

## CONFERENCE AGENDA

### Day 1: September 28, 2017

**Location:** National Bank of Romania, Mitiță Constantinescu Hall

**Address:** 8 Doamnei Street, sector 3, Bucharest, Romania

**11:45-12:20** Registration. Welcome coffee & refreshments

**12:20-12:30** Welcome speech

**Remus PRICOPIE** - Rector of the National University of Political Studies and Public Administration

### Conference Opening

**12:30-13:10** **Daniel DĂIANU** - Member of the Romanian Academy; Member of the Board of the National Bank of Romania; Professor, National University of Political Studies and Public Administration  
Special opening speech: *The new protectionism: impact and challenges for decision-makers*

### Keynote Speakers

**13:10-13:50** **George PAPACONSTANTINOU** - Economist, former Minister of Finance and former Minister of Environment, Energy and Climate Change, Greece  
Keynote speech: *Game over? Economic strategies for turbulent times*

**13:50-14:30** **Alina BÂRGĂOANU** - President of the European Institute of Romania & Dean of the Faculty of Communication and Public Relations, National University of Political Studies and Public Administration  
Keynote speech: *Evidence-based policy making. Time for Romania to reconsider development*

**14:30-15:00** Lunch

**15:00-15:40** **Gabor HUNYA** - Senior Economist, The Vienna Institute for International Economic Studies, Austria  
Keynote speech: *Central European economies: recovery without investment revival?*

**15:40-16:25** **Jerome CREEL** - Institut d'Etudes Politiques (Sciences-Po) & Observatoire Français des Conjonctures Economiques (OFCE) Paris, France. ESCP Europe Business School  
Keynote speech: *European Union's imbalances: the sound and the fury*

**16:25-16:30** **Best Paper Award**

**Moderator: Florina PÎNZARU**, Dean, Faculty of Management, National University of Political Studies and Public Administration and Chair of the International Conference Strategica 2017

**16:45-18:45** **Bucharest Sightseeing Tour**

**19:00-20:30** **Conference cocktail**  
(Novotel Hotel, 37B Calea Victoriei, sector 1, Bucharest)

**Day 2: September 29, 2017****Location:** National University of Political Studies and Public Administration (SNSPA)**Address:** 30A Expozitiei Blvd., sector 1, Bucharest, Romania

9:00-9:30. Registration
09:30-11:30. Panel Sessions
11:30-12:00. Coffee break
12:00-14:20. Panel Sessions
14:20-15:20. Lunch
15:20-16:20. Roundtable
16:20-16:25. Closure of the conference
17:00-18:00. National Bank of Romania – Special visiting tour for the conference guests ( <b>meeting point: 8 Doamnei Street, sector 3, Bucharest, Romania – 16:50-16:55</b> )

**Day 3: September 31, 2017**

The conference royal tour (pre-booked only)

**Day 2: September 29, 2017****Location:** National University of Political Studies and Public Administration (SNSPA)**Panel Sessions**
**Room 419 Economics**  
**Chairs: Cristian PĂUN, Bogdan GLĂVAN**
**09:30-11:30** The Major Challenges of African Economies  
*Victor Nwaoba ITUMO*

 Is Romania Prepared for Digital Industry? An Analysis of Public Policies regarding Digitization in Romania  
*Mihaela BUICA, Gabriela DRAGAN*

 The Link between the Development of Multinationals and Workforce Competences. Romanian Graduates' Career Priorities  
*Lavinia Cornelia BUTUM*

 Innovation – a Successful Strategy to Boost the Economic Growth in Central and Eastern European Countries?  
*Alexandru FOTIA*

 The Competitiveness of Romania in Terms of Unemployment  
*Elena ZOTA*

 The Development of High-tech Industrial Enterprises is the Path to a Competitive Economy  
*Natalia POLZUNOVA*

The 5<sup>th</sup> edition. Shift! Major Challenges of Today's Economy**Room 419****Finance and Banking****Chairs: Lucian Claudiu ANGHEL, István LENGYEL, Laurențiu-Mihai TREAPĂT****12:00-14:00**

Trust and Transparency: Perspectives upon the Communication of the National Bank of Romania during the Financial Crisis - A Qualitative Research  
*Raluca IACOB (BĂRA)*

