

CONFERENCE AGENDA

Day 1: September 28, 2017

Location: National Bank of Romania, Mitiță Constantinescu Hall

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

11:45-12:20 *Registration. Welcome coffee & refreshments*

12:20-12:30 *Welcome speech*

Remus PRICOPIE - Rector of the National University of Political Studies and Public Administration

Conference Opening

12:30-13:10 **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: *The new protectionism: impact and challenges for decision-makers*

Keynote Speakers

13:10-13:50 **George PAPAConstantinou** - Economist, former Minister of Finance and former Minister of Environment, Energy and Climate Change, Greece
Keynote speech: *Game over? Economic strategies for turbulent times*

13:50-14:30 **Alina BÂRGĂOANU** - President of the European Institute of Romania & Dean of the Faculty of Communication and Public Relations, National University of Political Studies and Public Administration
Keynote speech: *Evidence-based policy making. Time for Romania to reconsider development*

14:30-15:00 *Lunch*

15:00-15:40 **Gabor HUNYA** - Senior Economist, The Vienna Institute for International Economic Studies, Austria
Keynote speech: *Central European economies: recovery without investment revival?*

15:40-16:25 **Jerome CREEL** - Institut d'Etudes Politiques (Sciences-Po) & Observatoire Français des Conjonctures Economiques (OFCE) Paris, France. ESCP Europe Business School
Keynote speech: *European Union's imbalances: the sound and the fury*

16:25-16.30 Best Paper Award

Moderator: Florina PÎNZARU, Dean, Faculty of Management, National University of Political Studies and Public Administration and Chair of the International Conference Strategica 2017

16:45-18.45 Bucharest Sightseeing Tour

19:00-20:30 **Conference cocktail**
(Novotel Hotel, 37B Calea Victoriei, Sector 1, Bucharest)

Day 2: September 29, 2017**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
12:00-14:20. Panel Sessions
14:20-15:20. Lunch
15:20-16:00. Round tables
16:00-16:05. Closure of the conference
17:00-18:00. National Bank of Romania – Special visiting tour for the conference guests (meeting point: 8 Doamnei Street, Sector 3, Bucharest, Romania)

Day 3: September 30, 2017

The conference royal tour (pre-booked only)

Day 2: September 29, 2017**Location:** National University of Political Studies and Public Administration (SNSPA)**Panel Sessions**
Room 419 Economics
Chairs: Cristian PĂUN, Bogdan GLĂVAN
09:30-11:30 The Major Challenges of African Economies
Victor Nwaoba ITUMO

 Is Romania Prepared for Digital Industry? An Analysis of Public Policies regarding Digitization in Romania
Mihaela BUIICA, Gabriela DRAGAN

 The Link between the Development of Multinationals and Workforce Competences. Romanian Graduates' Career Priorities
Lavinia Cornelia BUTUM

 Innovation – a Successful Strategy to Boost the Economic Growth in Central and Eastern European Countries?
Alexandru FOTIA

 The Competitiveness of Romania in Terms of Unemployment
Elena ZOTA

 The Development of High-tech Industrial Enterprises is the Path to a Competitive Economy
Natalia POLZUNOVA

Room 419 Finance and Banking**Chairs: Lucian Claudiu ANGHEL, István LENGYEL, Laurențiu-Mihai TREAPĂT****12:00-14:20**

Trust and Transparency: Perspectives upon the Communication of the National Bank of Romania during the Financial Crisis - A Qualitative Research
Raluca IACOB (BĂRA)

Fighting Tax Evasion through the Use of Technology – A Solution to Counter Tax Evasion in Romania?
Claudiu IONITĂ, Birol IBADULA, Cristina VLAD, Petre BREZEANU

Development of Capital Markets in Emerging Economies. The Case for Bucharest Stock Exchange
Alina Daniela MIHALCEA, Lucian Claudiu ANGHEL, Mircea PERPELEA, Alexandra VIȚELAR

Understanding Emerging and Frontier Capital Markets Dynamics through Network Theory
Lucian Claudiu ANGHEL, Vasile George MARICA

Target Evaluation Matrix - In Brief Presentation
Laurențiu-Mihai TREAPĂT

Corporate Lending in the Developing Market of Banking Services
Marek SZTURO, Bogdan WŁODARCZYK, George H. IONESCU, Daniela FIROIU, Ramona PIRVU, Roxana BADIRCEA

Deleting Zeroes and Creating Value: Psychological Impact to Control Inflation
Safdar HUSAIN TAHIR, Muhammad RIZWAN ULLAH, Gulzar AHMAD, Nabeeha GHAFOR, Faiza REHMAN

Room 420 Management and Leadership**Chairs: Mariana NICOLAE, Martin HENSON****09:30-11:30**

The Impact of the Digital Era on the Human Resources Management. Social Media - Recruiting Environment for Potential Candidates
Carmen NOVAC, Raluca Silvia CIOCHINĂ

Policy Implementation and Human Resource Management in Local Administration
Jadranka DENKOVA, Pande LAZAREVSKI

Human Resources Risk as an Aspect of Human Resources Management in Turbulent Environments
Edyta BOMBIAK

