

CONFERENCE AGENDA

Day 1: October 20, 2016

Location: National Bank of Romania, Mitiță Constantinescu Hall

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

- 14:00-15:00** *Registration*
Welcome coffee & refreshments
- 15:00-15:30** *National Bank of Romania – Special visiting tour for the conference guests*
- 15:30-15:40** *Welcome speech*
Remus Pricopie - Rector of the National University of Political Studies and Public Administration

Conference Opening

- 15:40-16:30** **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: *Ultra low interest rates in the global economy: causes and impact*

Guest Speakers

- 16:30-17:10** **Ettore Bolisani** - University of Padua, Italy; President of the International Association for Knowledge Management
Keynote speech: *Knowledge strategies for chaotic times*
- 17:20-18:00** **Dirk-Jan Kamann** – University of Pannonia, Veszprém, Hungary; Scientific Director of the Groningen Research Institute of Purchasing
Keynote speech: *Coping with the future: picking your battles*
- 18:00-18:40** **Darren Dalcher** – University of Hertfordshire: Director of the National Centre for Project Management, UK
Keynote speech: *Rational decision making*
- 18:40-19:20** **Ionuț Dumitru** – Bucharest University of Economic Studies, Bucharest, Romania; Chairman of the Fiscal Council of Romania
Keynote speech: *Entrepreneurship determinants in Central and Eastern Europe. The case of Romania*
- 19:20-19:25** **Best Paper Award**, awarded by **Florina Pînzaru**, Dean, Faculty of Management, National University of Political Studies and Public Administration and Chair of the International Conference Strategica 2016

- 19:25-20:30** *Welcome cocktail*
The Old Palace of the National Bank of Romania

Moderator: Florina Pînzaru

Day 2: October 21, 2016**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: Cristian PĂUN, Bogdan GLĂVAN****9:00-11:00** Accounting changes and transfer price tax compliance: a riskier environment in Portugal?
*António Martins*Neo-protectionist activities in international trade
*Tamta Mikaberidze*ICT sectoral specialization and concentration in V4+ countries on regional level (NUTS2)
*Kamila Turečková*The European neighborhood policy as a key framework for stability and economic cooperation
*Redouane Mouhoub, Abdelmalek Debbihi*The benefits and the drawbacks of the EU – Algeria association agreement
*Abdelmalek Debbihi, Redouane Mouhoub*Analytical consideration of non-tariff barriers related to Georgian export to the EU market
*Marine Tavartkiladze*Statistical indicators which can be relevant for the study of business fluctuations: a few examples based on the Romanian economy
*Alexandru Pătruți, Matei Apăvăloaei***11:00 –11:30 Coffee Break. 4th floor****Room 419 Economics****Chairs: Cristian PĂUN, Bogdan GLĂVAN****11:30-13:10** Globalization in the tourism industry and its impact on travel destinations. Case study of undeveloped beaches of the Romanian Black Sea coast
*Silvia Patricia Dodu, Ioana Cristiana Patrichi, Daniela Firoiu*The application of cluster analysis in measurement of human development
*Ingrid Majerova, Jan Nevima*Employment prospects for manufacturing and service enterprises in the European Union
*Inese Mavlutova, Grigory Olevsky, Kristaps Lesinskis*Employment opportunities in the context of the Georgia - EU association agreement/ DCFTAS. Gender overview
*Nugzar Todua, Charita Jashi, Tamar Jangulashvili*Modern monetary policy as a source of systemic risk
*Cristian Păun*Romania and the quantity theory of money
*Bogdan Glăvan, Flavia Anghel***13:10-14:10 Lunch Break**

Day 2: October 21, 2016**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, Laurențiu-Mihai TREAPĂȚ****9:00-11:00**

Managing the market risk in banks

Laurențiu-Mihai Treapăț, Lucian Claudiu Anghel

Credit risk and rating regulation: A comparative study applied to Chinese and European financial market

Xuheng Tong

Investors' behavior: the case of mutual funds in Hungary

Florentin Gabriel Tudorache, Luminița Nicolescu

Revisiting the influence of reformed pension regimes on domestic capital markets: 1990-2014

Maria Nela Seijas Gimenes, Juan Gabriel Brida Ogrizek

Foreign exchange market efficiency in selected Sub-Saharan African countries: a test for martingale difference hypothesis with structural breaks

*Patrick Olufemi Adeyeye, Olufemi Adewale Aluko***11:00-11:30 Coffee Break. 4th floor****Room 420 International and Intercultural Management Challenges****Chairs: Sergiu Octavian STAN, Ovidiu-Niculăe BORDEAN****11:30-13:10**

The role of internationalization in the firm's life cycle: a decisional model for establishing the most suitable strategic partnership

