Contents

Foreword / 11

ECONOMICS AND BUSINESS

Arsim GJINOVCI Difficulties facing the organization, promotion of HR and how to encourage or to motivate investments in organizations / 15

Eduart LIKA The role of remittances in the Albanian economy / 31

Steliana MORARU The impact of using mobile technology for the development of the Non-profit Sector in Romania / 51

Erdet KËLLIÇI Increase organization overall performance through mobile technology. Albania case study / 75

Agata BALIŃSKA Factors determining the development of peripheral areas / 93

Dumitru IACOB, Ștefan STĂNCIUGELU Socioenergy, co-existence and co-evolution: key factors of a Romanian national development strategy / 109

Denisa MAMILLO The effect of organizational culture and uncertainty on supply chain collaboration. The case of Albanian beer producers / 123

Cristian PĂUN The role of European Union Funds in economic development / 143

Andrei-Alexandru MOROŞAN, Cristian-Valentin HAPENCIUC, Iulian CONDRATOV The effects of structural funds absorption on the business environment in the North-Eastern Region of Romania / 165

Bajram FEJZULLAHU The management of the privatization process in the republic of Kosovo - "sui generis" process / 181

FINANCE AND BANKING

George BAKATSELOS, Anastasios KARAMANOS Abnormal stock market returns to announcements of M&A banking deals in Greece 1996-2013 / 199

Laurențiu-Mihai TREAPĂT, Ileana VELICU, Lucian Claudiu ANGHEL The role of the banking loans in the management of the local development / 219

Yurii PASICHNYK Transformation of banking resources / 241

Anda GHEORGHIU Country risk dynamics of Romania in the post-EU accession period / 261

Doina PALADE, Florentin TANASĂ Foreign equity ownership, corporate governance and financial performance / 281

Loredana IVAN Gender differences in investing and savings behavior: the nesting effect / 295

Nicoleta SAVU Government accounts: below the line financing in Romania / 311

Alexandra VIŢELAR, 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 / 331

MANAGEMENT AND LEADERSHIP

Carmen NOVAC, Alexandra MIHALCEA The relationship between leadership, organizational culture and managerial culture through LEAN strategy in a multinational company / 349

Daniel POPESCU Project management for implementing Japanese methodology-KAIZEN at ASSA ABLOY Romania / 371

Cristina LEOVARIDIS, Gabriela POPESCU Organizational innovation - a path to improve the working conditions in the knowledge economy / 387

Ramona LEON Emotional intelligence – the unseen face of the sustainable knowledge based organization / 407

Cristina MOUTA, Raquel MENESES The influence of TMT in promoting trust within organizational networks / 431 Lajos SZABÓ, Anikó CSEPREGI Strategy development of public organizations / 451

Kathleen WELSH VOGES Developing relevant MBA curriculum: A case study of business community perspective / 471

Ligia PETAN The impact of transformational leadership on team performance and satisfaction: the mediating role of trust / 497

Dan STĂNESCU, Mădălina IORGA Are through-timers striving more for results than in-timers? Time perspective, achievement motivation and self-regulation: an empirical study / 519

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 / 537

Dan NICU The political strategic decision-making: towards an inferential model / 559

MARKETING

Dumitru BORȚUN The need for a managerial and governmental strategy. Public Relations as an expression of strategic communication / 571

Ioana MANUSSOS, Dimitrios NIKOLAIDIS The influence of Public Relations in nation branding: the case of Bucharest / 579

Andreia-Gabriela ANDREI, Adriana ZAIȚ Branding insights: an interdisciplinary journey from perception to action / 593

Valeriu FRUNZARU, Elena Monica POPA Materialistic values, shopping, and life satisfaction / 605

Diana-Luiza DUMITRIU Sport actors' walk of fame: the Trojan horse of celebrity / 623

Marina OCHKOVSKAYA Perception and consumption of global luxury brands in Russia and Romania: comparative cross-cultural aspect / 651

Rareș MOCANU Marketing professionals: a managerial perspective / 669 Ioana-Felicia CONSTANTIN, Vlad RÂMNICEANU Online marketing for women. An analysis of online purchasing behavior of young women in Romania / 679

Cornelia MAXIM, Cristian VIDU Modern marketing: Valenti & Performance / 699

Janard K. YADAV, Omkumar KRISHNAN Experiential marketing of tourism: an exploratory model/ 723

Alexandra Ștefania ȘTIRBU Product placement in Romanian music videos | 737

BUSINESS ETHICS AND CSR

Andreea MITAN Do Romanian youngsters envision a CSR-oriented world? A research regarding digital natives values / 763

Andreea -Denisa TUDOR Social Customer Relationship Management (Social CRM): sustainable relationship cultivation strategies into the social web of consumers / 781

Alin SPERIUSI-VLAD The limitation of the freedom of commerce by intellectual property moral rights / 813

Camelia CRIŞAN, Alexandra ZBUCHEA, Steliana MORARU *Big Data - the Beauty or the Beast / 829*

Mihaela DUMITRAȘCU, Radu LOGHIN Research in the field of goodwill and corporate governance accounting: a synthesis bibliography in the 2011-2014 academic literature / 851

Robert SABOTICI Nation state, market and corporations in the context of globalization / 871

Diana-Maria CISMARU Premises and recommendations for communication strategies on environmental policies in Romania / 891

Ardita TODRI, Francesco SCALERA Thinking strategically-thinking green: Albanian economy case / 913

Maria MEDINA-VICENT Business ethics and gender equality: the basis for a new leadership model / 931