Book launch** (University of Oradea Library):
 - o Prof. Gabriela Stănciulescu, PhD (coordinator) - *"Cercetare exploratorie pe un eșantion de disponibilitate (availability sample) privind ospitalitatea și industria ospitalității în județul Bihor"* (*"Exploratory research on an availability sample regarding*

hospitality and hospitality industry in Bihor county”), Ed. Universității din Oradea, Oradea, 2011;

- Cosmina Mădălina Pop - “*Investițiile pe piețele la termen*” (“*Investments on the futures market*”), Oradea University Press, Oradea, 2011.

19.30

- **Book launch** (*Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea*):
 - Prof. Egidio Rangone (coordinator) - “*Lo spirito dell’economia. La direzione di una grande orchestra*” (“*The spirit of Economy. Conducting a Big Orchestra*”), Pavia University Press, Edizione dell’Università degli Studi di Pavia, Pavia, 2011;
- **The banquet** - *Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea.*

SECTION: MANAGEMENT AND MARKETING

14.30 – 15.00 – Plenary session presentations – Room F208, 1st floor

- **Senior Lecturer Marie – Noelle Jubenot, PhD, Marc de la Villefromoit**, University of Reims, Champagne – Ardenne, Faculty of Economics, Management and Social Sciences, France - *“Le dynamisme des TPE et PME et l’évolution de l’économie roumaine”*;
- **Prof. Nicolae Al. Pop, PhD, Assistant Lecturer Carmen Acatrinei**, Academy of Economic Studies, Bucharest – *“A qualitative research regarding the marketing communication tools used in the online environment”*.

Sub-section: Management and Economic Informatics

Moderators:	Prof. Constantin Roșca, PhD – Executive Director AFER Prof. Nicolae Bibu, PhD– West University Timișoara
Coordinator:	Senior Lecturer Mirela Bucurean PhD – University of Oradea
Secretaries:	Assistant Lecturer Mădălina Costin – University of Oradea Assistant Lecturer Mirabela Matei – University of Oradea
Room:	F208, 1 st floor

15.00 – 18.00 - Paper presentations

1	PUBLIC-PRIVATE PARTNERSHIP IN COMMUNITY DEVELOPMENT. THE CASE OF ROMANIA. CONCEPT AND MANAGEMENT Bibu Nicolae, Lisetchi Mihai
2	OBJECTIVES, PERFORMANCES, RESULTS – VIEWS ON THEIR USE IN THE PUBLIC ORGANIZATIONS FROM ROMANIA Băcanu Bogdan
3	ELEMENTS FOR A MODEL OF ENTREPRENEURIAL SCHOOL FOR WOMEN IN RURAL AREAS OF ROMANIA Botezat Elena Aurelia, Tarcza Teodora Mihaela
4	ORGANIZATIONAL STRESS AND ITS IMPACT ON WORK PERFORMANCE Bucurean Mirela, Costin Mădălina - Adriana
5	THE ADOPTION/ADAPTATION OF THE „SUPPLY CHAIN” CONCEPT IN ROMANIAN Butilcă Delia - Alexandra, Crișan Emil Lucian, Salanta Irina - Iulia , Ilieș Liviu
6	HOW FUTURE MANAGERS VIEW SOCIETAL CULTURE: A CROSS-COUNTRY COMPARISON Catană Gheorghe Alexandru, Catană Doina
7	REGENERABLE ENERGY, A KEY TO INTEGRATING COMPETITIVE POLICIES WITH ADVANCED ENVIRONMENT PROTECTION STRATEGIES Cinade Lucian Ovidiu
8	CURRENT ECONOMIC AND MEDICAL REFORMS IN THE ROMANIAN HEALTH CARE SYSTEM Drăgoi Mihaela Cristina
9	COMPARATIVE STUDY ON CORPORATE GOVERNANCE Gavrea Corina, Stegerean Roxana
10	COMPETITIVENESS AND PERFORMANCE ON THE COSMETICS MARKET Grigore Ana - Maria, Bagu Constantin, Radu Catalina, Catăneț Alina
11	MANAGEMENT MATERIAL COSTS ELEMENTS Ioana Adrian
12	INTRINSIC AND EXTRINSIC MOTIVATION - AN INVESTIGATION OF PERFORMANCE CORRELATION Matei Mirabela Constanța, Abrudan Maria-Madela

13	HUMAN RESOURCE MANAGEMENT - THE ROLE AND IMPORTANCE OF MULTINATIONAL COMPANIES Muscalu Emanoil, Stanit Alexandra
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17.00 - 18.00

- **In memoriam** - Prof. Ioan Mihuț PhD – associate professor Faculty of Economics, University of Oradea; professor “Dimitrie Cantemir” Christian University, Bucharest, Faculty of Economics, Cluj Napoca;

18.00 - 19.00

- **Book launch** (University of Oradea Library):
 - Prof. Gabriela Stănciulescu, PhD (coordinator) – “*Cercetare exploratorie pe un eșantion de disponibilitate (availability sample) privind ospitalitatea și industria ospitalității în județul Bihor*” (“*Exploratory research on an availability sample regarding hospitality and hospitality industry in Bihor county*”), Ed. Universității din Oradea, Oradea, 2011;
 - Cosmina Mădălina Pop - “*Investițiile pe piețele la termen*” (“*Investments on the futures market*”), Oradea, University Press, Oradea, 2011.

19.30

- **Book launch** (*Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea*):
 - Prof. Egidio Rangone (coordinator) – “*Lo spirito dell’economia. La direzione di una grande orchestra*” (“*The spirit of Economy. Conducting a Big Orchestra*”), Pavia University Press, Edizione dell’Universita degli Studi di Pavia, Pavia, 2011;
- **The banquet** – *Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea.*

Sub-section: Marketing

Moderators:	Prof. Nicolae Al. Pop PhD –Academy of Economic Studies, Bucharest Prof. Gheorghe Catană Ph.D. – Technical University Cluj-Napoca
Coordinator:	Senior Lecturer Dorin Coita PhD – University of Oradea
Secretary:	Lecturer Dinu Sasu PhD – University of Oradea
Room:	E011 – ground floor

