

24 October 2013

24 October 2013

15 00 - 17 00 Parallel session

15 00 - 17 00 Parallel session

Chair - Discussant: David Alexander

Panel A	Does comprehensive income tell us more about an entity's performance compared to net income? Study on Romanian listed entities Irina-Doina Pascan "Petru Maior" University of Tirgu Mures	AWARENESS LEVEL AND EDUCATIONAL EFFORTS OF ACADEMICIANS RELATING TO THE INTERNATIONAL FINANCIAL REPORTING STANDARDS: A RESEARCH ON ACCOUNTING ACADEMICIANS IN KONYA Halil Akmese Selcuk University	Accounting for soccer players: capitalization paradigm vs expenditure Victor-Bogdan Oprean Tudor Oprisor Babes-Bolyai University of Cluj-Napoca	Accounting plan – information base for management Anna Bănociová Technical University in Košice, Faculty of Economics Ludmila Pavliková Faculty of Economics, Technical University of Kosice	Professional Judgment and Reticence to Apply Sampling Techniques Tatiana Danescu "Petru Maior" University of Tirgu Mures Anca Oana Chis "1 Decembrie 1918" University of Alba Iulia	STATUS QUO OF INTERNATIONAL FINANCIAL REPORTING STANDARDS AND INTERNATIONAL STANDARDS ON AUDITING: A RESEARCH ON THE ACCOUNTING PROFESSIONALS IN KONYA Kadriye Alev AKMESE Selcuk University
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Chair - Discussant: Javed Hussain

Panel B	New strategies in the management of corporate activities in BCR - ERSTE Cosmin Matiş Babes-Bolyai University of Cluj-Napoca Răzvan Nistor Babeş Bolyai University Cluj-Napoca	New challenges in the management of banking risks ADINA APATACHIOAE Alexandru Ioan Cuza University of Iaşi	The evolution of Romania's financial system Rodica Oana Ionita The Bucharest University of Economic Studies	Corporate governance „actors” capability and risk information transparency – Empirical study on European banking system Cristina Alexandrina Ştefănescu Babes-Bolyai University of Cluj-Napoca	Investigations upon the correlation between the efficiency of investment strategies and the financial performances of Financial Investment Companies Spatacean Ioan Ovidiu Petru Maior University of Tirgu-Mures	The role of fundamental information for trading strategies creation Viliam Vajda Technical University in Košice Pavel Kisela Technical University of Kosice
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Chair - Discussant: Ciucan Rusu Liviu

Panel C	Enhancing Consumers' Satisfaction and Loyalty of Retailers in Romania through Store Ambiance and Communication Dan-Cristian Dabija Raluca Băbuţ Babes-Bolyai University of Cluj-Napoca	Evolution of concepts of households' role in providing onward economic development Nailya Bagautdinova Gulnara Hadiullina Liliyana Nugumanova Aida Novenkova Boris Averyanov Kazan (Volga region) federal univercity	Study on perceived quality and perceived fair price Lucian Pitic Stelian Brad Technical University of Cluj-Napoca Diana Pitic Babeş-Bolyai University	An analysis of the AIDAT model based on Facebook promotional contests Otilia-Elena Platon Irina Iosub Mihail-Cristian Diţoiu The Bucharest University of Economic Studies	Customer relationship management in the insurance industry Ciprian Matiş Babes-Bolyai University of Cluj-Napoca Liviu Ilieş Babeş Bolyai University Cluj-Napoca, Faculty of Economic Sciences and Business Administration
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Chair - Discussant: Daniela Stefanescu

Panel D	Hyper-ellipsoid clustering of time series. A case study for daily stock returns Vasile-George Marica Bucharest University of Economic Studies	An Empirical Study on Fiscal Policy in crises time: Evidence from Romania and Turkey Mihaela Gondor "Petru Maior" University of Tirgu Mures Ozay OZPENCE Pamukkale University	Analysis of the behavior of central banks in setting interest rates. The case of Central and Eastern European countries Iulian Vasile Popescu Alexandru Ioan Cuza University of Iaşi	INTERREGIONAL LOGISTIC CENTER AS THE GROWTH POINT OF REGIONAL ECONOMICS Panasyuk Michael Kazan Federal University Pudovik Elena Kazan (Volga region) federal univercity Gafurov Ilshat Kazan (Volga region) federal univercity	Price discovery and market impact of a limit order Cosmin-Octavian Cepoi The Bucharest University of Economic Studies	Production cost optimization in industrial waste water treatment Jozsef Boer All Colors Petruţa Blaga Petru Maior University of Tirgu-Mures
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24 October 2013