Fighting Tax Evasion through the Use of Technology – A Solution to Counter Tax Evasion in Romania?  
*Claudiu IONITĂ, Birol IBADULA, Cristina VLAD, Petre BREZEANU*

Development of Capital Markets in Emerging Economies. The Case for Bucharest Stock Exchange  
*Alina Daniela MIHALCEA, Lucian Claudiu ANGHEL, Mircea PERPELEA, Alexandra VIȚELAR*

Understanding Emerging and Frontier Capital Markets Dynamics through Network Theory  
*Lucian Claudiu ANGHEL, Vasile George MARICA*

Target Evaluation Matrix - In Brief Presentation  
*Laurențiu-Mihai TREAPĂT*

Deleting Zeroes and Creating Value: Psychological Impact to Control Inflation  
*Safdar HUSAIN TAHIR, Muhammad RIZWAN ULLAH, Gulzar AHMAD, Nabeeha GHAFOR, Faiza REHMAN*

**Room 420****Management and Leadership****Chairs: Mariana NICOLAE, Martin HENSON****09:30-11:30**

The Impact of the Digital Era on the Human Resources Management. Social Media - Recruiting Environment for Potential Candidates  
*Carmen NOVAC, Raluca Silvia CIOCHINĂ*

Policy Implementation and Human Resource Management in Local Administration  
*Jadranka DENKOVA, Pande LAZAREVSKI*

Human Resources Risk as an Aspect of Human Resources Management in Turbulent Environments  
*Edyta BOMBIK*

Beyond Risk Management: Managing the Unexpected  
*Andreas NACHBAGAUER*

Exploring Precursors of Value Delivery on Organizational Capabilities through Leadership Branding Awareness  
*George Bogdan DRĂGAN, Gianita BLEOJU, Alexandru CAPĂȚÎNĂ*

Deconstructing Moral Leadership: Lessons from Endurance in Antarctica  
*Sebastian I. BURDUJA*

The 5<sup>th</sup> edition. Shift! Major Challenges of Today's Economy
**Room 420 Management and Leadership**  
**Chairs: Mariana NICOLAE, Martin HENSON**

**12:00-14:00** The Performance of Franchising in the Hotel Industry: A Preliminary Analysis  
*Rosa-Maria MARIZ-PEREZ*

The Role of Air Transport in the Supply Chain  
*Katarzyna WAŚOWSKA*

Boredom in the Workplace and Cyberloafing – An Exploratory Study Sustainability of Strategic Projects  
*Dan Florin STĂNESCU*

Sustainability of Strategic Projects  
*Lajos SZABÓ*

The Relationship Between an Employee's Energetic Structure and Professional Performance  
*Andronicus TORP, Andreia Gabriela ANDREI, Anca Alexandra PURCAREA*

Diagnosing Organizational Effectiveness in the Albanian Mobile Phone Industry  
*Denisa MAMILLO*

**Room 427 Marketing and Consumer Behavior**  
**Chairs: Ralf WAGNER, Laurențiu Dan ANGHEL**

**09:30-11:30** Key Countries for Tourism in the New Europe  
*Maria-Irina ANA*

On the Importance of Defining, Classifying and Certifying the Tourist Resorts in Romania  
*Smaranda SIMONI*

"Main Sins" in the Customer Service in the Contemporary Organization  
*Wioletta WEREDA, Monika GRZYBOWSKA*

Analytical Review of the Pharmaceutical Industry in Romania  
*Ana-Maria GIUREA, Iulian-Cornel LOLEA*

Liberty Technology Park Cluj - A Case Study of Successful Entrepreneurship  
*Anda GHEORGHIU, Laurențiu-Mihai TREAPĂ*

Outsmarting the MNCs by Fitting Strategic Manoeuvres to National Framing: Evidence from India  
*Swati SINGH, Ralf WAGNER*

**Room 427 Business Ethics and CSR**  
**Chairs: Patrizia GAZZOLA, Adriana SCHIOPOIU BURLEA**

**12:00-14:20** Social Responsibility and Italian Listed Companies: A Web Analysis  
*Stefano AMELIO, Claudio BATTISTINI*