15.00 – 18.00 - Paper presentations

1	STUDY REGARDING STUDENTS' SATISFACTION WITH INSTRUCTIONAL PROCESS AS A DIMENSION OF ACADEMIC PERFORMANCE OF INSTITUTIONS OF HIGHER EDUCATION Băcilă Mihai Florin, Tirca (Drule) Alexandra - Maria, Ciornea Raluca, Chis Alexandru
2	INTERNAL ENVIRONMENT ANALYSIS TECHNIQUES Căescu Ștefan Claudiu, Popescu Andrei, Ploeșteanu Mara Gabriela
3	SOCIAL RESPONSIBILITY VALUES: A CROSS COUNTRY COMPARISON Catană Doina, Catană Gheorghe Alexandru
4	THE ROLE OF THE SALES TECHNIQUES IN THE MARKETING ACTIVITY OF THE COMPANIES IN BUCHAREST Cruceru Anca, Moise Daniel, Tatu Cristi
5	THE PREMISES OF STRATEGIC MARKETING PLANNING IMPLEMENTATION WITHIN SMALL AND MEDIUM SIZED ENTERPRISES Curmei Cătălin Valeriu, Ionescu Florin Tudor, Popescu Andrei
6	STUDY ON RETAIL BRAND AWARENESS IN RETAIL Dabija Dan Cristian, Abrudan Ioana Nicoleta
7	EDUCATIONAL INOVATION AND CONSUMER BEHAVIOUR. A STUDY OF STUDENTS' PERCEPTIONS ON THE USE OF E-LEARNING IN CLASS. Eftimie Raluca Cristina, Avram Emanuela , Tufan Adriana
8	VISUAL POLLUTION: A NEW AXIOLOGICAL DIMENSION OF MARKETING Enache Elena, Morozan Gigi - Cristian, Purice Suzana
9	WIRELESS ADVERTISING: A STUDY OF MOBILE PHONE USERS Gurău Călin
10	THE IMAGE OF INVESTMENT AND FINANCIAL SERVICES COMPANIES IN WWW LANDSCAPE (WORLD WIDE WEB) Iancu Ioana Ancuța
11	PRODUCT PORTFOLIO ANALYSIS - ARTHUR D. LITTLE MATRIX Ionescu Florin Tudor, Curmei Cătălin Valeriu
12	CONSUMER BEHAVIOR ON THE FRUITS AND VEGETABLES MARKET Istudor Nicolae, Pelau Corina

18.00 - 19.00

- **Book launch** (University of Oradea Library):
 - o Prof. Gabriela Stănciulescu, PhD (coordinator) – ***“Cercetare exploratorie pe un eșantion de disponibilitate (availability sample) privind ospitalitatea și industria ospitalității în județul Bihor”*** (***“Exploratory research on an availability sample regarding hospitality and hospitality industry in Bihor county”***), Ed. Universității din Oradea, Oradea, 2011;

- Cosmina Mădălina Pop - "*Investițiile pe piețele la termen*" ("*Investments on the futures market*"), Oradea University Press, Oradea, 2011.

19.30

- **Book launch** (*Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea*):
 - Prof. Egidio Rangone (coordinator) - "*Lo spirito dell'economia. La direzione di una grande orchestra*" ("*The spirit of Economy. Conducting a Big Orchestra*"), Pavia University Press, Edizione dell'Università degli Studi di Pavia, Pavia, 2011;
- **The banquet** - *Restaurant Grand Palace, Piața 1 Decembrie 12, Oradea.*

Saturday, 28 May 2011

9.00 – 10.30

- **Section paper presentations – Section International Business and European Integration:**
 - **Subsection:** *International Business and The Impact of Foreign Languages on the Business Environment* (Room E119, 1st floor);
 - **Subsection:** *EU Sustainable Economic Development and Competitiveness* (Room F003, ground floor).

9.00 – 10.30

- **Section paper presentations – Section Economics and Business Administration:**
 - **Subsection:** *Economics* (Room F006, ground floor);
 - **Subsection:** *Business Administration and Economic Statistics* (Room E008, ground floor).

9.00 – 10.30

- **Section paper presentations – Section Finance, Banking and Accounting:**
 - **Subsection:** *Finance* (Room F205, 1st floor);
 - **Subsection:** *Accounting* (Room E010, ground floor);
 - **Subsection:** *Banking* (Room E014, ground floor).

9.00 – 10.30

- **Section paper presentations – Section Management and Marketing:**
 - **Subsection:** *Management and Economic Informatics* (Room F208, 1st floor);
 - **Subsection:** *Marketing* (Room E011, ground floor).

9.00 – 10.30

- **Workshop “Employee Training – A Condition for the Success of Employers. Opportunities through Financing Programmes”,** organized by the Centre for Formation and Training in the Field of Human Resources Management, Faculty of Economics, University of Oradea in collaboration with RoMarketing and Active Job Consulting, (Room E118);
Moderator: Senior Lecturer Maria-Madela Abrudan, PhD.

10.30 – 11.00

- **Coffee break**

11.00 – 13.00

- **Section paper presentations – Section International Business and European Integration:**
 - **Subsection:** *International Business and The Impact of Foreign Languages on the Business Environment* (Room E119, 1st floor);
 - **Subsection:** *EU Sustainable Economic Development and Competitiveness* (Room F003, ground floor);

11.00 – 13.00

- **Section paper presentations – Section Economics and Business Administration:**
 - **Subsection:** *Economics* (Room F006, ground floor);
 - **Subsection:** *Business Administration and Economic Statistics* (Room F005).

11.00 – 13.00

- **Section paper presentations – *Section Finance, Banking and Accounting*:**
 - **Subsection:** *Finance* (Room F208, 1st floor);
 - **Subsection:** *Accounting* (Room E010, ground floor);
 - **Subsection:** *Banking* (Room E014, ground floor).

11.00 – 13.00

- **Section paper presentations – *Section Management and Marketing*:**
 - **Subsection:** *Management and Economic Informatics* (Room F208, 1st floor);
 - **Subsection:** *Marketing* (Room E008, ground floor).

11.00 – 13.00

- **Workshop “*The Methodological Research Framework*”,** organized in the project “*Setting up common research - development programmes in the field of modern public management between the economic faculties in the counties Bihor – Hajdu-Bihar*” – HURO/0901/277/2.2.2 – University of Debrecen, Faculty of Economics and Business Administration and University of Oradea, Faculty of Economics; Room E011;
Moderators: Prof. Maria Ujhelyi, PhD, University of Debrecen, Hungary; Prof. Anca Dodescu PhD – expert; Senior Lecturer Maria Madela Abrudan PhD – project manager, University of Oradea.

13.00 – 15.00

- **Lunch break** – Swedish Buffet (Hall ground floor, Faculty of Economics).

