



CONFERENCE AGENDA

Day 1: October 11, 2018

Location: National Bank of Romania, Mitiță Constantinescu Hall

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

14:00-14:45 *Registration. Welcome coffee & refreshments*
National Bank of Romania – Special visiting tour for pre-registered conference guests

Conference Opening

15:00-15:30 **Mugur Isărescu** – Governor of the National Bank of Romania
Welcome speech

15:30-15:45 **Remus Pricopie** - Rector of the National University of Political Studies and Public Administration

15:45-15:55 *Short break*

Keynote Speakers

15:55-16:35 **Rachel Lomax** - Economist, HSBC Holdings, Heathrow Airports Holdings, Deputy Governor of the Bank of England
Keynote speech: *Learning from Brexit: The Story So Far*

16:35-17:15 **Ovidiu Nicolescu** – President of the Romanian Academic Society of Management (SAMRO); Honorary President of the Romanian National Council of Small and Medium Enterprises (CNIPMMR); Professor Dr., Bucharest Business University, Romania
Keynote speech: *Company Management at a Crossroads - Focalization on the Stakeholders*

17:15-17:30 *Coffee break*

17:30-18:10 **Aino Kianto** – Professor Dr., LUT School of Business and Management, Finland
Keynote speech: *Managing Knowledge for Competitive Advantage – An International Perspective*

18:10-18:50 **Juan Gabriel Cegarra Navarro** – Professor Dr., Universidad Politécnica de Cartagena, Spain
Keynote speech: *Knowledge Structures and Their Relevance to Management Practice*

18:50–19:30 **Ian Hipkin** – Professor Dr., University of Exeter Business School, United Kingdom and at Ecole Supérieure de Commerce, Pau, France
Keynote speech: *The Manufacturing-Service-Platform Nexus in a World of Artificial Intelligence*

Best Paper Award

19:40-20:40 *Conference cocktail offered by 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 2018



Day 2: October 12, 2018

Location: National University of Political Studies and Public Administration (SNSPA)

Address: 30A Expozitiei Blvd., Sector 1, Bucharest, Romania

9:00-9:30. Registration
09:30-11:30. Panel Sessions / Round Tables
11:30-12:00. Coffee break
12:00-14:20. Panel Sessions
14:20-15:00. Lunch
15:00-16:30. Round Tables
16:30-16:35. Closure of the conference

Day 2: October 12, 2017

Location: National University of Political Studies and Public Administration (SNSPA)

Panel Sessions

Room 419

Economics

Chair: Cristian PĂUN

09:30-11:30

Key Vectors and Concerns of Small-Sized Entrepreneurship Development in the Russian Federation

Elena Lovkova, Kashicina Tatyana, Savenkov Dmitry, Kuzmina Anastasiya

Assessment of the Transport Infrastructure Development According to the Business Community Requirements

Dmitry Macheret, Nadezhda Kapustina, Pavel Tsypin, Mikhail Gerasimov, Elena Stupnikova

Economic Methods of Regulating the Equipment Configuration in Construction

Viacheslav Soloviov, Alexander Poltava, Alexander Vlasov, Irada Rustamova

Government Support of Small Business and the Mechanism of its Development

Sergey Pavlenko, Elena Lovkova

Not Only Economics: The Political Economy of Euro Adoption in Romania

Radu Șimandan, Beatrice Leuștean, Răzvan Dobrescu

The Global Competences. Analysis of Employers' Demand for Global Competences in Romania

Lavinia Butum, Luminița Nicolescu

The Economic Crisis versus the Crisis of Economics

Patrizia Gazzola, Titus Suci

The Role of Long Lasting Development in the World

Elena Florentina Zota



Room 419 Economics
Chair: Cristian PĂUN

12:00-14:20 Private Equity and Competitive Advantage in Emerging Industries: The Case of Life Sciences in the Netherlands
Cristina Porumboiu, Valentin Cojanu

Labor Productivity Growth and its Impact on Gross Average Earnings in the Industrial Sector
Norina Popovici, Elena Condrea, Oana Opreșan

The Impact of Fiscal and Monetary Policy on Inflation: An Empirical Study Related to Romania
Ramona-Mihaela Bâzgan