Ethical Behavior Integrated in CSR: How to Create and Maintain the Corporate Reputation  
*Patrizia GAZZOLA, Piero MELLA*

The 5<sup>th</sup> edition. Shift! Major Challenges of Today's Economy

Is Integrated Report Able to Substitute Sustainability Report  
*Valentina BERETTA*

Responsible Consumption in Food Sector. Case study: Fairtrade  
*Luana LA BARA, Gloria FIORANI, Irene LITARDI*

The Companies between Value Chain and Dynamic Capabilities  
*Elena QUERCI*

CSR Disclosure and Earnings Management. Evidence from Italy  
*Giovanna GAVANA, Pietro GOTTARDO, Anna Maria MOISELLO*

Corporate Social Responsibility in Islamic Culture. Case Study: Islamic Reporting Initiative  
*Irene LITARDI, Gloria FIORANI, Denise HARB, Luana LA BARA*

The Development of a Corporate Reputation Metric: A Customer Perspective  
*Dragoș BĂLAN, Adriana BURLEA ȘCHIOPOIU*

**Room 409      Modeling and Prediction in Economics and Business Research**  
**Chairs: Elena-Mădălina VĂȚĂMĂNESCU, Andreia Gabriela ANDREI**

**09:30-11:30** Interpersonal communication, job satisfaction – predictors for organizational citizenship behavior?  
*Virgil GHEORGHE*

Determinants of City Brand Personality - a Romanian Example  
*Oana JUȚULEA, Claudia STOIAN (BOBÂLCĂ)*

The Economic Impact of Climate Change on Crops  
*Olaru Bianca GEORGIANA, Vasile ZECHERU*

Crisis and Financial Distress. Family vs. Non-family Firms  
*Pietro GOTTARDO, Anna Maria MOISELLO*

Market-Oriented Sustainability. An Exploratory Study on a 'Two-Tailed Relationship'  
*Elena-Mădălina VĂȚĂMĂNESCU, Vlad-Andrei ALEXANDRU*

Risk in Building the Intelligent Organization Model  
*Wioletta WEREDA, Jacek WOŹNIAK*

**Room 409      Knowledge Economy**  
**Chairs: Constantin BRĂȚIANU, Alexandra ZBUCHEA**

**12:00-14:20** The Decision-making Process between Simplicity and Complexity. An Epistemological Approach in Business Administration  
*Marius-Costel EȘI*

Business and Entrepreneurship - Mutations and Structural Changes Due to the Transition to Knowledge Economy  
*Oana-Georgiana CIOBANU, Daniela NEAMȚU*

## The 5<sup>th</sup> edition. Shift! Major Challenges of Today's Economy

International Migration within the EU and Its Impact on the Knowledge Economy Development

*Dana-Mihaela NEAMȚU, Ruxandra BEJINARU*

Universities in the Knowledge Economy: Strategies to Increase their Competitiveness

*Constantin BRATIANU*

Challenges for the Romanian Universities in the Knowledge Economy

*Ruxandra BEJINARU*

Business Digitization in the Romanian Economy

*Shahrazad HADAD*

Knowledge Management Practices in NGOs

*Alexandra ZBUCHEA, Sotirios PETROPOULOS, Beata PARTYKA*

### Room 410 Towards Sustainable Public Organizations Chair: Mauro ROMANELLI

**09:30-11:30** Sustaining E-participation: Citizenship, Public Value, Collaboration  
*Mauro ROMANELLI*

The Effectiveness of Policies for Integration of Vulnerable Groups in Higher Education  
*Diana-Maria CISMARU*

Means of Improving the Public Management of EU Structural and Investment Funds  
*Ștefan-Florin CORCODEL*

Rediscovering the Office as Vocation within Changing Public Organizations  
*Mauro ROMANELLI*

Change and Organizational Development  
*Dakhane NOUREDDINE, Ismail ZERROUGA*

Towards Sustainable Organizations  
*Mauro ROMANELLI*

### Room 410 End of Privacy Chairs: Elvira KUHN, Peter SENKUS

**12:00-14:20** Surveillance 2.0 – Threads & Solutions  
*Cătălin VRABIE*

The Influence of Handling Meta Data on Privacy and the Economy  
*Elvira KUHN*

Social Media: A Tool for Universities to Share Their Emotions  
*Ramona Diana LEON*

