

Upscaling Digital Transformation in Business and Economics

CONFERENCE AGENDA

Day 1: October 10, 2019

Location: National Bank of Romania, Mititza Constantinescu Hall

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

14:45-15:30 *Registration. Welcome coffee & refreshments*
National Bank of Romania – Special visiting tour for pre-registered conference guests

Conference Opening

15:30-15:50 **Mircea Mureşan** – Head of Museum and Financial Education, National Bank of Romania
Remus Pricopie- Rector of the National University of Political Studies and Public Administration
Official opening speeches

15:50-16.00 *Short break*

Keynote Speakers

16:00-16:45 **Ioana Petrescu** – Visiting Research Fellow, Ash Center for Democratic Governance and Innovation, Harvard Kennedy School; former Minister of Finance of Romania
Keynote speech: *Digital Transformation and Delivery: The Devil is in the Details*

16:45-17:30 **Ioannis Ioannou** – Associate Professor, London Business School
Keynote speech: *Sustainability: From Surviving to Thriving*

17:30-17:45 *Coffee break*

17:45-18:30 **Mike C. Jackson** – Emeritus Professor, University of Hull
Keynote speech: *Systems thinking in an age of complexity*

18:30-19:15 **Vladislav Valentinov** – Professor, Leibniz Institute of Agricultural Development in Transition Economies in Halle
Keynote speech: *Rationality and morality in the theory of the firm: a systems theory view*

Best Paper Award

19:15-20:30 *Conference cocktail offered by the National Bank of Romania*

Moderator: Florina Pinzaru, Dean, Faculty of Management, National University of Political Studies and Public Administration and Chair of the International Conference Strategica 2019

Day 2: October 11, 2019

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
11:30-12:00	Coffee break
12:00-13:30	Round Tables
13:30-14:30	Lunch
14:30-16:45	Panel Sessions
16:45-16:50	Closure of the conference

Panel Sessions

Room 419

Economics

Chair: Cristian PĂUN

09:30-11:30

Real Convergence in the New Member States. Case Study: Romania

Dumitru Miron, Ana-Maria Holobiuc

Small Entrepreneurship as a Factor in the Effective Development of Regions of the Country

Elena Lovkova

Analysis of the Romanian CIF Imports During the Period 01.01.2018 - 31.12.2018

Wiegand Helmut Fleischer

Analysis of the Romanian FOB Exports during the Period 01.01.2018-30.09.2018

Wiegand Helmut Fleischer

A Critical Evaluation of the Determination Criteria of the Natural Rate of Unemployment

Monica Dutcas

Innovative Technologies in the Supply Chains of Large-Tonnage Cargo for Nuclear Power Facilities

Elena Pavlova, Elena Cherpakova, Irada Mamedova, Evgeniy Reutov, Natalia Yakushina

The CEE Controlling Problem – Scenarios of Future Development

Juraj Misun, Paulina Paprskarova

Room 419

Economics

Chair: Cristian PĂUN

14:30-16:30

Transportation Volumes and Unevenness are Important Factors Affecting the Efficient Use of Transport Infrastructure

Dmitry Macheret Alexandrovich, Nadezhda Kapustina Valerievna, Elena Stupnikova Anatolievna, Pavel Tsypin Evgenievich, Anastasia Ledney Yurievna

Terrorist Phenomenon and Regionalization in the Globalization Conditions

Gheorghe-Cosmin Manea

Enlargement of the European Union and the Regional Development Policy during 1973-2013: Main issues and outcomes

Andrei Alexandru Moroşan

The Economic Value of Protected Areas in Romania

Adriana Grigorescu, Mădălina Nicoleta Fanculeasa, Răzvan Ion Chitescu

Environmental Entrepreneurship and Innovation
Daniela Mihaela Neamțu

An Economic Approach to Social Health insurance. The case of Romania
Felicia-Catalina Apetroi, Iuliana-Claudia Mihalache, Todosia Mihaela Tomaziu

Managing Asymmetric Conflicts in the Dynamics of the XXI Century
Adriana Grigorescu, Denisa-Atena Costovici, Mihai Constantin

The Management of Activities that Prevent and Fight against Corruption
Marius-Anton Stupar, Mohammad Jaraday

Room 420

Management and Leadership

Chair: Mariana NICOLAE

09.30-11.30

Multidimensional Perspective of the Organization Personality
Răzvan Ion Chitescu, Marius Nita, Ionel Magdalena

