

CONFERENCE AGENDA**Day 1: October 29, 2015****Location:** National Bank of Romania, Mitiță Constantinescu Hall**Address:** 8 Doamnei Street, sector 3, Bucharest, Romania

13:00-13:30 *Registration*
 Welcome coffee & refreshments

13:30-14:30 *National Bank of Romania – Special visiting tour for the conference guests*

14:30-15:15**Conference Opening****Daniel Dăianu**, Member of the Board of the National Bank of Romania**Remus Pricopie**, Rector, National University of Political Studies and Public Administration**Alina Bârgăoanu**, Vice-Rector, National University of Political Studies and Public Administration**Guest Speakers**

15:15-16:10 **Robustness / Resilience under Siege in an Age of Increasing Uncertainty**

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

16:10-17:05 **ONEmanagement – An Integrative Perspective of Management Approaches**

Roland Gareis - Managing Director, Roland Gareis Consulting GmbH Vienna, Austria; former Professor, WU, Austria.

17:30-18:25 **Process Strategy: The American Way**

Michael Stoica – Distinguished Professor of Marketing, School of Business, Washburn University, USA

18:25-19:20 **Bottlenecks in Product Strategy – Thoughts about the Unknown Consumer Preferences**

Zoltán Veres – Head of the Department of Marketing, University of Pannonia, Hungary

19:20**Best Paper Award**

19:20-20:30 *Welcome cocktail for all participants*
 Marble Hall, The Old Palace of the National Bank of Romania

Moderator: Florina Pînzaru, Dean, Faculty of Management, National University of Political Studies and Public Administration and Chair of the International Conference Strategica 2015

Day 2: October 30, 2015

Location: National University of Political Sciences and Public Administration

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

8.30-9.00 Registration

Room 419 Economics

Chairs: Andreas Nachbagauer and Cristian Păun

9.00-11.00 The rationality of a social animal

Cristian Păun

The SEMA Sale System

Costin Dămășaru

Analysis of the effects of the structural funds absorbed during the 2007-2013 period in the Northeast Region of Romania using a Cobb-Douglas production function

Andrei-Alexandru Moroșan, Cristian-Valentin Hapenciuc, Iulian Condratov

FDI in the South Caucasus: institutional and regional development context

Lela Jamagidze

Assessment of the economic viability in agriculture

Jurate Savickiene, Astrida Miceikiene, Lucija Jurgelaitiene

The effect of taxes and subsidies on economic viability of farms

Astrida Miceikiene, Jurate Savickiene, Danute Binkiene

11.00 –11.30 Coffee Break. 4th floor

Room 419 Economics

Chairs: Andreas Nachbagauer and Cristian Păun

11.30-13.10 Fast-growth economies and the determinants of competitiveness in Latin America and the Caribbean

Pablo Collazzo, Loic Taieb

Exploring the relation between national competitiveness and economic growth: the case of CEE countries

Romana Korez-Vide

Beyond form and rule. Making more out of the informal economy

Juvaria Jafri, Ummad Mazhar

Gaining competitive advantage in a global dynamic business environment - the case of SMEs in emerging markets

Ana-Maria German, Mircea Boșcoianu

EBA's Stress Testing: A substantiated analysis or an image exercise

Eugen Marius Comiș, Steliana Moraru

13.10-14.10 Lunch Break. Multifunctional room, ground floor

Day 2: October, 30 2015**Location:** National University of Political Sciences and Public Administration**Address:** 30A Expoziției Blvd., sector 1, Bucharest, Romania**8.30-9.00 Registration****Room 420 Finance and Banking****Chairs: Lucian Anghel and Istvan Lengyel**

9.00-11.00 A new copula approach for high-dimensional real world portfolios
Wolfgang Aussenegg, Christian Cech

Sovereign default analysis through extreme events identification
Vasile George Marica, Lucian Claudiu Anghel

On so-called "random walk theory" at the global FX market
Vladimir Prelov

A framework for analyzing Romanian banking market by new entry institutions
Laurențiu-Mihai Treapăt, Ion Ivan

Tackling the complex problem of foreign currency loans and systemic risk-Romanian case study
Anda Gheorghiu, Laurențiu-Mihai Treapăt

European taxation - between flat and progressive tax
Cristina Vlad, Petre Brezeanu

11.00-11.30 Coffee Break. 4th floor**Room 420 Management and Leadership****Chairs: Mariana Nicolae and Martin Henson**

11.30-13.10 The importance of corporate governance in banking. Evidence from the banks listed at Bucharest Stock Exchange
Mircea Perpelea, Alina Mihalcea

Entrepreneurial intentions among university students in the Balkans
Roena Agolli, Laura Claudia Neagu, Anastasios Karamanos

The Dark Triad of personality in organizational life – a correlational study with counterproductive work behaviour and work locus of control
Dan Florin Stănescu, Laura Mohorea

About the importance of the right choice of way of communication flow
Elvira Kuhn

Crisis management and conflict management in public administration and private organizations
Mircea Aurel Niță