15.00

- **Trip to Băile Felix (Felix Spa) and Băile 1 Mai (1 Mai Spa).**

SECTION: INTERNATIONAL BUSINESS AND EUROPEAN INTEGRATION**Sub-section: EU Sustainable Economic Development and Competitiveness**

Moderator:	Prof. Ovidiu Rujan PhD –Academy of Economic Studies, Bucharest Prof. Ioan Popa PhD – Academy of Economic Studies, Bucharest
Coordinator:	Senior Lecturer Adriana Giurgiu PhD – University of Oradea
Secretary:	Lecturer Mirabela Pop PhD – University of Oradea
Room:	F003

9.00 – 10.30 - Paper presentations

1	CONTEMPORARY TENDENCIES AND ASYMMETRIES IN THE E.U. UNEVEN ECONOMIC GROWTH AND GLOBAL GROWTH DIFFERENCES Iovițu Mariana
2	INNOVATION VERSUS INCOME CONVERGENCE IN CENTRAL AND EASTERN EUROPE. IS THERE A CORRELATION? Jude Cristina, Pop Silaghi Monica
3	REGULATORY BENCHMARKING IN CENTRAL EUROPE: CURRENT PRACTICE AND POSSIBILITIES OF DEVELOPMENT FOR THE ENERGY SECTOR Machek Ondrej
4	INTEGRATION OF SEMI-SUBSISTENCE AGRICULTURAL FARMS Matoschi (Cîmpan) Oana, Paun Georgeta, Păun (Ciobanu) Mihaela, Pruteanu Elena Mihaela
5	STUDY ON THE CAUSES OF REGIONAL ECONOMIC DISPARITIES IN ROMANIA Tălmăciu Mihai, Borza Mioara
6	THE NEED FOR PUBLIC DEBT MANAGEMENT IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT WITHIN THE EUROPEAN UNION Marcu Nicu, Meghișan Mădălina Georgeta
7	THE IMPORTANCE OF IMPLEMENTING THE ICT NETWORK IN ACHIEVING KNOWLEDGE TRANSFER IN THE RURAL AREAS Miron Andreea, Ciobanu Laura, Menda Teodora - Adriana, Matoschi (Cîmpan) Oana
8	THE FINANCING OF THE ADMINISTRATIVE – TERRITORIAL UNITS IN THE WEST DEVELOPMENT REGION THROUGH THE REGIONAL OPERATIONAL PROGRAMME 2007 - 2013 Munteanu Nicolae-Eugen
9	THE DANGER OF “PUTING ALL THE EGGS IN ONE BASKET”. SOME CONCERNS REGARDING ROMANIA’S EXTERNAL TRADE Negrea Adrian

10.30 – 11.00 - Coffee break**11.00 – 13.00 - Paper presentations**

10	SUSTENABLE DEVELOPMENT OF THE ROMANIAN ECONOMY BY ADOPTING THE CHINESE MODEL OF SPECIAL ECONOMIC ZONES Negrea Adrian
11	POVERTY AND LIVING. ROMA POOR NEIGHBORHOODS IN ROMANIA AND HUNGARY Olah Gheorghe, Olah Șerban, Flora Gavril, Szekedy Levente
12	THE JOURNEY TO COMPETITIVENESS: EU SPEEDING UP ON THE ROAD PAVED WITH

	KNOWLEDGE AND INNOVATION Oprescu Raluca
13	AGRICULTURE IN ROMANIA IN THE PROCESS OF INTEGRATION INTO EUROPEAN STRUCTURES DURING POST – ACCESSION Păun Georgeta, Matoschi Oana, Păun Mihaela Cristina
14	E-GOVERNMENT: A DRIVING FACTOR FOR STIMULATING INNOVATION PERFORMANCE IN ROMANIA? Preda Ana - Maria, Stanica Justina Lavinia, Crişan Daniela Alexandra, Coculescu Cristina
15	UTILISATION OF BENCHMARKING TECHNIQUES FOR FUNDAMENTING DEVELOPMENT STRATEGIES IN THE MANUFACTURING INDUSTRY IN ROMANIA Rujan Ovidiu, Țarțavulea Ramona Iulia, Vasilescu Felician, Geambașu Cristina Venera
16	FOREIGN DIRECT INVESTMENT AND INNOVATION: AN ANALYSIS OF SPILLOVER CHANNELS Sandu Steliana
17	EVALUATING THE EFFICIENCY OF LOCAL ECONOMIC DEVELOPMENT POLICIES Sautiuș Lavinia Sidonia, Sărac Ionuț Pavel
18	SPATIAL MODELING IN LOGISTICS DECISION-MAKING PROCESSES. IDENTIFYING THE OPTIMAL LOCATION FOR A SINGLE CENTRAL WAREHOUSE Țarțavulea Ramona Iulia, Belu Mihaela Gabriela, Dieaconescu Vlad Constantin
19	THE ROMANIAN EXTERNAL TRADE AND THE FOREIGN DIRECT INVESTMENTS INFLOWS AFTER 2007. A CRITICAL SURVEY Giurgiu Adriana
20	IS THERE ANY CORRELATION BETWEEN THE CHRONIC BALANCE OF TRADE DEFICIT AND THE ROMANIA'S INCREASING EXTERNAL DEBT? Giurgiu Adriana
21	THE ROLE OF THE PREVENTIVE MEDICINE IN SUSTAINABLE DEVELOPMENT. A STUDY CASE ON THE PRIVATE MEDICINE SECTOR IN ORADEA Unița Lucian, Rahota Daniela, Maghiar T. Traian, Straciuc Oreste
22	THE PRODUCTION OF MEDICINES IN ROMANIA AFTER 1990. WHAT'S THE REASON FOR IMPORTS? Unița Lucian, Straciuc Oreste, Maghiar T. Traian, Uivarosan Diana -

13.00 – 15.00

- **Lunch break** – Swedish Buffet (Hall ground floor, Faculty of Economics).

15.00

- **Trip to Băile Felix (Felix Spa) and Băile 1 Mai (1 Mai Spa).**

SECTION: ECONOMICS AND BUSINESS ADMINISTRATION

Sub-section: Economics

Moderators:	Prof. Aurel Negucioiu PhD – “Dimitrie Cantemir” University, Bucharest, Faculty of Economics, Cluj - Napoca Prof. Laura Cismaș PhD – West University Timișoara
Coordinator:	Senior Lecturer Adrian Florea PhD- University of Oradea
Secretary:	Assistant Lecturer Afrodita Borma PhDs – University of Oradea Assistant Lecturer Diana Maghear PhDs – University of Oradea
Room:	F006