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17 10 - 18 45 Parallel session

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Chair - Discussant: Cristina Silvia Nistor, Stefan Anamari-Beatrice

Panel A	<p>RESEARCH ON THE EVOLUTION OF FINANCIAL AUDIT IN ROMANIAN. PAST, CURRENT AND FUTURE TRENDS.</p> <p>Ramona Laptas Transylvania University Brasov Adriana Florina popa Bucharest University of Economic Studies Florin Dobre Bucharest University of Economic Studies</p>	<p>An overview of the Past and Present Romanian Accounting</p> <p>Elena Hlaciuc University Stefan cel Mare from Suceava Veronica Deac "Petru Maior" University of Tirgu Mures</p>	<p>Compliance with non current assets IFRS requirements concerning the information disclosure - case study</p> <p>Andreea Ioana Coste Babes-Bolyai University of Cluj-Napoca Adriana Tiron Tudor Babes-Bolyai University of Cluj-Napoca Szilveszter Fekete Pali-Pista Babes-Bolyai University of Cluj-Napoca</p>	<p>Measuring the activity of internal audit. Case study at the autonomous administrations in forestry</p> <p>Tatiana Dănescu "Petru Maior" University of Tirgu Mures Ioana Călean "1 Decembrie 1918" University of Alba Iulia Raluca Șandru "Petru Maior" University of Tirgu Mures</p>	<p>RESEARCH AGENDA ON INTEGRATED REPORTING: NEW EMERGENT THEORY AND PRACTICE</p> <p>Ioana- Maria Dragu Babes-Bolyai University of Cluj-Napoca Adriana Tiron- Tudor Babes-Bolyai University of Cluj-Napoca</p>	<p>Romanian Public Sector Transparency Approached by E-governance</p> <p>Cristina Silvia Nistor Babes-Bolyai University of Cluj-Napoca Adela Deaconu Babes-Bolyai University of Cluj-Napoca</p>
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Chair - Discussant: Ploesteanu Nicolae and Daniel Stefan

Panel B	<p>About implementation it is international – rules of law in the national legislation of Russia in the sphere of integration into society of persons with limited opportunities of health.</p> <p>Timur Safin Kazan Federal University Evgenie Egorov Moscow State University Elena Razumovskaia Kazan Federal University</p>	<p>About need of employment of disabled people for regions of the Russian Federation.</p> <p>Veronika Calikova Kazan Federal University Evgeney Egorov Moscow State University Elena Razumovskaia Ildar Tarkhanov Kazan Federal University</p>	<p>The United States of America Effect on Turkey - European Union Relations</p> <p>Ziya Kivanc Kirac Selcuk University Zulfukar Aytac Kisman Firat University, Elazig Bogdan Andrei Sofronie Alexandru Ioan Cuza University, Iasi</p>	<p>THE IMPACT OF THE CORRUPTION AND THE NATIONAL COMPETITIVENESS ON THE VOTER TURNOUT</p> <p>Simona-Roxana Ulman Alexandru Ioan Cuza University of Iasi Norina Cristiana Orha Wolfgang Goethe University, Frankfurt</p>	<p>How trading costs affect liquidity on Bucharest Stock Exchange?</p> <p>Cosmin-Octavian Cepoi The Bucharest University of Economic Studies Ramona Radu The Bucharest University of Economic Studies</p>	<p>Ideas and legal principles in 18th century Europe. Romanian principalities connection with the „acquis” communautaire</p> <p>Adrian Boanta "Petru Maior" University of Tirgu Mures</p>
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Chair - Discussant: Spatacean Ioan Ovidiu