13.10-14.10 Lunch Break. Multifunctional room, ground floor

Day 2: October 30, 2015

Location: National University of Political Sciences and Public Administration

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

8.30-9.00 Registration

Room 313 Marketing and Consumer Behavior
Chairs: Zoltán Veres and Laurențiu Anghel

9.00-11.00 Symbolic consumption of luxury on example of luxury fashion goods in Russia
Anna Peshkova, Taylan Ürkmez, Ralf Wagner

Personal branding: the marketization of Self in the globalized digital landscape
Diana-Luiza Dumitriu, Cătălina Virginia Ciobanu

Emotions – drivers of online virality content characteristics of viral blog articles in Romania
Romina Alexandra Stan, Ana Cruz

BES 6001 certification and green marketing in the construction industry: the Romanian and UK cases
Cătălin Lupoaie, Ana Cruz

The influence of online reviews on brand equity of smartphones and tablets in Romania
Mariana – Cătălina Boicu, Ana Cruz, Anastasios Karamanos

Materialism and life satisfaction. A sociological and theological comparative approach
Valeriu Frunzaru, Elena Monica Popa

11.00-11.30 Coffee Break. 4th floor

Room 313 Marketing and Consumer Behavior
Chairs: Zoltán Veres and Laurențiu Anghel

11.30-13.10 City branding as response to the local versus global debate
Gabriela Popescu

And then a hero comes along - Empowerment storytelling and its powerful brand impact
Ana Adi, Camelia Crișan, Răzvan Dincă

Marketing: it's all about digital
Florina Pînzaru

Cross-cultural research of variations in consumer behavior: literature review
Galina Timokhina, Ralf Wagner, Taylan Ürkmez

Customer relationship management: a Romanian case study
Rareș Mocanu

13.10-14.10 Lunch Break. Multifunctional room, ground floor

Day 2: October 30, 2015

Location: National University of Political Sciences and Public Administration

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

8.30-9.00 Registration

Room 427 Mini-track Knowledge Management
Chairs: Constantin Brătianu and Ramona Leon

9.00-11.00 Organizational knowledge dynamics
Constantin Brătianu

Stimulating strategic organizational processes: knowledge creation and organizational learning
Cristian Valentin Hapenciu, Ruxandra Bejinaru

The education and the vocational training of adults - vectors of the development of the intellectual capital
Livia Elena Vranciu, Cristian Valentin Hapenciu, Daniela Mihaela Neamtu, Ruxandra Bejinaru

The European dimension of education in the context of globalization and global competitiveness
Luminița-Claudia Corbu, Daniela Neamtu, Gabriela Cioban

Inspired by Generation Y. The didactic process in universities
Andreea Răceanu, Rodica Săvulescu

Gender differences in financial literacy. An exploratory study among Romanian students
Loredana Ivan

11.00-11.30 Coffee Break. 4th floor

Room 427 Mini-track Knowledge Management
Chairs: Constantin Brătianu and Ramona Leon

11.30-13.10 Intellectual capital: An epistemological approach
Ramona - Diana Leon, Raúl Rodríguez Rodríguez

Knowledge creation that requires repositioning in learning and innovation - new research and its implications within the Romanian financial and banking institutions
Dana Niculescu

The effects of knowledge from collaborations on exploratory innovation of Greek SMEs
Anastasios Karamanos

Exploring the potential of serious games' online communities in leveraging collective intelligence
Alexandru Capatina, Gianita Bleoju

The 5 Cs relational leader. A preliminary framework for corporate intercultural accommodation
Elena-Mădălina Vătmănescu, Vlad-Andrei Alexandru, Andreia Gabriela Andrei

13.10-14.10 Lunch Break. Multifunctional room, ground floor

Day 2: October 30, 2015**Location:** National University of Political Sciences and Public Administration**Address:** Expoziției Blvd., sector 1, Bucharest, Romania**8.30-9.00 Registration**
Room 409 Mini-track Corporate Social Responsibility and Global Strategy
Chair: Patrizia Gazzola
9.00-11.00 Collective ethic identity in the Low Cost High Value companies
Elena Querci

 Building CSR in the corporate strategy
Patrizia Gazzola, Gianluca Colombo

 Embedding sustainability into business strategy: the role of performance measurement systems – evidences from large Italian enterprises
Anna Pistoni, Lucrezia Songini

 CSR strategies and value creation in the Agro-food sector: a comparative perspective
Gloria Fiorani, Cristina Mititelu, Irene Litardi, Cecilia Embriaco

 How can delocalization follow a correct sustainable supply chain approach? Lessons from Rana Plaza disaster in Bangladesh
Irene Litardi, Gloria Fiorani, Cristina Mititelu, Stefano Bonci

 CSR as corporate power. A communication view
Diana Șerban
11.00-11.30 Coffee Break. 4th floor
Room 409 Mini-track Corporate Social Responsibility and Global Strategy
Chair: Patrizia Gazzola
11.30-13.10 Does the CSR integration in the strategy of the firm lay the groundwork for the entrepreneurial success? An Italian excellence able to compete with global leaders
Claudio Battistini, Patrizia Gazzola