The Opportunity and the Business Model
Carlos Martins, Paula Rodrigues

Value-Based Management in Non-Public Companies
Diana Boboshko

Motivation as the Pivotal Factor Influencing the Utilization of Human Capital in the IT Industry
Eva Malichova, Martin Miciak

Attaining Employee Well-Being through Sustainable Practices: Co-Worker Feedback Environment as a Strategy for Coping with Work-Related Stress
Živilė Stankevičiūtė, Wioletta Wereda

Workplace Relational Civility Moderation Role in the Relationship between Burnout and Intention to Leave for both Managerial and Non-Managerial Positions
Lavinia Țânculescu

Optimization and Simulation by Modelling for Economic Organizations, within the Framework of Digital Concepts and Paradigms
Marian Sorin Ionescu

Advanced Analysis of Data involved in Organizational Business Processes
Marian Sorin Ionescu

Company Failures in the Sharing Economy
Natalia Filimonova, Olga Demushina

Room 420

Management and Leadership

Chair: Mariana NICOLAE

14:30-16:45

Link between Employees Empowerment and Organizational Loyalty: Literature Review
Simina- Nicoleta Bohâlțeanu

Mechanism of Ensuring Competitiveness and Sustainability of Industrial Enterprises
Natalia Polzunova, Luydmila Kostygova

Perceived Leadership, Core Job Characteristics and Work Motivation
Sebastian Adrian Uriesi

Status of the Human Energy Profile in Connection With Predicting Professional Performance
Andronicus Torp

Development of Entrepreneurial Mindset and Improvement of Students' Business Ideas Viability through innovative Teaching Methods
Mavlutova Inese, Lesinskis Kristaps, Hermanis Janis, Krastins Maris

Toxic Leadership – A Side Effect of An inefficient Performance Management System
Georgian Dumitrescu

Framework and Challenges of Present Romanian Public Relations Education and Practice
Andreea Răceanu

Let there be light – the Light Triad of Personality and its Correlates in Organizational Life
Stănescu Dan Florin, Marius Constantin Romascanu

Psychometric Consideration in Game Based Assessment – an Example of Verbal Reasoning Game
Dan Florin Stănescu, Cătălin Gabriel Ioniță, Adrian Toșca, Ana Maria Ioniță

Antecedents and Outcomes of Employee Engagement in Small to Medium Businesses from Romania
Raluca Ciochină, Carmen Novac, Amira Daoud

Room 410

Marketing and Consumer Behavior
Chairs: Laurențiu ANGHEL, Luminița NICOLESCU

09:30-11:30

Russian Exhibition Market: Digital Turn in the Realities of National Economy Stagnation
Kirill Simonov

Understanding Peer to Peer (P2P) Sightseeing - The Case of European Destinations
Iva Slivar, Tamara Floricic, Ugljesa Stankov

The Cultural Influence on Designing the Homepage: Romanian vs. Portuguese Businesses Comparison
Miruna Iliescu

Digital Marketing for the Wine Companies: An Innovative Approach
Daria Zagorulko

Rediscovering Neuromarketing for Sustainable Companies
Ana - Maria German (Cas. Ionescu), Mauro Romanelli

Towards an Analytic Approach of Crisis Communication: Discussing Crisis Starting from the Attack Level, and taking into Consideration the Core Stakeholder.
Corina Buzoianu, Monica Monica Bîră

Using Game Theory to Predict How People Would Share Resources with Unknown Others
Loredana Ivan

Search Engine User Behavior - a Research Proposal
Alexandra Huțanu, Patricea Elena Berteau

Room 410

Marketing and Consumer Behavior
Chairs: Laurențiu ANGHEL, Luminița NICOLESCU

14:30-16:30

Strategic Glocalization in Online Communication: The Value of Authenticity for the Romanian Audience
Mădălina Teodora Ion, Diana Maria Cismaru

Believe Your Eyes, But Check The Ratings. A Study of Millennial's Accommodation Choices Based on Visual and Non-Visual Cues

Monica Barna

The Influence of Technological Innovation in the Visual Aesthetic: The Tesla Case

Paula Rodrigues, Miguel Guerreiro

Contemporary Customer as a Dynamic Factor in Innovative Processes

Wioletta Wereda, Jacek Wozniak

The Influence of Economic and Social Conditions on Millennials' Online Behaviors in Romania

Diana-Maria Cismaru, Monica-Elena Cotei

Religion and Media Usage: a Detailed Analysis Using a Representative Longitudinal Panel from the Netherlands

Alexandru Bosînceanu

New Way Marketing Vs. Old Way Marketing In Customer Experience Era

Rareş Mocanu

First Meeting with a Brand. Does the First Impression Matter?