Panel C	<p>Land Valuation in Romania: challenges and difficulties</p> <p>Veronica Deac "Petru Maior" University of Tirgu Mures</p>	<p>Research and development intensity in Romania. A regional perspective</p> <p>Zizi Goschin The Bucharest University of Economic Studies</p>	<p>Assessing the sustainability of the wine industry in terms of investment</p> <p>Olga Olaru Maria Alexandra Galbeaza Cristian Silviu Banacu The Bucharest University of Economic Studies</p>	<p>Seasonality in the Romanian stock market: the-day-of-the-week effect</p> <p>Elena Valentina Țilică The Bucharest University of Economic Studies Dragoș Ștefan Oprea The Bucharest University of Economic Studies</p>	<p>The Relevance of Foreign Direct Investment for Sustainable Development. Empirical Evidence from European Union</p> <p>Mihaela Kardos "Petru Maior" University of Tirgu Mures</p>
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Chair - Discussant: Marian Liviu

Panel D	<p>Comparative analysis of strategic and tactical decisions in agriculture under the IAS 41 Standard in the context of the emerging markets</p> <p>Romeo Cătălin CREȚU Bucharest University of Agronomic Sciences and Veterinary Medicine Raluca Florentina CREȚU The Bucharest University of Economic Studies Alexandra MUSCĂNESCU</p>	<p>Long Strangle Strategy Using Barrier Options and its Application in Hedging Against a Price Increase</p> <p>Zuzana Gordiaková Technical University in Košice, Faculty of Economics Marko Lalić Technical University of Kosice, Faculty of Economics</p>	<p>LEADERSHIP AND EMOTIONAL INTELLIGENCE</p> <p>IOAN PASTOR "Petru Maior" University of Tirgu Mures</p>	<p>A causal relationship between foreign direct investment, economic growth and export for Slovakia</p> <p>Zuzana Szkorupová Silesian University in Opava, School of Business Administration in Karvina</p>	<p>Unethical aspects and the recent manifestation of corruption in Romanian public administration</p> <p>Maria-Ana GEORGESCU "Petru Maior" University of Tirgu Mures</p>	<p>The Role of Communication in Managerial Education from University. Comparative Study</p> <p>Adrian Sonea "Petru Maior" University of Tirgu Mures</p>
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25 October 2013

15 00 - 17 00 Parallel session

Chair - Discussant: David Alexander

25 October 2013

15 00 - 17 00 Parallel session

Chair

Panel A	The impact of business intelligence recognition on goodwill valuation Florin Dinu The Bucharest University of Economic Studies Radu-Daniel Loghin The Bucharest University of Economic Studies	Difficulties of the Budgeting Process and Factors Leading to the Decision to Implement this Management Tool GABRIELA LIDIA TĂNASE The Bucharest University of Economic Studies	Empirical Study on the Analysis of the Influence of the Global Financial Crisis on the Accounting Information Reported by Romanian Listed Companies Ioan-Bogdan ROBU Alexandru Ioan Cuza University of Iasi Costel ISTRATE Alexandru Ioan Cuza University of Iasi	The effects of IFRS on net income and equity: evidences from Romanian listed companies" Neag Ramona "Petru Maior" University of Tirgu Mures	An update on accounting education literature review Georgeta Victoria Cailan Babes-Bolyai University of Cluj-Napoca Carmen Giorgiana Bonaci Babes-Bolyai University	ACCOUNTING COST – BENEFIT RELATION FOR A FEASIBILITY STUDY Andreea Gabriela Ponorica The Bucharest University of Economic Studies Adriana Florina Popa The Bucharest University of Economic Studies Oana Georgiana Stanila The Bucharest University of Economic Studies
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Chair - Discussant: Valentina Vasile