Ana-Maria Giurea

Cultural intelligence implications for management and leadership: applying the cultural intelligence scale in Eastern Europe

Richard Boyd Johnson, Diana Mirza-Grisco, Svitlana Buko

The role of an enterprise culture for risk management

Elvira Kuhn

The perception of young Romanian citizens about multicultural risk and social cohesion challenges, in economic activities and projects

Sergiu Octavian Stan, Alexandru Radu Duicu

Associated risks to decision management in Romanian IT industry, in the context of social and political integration opportunities for development

*Alexandru Radu Duicu, Sergiu Octavian Stan***13:10-14:10 Lunch Break**

Day 2: October 21, 2016**Location:** National University of Political Sciences and Public Administration**Address:** 30A Expoziției Blvd., sector 1, Bucharest, Romania**8:30-9:00 Registration****Room 313 Management and Leadership****Chairs: Mariana NICOLAE, Victoria SEITZ****9:00-11:00**

Ensuring the viability of Romania's institutions of higher education: the need for strategic planning

Victoria A. Seitz, Olesia Mihai

Interdisciplinary field of strategic and change management and the growing Hungarian SMEs sector

Attila Kurucz

Website model used for employee recruitment

Mirela-Catrinel Voicu

Challenging the resource-based view. An analysis of the relation between the board of directors and performance

Ovidiu-Niculae Bordean, Anca Borza

Communication climate, work locus of control and organizational commitment – results from an exploratory study

*Virgil Gheorghe**Research regarding the importance of Strategic Human Resources Management processes into Romanian organizations**Carmen Novac, Raluca Silvia Ciochină*

Body image and body self-esteem among Romanian elders. Evidence from quantitative research

*Loredana Ivan, Corina Daba-Buzoianu***11:00-11:30 Coffee Break. 4th floor****Room 313 Management and Leadership****Chairs: Mariana NICOLAE, Victoria SEITZ****11:30-13:10**

An exploratory study regarding the moderating role of incivility between occupational stress and counterproductive work behavior

Iulian Ojog, Dan Florin Stănescu

A workday – from an energetic point of view

Andronicus Michael Torp, Corina Cipu, Anca Alexandra Purcarea

Responding to discontinuities – alternating action patterns of value appropriation

Marta Najda-Janoszka

The creation of a school leadership teamwork by person-centred approach (PCS)

Mária Pisoňová

The role of classroom management in conditions of lower secondary level of education in primary schools in the Slovak Republic

Adriana Nagyová

13:10-14:10 Lunch Break

Day 2: October 21, 2016

Location: National University of Political Sciences and Public Administration

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

8:30-9:00 Registration

Room 427 Knowledge Management and Innovation: from Soft Stuff to Hard Stuff

Chair: Ettore BOLISANI

9:00-11:00 Integrating institutional theory with market orientation to study SMEs in transition economies: a conceptual model

Kathleen Welsh Voges, Daniel Glaser-Segura

Ensuring the competitiveness of high-tech industrial enterprises and their role in the innovation economy

Natalia Polzunova, Tatiana Starikova

Identification of perspective research areas in the field of regional economy: Russian and foreign experience

Natalia Filimonova, Raisa Fedosova, Boris Kheifits

Comparative statistical analysis of existing differences in the regional development of Romania regarding the main socio-economic indicators

Cristian-Valentin Hapenciuc, Daniela-Mihaela Neamțu, Ruxandra Bejinaru

The characteristics of innovation and the technological diffusion

Raul Florentin Drența, Gabriela Loboțiu

City branding as marketing innovation in local administration

Gabriela – Virginia Popescu, Cristina Leovaridis

Valorization of the learning organization's principles in the business higher educational system (HES)

Ruxandra Bejinaru, Cristian-Valentin Hapenciuc

11:00-11:30 Coffee Break. 4th floor

Room 427 Knowledge Management and Innovation: from Soft Stuff to Hard Stuff

Chair: Constantin BRĂTIANU

11:30-13:10 The interest in entrepreneurship among Romanian students

Valeriu Frunzaru, Cristina Leovaridis

Fostering students' interest for experiential learning - the case of Grenoble digital marketing bootcamp

Alexandru Căpățînă, Gianița Bleoju, Emilie Hoareau

Uses and gratifications of Facebook among Romanian graduate students

Oana Ștefăniță, Georgiana Udrea, Raluca Buturoiu, Nicoleta Corbu

Emerging economy consumer perception: a social capital explanation

Daniel Glaser-Segura, Kathleen Welsh Voges, Pablo J. Calafiore, Omkumar Krishnan, Irina-Iulia Salanță, Laurențiu Dan Anghel