Regional Development of the Western Balkans May Not Be Essential in the EU Accession Process
Tomasz Grodzicki

Fostering Sustainable Industry, Innovation, and Infrastructure as a Part of Sustainable Development Agenda in the EU Countries: Spatial Analysis
Tomasz Grodzicki

The Circular Economy in Central and South-Eastern Europe - the Need for Action
Anda Gheorghiu, Marek Szajczyk

Romanian Capital Market: on the Road Toward an Emergent Market Status
Alina Mihalcea, Lucian Claudiu Anghel

The Romanian's Capital Market Chances of Becoming an Emerging Market
Simona-Maria Fleanță, Lucian Claudiu Anghel

Room 420 Management and Leadership
Chair: Mariana NICOLAE

09:30-11:30 The Perspective Directions of Researches in the Field of Small and Medium Business Development
Natalia Filimonova, Tatiana Starikova, Dina Clark

Are INVs Really Different?
Ana Paula Oliveira, Raquel Meneses, Nuno Moutinho

Strategy for Ensuring the Competitiveness of High-Tech Industrial Enterprises
Marina Fedotova, Natalia Polzunova

Technologies and Innovation in the Management of Banking Sector
Alina Elena Cerchia, Mădălina Oacheșu, Mihai Constantin

Strategic Priorities of Public Institutions for Managing and Preventing the Terrorism Phenomena
Adriana Grigorescu, Mihai Constantin

Labor Mobility and Conflict Management on the Contemporary Economy Market
Mădălina Oacheșu, Alina Elena Cerchia, Sorina-Geanina Stănescu, Ionuț Magdalena



New Management and E-Marketing Practices Analysis, with Application to Holocracy
Simona Gheorghe, Anca Alexandra Purcărea, Mirona Popescu

Room 420 Management and Leadership
Chair: Mariana NICOLAE

12:00-14:20 The Concept of *Employer Branding* as a Strategic Tool for Creating the Employer's Image

Mariusz Cielemecki, Wioletta Wereda

Communication Style - Mirror of an Individual's Behavior
Norina Popovici, Elena Condrea, Anca Cristina Stanciu

Understanding the Relationship Between Technostress, Job Design and Employee Engagement from Nigerian Banking Employee's Perspective
Deborah Okolo, Suzilawati Kamarudin, Ungku Norulkamar Ungku Ahmad

Aligning Strategic Human Resource Management and Organizational Culture to Enhance Organizational Excellence
Nibedita Saha, Tomas Saha, Ales Gregar, Petr Saha

The Influence of Digitalization in the Recruitment and Selection Process. Present Challenges and Future Perspectives
Carmen Novac, Raluca Silvia Ciochină

Game-Based Assessment – the New Revolution of Candidates' Assessment
Dan Florin Stănescu, Adrian Toșca, Cătălin Gabriel Ioniță

Using a Fuzzy Expert System for Service Quality Improvement. The Case of a Car Wash Station
Marius Pîslaru, Ramona Diana Leon, Adrian Vilcu

Pay Satisfaction as Mediator of the Influence of Organizational Justice on Work Motivation: An Investigation in the Romanian Context
Sebastian Adrian Uriesi

Room 427 Marketing and Consumer Behavior
Chairs: Ralf WAGNER, Luminița NICOLESCU

09:30-11:30 Brand Associations in the Mind of the Consumer
Teodora Roman, Adriana Manolică, Maria Pleșca

Trusting in Trustless Trust: Blockchain Information Storage in Product Communication
Konstantin Goryagin, Ralf Wagner

The Effect of Chosen Factors Differentiating Readiness to Provide Personal Data in M-Commerce
Jacek Woźniak, Alexandra Zbucnea



The Neglected Value: What Makes a Value Proposition Relevant to Customers
Vincenzo Pallotta, David Campisi

Building Brand Equity Through User Experience Design
Rareş Mocanu, Andreea Mitan

We Are What We Buy. Consumer Life and User Generated Content in the Age of Social Media
Bianca Cheregi

Game Theory in Strategic Management. Theoretical and Practical Examples
Mihail Buşu

A Romanian Radiography of Millennials' Motivational Landscape to Enter and Graduate from College
Diana-Maria Cismaru, Monica-Elena Cotei