Teodora Roman, Adriana Manolică, Alexandra Raluca Jelea

Room 427

Finance and Banking

Chairs: Lucian Claudiu ANGHEL, Laurențiu-Mihai TREAPĂT

09.30-11.30

Analysis of the Evolution of Meeting Requirements Imposed By MSCI for the Major Companies Listed on Bucharest Stock Exchange

Simona Fleanță, Lucian Claudiu Anghel

Uncovering the Dynamic Relationship between Credit and Economic Growth in Romania

Matei Kubinschi, Alina Zaharia

Comparative Assessment of Insurance and Banking Regulation: Solvency II versus Basel III

Aurora Elena Dina (Manolache)

Institutional Trust and Tax Morale's Effect on Tax Compliance

Arpad Todor

Risk Assessment of Securities

Laurențiu Mihai Treapăt, Sergiu Stan, Mihail Bușu, Firmilian Talpan

Fiscal Policies and Fiscal Pressure in European Union and Romania

Biol Ibadula, Petre Brezeanu

The Relationship between the Leverage Ratio, Liquidity Management, and Profitability in Romanian Oil and Gas Industry.

Constantin Lucian Vițcu

Performance Audit of Public Entities-The Romanian Ombudsman Case

Anda Gheorghiu, Corina Elena Drăgănescu

Motivations for Coopetition Strategies: the Case of Banks and FINTECHS

Cristina Fonseca, Raquel Meneses

Room 311 Intellectual Capital and Business Internationalization
Chairs: Elena-Mădălina VĂTĂMĂNESCU

14:30-15:30 What Are the Missing Pieces of the Organizational Cultures Puzzle and How to Develop them through Management Practices
Cosmina Noaghea

Knowledge Flows in Cluster Organizations – Evidence from Poland
Anna Lis, Malgorzata Zieba

The Efficiency of Virtual vs. Traditional Teams
Mădălina Stratone

From In-House towards International Contexts. An Insight into Romanian SMES Internationalization
Mădălina Vătămănescu, Andreea Mitan

Room 311 Challenges of Project Management
Chair: Lajos SZABÓ

15:30-16:30 Relationship between Organizational Strategy and Project Strategy – Case Studies at German-Hungarian Affiliated Firms
Lajos Szabó

Managing Projects in Turbulent Fields: Project Manager's Practices of Coping with the Unexpected
Andreas Nachbagauer

Programs and Projects in Tourism Industry. Romanian Public Policies
Răzvan Ion Chitescu, Andreea Mocanu, Mădălina Nicoleta Fanculeasa

Value Creation in Project Management: The Effect of Project Lifecycle Management (PLM) Measures in an Aerospace Company
Göksidan Hadi Tolga, Ece Remzi Ecmel, Öz Ali İhsan

Room 409 Towards Sustainable and Digital Organizations and Communities
Chair: Mauro ROMANELLI

14:30-16:45 Is Silo Mentality Relevant in Healthcare? The Healthcare Professional's View
João Caseiro, Raquel Meneses

Formation of the Concept of Sustainable Development at The Company Level
Muradov Igor Vladimirovich

Fostering the Digital Competences for the 5G Era
Carmen Săvulescu, Corina-Georgiana Antonovici

Reforming Public Employment: A Law-Driven View for Change
Mauro Romanelli, Eufrosia Sena

Sustaining Innovation within Public Organisations by Technology
Romanelli Mauro

"New Public Administration" Applicability in Politically Fragmented and Weak "States"
Pande Lazarevski, Denkova Jadranka

Learning and Development for Sustainable Organizations in Romania
Valeriu Frunzaru

The Use of ICT Technologies in Clusters
Anna Lis, Adrian Lis

Appeals against Tax Claims - The Incentives for Regulatory Attention in Romania
Adriana Grigorescu, Florea Ionela Munteanu

The Role of Universities for Sustainable Development. The University of Rome "Tor Vergata": A Place of Knowledge and Promotion for Sustainable Projects
Chiara Di Gerio, Gloria Fiorani, Vincenzo Ludovicci Pietropaoli, Marco Uttaro

Technological Infrastructure for Building a Smart Ecosystem
Cătălin Vrabie

Room 409

Knowledge Economy

Chairs: Constantin BRĂTIANU, Alexandra ZBUCHEA

09.30-11.30

Exploring Managerial Decision Making Through the Lens of Knowledge Dynamics
Constantin Brătianu