9.00 – 10.30 - Paper presentation

1	THE INTEGRATION OF YOUNG ECONOMISTS ON THE LABOUR MARKET. THE PROFESSION – A DECISION FOR CAREER AND FOR A LIFE STYLE Dodescu Anca, Pop CoHuț Ioana, Borza Adriana
2	THE RELATIONSHIP BETWEEN MACROECONOMIC VARIABLES AND ROMANIAN CORPORATE DEFAULT RATES BETWEEN 2002-2008 Kovacs Ildiko, Karsai Zoltan-Krisztian , Suveg Orsolya, Joita Nicoleta
3	ROMANIA'S ENERGY POTENTIAL OF RENEWABLE ENERGIES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT Maghear Diana
4	IS READY ROMANIA FOR EURO ADOPTION? FROM STRUCTURAL CONVERGENCE TO BUSINESS CYCLE SYNCHRONIZATION Marinaș Marius - Corneliu, Socol Cristian, Socol Aura - Gabriela
5	TRENDS IN ROMANIAN TOURISM Pîrjol Florentina, Maxim Raluca Georgiana, Nagy Andrea
6	KEY ASPECTS OF ANALYSIS ON THE IMPACT OF RECENT DEVELOPMENTS IN HEALTH SERVICES IN THE WESTERN REGION OF ROMANIA Pitorac Ruxandra Ioana, Toth Maria, Jivan Alexandru
7	THE POTENTIAL OF FEMALE ENTREPRENEURSHIP AS A REGIONAL GROWTH AND DEVELOPMENT ENGINE IN THE WESTERN ROMANIA Pop CoHuț Ioana
8	TRUST AS A PRODUCTION FACTOR Prunea Petru
9	THE DYNAMICS OF THE ROMANIAN UNIVERSITIES GRADUATES NUMBER IN THE 2005-2010 PERIOD Popovici Adina
10	DETERMINANTS OF COMMUNITY PARTICIPATION Săveanu Tomina Gabriela

10.30 – 11.00 – Coffee Break

11.00 – 13.00 - Paper presentation

11	IMPROVING THE ECONOMIC ACTIVITIES IN THE LESS FAVOURED AREAS OF ROMANIA Tileagă Cosmin, Cosmescu Ioan
12	THE EVOLUTION OF ROMANIA'S LABOR MARKET, DURING THE LAST 20 YEARS Vădășan Ioana, Părean Mihai - Olimpiu
13	TRENDS OF EMPLOYMENT IN INFORMAL SECTOR IN ROMANIA DURING CRISIS. ECONOMIC

	AND SOCIAL EFFECTS Vasile Valentina, Păsică Silvia
14	YOUTH LABOUR MARKET. MOBILITY, CAREER DEVELOPMENT, INCOMES. CHALLENGES AND OPPORTUNITIES Vasile Valentina, Vasile Liviu
15	THE SPECIFIC MARKET RESEARCH METHODOLOGY USED AT GENERAL MOTOR'S EUROPE , Zima Liliana Adela, Toader Rita Monica

13.00 - 15.00

- **Lunch break** – Swedish Buffet (Hall ground floor, Faculty of Economics).

15.00

- **Trip to Băile Felix (Felix Spa) and Băile 1 Mai (1 Mai Spa).**

Sub-section: Business Administration and Economic Statistics

Moderators:	Prof. Gabriela Stănciulescu PhD – Academy of Economic Studies, Bucharest Senior Lecturer Carmen Băbăiță PhD – West University of Timișoara
Coordinator:	Senior Lecturer Olimpia Ban PhD - University of Oradea
Secretary:	Assistant Lecturer Dorin Băc PhDs – University of Oradea
Room:	E008

9.00 – 10.30 - Paper presentation

1	DESCRIPTIVE ANALYSIS OF THE INTERNATIONAL MIGRATION PHENOMENON IN ROMANIA BETWEEN 1991 AND 2008 Petrescu Raluca Mariana, Zgură Ion Daniel, Băc Dorin Paul
2	THE INTANGIBLE ASSETS INVESTMENTS. CHARACTERISTICS AND THE ACCOUNTING TREATMENT Săcui Violeta, Predișcan Mariana
3	EUROPEAN CROSS-BORDER MERGERS AND ACQUISITIONS- REALITIES AND PERSPECTIVES Vancea Mariana
4	VISITOR AND EXHIBITOR CLUSTERS AT EASTERN-EUROPEAN AGRICULTURAL FAIRS Varga Levente
5	ROMANIA - PORTUGAL: A COMPARATIVE ANALYSIS OF THE TWO COUNTRIES LABOUR MARKETS Dimian Gina Cristina, Dimian Mihai
6	EVALUATING TEACHING PERFORMANCE. FROM THEORY TO PRACTICE USING STATISTICAL TOOLS Mare Codruța, Dragoș Simona, Spân Georgeta
7	AN INVESTIGATION OF LONGRUN RELATIONSHIP BETWEEN ECONOMIC GROWTH, INVESTMENT AND EXPORT IN ROMANIA Meșter Ioana Teodora, Simuț Ramona Marinela
8	AN OVERVIEW OF HUMAN RESOURCES IN SCIENCE AND TECHNOLOGY (HRST) FROM RESEARCH DEVELOPMENT AND INNOVATION (RDI) SECTOR DURING 1993-2009 IN ROMANIA Nicolov Mirela
9	SOME STATISTICAL RESULTS REGARDING THE EVALUATION OF THE QUALITY OF THE MASTER EDUCATION Popa Irimie, Dragoș Cristian, Mare Codruța

10.30 – 11.00 - Coffee break

11.00 – 13.00

- **Workshop “The Methodological Research Framework”**, organized in the project **“Setting up common research - development programmes in the field of modern public management between the economic faculties in the counties Bihor – Hajdu-Bihar”** – HURO/0901/277/2.2.2 – University of Debrecen, Faculty of Economics and Business Administration and University of Oradea, Faculty of Economics; Room E011; **Moderators:** Prof. Maria Ujhelyi, PhD, University of Debrecen, Hungary; Prof. Anca Dodescu PhD – expert; Senior Lecturer Maria Madela Abrudan PhD – project manager, University of Oradea.

13.00 – 15.00 - Lunch break – Swedish Buffet (Hall ground floor, Faculty of Economics).

15.00 - Trip to Băile Felix (Felix Spa) and Băile 1 Mai (1 Mai Spa).