Room 427 Finance and Banking

Chairs: Lucian Claudiu ANGHEL, Laurenţiu-Mihai TREAPĂT

12:00-14:20 Gender Gap in Debt Literacy: A Cross-National Study of University Students
Andrzej Cwynar, Wiktor Cwynar, Przemysław Szuba

Human Society and Financial Behavior
Mihai Chişu, Cristian Păun

International Comparative Studies on Fiscal Behavior
Oana Opreşan, Elena Condrea, Norina Popovici

The relation between the Market Cap and Enterprise Value: Case Study on the Value of Leading Steelmakers
Viorica Mădălina Ion (Manu)

Emerging and Frontier Market Interactions in a Conditional Granger Causality Framework
Vasile George Marica, Lucian Claudiu ANGHEL

The Role of Bank's Innovativeness in Building Market Performance – The Case of Poland
Monika Klimontowicz

Development of an Integrated Approach to the Assessment of the Mortgage Lending System Functioning Efficiency in the Russian Federation
Ekaterina Georgievna Zinovieva, Margarita Kuznetsova, Lilia Votchel, Natalya Ivashina, Valeriya Vikulina

The Effect of the Crisis on the Economy of Romania
Oana Opreşan, Liliana Nicodim, Cosmin Tileagă

Romanians' Tax Compliance in Comparative Perspective
Todor Arpad



Room 409 Digital Systems, E-marketing and Organizational Dynamics
Chairs: Gandolfo DOMINICI, Elena-Mădălina VĂTĂMĂNESCU

09:30-11:30 Cyberspace - a Challenge
Adriana Grigorescu, Răzvan-Ion Chițescu

Theoretical Considerations Regarding the use of „Machine Learning” Concepts and Paradigms for Advanced Technology Organizations
Marian Sorin Ionescu

Creating Relationships with Clients in the IT Environment
Wioletta Wereda, Piotr Zaskorski

The Utilization of the HUFFMAN Code to Improve Managerial Performance for Economic Organizations Using Top-Level Technology
Marian Sorin Ionescu

Determining the Differences Between Companies and Customers from the Perspective of Using Social Media Networks
Andreea Barbu, Gheorghe Militaru

The Influence of Online Social Networks in the Decision-Making Process of Online Shopping
Raluca Ciocină, Diana Maria Cismaru, Alexandra Vilcu

A Model for Improving the Connection Between E-marketing and Customers
Olivia Doina Negoită, Anca Alexandra Purcărea, Mirona Ana-Maria Popescu

Room 409 Digital Systems, E-marketing and Organizational Dynamics
Chairs: Gandolfo DOMINICI, Elena-Mădălina VĂTĂMĂNESCU

12:00-14:20 The Regulatory Function of Empathy, Shame and Guilt Proneness in Moral Judgement in the Organizational Life
Dan Florin Stănescu

Way to Organizational Excellence of Innovative Enterprises Through the Communication with Stakeholders
Wioletta Wereda, Jacek Woźniak

Key Factors that Influence the Online Communication Strategy for Romanian Brands
Mădălina Teodora Ion, Diana-Maria Cismaru

The Influence of Social Media on Generation Y's Travel Choices
Maria-Irina Ana, Laura-Gabriela Istudor, Luminița Nicolescu

Strategical Focus for Change Path to Digital Transformation in Romania – Study Case GIS Open E-governance Systems Applications
Adriana Grigorescu, Cristina Lincaru, Speranța Pîrciog, Gabriela Tudose

How Mass Media Affects Future Specialists in Economics? Evidence from Latvia, Poland and Romania
Beata Kotowska, Ramona Rupeika-Apoga, Laurențiu-Mihai Treapăt



The New Era of Personal Data in Europe: How Can Companies Comply?
George Cristian Ioan

Theoretical Insights into SMEs' Opportunities and Vulnerabilities in International Settings
Elena-Mădălina Vătămănescu, Elena-Alexandra Gorgos, Vlad-Andrei Alexandru

Room 410 Towards Sustainable Public Organizations
Chair: Mauro ROMANELLI

09:30-11:30 Global Urbanization and the Need of Smart Cities Development
Cătălin Vrabie