Panel B	Is there a link between environmental performance and financial position and performance of a company in developing countries? Evidence from Romania. Mirela-Oana Pintea Liana Stanca Sorin-Adrian Achim Babes Bolyai University Cluj-Napoca Ioana Pop University of Agricultural Science and Veterinary Medicine Cluj Napoca	The influence of financial intermediaries' ownership on firm value. Empirical evidence for the companies listed on the Bucharest Stock Exchange Georgeta Vintilă Ștefan Cristian Gherghina The Bucharest University of Economic Studies	On the structure of European Economic and Monetary Union - clues from the data and economic intuition Vladimir Gazda Veronika Šulíková Denis Horváth Marianna Siničáková Technical University of Košice Julius Horváth Central European University, Budapest	Sales management strategies implemented by the international financial groups Matiș Eugenia Dimitrie Cantemir University Bucharest Alina Matiș Babes Bolyai University Cluj-Napoca	Identification of financing regional governments using correlation analysis Ladislav Mura University of St. Cyril and Methodius in Trnava Jan Buleca Technical University in Košice Peter Horváth, Jan Machyniak, Karol Šebik University of St. Cyril and Methodius in Trnava	Could be trader using only "old" technical indicator successful at the Forex market? Viliam Vajda Technical University in Košice, Faculty of Economics
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Chair - Discussant: Steliana Sandu

Panel C	Unemployment Duration in Rural Romania Daniela-Emanuela Dănașcă Constantin Brâncuși University of Târgu-Jiu Doru Cîrnu Constantin Brâncuși University of Târgu-Jiu	Economic Growth - Demand and Supply Perspective Manuela Raisová Technical University in Košice Júlia Ďurčová Technical University Kosice	Impact of monopsonical labor market on the development of regions of Russian federation. Maina Sabirova Kazan Federal University Raisa Feifer-Shishkina Kazan (Volga Region) Federal University Fazlieva Elena Kazan (Volga Region) Federal University	Payment discipline in business environment Alena Andrejovská Technical University of Košice, Faculty of Economics Anna Bánociová Technical University of Košice, Faculty of Economics	Correlation of -Previous Advertisement Expenses - and -Total Sales-of Firms during the Big Recession Izzet TASAR Firat University Elazig Gokce Demirel Firat University, International Relations Office, Elazig İrfan KALAYCI İnönü University, Business and Administrative Faculty, Malatya	Examining the social capital content and structure in the pre-start-up planning Carmen Paunescu The Bucharest University of Economic Studies Raluca Badea The Bucharest University of Economic Studies
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Chair - Discussant: Kardos Mihaela

Panel D	What skills public sector leaders need in times of crisis and economic recession? ILIEȘ CAMELIA-OLIVIA "Petru Maior" University of Tirgu Mures	Work positions ranking - methods and techniques Janetta Sirbu "Bogdan Voda" University of Cluj-Napoca Dorina Loredana Fodor "Bogdan Voda" University of Cluj-Napoca Florin Radu Pintea "Bogdan Voda" University of Cluj-Napoca	Relation Between Information Technology and Performance: an Empirical Study Concerning the Hotel Industry in Mures County Flavia Dana Oltean Manuela Rozalia Gabor Lia Codrina Contiu "Petru Maior" University of Tirgu Mures	The Impact of Corporate Board Characteristics on the Financial Performance of Listed Companies Victor-Octavian Müller Babes-Bolyai University of Cluj-Napoca Mihai Talmaci Alexandru Ioan Cuza University of Iasi	Incidence of green business on developing the entrepreneurial environment from Iași Metropolitan Area Mioara Borza Alexandru Ioan Cuza University of Iasi Mihai Talmaci Alexandru Ioan Cuza University of Iasi	Non Profit entities and multi-stakeholder relations: some highlights on management accountability from the Italian "Pro-Loco" Organizations Daniela Preite Salento University and Bocconi School of Management Fabio De Matteis Salento University
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Chair - Discussant: Stefan Daniel

