

CONFERENCE AGENDA

Day 1. October 2, 2014

Location: National Bank of Romania, Mițuță Constantinescu Hall

Address: 8 Doamnei St., Sector 3, Bucharest, Romania

14.30 – 16.00. Registration

15.00 – 15.45. National Bank of Romania Old Palace private tour (with registration only)

16.00 – 16.45. Official Opening Session

- **Nicolae Dănilă**, Member of the Board of the National Bank of Romania
- **Remus Pricopie**, Minister of National Education
- **Alina Bârgăoanu**, Rector of the National University of Political Studies and Public Administration, Bucharest, Romania

16.45 – 17.45. The Dynamics of Strategy in the Current Business Environment

- **Constantin Brătianu**, Co-President of Strategica International Conference
Dynamic Business Strategies
- **Florian Neagu**, Head of the Macroprudential Risk Division, Financial Stability Department, National Bank of Romania
Twenty Years after: Structural Changes in the Romanian Economy During the Last two Decades

17.45 – 18.00. Coffee break

18.00-19.30 Keynote Speakers

- **Lajos Szabó**, Dean of the Faculty of Business and Economics, University of Pannonia, Hungary
Strategy Development of Public Organizations
- **Petre Datculescu**, Managing Director of IRSOP Market Research and Consulting, Bucharest, Romania
Measuring Current Economic Health: The Romanian Industrial Barometer
- **Daniel Glaser-Segura**, Associate Professor of Management, Texas A&M University, San Antonio, United States
Supply Chain Management Strategies

19.30 Welcome cocktail for all participants

Marble Hall, The Old Palace of the National Bank of Romania

Day 2. October 3, 2014

Location: National University of Political Studies and Public Administration

Address: 30A Expoziției Blvd., sector 1, Bucharest, Romania

8.30 – 9.00. Registration

Economics and Business

9.00 – 10.30. Session 1, Room 419

Chair: Cristian Păun, Professor Dr., Bucharest University of Economic Studies

- **Arsim Gjnovci**, *Difficulties facing the organization, promotion of HR and how to encourage or to motivate investments in organizations*
- **Eduart Lika**, *The role of remittances in the Albanian economy*
- **Steliana Moraru**, *The impact of using mobile technology for the development of the Nonprofit Sector in Romania*
- **Erdet Këlliçi**, *Increase organization overall performance through Mobile technology. Albania case study*
- **Agata Balińska**, *Factors determining the development of peripheral areas*
- **Mircea Perpelea**, *The end of recession in Romania*

10.30 – 11.00. Coffee Break

11.00 – 12.30. Session 2, Room 419

Chair: Cristian Păun, Professor Dr., Bucharest University of Economic Studies

- **Dumitru Iacob, Ștefan Stănciugelu**, *Socioenergy, co-existence and co-evolution: key factors of a Romanian national development strategy*
- **Denisa Mamillo**, *The effect of organizational culture and uncertainty on supply chain collaboration. The case of Albanian beer producers*
- **Cristian Păun**, *The role of European Union Funds in economic development*
- **Andrei-Alexandru Moroșan, Cristian-Valentin Hapenciuc, Iulian Condratov**, *The effects of structural funds absorption on the business environment in the North-Eastern Region of Romania*
- **Bajram Fejzullahu**, *The management of the privatization process in the republic of Kosovo - "sui generis" process*

12.30 – 13.30. Best Paper Award

Book Launch

Closure of the conference

13.30 – 15.00. Lunch Break

Day 2. October 3, 2014**Location:** National University of Political Studies and Public Administration**Address:** 30A Expoziției Blvd., sector 1, Bucharest, Romania**8.30 – 9.00. Registration****Finance and Banking****9.00 – 10.30. Session 1, Room 420****Chair:** **Lucian Anghel**, University lecturer, Dr., NUPSPA, Romania

- **George Bakatselos, Anastasios Karamanos**, *Abnormal stock market returns to announcements of M&A banking deals in Greece 1996-2013*
- **Laurențiu Treapăt, Lucian Anghel, Ileana Velicu**, *The Role of the Banking Loans in the Management of the Local Development*
- **Pasichnyk Yuriy**, *Transformation of banking resources*
- **Anda Gheorghiu**, *Country risk dynamics of Romania in the post-EU accession period*
- **Doina Palade, Florentin Tanasă**, *Foreign equity ownership, corporate governance and financial performance*

10.30 – 11.00. Coffee Break**11.00 – 12.30. Session 2, Room 420****Chair:** **Dragoș Radu**, University lecturer, Dr., University College of London, UK

- **Loredana Ivan**, *Gender differences in investing and savings behavior: the nesting effect*
- **Mónika-Anetta Alt, Zsuzsa Săplăcan, József Berács**, *Social responsibility in bank advertising - the case of Swiss franc loans in Romania*
- **Nicoleta Savu**, *Government accounts: below the line financing in Romania*
- **Alexandra Vițelar, Alina-Daniela Mihalcea, Rodica-Maria Săvulescu**, *Is the European social and economic model still sustainable? A pragmatic approach from Romanian students on the future of the Eurozone*

12.30 – 13.30. Best Paper Award**Book Launch****Closure of the conference****13.30 – 15.00. Lunch Break**

Day 2. October 3, 2014

Location: National University of Political Studies and Public Administration
Address: 30A Expoziției Blvd., sector 1, Bucharest, Romania