Intelligent Mobility in Shaping Urban Sustainability
Radoslaw Kornec, Wioletta Wereda

The Importance of the New Public Management for Efficient Public Administration
Jadranka Denkova, Pande Lazarevski, Branka Denkova

Understanding Public Management between Discontinuity and Uncertainty
Mauro Romanelli, Davide de Gennaro, Filomena Buonocore

The Learning Organizations in the Public Sector in Romania
Corina-Georgiana Antonovici, Carmen Săvulescu, Cristina Sandu

Managing the Financial Risk in Two Romanian Factories. Case Studies On Dacia Pitesti and Aro Câmpulung
Cristina Bodoni, Liliana Glejaru Laurențiu-Mihai Treapăt

The Challenges of Performance Assessment in Romanian State-Owned Enterprises
Ionela Munteanu

Room 410 Towards Sustainable Public Organizations
Chair: Mauro ROMANELLI

12:00-14:00 Government Efficiency between the Rule of Law and the Sanctions Policy
Cosmin Șerbănescu, Adrian Vintilescu

Sustainable University and the Z Generation Students
Valeriu Frunzaru

Sustaining E-Participation: New Technologies for Public Value Creation
Mauro Romanelli

E-Participation in Russia at the Regional and Local Level: View of Government Officials
Olga Demushina

The Italian Public Administration and the 2030 Agenda: A Best Practice Event
Chiara Di Gerio, Gloria Fiorani

Managing Human Resources between Reform and Change within Public Administration
Mauro Romanelli, Eufrasia Sena



Change Management in Financial and Human Resources in Polish Hospitals
Agnieszka Kister, Piotr Senkus, Adam Skrzypek

Strategic Sustainable Management Approach to Design the Agriculture Sector in Nigeria
Piotr Senkus, Marzena Major, Kehinde Justus Eniola, Agnieszka Kister

Knowledge Management of Modern Public Accounting Practice
Oana Chirica, Adelina Dumitrescu – Peculea

Room P03

Knowledge Economy

Chairs: Constantin BRĂȚIANU, Alexandra ZBUCHEA

9:30-11:30

Universities as Learning Organizations: Challenges and Strategies
Constantin Brătianu

Knowledge Management in the UK Higher Education Institutions: What Type of Outcomes do Higher Education Partnerships Attain?
Enis Elezi, Christopher Bamber

The Key Processes of Knowledge Dynamics and Intellectual Capital in the Organization
Ruxandra Bejinaru

Study on the Implementation of an Intellectual Property Policy in a Comprehensive University
Aurel Mihail Țițu, Alina Bianca Pop, Ștefan Țițu

The Nature of Knowledge Exchange Challenges Amongst Academics Working in Higher Education Partnerships
Enis Elezi, Christopher Bamber

University Agenda for Developing Students' Skills in the Knowledge Economy
Gabriela Prelipcean, Ruxandra Bejinaru

Room P03

Knowledge Economy

Chairs: Constantin BRĂȚIANU, Alexandra ZBUCHEA

12:00-14:20

The Development of Knowledge-Based Economy: A Literature Review
Aziza Zhuparova, Rimma Sagiyeva, Dinara Kalmakova

Challenges for Leadership in the Knowledge Economy
Camelia Băeșu

Knowledge and Information Management and Sharing Impact on Competitive Advantage
Bruno Teixeira, Raquel Meneses, Nuno Moutinho

Awareness Creation on E-banking Fraud Prevention: A Knowledge Management Perspective for E-security and Customer Relationship Building
Rachel Barker

Showcasing Digitization as the Backbone of Knowledge and Sharing Economy in Romania
Shahrazad Hadad



Intellectual Capital Reporting – A Longitudinal Study of Microsoft Annual Reports
1998-2017

Lukasz Bryl

Knowledge Management and the Digital Era

Alexandra Zbucea, Cristian Vidu

Room 811 Sustaining Leadership for Innovative Business
Chairs: Alina Mihaela DIMA, Tănase STAMULE

12:00-14:20 The Development of Entrepreneurship in Romania at Regional Level: Transylvania
Region

Mădălina - Vanesa Vargas

Between Motherhood and Entrepreneurship: Insights on Women Entrepreneurs in the
Creative Industries

Cristina Leovaridis, Monica Bahnă, Diana-Maria Cismaru

Romanian Publishing Industry – Dead-end or Cross-road?

