

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

Valentin Lazea, Chief Economist, National Bank of Romania

Alina Bârgăoanu, Vice-Rector, National University of Political Studies and Public Administration

Guest Speakers

15:15-16:10 **Strategic Thinking**
Constantin Brătianu - Professor, Bucharest University of Economic Studies, 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 *Cocktail*
Marble Hall, The Old Palace of the National Bank of Romania

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

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 Lupoai, 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 Adí, 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 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 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 Vătămănescu, 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 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 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 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 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 Zbucea****9.00-11.00** Corporate volunteering in the Romanian economic framework
*Alexandra Zbucea, 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 Suci*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 Zbucea****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 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