Performance measurement and intellectual capital: main frameworks and research agenda

Raúl Rodríguez-Rodríguez, Juan-José Alfaro-Saiz, María-José Verdecho, Ramona-Diana Leon

The nexus between knowledge management and innovation. A literature review

Ramona-Diana Leon, Ettore Bolisani

13:10-14:10 Lunch Break**Day 2: October 21, 2016****Location:** National University of Political Sciences and Public Administration**Address:** 30A Expoziției Blvd., sector 1, Bucharest, Romania**8:30-9:00 Registration****Room 409 Marketing and Consumer Behavior****Chair: Ralf WAGNER, Minna-Maari HARMAALA****9:00-11:00**Collaborative brands – digital value creation in the collaborative economy
*Minna-Maari Harmaala*Online visibility - opportunity to increase tourism competitiveness. The case of the hotels on the Romanian seaside versus the Bulgarian seaside
*Mihai Costea, Cristian-Valentin Hapenciuc, Gabriela Arionesei*From data collection to behavior prediction: what is after big data and small data? Predictive marketing and the path to successful business
*Steliana Moraru, Paolo Vincenti*ECOC 2021 cultural strategies: an analysis of the shortlisted Romanian European capital of culture candidate cities
*Alexandra Nicu, Ruxandra Dumitru*Analysis of promotional strategies in primary schools
*Eva Tóblová*The acceptance of mobile payments in the German retail market
*Oliver Schuster, Christine Falkenreck, Ralf Wagner***11:00-11:30 Coffee Break. 4th floor****Room 409 Marketing and Consumer Behavior****Chair: Ralf WAGNER, Minna-Maari HARMAALA****11:30-13:10**The effect of microfinance on Jordanian women's socioeconomic empowerment and marketing practices
*Motteh S. Al-Shibly, Reem M. Alrefai'*Elements of an effective sale process: the successful salesman between myth and reality
*Costin Dămășaru, Mihai Mihalache, Andra Crăciun*Chasing experience. How augmented reality reshaped the consumer behavior and brand interaction
*Rareș Mocanu*Altering Dimensions. The role of augmented reality in music marketing
*Andreea Mitan*Luxury brands consumption in Russia: Chandler's phenomenon
*Marina Ochkovskaya*Global value chains from a multidimensional perspective. A preliminary insight
*Vlad-Andrei Alexandru***13:10-14:10 Lunch Break**

Day 2: October 21, 2016**Location:** National University of Political Sciences and Public Administration**Address:** 30A Expoziției Blvd., sector 1, Bucharest, Romania**8:30-9:00 Registration****Room 410 Modelling and Prediction in Marketing and Management
Chairs: Andreia Gabriela ANDREI, Elena-Mădălina VĂTĂMĂNESCU****9:00-11:00** Exploring academics' intentions for doing research and publishing
*Ioana Alexandra Horodnic, Adriana Zaiț, Andreea Apetrei, Patricia Bertea*Why extending examination with non-parametric approaches? Insights from a study on advertisement's effectiveness
*Andreia Gabriela Andrei, Adriana Zaiț, Elena-Mădălina Vătămănescu*Forecasting consumers' standpoints on European e-commerce
*Elena-Alexandra Gorgos, Elena-Mădălina Vătămănescu*Tourism behavior of young people. A comparative perspective using different factor analyses methods
*Oana Țugulea, Claudia Bobâlcă, Liviu-George Maha*Linking entrepreneurial orientation to firm performance in a post-socialist market context: the case of Hungary
*David Kovacs, Taylan Ürkmez, Dominik Brockhaus, Ralf Wagner, Katrin Zulauf*Technology entrepreneurship in Romania - a great opportunity for the future years
*Anda Gheorghiu***11:00-11:30 Coffee Break. 4th floor****Room 410 Business Ethics and CSR
Chairs: Johan COTTYN, Alexandra ZBUCHEA****11:30-13:10** Boosting sustainability from beyond: micro-politics and the role of regional headquarters
*Andreas G.M. Nachbagauer*Ethical dimension of CSR in the Romanian banking sector
*Georgiana-Loredana Frecea*The digital NGO: some ethical insights
*Alexandra Zbucnea, Florina Pînzaru, Cristian Vidu*A citizen-driven alternative to corporate social responsibility
*Brîndușa Palade*Diversity management: adding value in family business?
Lilian Snellman"Is there a place for me?" Employment of people with disabilities, as part of CSR strategy
*Sara Csillag, Zsuzsanna Gyóri*Introducing sustainability adviser. Is CSR still relevant for Millennials
Alexandra Vițelar, Rodica Săvulescu