Bogdan Hrib

The Added Value of Making Music Accessible. From Service to Product and Back

Marta-Christina Suciu, Diana Năsulea, Christian Năsulea

Dependencies Models on Innovation and Economy Indicators in the European Union

Alina Mihaela Dima, Maria Alexandra Maassen, Radu Petrariu

Financial Integration in the CEE Countries

Iulian-Cornel Lolea, Radu Petrariu

Room 804 Challenges of Project Management
Chair: Lajos SZABÓ

09:30-11:30 Success Criteria and Critical Success Factors of CRM Projects at Telecommunication
Companies

Lajos Szabó, Eszter Bajza

Changes in Cooperation in Project Management

Elvira Kuhn

When Risk Management Is Not Enough: Project Managers' Experiences When
Confronted with the Unexpected

Andreas G.M. Nachbagauer

Implementing Project Portfolio Management in a Commercial Bank

István Csendes

From Economic Growth to Economic Development: Managerial Strategies for
Romanian Leaders

Florina Pînzaru, Cristian Păun, Alexandra Vițelar



Room 804 Business Ethics and CSR
Chairs: Patrizia GAZZOLA, Andreia Gabriela ANDREI

12:00-14:20 Sustainability Performance of SMEs: The Approach to Non-Financial Reporting
Elena Querci

Dementia Tourism as an Opportunity for Destination Rejuvenation: Simply a Supply Side Offer or a Need for People with Dementia and Their Caregivers?
Patrizia Gazzola, Enrica Pavione, Paola Ossola, Daniele Grechi

Valorization of Historical and Cultural Heritage: A Strategy of Sustainable Growth
Luana La Bara, Gloria Fiorani, Irene Litardi

Regeneration as a Development Process for Sustainable Development. Cross Countries Analysis: Italy, Belgium and Spain
Irene Litardi, Gloria Fiorani, Luana La Bara

Disclosure Index Related to Corruption and Bribery Information in EUROSTOXX50 Companies
Inmaculada Alonso Carrillo, Montserrat Núñez Chicharro, Alba María Priego De La Cruz

Benefit Companies in Italy: Development Perspectives and Evaluation Standards
Patrizia Gazzola, Enrica Pavione, Paola Ossola, Daniele Grechi

Digitally Promoting CSR activities: When Business Communication Moves Online
Alexandra Vițelar

The Relationship Between Employee Perceptions of Corporate Social Responsibility and Organizational Citizenship Behavior
Živilė Stankevičiūtė, Wioletta Wereda

Responsible Consumption and Civic Engagement as Sustainability Oriented Behaviors
Andreia Gabriela Andrei, Adriana Zaiț

4th floor POSTER SESSION

12:00-14:20 Managing Vehicles Used in Transport in Emergency Situations
Karolina Lubieniecka-Kocoń, Katarzyna Wąsowska

The Analysis of Factors Generating Emergency Situations in Air Transport
Katarzyna Wąsowska, Karolina Lubieniecka-Kocoń

What Are the Cultural Effects of the Migration Due to Migration from the Conflict Zones? The Importance of Human Resource Management
Sergiu-Dan Iurian, Mohammad Jaradat

International Migration – Economic Impact
Mohammad Jaradat, Sergiu-Dan Iurian

Managerial Challenges in the Context of Digital Economy
Wiesław Gonciarski, Marek Świątkowski



Factors Influencing Customer's Choice of Internet Service Providers in Albania
Ana Buhajoti

Competitive Position of the Zara Brand in the Clothing Market
Larisa Kapustina, Mushfig Agababaev, Andrei Drevaev

The Improvement of Interbudget Relations National Model as a Trend to Boost the Russian Federation Industrial Cities Tax Potential
Anastasia Vasilyeva, Natalia Ivanova, Yuliya Kiva-Khamzina, Viktoria Volkova, Nina Kuznetsova

Spatio-Temporal Analysis of the Convergence of Consumption Expenditures in the European Union Countries
Mateusz Jankiewicz