Beyond Risk Management: Managing the Unexpected
Andreas NACHBAGAUER

Exploring Precursors of Value Delivery on Organizational Capabilities through Leadership Branding Awareness
George Bogdan DRĂGAN, Gianita BLEOJU, Alexandru CAPĂȚÎNĂ

Deconstructing Moral Leadership: Lessons from Endurance in Antarctica
Sebastian I. BURDUJA

Room 420 Management and Leadership
Chairs: Mariana NICOLAE, Martin HENSON

12:00-14:00 The Performance of Franchising in the Hotel Industry: A Preliminary Analysis
Rosa-Maria MARIZ-PEREZ

The Role of Air Transport in the Supply Chain
Katarzyna WAŚOWSKA

Boredom in the Workplace and Cyberloafing – An Exploratory Study Sustainability of Strategic Projects
Dan Florin STĂNESCU

Sustainability of Strategic Projects
Lajos SZABÓ

The Relationship between an Employee's Energetic Structure and Professional Performance
Andronicus TORP, Andreia Gabriela ANDREI, Anca Alexandra PURCAREA

Diagnosing Organizational Effectiveness in the Albanian Mobile Phone Industry
Denisa MAMILLO

Room 427 Marketing and Consumer Behavior
Chairs: Ralf WAGNER, Laurențiu Dan ANGHEL, Andreea MITAN

09:30-11:30 Key Countries for Tourism in the New Europe
Maria-Irina ANA

On the Importance of Defining, Classifying and Certifying the Tourist Resorts in Romania
Smaranda SIMONI

"Main Sins" in the Customer Service in the Contemporary Organization
Wioletta WEREDA, Monika GRZYBOWSKA

Analytical Review of the Pharmaceutical Industry in Romania
Ana-Maria GIUREA, Iulian-Cornel LOLEA

Liberty Technology Park Cluj - A Case Study of Successful Entrepreneurship
Anda GHEORGHIU, Laurențiu-Mihai TREAPĂ

Outsmarting the MNCs by Fitting Strategic Manoeuvres to National Framing: Evidence from India
Swati SINGH, Ralf WAGNER

The Development of a Corporate Reputation Metric: A Customer Perspective
Dragoș BĂLAN, Adriana BURLEA ȘCHIOPOIU

Room 427 Business Ethics and CSR
Chairs: Patrizia GAZZOLA, Adriana SCHIOPOIU BURLEA

12:00-14:20 Social Responsibility and Italian Listed Companies: A Web Analysis
Stefano AMELIO, Claudio BATTISTINI

Ethical Behavior Integrated in CSR: How to Create and Maintain the Corporate Reputation
Patrizia GAZZOLA, Piero MELLA

Responsible Consumption in Food Sector. Case study: Fairtrade
Luana LA BARA, Gloria FIORANI, Irene LITARDI

The Companies between Value Chain and Dynamic Capabilities
Elena QUERCI

CSR Disclosure and Earnings Management. Evidence from Italy
Giovanna GAVANA, Pietro GOTTARDO, Anna Maria MOISELLO

Corporate Social Responsibility in Islamic Culture. Case Study: Islamic Reporting Initiative
Irene LITARDI, Gloria FIORANI, Denise HARB, Luana LA BARA

Room 409 Modeling and Prediction in Economics and Business Research
Chairs: Elena-Mădălina VĂȚĂMĂNESCU, Andreia Gabriela ANDREI

09:30-11:30 Interpersonal Communication, Job Satisfaction – Predictors for Organizational Citizenship Behavior?
Virgil GHEORGHE

Determinants of City Brand Personality - a Romanian Example
Oana JUȚULEA, Claudia STOIAN (BOBĂLCĂ)

The Economic Impact of Climate Change on Crops
Bianca Georgiana OLARU, Vasile ZECHERU

Crisis and Financial Distress. Family vs. Non-family Firms
Pietro GOTTARDO, Anna Maria MOISELLO

Market-Oriented Sustainability. An Exploratory Study on a 'Two-Tailed Relationship'
Elena-Mădălina VĂȚĂMĂNESCU, Vlad-Andrei ALEXANDRU

Risk in Building the Intelligent Organization Model
Wioletta WEREDA, Jacek WOŹNIAK

Room 409 Knowledge Economy
Chairs: Constantin BRĂȚIANU, Alexandra ZBUCHEA

12:00-14:20 The Decision-making Process between Simplicity and Complexity. An Epistemological Approach in Business Administration
Marius-Costel EȘI

Business and Entrepreneurship - Mutations and Structural Changes Due to the Transition to Knowledge Economy
Oana-Georgiana CIOBANU, Daniela NEAMȚU

 The 5th edition. Shift! Major Challenges of Today's Economy

International Migration within the EU and Its Impact on the Knowledge Economy Development

Dana-Mihaela NEAMȚU, Ruxandra BEJINARU

Universities in the Knowledge Economy: Strategies to Increase their Competitiveness