SECTION: FINANCE, BANKING AND ACCOUNTING

Sub-section: Finance

Moderator:	Prof. Tatiana Moşteanu PhD – Academy of Economic Studies, Bucharest Prof. Marilen Pirtea PhD -West University Timișoara
Coordinator:	Prof. Dan Morar, PhD – University of Oradea
Secretary:	Lecturer Diana Sabău –Popa, PhDs
Room:	F205, 1 st Floor

9.00 – 10.30 - Paper presentations

1	WEATHER INDEX- THE BASIS OF WEATHER DERIVATIVES Ciumaş Cristina, Botoş Horia Mircea
2	FISCAL DECENTRALIZATION AND FISCAL AUTONOMY IN THE EU MEMBER STATES Craşneac Alexandru, Heteş Gavra Roxana, Miru Oana
3	STANDING'S PLACE AND ROLE IN THE FINANCIAL ANALYSIS OF THE ECONOMIC ENTITY Csegedi Şandor, Bătrâncea Larissa-Margareta, Bejenaru Aurel
4	APPROACHES REGARDING THE TAX EVASION IN ROMANIA David Delia, Pojar Daniela
5	A BEHAVIORAL APPROACH TO THE GLOBAL FINANCIAL CRISIS Dedu Vasile, Ţurcan Ciprian Sebastian, Ţurcan Radu
6	THE VALUE ADDED TAX AND THE EVASION CHAIN OF INTRA-COMMUNITARIAN VAT Deliman Eugen, Herbei Marius, Bene Gheorghe Florin, Dumiter Florin Cornel
7	DETERMINATION OF RESIDUAL VALUE WITHIN THE COST BENEFIT ANALYSIS FOR THE PROJECTS FINANCED BY THE EUROPEAN UNION Droj Laurenţiu
8	NEURO CORPORATE GOVERNANCE Dumitraşcu Mihaela
9	OPTIMIZING LOCAL BUDGET BALANCING IN ROMANIA Gyorgy Attila, Gyorgy Adina Cristina

10.30 – 11.00 - Coffee break

11.00 – 13.00 - Paper presentations

10	VALUE ADDED TAX IN THE ECONOMIC CRISIS CONTEXT Mara Eugenia Ramona, Cuceu Ionuţ, Mara Cristian
11	THE USE OF EXPERT SYSTEMS IN AGRICULTURAL INSURANCE. NECESSITY VS. REALITY Moisuc Diana - Aderina, Nan Anca – Petruţa
12	PRINCIPLES AND PROCEDURES ON FISCAL Morar Ioan Dan
13	THE EVOLUTION OF FISCAL INDICATORS IN THE LAST YEARS IN ROMANIA Morar Ioan Dan, Sabău - Popa Claudia Diana, Kulcsar Edina
14	NOKIA PERFORMANCE AND CASH FLOW ANALYSIS Moscviciov Andrei
15	PUBLIC DEBT SUSTAINABILITY ANALYSIS: EU CASE Nicolescu Cristina, Pirtea Marilen, Botoc Claudiu
16	PUBLIC EXPENDITURE POLICY IN THE CONTEXT OF ECONOMIC CRISIS - CHALLENGES AND

	IMPLICATIONS Oprea Florin, Petrișor Mihai - Bogdan
17	FINANCIAL CONTROL EFFICIENCY IN ECONOMIC ENTITIES Pop Ioan
18	TAX CONTROL - PREVENTION AND CONTROL OF TAX EVASION Pop Ioan
19	VIEWS ON THE CONCEPT OF FINANCIAL POLICY AND ITS MANIFESTATION Pop Mugurel Gabriel Sorin
20	SMES' SECTOR ACCESS TO FINANCE: AN OVERVIEW Roman Angela
21	LABOUR TAXATION IN THE EUROPEAN UNION Sabău - Popa Diana, Kulcsar Edina, Sabău-Popa Liviu Mihai
22	BASES OF STATE SUPERIOR EDUCATIONAL SYSTEM FINANCING FROM ROMANIA Schneider Suzana, Cosma Dorin, Bene Gheorghe Florin
23	EFFECTIVE CORPORATE INCOME TAX RATE IN ROMANIA: A MICRO-BACKWARD LOOKING APPROACH Sebastian Lazăr
24	THE FLAT TAX - A COMPARATIVE STUDY OF THE EXISTING MODELS Tulai Ioan Constantin, Schiau (Macavei) Laura - Liana

13.00 – 15.00 - Lunch break – Swedish Buffet (Hall ground floor, Faculty of Economics).

15.00 - Trip to Băile Felix (Felix Spa) and Băile 1 Mai (1 Mai Spa).

Sub-section: Banking

Moderators:	Prof. Ioan Trenca PhD - "Babeş – Bolyai" University, Cluj Napoca Prof. Ioan Bătrânceană PhD - "Babeş – Bolyai" University, Cluj Napoca
Coordinator:	Lecturer Corneliu Bențe, PhD – University of Oradea
Secretary:	prep. univ. drd. Sorina Coroiu
Room:	E014, ground floor

9.00 – 10.30 - Paper presentations

1	OVERVIEW OF THE RELEVANT INDICATORS OF DEFAULTED AND NON-DEFAULTED COMPANIES AND POSSIBILITIES OF IMPROVEMENT FOR THE RATING SYSTEMS USED BY THE ROMANIAN COMMERCIAL BANKS Kovacs Ildiko, Doczi Henrietta, Erdely Attila, Felfalusi Éva, Knoch Renáta-Kinga, Patka Kinga-Enikő
2	THE RISK OF FAILURE - CAUSES AND CONSEQUENCES OF THE IT INDUSTRY Moscviciov Andrei
3	EMPIRICAL STUDY OF THE PROBABILITY OF DEFAULT IN CASE OF ROMANIAN COMPANIES LISTED ON STOCK EXCHANGE Petru Tunde Petra, Farkas Dalma - Zsuzsa, Furdek Balazs - Marton, Marton Noemi, Racz Timea Erzsebet
4	THE IMPLICATIONS OF VARYING EXCHANGE RATES FOR THE INTERNATIONAL TRADE Sandu Carmen
5	THE IMPACT OF FINANCIAL INNOVATION ON THE DEVELOPMENT OF THE CURRENT FINANCIAL SYSTEMS Sârgu Alina Camelia
6	LIQUIDITY MANAGEMENT AND CORPORATE RISK Tarnoczi Tibor, Fenyves Veronika
7	ASSETS' STRUCTURE AT CREDIT UNIONS Țiplea Augustin
8	THE CREDIT RISK-COMPONENT OF THE BANKING RISKS Țîrlea Rodica
9	MODELING ROMANIAN EXCHANGE RATE EVOLUTION WITH GARCH, TGARCH, GARCH- IN MEAN MODELS Trenca Ioan, Cociuba Mihail Ioan
10	THE POLITICS OF THE NATIONAL BANK OF ROMANIA TO DEAL WITH CREDITING RISK Vechiu Camelia, Gherman Liliana - Victoria, Tudose Geanina
11	A LINIAR MODEL OF ANALYZING INFLATION IN ROMANIA, BULGARIA, TURKEY AND CROATIA Zăpodeanu Daniela, Gavriș Natalia, Leac Dafina Roxana, Țeudan Ana - Maria
12	MONEY: FROM STATISTICAL DEFINITION TO MONETARY POLICY FOR ADOPTING EURO Zăpodeanu Daniela

11.00 – 13.00

- **Workshop "The Methodological Research Framework"**, organized in the project **"Setting up common research - development programmes in the field of modern public management between the economic faculties in the counties Bihor -**

Hajdu-Bihar” – HURO/0901/277/2.2.2 – University of Debrecen, Faculty of Economics and Business Administration and University of Oradea, Faculty of Economics; Room E011;

Moderators: Prof. Maria Ujhelyi, PhD, University of Debrecen, Hungary; Prof. Anca Dodescu PhD – expert; Senior Lecturer Maria Madela Abrudan PhD – project manager, University of Oradea.