 Responsible and sustainable luxury in the global market: new emerging strategies in the luxury sector
Enrica Pavione, Roberta Pezzetti

 IAS/IFRS and social responsibility: is there a connection?
Stefano Amelio

 Implementing CSR strategy in nonprofit organizations, the rule of Sustainability report
Patrizia Gazzola, Massimo Ratti

 Policies and strategies in business value-creating organizations
Piero Mella, Patrizia Gazzola
13.10-14.10 Lunch Break. Multifunctional room, ground floor

Day 2: October 30, 2015

Location: National University of Political Sciences and Public Administration

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

8.30-9.00 Registration

Room 410 Mini-track Challenges of Strategic Management
Chairs: Lajos Szabó, Anikó Csepregi, Balázs Heidrich

9.00-11.00 The financing models of universities as strategic tools
Juha Kettunen

Managing organizational learning as a challenge in strategy
Adrienn Ferincz, Lilla Hortoványi

Ambidextrous management in different growth phases
Dávid Taródy, Lilla Hortoványi

Human energy management in organizations – A new management imperative
Grażyna Osbert-Pociecha

The present and preferred culture for project organizations: Investigation based on the Competing Values Framework
Lajos Szabó, Anikó Csepregi

Games without frontiers? The interplay of subcultures and their territories in a Hungarian Business School
Nick Chandler, Balázs Heidrich

11.00-11.30 Coffee Break. 4th floor

Room 410 Mini-track Challenges of Strategic Management
Chairs: Lajos Szabó, Anikó Csepregi, Balázs Heidrich

11.30-13.10 Going global: lessons from two Mexican companies
Martha Rivera-Pesquera, Silvia Cacho-Elizondo

Innovation strategies for small enterprises
Alexandra Vițelar

Implementation of the LEAN production approach to production problems in a process at Toyota Motor Manufacturing Turkey
Seher Arslankaya, Nur Yonar

The impact of changes in management of human resources
Arsim Gjinojci

The importance of SHRM processes within the organizations from Romania
Carmen Novac, Cristina Vidroiu

13.10-14.10 Lunch Break. Multifunctional room, ground floor

Day 2: October 30, 2015

Location: National University of Political Sciences and Public Administration

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

8.30-9.00 Registration

Room 314 Business Ethics and CSR

Chairs: Johan Cottyn and Alexandra Zbucnea

9.00-11.00 Corporate volunteering in the Romanian economic framework

Alexandra Zbucnea, Carmen Marcu

Social innovation - a global shaper of the digital civil society

Steliana Moraru, Eugen Marius Comiş

The Corporate Socially Responsible investing criteria in Private Equity: Relevance and business impact

José Antonio Vega Vidal, José Luis Fernández

The liberalization of the energy markets in the globalization context

Titus Suciu

A study on Romania's efforts to promote youth participation in the business environment and volunteer work

Andreea Mitan, Costin Dămăşaru

Rethinking Public Administration beyond transparency. The role of training and education

Mauro Romanelli

11.00-11.30 Coffee Break, 4th floor

Room 314 Business Ethics and CSR

Chairs: Johan Cottyn and Alexandra Zbucnea

11.30-13.10 Sustaining Public Healthcare Organizations: Accreditation, Legitimacy and Personnel Assessment

Mauro Romanelli, Maria Ferrara, Paola Briganti, Domenico Salvatore

Towards Sustainable Parliaments

Mauro Romanelli

Effectiveness of Allocation of health system non-financial resources

Paulina Ucieklak-Jeż, Agnieszka Bem, Paweł Prędkiewicz

Impact of hospital's profitability on structure of its liabilities

Agnieszka Bem, Paweł Prędkiewicz, Paulina Ucieklak-Jeż, Rafał Siedlecki

Measures of hospital's financial condition – empirical study

Rafał Siedlecki, Agnieszka Bem, Paweł Prędkiewicz, Paulina Ucieklak-Jeż

13.10-14.10 Lunch Break. Multifunctional room, ground floor

Day 2: October 30, 2015**Location:** National University of Political Sciences and Public Administration**Address:** 30A Expoziției Blvd., sector 1, Bucharest, Romania**8.30-9.00 Registration**
Room 316 Mini-track Challenges of Integration into the World Economy and Development
Chair: Nino Papachashvili
9.00-11.00 The impact of ASEAN – China Free Trade Agreement on European Economy
Andrea Mantovani

 New forms and trends of international trade amid the global crisis
Tamta Mikaberidze

 Integration with the EU: Prospects for foreign trade of Eastern partnership countries
Eka Sepashvili

 Cluster as a tool for the challenges of development
Ineza Gagnidze

 Preferential trade regimes as tools for integrating small countries into the World Trading System (Case of Georgia)
Marine Tavartkiladze

 Prospects to improve the tourist market operation in Georgia
Marina Metreveli, Irina Gogorishvili
11.00-11.30 Coffee Break. 4th floor
Room 316 CSR Practitioners' Workshop
11.30-13.10 Coordinator: Camelia Crișan
13.10-14.10 Lunch Break. Multifunctional room, ground floor