Constantin BRATIANU

Challenges for the Romanian Universities in the Knowledge Economy

Ruxandra BEJINARU

Business Digitization in the Romanian Economy

Shahrazad HADAD

Knowledge Management Practices in NGOs

Alexandra ZBUCHEA, Sotirios PETROPOULOS, Beata PARTYKA

Room 410 **Towards Sustainable Public Organizations**
Chair: Mauro ROMANELLI

09:30-11:30 Sustaining E-participation: Citizenship, Public Value, Collaboration
Mauro ROMANELLI

The Effectiveness of Policies for Integration of Vulnerable Groups in Higher Education

Diana-Maria CISMARU

Means of Improving the Public Management of EU Structural and Investment Funds

Ștefan-Florin CORCODEL

Rediscovering the Office as Vocation within Changing Public Organizations

Mauro ROMANELLI

Change and Organizational Development

Dakhane NOUREDDINE, Ismail ZERROUGA

Towards Sustainable Organizations

Mauro ROMANELLI

Room 410 **End of Privacy**
Chairs: Elvira KUHN, Peter SENKUS

12:00-14:00 Surveillance 2.0 – Threads & Solutions
Cătălin VRABIE

The Influence of Handling Meta Data on Privacy and the Economy

Elvira KUHN

Social Media: A Tool for Universities to Share Their Emotions

Ramona Diana LEON

Using DANVA Facial Recognition Test to Assess Emotional Intelligence of Top Management versus Middle Management Positions

Loredana IVAN

Mobile Applications from Business to Social Implication

Florina PÎNZARU, Alexandra ZBUCHEA

The Impact of Mobility as a Service (MaaS) on Urban Mobility
Florin Codrut NEMȚANU

Room 314 Branding and Developmental Drivers
Chair: Rareș MOCANU

09:30-11:30 The New Rules of Competition in the Digital Age: Challenges and Opportunities
Florina PÎNZARU

Post-Crisis Response Strategies: A Combined Model to Manage Brand Crises
Chiara TAMANINI, Ralf WAGNER

Attitude towards Digital Brand Communication on Early and Late Millennials
Rareș MOCANU

Theory and Practice: Nation Branding in the Middle East
Cornelia ZEINEDDINE, Luminița NICOLESCU

Smart Mobility Systems for Smart Cities
Florin Codrut NEMȚANU, Florina PÎNZARU

Green Luxury: New Divide in Positioning Strategies Needed?
Farhad ALIYEV, Ralf WAGNER

Room 314 Confluences: (Supra)organizational Dynamics
Chair: Georgiana CRISTEA

12:00-14:20 Organizational Entropy Control and the Risk Management Approach
Sergiu Octavian STAN

Managing Generation Y – A Theoretical Perspective
Georgiana CRISTEA, Andreea MITAN

The Relationship Between Human Centered Design and Organizational Knowledge.
 Another Egg - Chicken Dilemma?
Camelia CRIȘAN

The Empirical Analysis of the Relationship between Organizational Culture
 and Innovations in Public Polish Hospitals
Joanna JOŃCZYK

Higher Education Institutions Trying to Meet Students' Expectations and Employability
 Challenges
Valeriu FRUNZARU, Andreea RĂCEANU

Relationship Marketing and Management: A Network Approach
*Vlad-Andrei ALEXANDRU, Elena-Mădălina VĂȚĂMĂNESCU, Bogdan Gabriel
 NISTOREANU*

Room 410 Round table
Moderator: Loredana RADU
15:20-16:00 Policies and Strategies for Nations' Development

Invited speakers: Alina BĂRGĂOANU, Cristian PĂUN

Insight: *The roundtable debate will explore the theoretical and empirical challenges related to defining and measuring development, progress, and the national performance. It will provide a venue for discussion and reflection upon pressing issues in the field of strategic development studies such as: What are the most recent theoretical/empirical insights on measuring development in turbulent times? How did the economic crisis reshape the relation between development, poverty and inequality inside and outside the European Union? What are the trends most likely to impact the European Union's medium and long term development? What is the relation between the measurable progress towards the development goals, and the public perception of that progress? What are the suitable tools and instruments to support evidence-based policy making?*

Room 409 Round table
Moderators: Florina PÎNZARU, Elena-Mădălina VĂTĂMĂNESCU
15:20-16:00 Knowledge Management in the Sharing Economy - Cross-Sectoral Insights into the Future of Competitive Advantage

Invited speakers: Constantin BRĂȚIANU, Andreia Gabriela ANDREI

Insight: *The discussion aims to address the challenge of engaging knowledge management in a sharing economy. In a hyper-competitive business environment, everything tends to be digital, virtual and highly networked, which raises the issue of how knowledge management can support the decision whether or not to share strategic resources or capabilities. Here, the guests will elaborate on key issues such as: To what extent does the sharing economy preserve or compromise the competitive advantage of organizations? and What are the knowledge-management strategies for competitive, yet cautious sharing dynamics?*

16:00 – 16:05 Closure of the conference
17:00-18:00 National Bank of Romania – Special visiting tour for the conference guests (meeting point: 8 Doamnei Street, Sector 3, Bucharest, Romania – 16:50-16:55)
Day 3: September 30, 2017

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