13.00 – 15.00 - Lunch break – Swedish Buffet (Hall ground floor, Faculty of Economics).

15.00 - Trip to Băile Felix (Felix Spa) and Băile 1 Mai (1 Mai Spa).

Sub-section: Accounting

Moderators:	Prof. Adriana Tiron Tudor PhD - "Babeş - Bolyai" University, Cluj Napoca Prof. Nicoleta Farcane PhD - West University of Timișoara Prof. Gary M. Cunningham PhD - Jönköping International Business School, Sweden
Coordinator:	Senior Lecturer Victoria Bogdan, PhD – University of Oradea
Secretary:	Lecturer Mariana Farcaș, PhDs – University of Oradea
Room:	E010, ground floor

9.00 – 10.30 - Paper presentations

1	STAGES OF DEVELOPMENT WITHIN THE ROMANIAN FINANCIAL ACCOUNTING SYSTEM IN TERMS OF LABOUR PROTECTION FOR THE EMPLOYED WORKERS IN ROMANIA AND IN OTHER EUROPEAN COUNTRIES David Delia, Pojar Daniela
2	PRINCIPLES- AND RULES-BASED ACCOUNTING DEBATE. IMPLICATIONS FOR AN EMERGENT COUNTRY Deaconu Adela
3	THE TRANSPARENCY IN THE REPORTING OF INTELLECTUAL CAPITAL: BETWEEN THE MANAGEMENT RESPONSIBILITY AND THE STAKEHOLDERS' REQUIREMENTS Dicu Roxana-Manuela
4	THE BUDGETARY POLITICS ON THE MANAGEMENT OF THE PUBLIC RESOURCES THROUGH THE STATE TREASURY Eftene (Ionescu) Nicoleta, Mihai (Andreescu) Gabriela
5	CORPORATE GOVERNANCE—THE ROLE AND APPLICATION OF THE PRINCIPLE OF TRANSPARENCY Fulop Melinda Timea
6	PREFERENCE OF THE LISTED ENTITIES REGARDING THE SELECTION OF THE EXTERNAL AUDITOR Fulop Melinda Timea, Tiron-Tudor Adriana, Span Georgeta Ancuța, Popa Irimie Emil
7	AUDIT EXPECTATION GAP IN THE PUBLIC SECTOR IN ROMANIA Gherai Dana Simona
8	THE ROLE OF THE ACCOUNTANCY PROFESSIONAL BODIES IN DEVELOPING SOCIAL AND ENVIRONMENTAL REPORTING Gîrbină Mădălina, Albu Nadia, Albu Cătălin
9	IMPLICATIONS OF THE APPLICATION OF IFRS FOR SMES IN ROMANIA ON TAXABLE AND DISTRIBUTABLE PROFIT Gîrbină Mădălina, Albu Nadia, Albu Cătălin

10.30 – 11.00 – Coffee break

11.00 – 13.00 - Paper presentations

1	STUDY REGARDING THE INFLUENCE OF ROMANIAN ACCOUNTING REGULATIONS ON CREATIVE ACCOUNTING TECHNIQUES Groșanu Adrian, Rachișan Paula Ramona, Berinde Sorin Romulus
2	ENVIRONMENTAL REPORTING AT INTERNATIONAL LEVEL (STUDY OF THE LITERATURE) Ienciu Ionel-Alin

3	EVALUATION OF ENVIRONMENTAL REPORTING FOR COMPANIES LISTED ON THE LONDON STOCK EXCHANGE Ienciu Ionel-Alin
4	A RETROSPECTIVE OF EVALUATION MODELS ON INTELLECTUAL CAPITAL Ienciu Nicoleta Maria
5	THE DEPRECIATED REPLACEMENT COST - REPRESENTATION OF FAIR VALUE IN ACCOUNTING. TENDENCIES AND PERSPECTIVES IN THE ROMANIAN ACCOUNTING PRACTICE Manea Marinela-Daniela
6	THE PLACE OF THE EMERGING ECONOMY OF ROMANIA INSIDE THE EUROPEAN UNION ECONOMIES IN TERMS OF FTSE CRITERIA Mardiros Daniela-Neonila
7	THE IMPACT OF IFRS ON REPORTING FOR BUSINESS COMBINATIONS: AN IN-DEPTH ANALYSIS USING THE TELECOMMUNICATIONS INDUSTRY Mario Carrara, Diogenis Baboukardos, Cunningham M. Garry M. , Hassel G. Lars
8	RECENT DEVELOPMENTS OF THE FINANCIAL REPORTING MODEL: THEORETICAL STUDIES IN REVIEW Matiş Dumitru, Bonaci Carmen Giorgiana
9	PROFESSIONAL JUDGMENT AND CREATIVE ACCOUNTING UNDER IFRS IN EX-COMMUNIST COUNTRIES: CASE OF ROMANIA Megan Ovidiu
10	THE BUDGET, ITS THEORETICAL FUNCTION AND IMPLEMENTATION IN THE PUBLIC CULTURAL SYSTEM Mihai (Andreescu) Gabriela, Ionescu (Eftene) Nicoleta, Vătăsoiu Cristian Ionel
11	AUDITOR ROTATION – A CRITICAL AND COMPARATIVE ANALYSIS Mocanu Mihaela, Ştefănescu Aurelia, Turlea Eugeniu
12	EVIDENCE FROM THE GERMAN CAPITAL MARKET REGARDING THE VALUE RELEVANCE OF CONSOLIDATED VERSUS PARENT COMPANY FINANCIAL STATEMENTS Muller Victor - Octavian

13.00 - 15.00 – Lunch break - Swedish Buffet - Hall, The New Building, Ground Floor, Faculty of Economics, University of Oradea