Panel E	Insurances and consumer perception in the romanian insurance market Mihaela Andreea Stroe Nicolae Titulescu University, Bucharest,Romania	Some Mathematical Models for Longevity Risk in the Annuity Market and Pension Funds Iulian Mircea Mihaela Covrig Radu Serban The Bucharest University of Economic Studies	ANALYSIS OF SAVING ON PENSION IN THE 3RD PILLAR Michal Šoltés Eva Modráková Josef Heteš Technical University in Košice	The relationship between life expectancy at birth and health expenditures estimated by a cross-country and time-series analysis Elisabeta Jaba Alexandru Ioan Cuza University of Iasi Christiana Brigitte Balan Ioan-Bogdan Robu Alexandru Ioan Cuza University of Iasi,	Credit risk dependence modeling for Collateralized Debt Obligations Gabriel Gaiducevici Bucharest University of Economic Studies	CONVERGENCE OF CONSOLIDATED FINANCIAL STATEMENTS REGULATIONS: ARE WE THERE YET? Andreea CÎRSTEA Alexandra-Carmen BALTARIU Babes-Bolyai University Cluj-Napoca
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Chair - Discussant: Zaman Gheorghe

Panel F	Productivity of DMUs: A proposed framework Ionela Dincușă-Tănase Călin Bordea Emilia Câmpean Technical University of Cluj-Napoca Dumitru Pop "V.Gelu" School Group Zalău	Econometric modeling of influence on turnover concerning indicators of information society across the European Union Lăcrămioara Cîmpian Bucharest University of Economic Studies Ede Lazar Sapientia University of Cluj Manuela Rozalia Gabor Petru Maior University of Tirgu Mures	Diagnostic model of the risk of bankruptcy Ioan Bircea "Petru Maior" University of Tirgu Mures	Ecology as factor of quality of life of the population Ramil Yagudin Fakhrudinova Elena Karasić Elena Kolesnikova Julia Kazan (Federal) University	Regional development policy in context of Europe 2020 Strategy DANIELA ANTONESCU Institute of National Economy - Romanian Academy	The Impact of Exchange Rate Development on Czech Trade Flows Jana Šimáková Silesian University in Opava, Faculty of Business Administration in Karvina
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Chair - Discussant: Besfelean Paul and Calin Comes Adrian

Panel G	ONLINE HOTEL BOOKING SYSTEMS IN ROMANIA Rozalia Veronica RUS Babes-Bolyai University of Cluj-Napoca Adina Letiția NEGRUȘA Babes-Bolyai University, Cluj-Napoca, Romania	Means to Enhance the Performance of ERP Systems' Personalized Production Modules Moreno-Doru Res Avram Iancu University Cluj-Napoca Vasile Paul Bresfelean Babes-Bolyai University of Cluj-Napoca	Roadmap for ERP evaluation and selection Lucian Pitic Technical University of Cluj Napoca Sorin Popescu Technical University of Cluj-Napoca Diana Pitic	SMEs' perception on cloud computing solutions Mihaela Filofteia Tutunea Babes-Bolyai University Cluj-Napoca	Optimizing the IT structures of tourism SMEs using modern applications and resources (C.I.I.I.D) Gabriela Cecilia Stănculescu Felix Dumitrescu	The impact of the Internet on the business environment Elena-Iulia Apavaloaie "Petru Maior" University of Tirgu Mures
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25 October 2013

17 10 - 19 00 Parallel session

- Discussant: Neag Ramona, Turlea Eugeniu

25 October 2013

17 10 - 19 00 Parallel session

Panel A	Determining audit materiality in the banking industry - a knowledge based approach Daniel Vilsanoli The Bucharest University of Economic Studies Simona Buzenche (Matei) The Bucharest University of Economic Studies	A new paradigm for accounting through cloud computing Otilia Dimitriu Alexandru Ioan Cuza University of Iasi Marian Matei "Alexandru Ioan Cuza" University of Iasi	THE NEED FOR PUBLIC SECTOR CONSOLIDATED FINANCIAL STATEMENTS Andreea CIRSTEA Babes-Bolyai University of Cluj-Napoca	CORPORATE GOVERNANCE LIKE A SYMPHONY ORCHESTRA Mihaela Dumitraşcu The Bucharest University of Economic Studies Liliana Feleagă Bucharest Academy of Economic Studies Niculae Feleagă Bucharest Academy of Economic Studies	Analysis of internal audit practices on FTSE100 George-Silviu Cordos Babes-Bolyai University of Cluj-Napoca	The role of the audit committee in corporate governance -case study for a sample of companies listed on BVB and the London Stock Exchange - FTSE 100 Andrei Crisan Melinda Timea Fulop Babes-Bolyai University of Cluj-Napoca
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Chair - Discussant: Gondor Mihaela