The Socio-Economic Life of the Inhabitants of Stanislavov During the First World War
Adam Adrian Ostanek

Neurotechnology with Potential for Cognitive Enhancement: Insights into Brain Stimulation
Andreea Melinte

Mathematical Measurement of the Concordance between Party Doctrine and Candidate Speech - A Creative Approach to Analyzing Political Discourse
Monica Pătruț

Does Intellectual Capital Contribute to a Better Management of Virtual Teams?
Georgiana Cristea

Management of Knowledge Workers. Support for Creative Thinking and Action: The Case of Creative Industries
Mieczysław Morawski

Green Human Resource Management - Latest Trend or Strategic Necessity?
Edyta Bombiak

Room 811

Round table

Moderators: Sorin Anagnoste, Knowledge Manager at EY Romania

10:30-12:00

Business Digitization. Is Intelligent Automation Really Here for Businesses?

Invited speakers: Marius Alexandru (Manager for Special Project at Telekom), Sorin Peste (Technology Solutions Professionals, Data & AI at Microsoft), Mircea Grigore (Product Manager at UiPath), Ștefan Baci (Country Leader, SAS Romania & Republic of Moldova)

Insight: At the latest World Economic Forum, the experts mentioned that between 75 and 375 million people may have to switch occupation by 2030 due to the latest advances in intelligent automation. On the other hand, there is no certainty of extreme disruption – with automation of 50% or more of the current jobs, as predicted in a study by the researchers from Oxford University. It can be seen already that the new technologies are already here and fully used by businesses across globe: robotic process automation (RPA), intelligent optical character recognition (IOCR), chat-bots,



machine learning, big data analytics, cognitive platforms, anomaly detection, pattern analysis, voice recognition, data classification and many more. No matter what scenario will be in place, one aspect is clear: the future will be automated and augmented. For these new jobs new skills will be required, such as complex problem solving, critical thinking, creativity, people management.

Room 811 Round table
Moderators: Ioana Petrescu, former Minister of Finance
Florina Pînzaru, Dean of the Faculty of Management

15:00-16:30 Financial Inclusion: Does Innovation in Technology Bring Hope to the Romanian Unbanked?

Invited speakers: Cosmin Vladimirescu (General Manager Mastercard Romania), Claudiu Cercel (Deputy CEO BRD), Radu Georgescu (Founder GECAD Ventures), Augustin Jianu (Former Minister of Communications and Entrepreneur), Florin Luca (Chief Economist CEC Bank)

Insight: According to the latest World Bank report, Findex, only 58 percent of Romanian adults have a bank account, putting our country at similar levels as Ghana also with 58%, Bosnia and Herzegovina with 59% and Uganda with 59%, and much lower than other European neighbors such as Bulgaria with 72%, Czech Republic with 81% and Croatia with 86%. Professors, students, experts and representatives of the financial and technology sectors will discuss how the spread of mobile telephony and mobile-internet services, cheap biometric systems, cloud computing, and blockchain can bring millions of people into the formal financial system. We will also analyze what innovative solutions China, Pakistan, and Kenya found to overcome financial exclusion. How did companies such as M-Pesa, Alipay, and Easypaisa revolutionize the payment industry in these countries and what lessons we can learn from their success?

Room 409 Round table
Moderators: Ralf Wagner, University of Kassel, Germany

15:00-16:30 Entrepreneurship for Youth: From Cases to Success Patterns

Invited speakers: Gabriel Niță, Managing Partner (Think Starter; Managing Partner – Slim Smith Grup; Founder – Youth HUB), Arpad Todor (Responsible of Public Policy at the Minister of Foreign Affairs), Sergiu Stan (SNSPA)

Insight: Relevant features such as entrepreneurial alertness, stress resilience and willingness to take risks are typical characteristics of young people rather than learned in academic or business-related careers. Notably, the consideration of entrepreneurial ventures by young people, their entrepreneurial ecosystems and their success differ substantially across Europe. This roundtable consolidates the specific qualifications, capabilities and added value propositions of participating universities and NGOs for an Erasmus+ application for a project tackling the entrepreneurial activities of young people.

16:30 – 16:35 Closure of the conference