15.00 – 17.50 - Paper presentations

13	HOW TO BETTER MEET OUR STUDENTS' LEARNING STYLE THROUGH THE COURSE RESOURCES Mutiu Alexandra, Moldovan Georgeta
14	CONCEPTUAL DELIMITATIONS OF CONTROLLING Nedelcu Serban
15	FREE CASH FLOW AS PART OF VOLUNTARY REPORTING. LITERATURE REVIEW Negrea Laura Georgeta, Matiş Dumitru, Mustaţă V. Răzvan, - -
16	CASH FLOW REPORTING AND CREATIVE ACCOUNTING Negrea Laura Georgeta, Matiş Dumitru, Mustaţă V. Răzvan
17	A NEW APROACH OF CONCEPTUAL FRAMEWORK FOR GENERAL PURPOSE FINANCIAL REPORTING BY PUBLIC SECTOR ENTITIES Nistor Cristina
18	INTERNATIONAL AND EUROPEAN ACCOUNTING CONVERGENCE-AN ESSENTIAL PART OF

	THE INFORMATION TRANSPARENCY “PUZZLE” Popa Anca Sabina
19	AN INVESTIGATIVE STUDY REGARDING SMES SPECIFIC ACCOUNTING POLICIES Popa Dorina Nicoleta, Beleneși Marioara, Meșter Ioana Teodora
20	THE TYPOLOGY OF REGIONAL MERGERS FROM THE PERSPECTIVE OF FINANCIAL-ACCOUNTING ASPECTS Răchișan Paula Ramona, Berinde Sorin Romulus
21	CURRENT STATE AND EVOLUTION PERSPECTIVES FOR MANAGEMENT ACCOUNTING IN THE ENERGY SECTOR BY IMPLEMENTING THE ABC METHOD Rof Letitia Maria, Farcane Nicoleta
22	COMPARING EXPERIENCES IN REPORTING INTELLECTUAL CAPITAL IN UNIVERSITIES Silvestri Antonella, Veltri Stefania
23	PARTICIPATORY GOVERNANCE IN THE PUBLIC HEALTHCARE SYSTEMS OF THE SCANDINAVIAN AND BALTIC COUNTRIES Ștefănescu Aurelia, Mocanu Mihaela, Turlea Eugeniu
24	THE GOING CONCERN – THEORY AND PRACTICE IN THE FINANCIAL AUDIT Țară Ioan Gheorghe
25	IFRS COMPLIANCE REGARDING INFORMATION DISCLOSED BY COMPANIES IN CONSOLIDATED FINANCIAL STATEMENTS - CASE STUDY ON IAS 23 BORROWING COSTS APPLICABILITY- Tiron - Tudor Adriana, Fekete Szilvester, Dragu Ioana - Maria
26	RESSOURCES ALLOCATION POSSIBILITIES WITHIN HEALTH SERVICES Toplicianu Selina, Manea Liliana
27	THE INTELLECTUAL CAPITAL STATEMENT AND THE BALANCED SCORECARD AS COMPLEMENTARY MODELS IN MEASURING FIRM INTANGIBLES Veltri Ștefania
28	SOME INSIGHTS REGARDING CREATIVE ACCOUNTING IN ROMANIAN ACCOUNTING ENVIRONMENT - REGULATORS, FINANCIAL AUDITORS AND PROFESSIONAL BODIES OPINION Vladu Alina Beatrice, Grosanu Adrian
29	DETECTION OF EARNINGS MANAGEMENT - A PROPOSED FRAMEWORK BASED ON ACCRUALS APPROACH RESEARCH DESIGNS Vladu Alina Beatrice, Cuzdriorean Dan Dacian

15.00 – Trip to Băile 1 Mai, Băile Felix (optional)

SECTION: MANAGEMENT AND MARKETING

Sub-section: Management and Economic Informatics

Moderators:	Prof. Constantin Roșca, PhD – Executive Director AFER Prof. Nicolae Bibu, PhD– West University Timișoara
Coordinator:	Senior Lecturer Naiana Țarcă PhD – University of Oradea
Secretaries:	Assistant Lecturer Mădălina Costin – University of Oradea Lecturer Horia Demian Ph.D. – University of Oradea
Room:	F208, 1 st floor

9.00 – 10.30 - Paper presentations

1	EDUCATIONAL MANAGEMENT- AS THE RESPONSE TO THE SOCIAL-ECONOMIC CRISIS IN CONTEMPORARY EUROPE Orțan Florica
2	COMMUNICATION AND CONFLICT IN PUBLIC INSTITUTIONS Ponea Constantin Ștefan, Crăciun Liviu
3	THE ROLE OF THE E-PROCUREMENT IN THE PURCHASING PROCESS Pop Sitar Corina
4	STUDY ON QUALITY PARAMETERS AND ENZYMATIC ACTIVITY OF GRAIN MILL PRODUCTS REGION IN TRANSYLVANIA Popa Maria, Bostan Roxana, Varvara Simona, Glevitzky Mirel, Tomescu Ada, Popa Dorin
5	HUMAN RESOURCES MOTIVATION - A CHALLENGE FOR SMES ECONOMIC PERFORMANCES Popescu Dan, Chivu Iulia, Ciocarlan-Chitucea Alina, Popescu Daniela-Oana
6	OPPORTUNITY TO REDUCE RESISTANCE TO CHANGE IN A PROCESS OF ORGANIZATIONAL CHANGE Predișcan Mariana, Săcui Violeta
7	MANAGEMENT, COMPETITIVENESS AND BUSINESS HIGHER EDUCATION Radu Cătălina, Begu Liviu - Stelian, Catanet Alina, Grigore Ana - Maria
8	THE INTENSIFICATION OF THE MOTIVATIONAL CHARACTER OF SMES MANAGEMENT Robu Nicoleta Raluca, Savlovschi Ludovica Ioana
9	METHODS OF IDENTIFICATION OF THE NEED FOR ORGANIZATIONAL CHANGE AS BEING OPPORTUNE Roiban Roxana Nadina

10.30 – 11.00 - Coffee break

11.00 – 13.20 - Paper presentations

10	EXPLANATORY ECONOMETRIC METHOD FOR THE ANALYSIS OF THE BEHAVIOR MANAGEMENT IN ORGANIZATIONS IN ROMANIA Roșca Constantin
11	THE EVALUATION OF EDUCATIONAL SERVICES QUALITY BY THE STUDENTS OF THE FACULTY OF ECONOMICAL SCIENCES „DIMITRIE CANTEMIR” CLUJ-NAPOCA Rusu Corina, Vlad Miranda-Petronella
12	SOCIAL PERCEPTION OF THE EDUCATION SYSTEM REFORM. SURVEY CONDUCTED IN UPPER HIGH SCHOOLS OF BIHOR COUNTY Sabau Remus Mircea
13	DO WE REALLY HATE OUR JOBS? DETERMINANTS OF JOB SATISFACTION IN ROMANIA