Businesses Neuromarketing Strategies in the Knowledge Economy
Cristian-Valentin Hapenciuc, Pavel Stanciu, Ruxandra Bejinaru

Strategies of Leadership Success in the Knowledge Economy
Gabriela Prelipcean, Ruxandra Bejinaru

The Role of Intellectual Potential in the Global Competitiveness of the Country in Digital Transformation of the Economy on the Example of the EU Countries
Veronika Shabynina

Austrian School of Economics - and the Theory of Business Cycle
Radu Isaic, Tudor Smirna, Cristian Păun

Transitional Labor Markets – New Policy Approaches in Knowledge Economy: Insights for Romania Case
Cristina Lincaru, Speranța Pîrciog, Adriana Grigorescu

Is Artificial Intelligence Influencing Knowledge Management?
Alexandra Zbucnea, Cristian Vidu, Florina Pînzaru

Characteristics of Start-Ups Created by Young People in the Creative Industries
Cristina Leovaridis, Roxana Antimiu, Diana-Maria Cismaru

Room 311

Challenges and Opportunities in the Social Economy

Chair: Cristina BARNA

09.30-11.30

Measuring the Impact of a Social Enterprise – Case Study Concordia Bakery, Romania
Irina Sânziana Opincaru, Doina Crângașu

Community Based Social Economy
Witold Mandrysz

The Welfare State, Between Christian Mercy and Organizational Pragmatism of *Bees*
Cosmin Serbănescu, Adrian Vintilescu

A Tri-Sector Social Partnership Model within the Professional Sports Industry
Anton Klischewski, Diana-Luiza Simion

Conceptual Boundaries between Social Economy, Collaborative Economy and Circular Economy. Overview of Social Economy in Romania
Cristina Barna, Alexandra Zbucnea

Networking Strategies of the Romanian Museums
Monica Bîră, Alexandra Zbucnea

The Role of Religiosity in Political and Civic Participation
Daniela Panica

Social Innovation- Need or Resource for Providers of Social Services?
Adina Rebelanau, Florina Sălăgean (Deminan)

Room 427

Business Ethics and CSR

Chairs: Patrizia GAZZOLA, Andreia Gabriela ANDREI

14:30-16:30

Credibility of CSR Programs and Employees' Happiness – A Literature Survey
Alina-Alexandra Gorovei

Impact of Corporate Social Responsibility Communications on Firms' Social Capital Development. A Literature Review
Natalia Sanchez Arrieta, Antonio Cañabate Carmona, Ferran Sabaté Garriga

Corporate Social Responsibilities and Sustainability as Market Opportunities in the Luxury Sector
Patrizia Gazzola, Enrica Pavione, Paola Ossola, Daniele Grechi

Corporate Governance in the Football Industry: The Italian Case
Gazzola Patrizia, Enrica Pavione, Daniele Grechi, Paola Ossola

A Conceptual Model of Industrial Organizations' Environmental Behavior
Anca Butnariu

The Role of University for Promoting Circular Economy in Terms of Quintuple Helix Model Collaboration. The Case Study of the Call "Mission Sustainability" Promoted By University of Rome "Tor Vergata"
Irene Litardi, Luana La Bara, Gloria Fiorani

CSR as A Means of Risk Management in the Healthcare Sector: The Case of "Social and Health System - Regione Lombardia (Italy)"
Amelio Stefano, Elena Querci

Individual Responsibility in the Process of Information Handling - A Qualitative Inquiry
Andreia Andrei, Adriana Zait, Magdalena Danilet

Room 410

Round table

Conscious management and development of digital identity in the business world

12:00-13:30

Moderators: Nóra Obermayer

Invited speakers:

Constantin Brătianu, Bucharest University of Economic Studies & SNSPA;
Mauro Romanelli, Parthenope University of Naples

Room 409

Round table

The Impact of Intellectual Capital on the Internationalization of EU SMEs

12:00-13:30

Moderators: Andreea Mitan

Invited speakers:

Mădălina Vătămănescu, Project Manager & Head of the Center for Research in Management (SNSPA);
Georgiana Cristea, Managing Partner, The Trainers;
Vlad-Andrei Alexandru, General Manager, Senal-Com;
Cătălin-Gabriel Ioniță, Product Manager, SC Structural Management Solution.

16:45 – 16:50
17.15

Closure of the conference
Walking tour in Bucharest (only with registration)