Panel B	Country Risk in the CESEE Countries: A Fundamental Beta Approach Jozef Glova Technical University in Košice, Faculty of Economics	The impact of ownership concentration on firm value. Empirical study of the Bucharest Stock Exchange listed companies Georgeta Vintilă The Bucharest University of Economic Studies Ştefan Cristian Gherghina The Bucharest University of Economic Studies	Comparative analysis of the Community trademark registration activity of Germany, the United States and China Valentin Ionut Nitu The Bucharest University of Economic Studies	The assessment of corporate governance system quality in the Romanian sectors. Analysis of the companies listed on the Bucharest Stock Exchange Monica-Violeta Achim Babes-Bolyai University of Cluj-Napoca Sorin-Nicolae Borlea West Vasile Goldis University, Arad	Modelling the high frequency exchange rate in Romania Elena Pelinescu Institute for Economic Forecasting, Bucharest University of Economic Studies Marius Acatrinei National Institute of Economic Research	A comparative study on the most widely acknowledged internal control models Sorin Briciu Andreea Cristina Danescu Mihaela Prozan "1 Decembrie 1918" University of Alba Iulia
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Chair - Discussant: Zizi Goschin

Panel C	Regional innovation cluster as a center of an innovative person formation. Valentina Gerasimova Kazan Federal University Sergey Mokichev Kazan (Volga Region) Federal University	TRAVEL & TOURISM COMPETITIVENESS: A STUDY OF WORLD'S TOP ECONOMIC COMPETITIVE COUNTRIES Ştefan-Dragoş CIRSTEA Babes-Bolyai University of Cluj-Napoca	The optimal saving with mixed parameters Ana Maria Lucia Casademunt Universidad Loyola Andalucia Irina Georgescu The Bucharest University of Economic Studies	Innovation policy as the main accelerator of increasing the competitiveness of small and medium-sized enterprises in Slovakia Vincent Šoltés Technical University of Košice Beáta Gavurová Technical University of Košice	The economy of the digital age in Russia: development trends and the role of the business. Liliya Garifova Kazan Federal University	Credit Cycles and Business Cycles in Twenty EU Economies Constantin-Marius Apostoale Alexandru Ioan Cuza University of Iasi Stanislav Percic Alexandru Ioan Cuza University of Iasi
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Chair - Discussant: Georgescu Maria

Panel D	CONTEMPORARY CAREER CIVIL SERVANT MYTHS: THE ROMANIAN CASE? ILIEŞ CAMELIA-OLIVIA "Petru Maior" University of Tirgu Mures	Identifying the risk in higher education institutions Simona Valeria Toma Dunarea de Jos University of Galati Ioana Veronica Alexa Dunarea de Jos University of Galati Daniela Ancuta Sarpe Dunarea de Jos University of Galati	Measuring the efficiency of a Web 2.0 tool designed for teaching and learning English for Academic Purposes in tertiary education Stanca Liana Babes-Bolyai University of Cluj-Napoca Felea Cristina Faculty of Letters, Babes-Bolyai University	Strategic planning based on consumers' decision making process towards mobile telecommunications operators Ion Stancu University of Craiova Georgeta-Madalina Meghisan University of Craiova	The reliability of the human factor Irina-Maria Dragan The Bucharest University of Economic Studies Alexandru Isaic-Maniu The Bucharest University of Economic Studies	Some Considerations and Comparisons of e-Working: Past, Present and Perspectives Marius Surugiu Valentina Vasile Camelia Surugiu
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Chair-Discussant: Harry Matlay