	Saveanu Tomina Gabriela, Saveanu Sorana Mihaela
14	GENERAL CONSIDERATIONS REGARDING THE EVALUATION OF PERFORMANCES OF EMPLOYEES IN A SME Savlovschi Ludovica Ioana, Robu Nicoleta Racula
15	MANAGING RENEWABLE ENERGY IN THE EU10 REGION Zamfir Andreea, Bucurean Mirela
16	MODEL DRIVEN DEVELOPMENT OF ONLINE BANKING SYSTEMS Avornicului Mihai-Constantin, Bresfelean Vasile Paul
17	TOOLS USED IN DECISION MAKING Demian Horia, Perez Bernabeu Elena, Abrudan Maria Madela
18	MODELS AND SOLUTIONS FOR THE IMPLEMENTATION OF DISTRIBUTED SYSTEMS Ghencea Adrian, Vătuiu Teodora, Tarcă Naiana
19	IT&C AND THE PERSONAL DEVELOPMENT Mareş Marius Daniel, Mareş Valerica
20	RESPONSIBILITY FOR ETHICS IN IT&C Mareş Valerica, Mareş Marius Daniel
21	THE USE OF EXPERT SYSTEMS IN RURAL TOURISM IN MARAMURES Moisuc Diana-Aderina, Simion Simona-Alina, Steliac Nela
22	THE USE OF COMPUTER APPLICATIONS IN THE STUDY OF ROMANIA'S PUBLIC DEBT Vătuiu Teodora, Popeangă Vasile Nicolae, Popeangă Vasile, Tarcă Naiana

13.00 – 15.00 - Lunch break – Swedish Buffet (Hall ground floor, Faculty of Economics).

15.00 - Trip to Băile Felix (Felix Spa) and Băile 1 Mai (1 Mai Spa).

Sub-section: Marketing

Moderators:	Prof. Nicolae Al. Pop PhD – Academy of Economic Studies, Bucharest Prof. Gheorghe Catană PhD – Technical University Cluj-Napoca
Coordinator:	Senior Lecturer Dorin Coita PhD – University of Oradea
Secretary:	Lecturer Dinu Sasu PhD – University of Oradea
Room:	E118 – ground floor

9.00 – 10.30 - Paper presentations

1	DEVELOPMENT OF THE E-GOVERNMENT MARKET IN THE EUROPEAN UNION: AN ANALYSIS OF THE SUPPLY VERSUS DEMAND SIDES Palade Marius, Vegheş Călin
2	PORTFOLIO ANALYSIS - A BASIC INSTRUMENT IN STRATEGIC PLANNING. CASE STUDY ON THE ROMANIAN INSURANCE MARKET Petrescu Marian, Petrescu Eva Cristina, Ioncica Diana, Bicăjanu Vasile
3	COMPETENCES ACQUIRED BY GRADUATES THROUGH MARKETING HIGHER EDUCATION – FINDINGS FROM THE EMPLOYERS' PERSPECTIVE Plăiaş Ioan, Pop Ciprian Marcel, Dabija Dan Cristian, Băbuţ Raluca
4	THE COMPETITIVE POSITIONING OF THE SME'S ON THE MARKET Pop (Bandi) Ramona
5	EUROPEAN POLICIES FOR THE STIMULATION OF THE DEVELOPMENT OF SMALL AND MIDDLE SIZE ENTREPRISES Pop (Bandi) Ramona
6	INVESTIGATING THE PATIENT SATISFACTION WITHIN ROMANIAN PUBLIC AND PRIVATE HOSPITALS Popa Adela Laura, Roşca Remus Dorel, Mihoc Florin
7	STRATEGICALLY REPOSITIONING RUSSIA Popescu Andrei, Caescu Ştefan Claudiu, Brandabur Raluca Ecaterina
8	POSITIONING VS. STUDENTS, A TROUBLESOME RELATIONSHIP Popescu Andrei, Brandabur Raluca Ecaterina, Curmei Cătălin Valeriu
9	THE IMPORTANCE OF ENVIRONMENTAL PROTECTION IN CSR POLICY Roşca Mihai Ioan

10.30 – 11.00 - Coffee break

11.00 – 12.30 - Paper presentations

10	ADOPTION OF E-BANKING IN ROMANIA: AN EXPLORATORY STUDY Roşu Anca Maria
11	BUSINESS INCUBATORS AND SUSTAINABLE INNOVATION Schebesch Klaus Bruno
12	THE FORTIFIED CHURCHES FROM TRANSYLVANIA - HOW WELL ARE THEY KNOWN BY THE ROMANIAN CITIZENS? Şerb Silvana Valentina
13	THE SAVING AND INVESTING CONSUMER BEHAVIOR ANALYSES ON THE ROMANIAN FINANCIAL MARKET. Tănase (Roşca) Laura Daniela

14	ASPECTS OF SERVICE QUALITY AND ECO LABELLING OF ROMANIAN LODGING SERVICES Tomescu Ada Mirela
15	THE IMPACT OF THE 21ST CENTURY FOOD MARKETING ON CHILDREN'S BEHAVIOUR Tarcza Teodora Mihaela, Olar Ana - Elena
16	THE ROLE AND IMPLICATIONS OF THE EVENT BASED COMMUNICATION IN THE ELECTORAL CAMPAIGN Tatu Cristian Ionuț, Pastiea Mihai, Ion Andrei
17	A MARKETING VIEW OVER THE ROLE OF THE PUBLIC AUTHORITIES IN THE PROTECTION OF THE CONSUMERS' PRIVATE SPACE Veghes Călin, Acatrinei Carmen, Dugulan Diana, Palade Marius
18	CAN MARKETING SUPPORT THE IMPLEMENTATION OF EFFECTIVE EGOVERNMENT? ANALYSIS OF THE SINGLE POINT OF ACCESS PORTAL FOR ROMANIAN ELECTRONIC PUBLIC SERVICES Velicu Bogdan Călin
19	THE SPECIFIC MARKET RESEARCH METHODOLOGY USED AT GENERAL MOTOR'S EUROPE , Zima Liliana Adela, Toader Rita Monica

13.00 – 15.00 - Lunch break – Swedish Buffet (Hall ground floor, Faculty of Economics).

15.00 - Trip to Băile Felix (Felix Spa) and Băile 1 Mai (1 Mai Spa).