13:10-14:10 Lunch Break**Day 2: October 21, 2016****Location:** National University of Political Sciences and Public Administration**Address:** 30A Expoziției Blvd., sector 1, Bucharest, Romania**8:30-9:00 Registration****Room 314 Fostering Entrepreneurship through CSR**
Chairs: Patrizia GAZZOLA, Roberta PEZZETTI**9:00-11:00** Social entrepreneurship and disclosure of non-financial information. Evidence from the European Union
*Stefano Amelio*Public service entrepreneurship: the perspective of the entrepreneurial opportunities concept
*Iuliia Iliashenko*Building sustainable healthcare organizations
*Mauro Romanelli*The dynamic capabilities in low-cost high-value companies: the Italian health care
*Elena Querci, Patrizia Gazzola*From shareholders-value creation to corporate social entrepreneurship
*Patrizia Gazzola, Piero Mella*Rethinking entrepreneurial culture towards CSR
*Patrizia Gazzola, Gianluca Colombo***11:00-11:30 Coffee Break, 4th floor****Room 314 Fostering Entrepreneurship through CSR**
Chairs: Patrizia GAZZOLA, Roberta PEZZETTI**11:30-13:10** Fostering sustainable development, entrepreneurship, and social innovation through CSR: the new role of university
*Cristina Mititelu, Gloria Fiorani, Irene Litardi*SMEs and social responsibility: does firm age matter?
*Alina Badulescu, Daniel Badulescu, Tomina Saveanu, Roxana Hatos*What kind of visibility affects a firm's sustainability disclosure?
*Giovanna Gavana, Pietro Gottardo, Anna Maria Moisello*Evolution of tourism demand and development of sustainable tourism: what impact on tourist destinations?
*Enrica Pavione, Roberta Pezzetti*Cycle tourism as a form of sustainable tourism: the importance of a policy for its enhancement
*Enrica Pavione, Roberta Pezzetti*The valorization of "slow territories" through the development of sustainable and experiential tourism
Enrica Pavione, Roberta Pezzetti

13:10-14:10 Lunch Break**Day 2: October 21, 2016****Location:** National University of Political Sciences and Public Administration**Address:** 30A Expoziției Blvd., Sector 1, Bucharest, Romania**8:30-9:00 Registration**
Room 311 Towards Sustainable Public Organizations
Chairs: Mauro ROMANELLI, Alina Daniela MIHALCEA

- 9:00-11:00** Towards sustainable tourism development
Mirela Mazilu, Daniela Dumitrescu, Amalia Bădiță
- Development of Romanian cities based on a European smart city concept
Florin Nemțanu, Marius Minea, Dorin Buretea, Ilona Costea
- Towards sustainable public organizations: measures for improvement
Victor Nwaoba Itumo
- The role of green public procurement at the EU level in sustainable public administration through CSR
Irene Litardi, Gloria Fiorani
- New technologies for restoring trust in public organizations
Mauro Romanelli
- 11:00-11:30 Coffee Break. 4th floor**
- 11:30-13:10** Public administration, change and modernization
Dakhane Noureddine, Zerrouga Ismail
- New technologies for sustaining democracy and participation
Mauro Romanelli
- Rediscovering public service motivation within public organizations
Mauro Romanelli
- Understanding governance of parliamentary administrations
Mauro Romanelli
- Public procurement system performance indicators. Case study of Romania
Mirela Violeta Pătraș

Virtual Session Successful Management in Service Economy
Chair: Andreea MITAN

- 11.30-13.10** Financial institutions and their impact on the development of contemporary companies in Ecuador
Martha Paola Alvarado Vera, Ruben Bernardo Manrique Pincay
- State of play of banking industry in Indonesia. An application of space analysis
Nuri Wulandari, Riani Issegana
- Horizontal hotels and similar accommodation – classification and franchising as an option for their international visibility
Iva Slivar, Sanja Dolenc, Roberta Kontošić
- Exclusive vs. non-exclusive distributors. A case study of elevator installation & service industry in Albania
Mimoza Manxhari, Rezarta Hasanaj
- Measures to support small business act initiative in Slovakia in the field of innovation
Ľubica Lesáková, Peter Laco

13.10-14.10 Lunch Break**Room Determinants of Economic Growth**

107 Roundtable and Closing Remarks

14.00-15.00 An Academic Forum of Debates on Economics initiative, open to all Strategica International Conference participants, discussing the major factors influencing national prosperity today. Moderator: Florina Pînzaru, Dean, Faculty of Management (SNSPA)

Speakers:

- Ioana Petrescu, economist, former Minister of Finance
- Cristian Păun, professor dr., the Bucharest Business University
- Bogdan Glăvan, professor dr., the Romanian-American University
- Florin Bonciu, researcher, Institute of World Economy