Using DANVA Facial Recognition Test to Assess Emotional Intelligence of Top Management versus Middle Management Positions  
*Loredana IVAN*

Mobile Applications from Business to Social Implication  
*Florina PÎNZARU, Alexandra ZBUCHEA*



The Impact of Mobility as a Service (MaaS) on Urban Mobility  
*Florin Codrut NEMTANU*

**Room 314      Branding and Developmental Drivers**  
**Chairs: Andreea MITAN, Rareș MOCANU**

**09:30-11:30** Post-Crisis Response Strategies: A Combined Model to Manage Brand Crises  
*Chiara TAMANINI, Ralf WAGNER*

Attitude towards Digital Brand Communication on Early and Late Millennials  
*Rareș MOCANU*

Theory and Practice: Nation Branding in the Middle East  
*Cornelia ZEINEDDINE, Luminița NICOLESCU*

Cultural Brand – “Shift” in the City Development Strategy. Sibiu – Ten Years after the European Capital of Culture  
*Gabriela Virginia POPESCU*

Smart Mobility Systems for Smart Cities  
*Florin Codrut NEMTANU, Florina PÎNZARU*

Green Luxury: New Divide in Positioning Strategies Needed?  
*Farhad ALIYEV, Ralf WAGNER*

**Room 314      Confluences: (Supra)organizational Dynamics**  
**Chairs: Georgiana CRISTEA**

**12:00-14:00** The New Rules of Competition in the Digital Age: Challenges and Opportunities  
*Florina PÎNZARU*

Organizational Entropy Control and the Risk Management Approach  
*Sergiu Octavian STAN*

Managing Generation Y – A Theoretical Perspective  
*Georgiana CRISTEA, Andreea MITAN*

Relationship Marketing and Management: A Network Approach  
*Vlad-Andrei ALEXANDRU, Elena-Mădălina VĂTĂMĂNESCU, Bogdan Gabriel NISTOREANU*

The Relationship Between Human Centered Design and Organizational Knowledge. Another Egg - Chicken Dilemma?  
*Camelia CRIȘAN*

Higher Education Institutions Trying to Meet Students' Expectations and Employability Challenges  
*Valeriu FRUNZARU, Andreea RĂCEANU*

The 5<sup>th</sup> edition. Shift! Major Challenges of Today's Economy
**Room 410      Round table**  
**Moderator: Loredana RADU**
**15:20-16:00      Policies and Strategies for Nations' Development****Invited speakers:** Alina BÂRGĂOANU, Cristian PĂUN

**Insight:** *The roundtable debate will explore the theoretical and empirical challenges related to defining and measuring development, progress, and the national performance. It will provide a venue for discussion and reflection upon pressing issues in the field of strategic development studies such as: What are the most recent theoretical/empirical insights on measuring development in turbulent times? How did the economic crisis reshape the relation between development, poverty and inequality inside and outside the European Union? What are the trends most likely to impact the European Union's medium and long-term development? What is the relation between the measurable progress towards the development goals, and the public perception of that progress? What are the suitable tools and instruments to support evidence-based policy making?*

**Room 409      Round table**  
**Moderators: Florina PÎNZARU, Elena-Mădălina VĂTĂMĂNESCU**
**15:20-16:00      Knowledge Management in the Sharing Economy - Cross-Sectoral Insights into the Future of Competitive Advantage****Invited speakers:** Constantin BRĂȚIANU, Andreia Gabriela ANDREI

**Insight:** *The discussion aims to address the challenge of engaging knowledge management in a sharing economy. In a hyper-competitive business environment, everything tends to be digital, virtual and highly networked, which raises the issue of how knowledge management can support the decision whether or not to share strategic resources or capabilities. Here, the guests will elaborate on key issues such as: To what extent does the sharing economy preserve or compromise the competitive advantage of organizations? and What are the knowledge-management strategies for competitive, yet cautious sharing dynamics?*

**16:00 – 16:05      Closure of the conference**
**17:00-18:00      National Bank of Romania – Special visiting tour for the conference guests**  
**(meeting point: 8 Doamnei Street, sector 3, Bucharest, Romania – 16:50-16:55)**
**Day 3: September 31, 2017**

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