Panel E	The real estate behavior in response to the tax vagaries Cătălina Cozmei Muler Onofrei Şerban Claudia The Bucharest University of Economic Studies	Risk management triggers: from the tax risk pitfalls to organizational risk Cătălina Cozmei Şerban Claudia The Bucharest University of Economic Studies	Is culture powerful enough to change the managerial practices? > of SMEs? Andreea Apetrei, Domingo Ribeiro, Mar Banasitae University of Valencia	COGNITIVE PROCESSING OF INFORMATION WITH VISITOR VALUE IN CULTURAL HERITAGE ENVIRONMENTS. THE CASE OF THE SEE TCP SAGITTARIUS 2011-2014 Dorothea Papatthansiou-Zuhr Daniel Fernando Weiss-Ibanez	Payment discipline in entrepreneurship environment Anna Bánociová Technical University in Košice, Faculty of Economics Alena Andrejovská Faculty of Economics, Technical University of Kosice
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Chair - Discussant: Valentina Vasile

Panel F	Labour Markets of EMU Countries in the Context of OCA Ludmila Bartóková Technical University in Košice, Faculty of Economics Barbora Gontkovičová Technical University in Košice, Faculty of Economics	Customer satisfaction analysis by the implementation of Quality Management System in a public institution Nicolina Irina Hadarean Somlea Illes Sandor Ferencz Technical University of Cluj Napoca Liviu Onoriu MARIAN Universitatea Petru Maior Tirgu-Mures	Comparing the original and the revised SSTQUAL scale among high-educated consumers in Romania Lacramioara Radomir Cosmin Voicu Nistor Babes-Bolyai University of Cluj-Napoca	HUMAN RESOURCES, QUALITY CIRCLES AND INNOVATION Petruţa Blaga "Petru Maior" University of Tirgu Mures Jozsef Boer All Collors
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Chair - Discussant: Besfelean Paul and Calin Comes Adrian

Panel G	Productivity and cycle time prediction using Artificial Neural Network CRISTIAN GELMEREANU LIVIU MORAR STEFAN BOGDAN Technical University of Cluj Napoca	SCADA Virtual Instruments Management Traian Turc Adrian Gligor "Petru Maior" University of Tirgu Mures	Formal models for describing mathematical programming problem Calin Avram Universitatea Dimitrie Cantemir Tg Mures Eleonora Laura Avram Universitatea Dimitrie Cantemir Tg Mures Adrian Gligor Petru Maior University of Tirgu Mures	IT governance in Cloud Natalia Suicimezov Alexandru Ioan Cuza University of Iasi Mircea Radu Georgescu "Al.I.Cuza" University, Iasi	Advertising creativity – the right balance between surprise, medium and message relevance Andreea Ioana Maniu Babes-Bolyai University of Cluj-Napoca Monica Maria Zaharie Babes – Bolyai University, Cluj-Napoca	Models of software components integration Rus Ioan "Petru Maior" University of Tirgu Mures
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26 October 2013