8.30 – 9.00. Registration

Management and Leadership

9.00 – 10.30. Session 1, Room 427

Chair: **Martin Henson**, Professor, Dr., University of Essex, UK

- **Carmen Novac, Alexandra Mihalcea**, *The relationship between leadership, organizational culture and managerial culture through LEAN strategy in a multinational company*
- **Daniel Popescu**, *Project Management for implementing Japanese Methodology-KAIZEN at ASSA ABLOY Romania*
- **Cristina Leovaridis, Gabriela Popescu**, *Organizational innovation - a path to improve the working conditions in the knowledge economy*
- **Ramona Leon**, *Emotional intelligence – the unseen face of the sustainable knowledge based organization*
- **Cristina Mouta, Raquel Meneses**, *The Influence of TMT in promoting trust within organizational networks*

10.30 – 11.00. Coffee Break

11.00 – 12.30. Session 2, Room 427

Chair: **Mariana Nicolae**, Professor, Dr., Bucharest University of Economic Studies, Romania

- **Kathleen Voges**, *Developing relevant MBA curriculum: A case study of business community perspective*
- **Ligia Petan**, *The impact of transformational leadership on team performance and satisfaction: the mediating role of trust*
- **Dan Stănescu, Mădălina Iorga**, *Are through-timers striving more for results than in-timers? Time perspective, achievement motivation and self-regulation: an empirical study*
- **Elena-Mădălina Vătămănescu, Vlad-Andrei Alexandru, Elena-Alexandra Gorgos**, *The Five Cs Model of Business Internationalization (CMBI) – a preliminary theoretical insight into today's business internationalization challenges*
- **Dan Nicu**, *The political strategic decision-making: towards an inferential model*

12.30 – 13.30. Best Paper Award

Book Launch

Closure of the conference

13.30 – 15.00. Lunch Break

Day 2. October 3, 2014

Location: National University of Political Studies and Public Administration

Address: 30A Expoziției Blvd., sector 1, Bucharest, Romania

8.30 – 9.00. Registration**Marketing****9.00 – 10.30. Session 1, Room 409**

Chair: **Laurențiu Dan Anghel**, Professor, Dr., Bucharest University of Economic Studies, Romania

- **Dumitru Borțun**, *The need for a managerial and governmental strategy. Public Relations as an expression of strategic communication*
- **Dimitrios Nikolaidis, Ioana Manussos**, *The influence of Public Relations in nation branding: the case of Bucharest*
- **Andreia-Gabriela Andrei, Adriana Zait**, *Branding insights: an interdisciplinary journey from perception to action*
- **Valeriu Frunzaru, Elena Monica Popa**, *Materialistic values, shopping, and life satisfaction*
- **Diana Dumitriu**, *Sport actors' walk of fame: the Trojan horse of celebrity*
- **Marina Ochkovskaya**, *Perception and consumption of global luxury brands in Russia and Romania: comparative cross-cultural aspect*

10.30 – 11.00. Coffee Break**11.00 – 12.30. Session 2, Room 409**

Chair: **Luminița Nicolescu**, Professor, Dr., Bucharest University of Economic Studies, Romania

- **Rareș Mocanu**, *Marketing professionals: a managerial perspective*
- **Ioana-Felicia Constantin, Vlad Râmniceanu**, *Online marketing for women. An analysis of online purchasing behavior of young women in Romania*
- **Cornelia Maxim, Cristian Vidu**, *Modern marketing: Valenti & Performance*
- **Janard K. Yadav, Omkumar Krishnan**, *Experiential Marketing of Tourism: An Exploratory Model*
- **Alexandra Ștefania Știrbu**, *Product placement in Romanian music videos*
- **Florina Magdalena Pînzaru, Ioana Felicia Constantin**, *Reframing marketing strategies in the digital era*

12.30 – 13.30. Best Paper Award

Book Launch

Closure of the conference

13.30 – 15.00. Lunch Break

Day 2. October 3, 2014**Location:** National University of Political Studies and Public Administration**Address:** 30A Expoziției Blvd., sector 1, Bucharest, Romania**8.30 – 9.00. Registration****Business Ethics and CSR****9.00 – 10.30. Session 1, Room 428****Chair:** **Johan Cottyn**, Professor, Dr., Vives University, Kortrijk, Belgium

- **Andreea Mitan**, *Do Romanian youngsters envision a CSR-oriented world? A research regarding digital natives values*
- **Denisa-Andreea Tudor**, *Social Customer Relationship Management (Social CRM): sustainable relationship cultivation strategies into the social web of consumers*
- **Alin Speriusi-Vlad**, *The limitation of the freedom of commerce by intellectual property moral rights*
- **Camelia Crișan, Alexandra Zbucnea, Steliana Moraru**, *Big Data - the Beauty or the Beast*
- **Mihaela Dumitrașcu, Radu Loghin**, *Research in the field of goodwill and corporate governance accounting: a synthesis bibliography in the 2011-2014 academic literature*

10.30 – 11.00. Coffee Break**11.00 – 12.30. Session 2, Room 428****Chair:** **Alexandra Zbucnea**, Associate Professor, Dr., NUPSPA, Bucharest, Romania

- **Robert Sabotici**, *Nation state, market and corporations in the context of globalization*
- **Diana-Maria Cismaru**, *Premises and recommendations for communication strategies on environmental policies in Romania*
- **Andreea Răceanu**, *Responsibility in policymaking and policy communication. The case of Romanian Scrapage Program*
- **Ardita Todri, Francesco Scalera**, *Thinking strategically-thinking green: Albanian economy case*
- **Maria Medina Vicent**, *Business ethics and gender equality: the basis for a new leadership model*

12.30 – 13.30. Best Paper Award**Book Launch****Closure of the conference****13.30 – 15.00. Lunch Break**