10 40 - 12 30 Parallel session

Chair - Discussant: Robert Sova, David Alexander

26 October 2013

10 40 - 12 30 Parallel session

Panel A	<p>The Implementation Degree of Recommendations Regarding the "Comply or Explain" Statement and its Efficiency via Cloud Computing</p> <p>Melinda Timea FÜLÖP Babes-Bolyai University of Cluj-Napoca</p> <p>Mihai-Constantin AVORNICULUI Babes-Bolyai University of Cluj-Napoca</p> <p>Vasile Paul BRESFELEAN Babes-Bolyai University of Cluj-Napoca</p>	<p>DETECTING EARNINGS MANAGEMENT: INSIGHTS FROM THE LAST DECADE LEADING JOURNALS PUBLISHED RESEARCH</p> <p>ALINA BEATRICE VLADU Universitat Pompeu Fabra, Spain and Babes-Bolyai University, Romania</p> <p>DAN DACIAN CUZDRIOREAN Babes-Bolyai University, Romania</p>	<p>Similarities between the acquirer and the target company in successful takeover bids offer and the impact to financial audit</p> <p>Laura Brad The Bucharest University of Economic Studies</p> <p>Radu Ciobanu The Bucharest University of Economic Studies</p> <p>Florin Dobre The Bucharest University of Economic Studies</p> <p>Iulian Viorel Brasoveanu The Bucharest University of Economic Studies</p>	<p>Manipulating user behavior through accounting information</p> <p>Maria-Mădălina Voinea Alexandru Ioan Cuza University of Iasi</p> <p>Otilia Dimitriu "Alexandru Ioan Cuza" University of Iasi</p>	<p>The Implications of the Central Bank Policies for the Romanian Banking System Liquidity</p> <p>Horatiu Lovin The Bucharest University of Economic Studies</p>	<p>Transfer pricing - a literature review</p> <p>Alexandra Corlaci Babes-Bolyai University of Cluj-Napoca</p>
Chair - Discussant: Steliana Sandu						
Panel B	<p>The Trends of Household Economic Behavior in Emerging Countries of Europe</p> <p>Nataliya Larionova Kazan Federal University</p> <p>Julia Varlamova Kazan (Volga Region) Federal University</p>	<p>The main categories of Innovative Economy</p> <p>Arthur Fatkhiev Kazan Federal University</p> <p>Denis Ulesov Kazan Federal University Alina Safullina Kazan Federal University</p>	<p>A World of Poverty?</p> <p>Gabriela Bodea Babes-Bolyai University of Cluj-Napoca</p> <p>Emilia Herman Petru Maior University Tg. Mures</p>	<p>Italy - Economic Growth and Human Development. Comparative Analysis</p> <p>Alina-Petronela Haller „Gheorghe Zane” Institute of Economic and Social Research, Romanian Academy</p>	<p>Plazza Accord and the 'explosion' of the Japanese FDI</p> <p>Marius Ioan MIHUT Babes-Bolyai University of Cluj-Napoca</p>	<p>Impact of R&D and Innovation on high tech exports</p> <p>Steliana Sandu Institute of National Economy - Romanian Academy</p> <p>Bogdan Ciocanel IRECON Institute</p>
Chair - Discussant: Gondor Mihaela						
Panel C	<p>Study on the relationships between institutions, governance and leadership in regional development policy in Romania</p> <p>Mihai Talmacu Alexandru Ioan Cuza University of Iasi</p>	<p>Periods of Fiscal Consolidation in Selected European Economies</p> <p>Rajmund Mirdala Technical University in Košice, Faculty of Economics</p>	<p>The connection between efficiency and sustainability - a theoretical approach</p> <p>Mioara Borza Alexandru Ioan Cuza University of Iasi</p>	<p>Qualitative selection and differentiation of the benefits</p> <p>Nail Safullin Rezeda Karimova Lenar Safiullin Gulnara Ismagilova Kazan Federal University</p>	<p>A model to estimate macroeconomic parameters for growth in EU</p> <p>Lucian Albu Institute of Economic Forecasting (IPE), INCE, Romanian Academy</p>	<p>Regional growth in Romania after its accession to EU: A Shift-Share Analysis Approach</p> <p>Zizi Goschin Bucharest University of Economic Studies</p>
Chair - Discussant: Anca Munteanu						
Panel D	<p>Identifying and measuring compliance and adherence in antidepressants taking</p> <p>Adina Turcu-Stiolica University of Medicine and Pharmacy, Craiova</p> <p>Adriana Elena Taerei University of Medicine and Pharmacy, Bucharest</p> <p>Razvan Turcu-Stiolica University Mihai Viteazu, Craiova</p>	<p>Comparative analysis of the Community trademark registration activity of Germany, the United States and China</p> <p>Valentin Ionut Nitu Bucharest University of Economic Studies</p>	<p>Measuring clients satisfaction toward shopping centers - Empirical evidence from Romania</p> <p>Ioana Nicoleta Abrudan Babes-Bolyai University of Cluj-Napoca</p> <p>Dan-Cristian Dabija Babes-Bolyai University, Faculty of Economics and Business Administration, Department of Marketing</p>	<p>Measuring perceived service quality offline vs. online: a new PeSQ conceptual model</p> <p>Daniel Rareş Obadă Alexandru Ioan Cuza University of Iasi</p>	<p>Business environment development and regional policy in North-West Region of Romania</p> <p>Anca Dodescu Lavinia Chirilă University of Oradea</p>	<p>Measuring the Economic Impact of Tourism in European Emerging Markets</p> <p>Alexandru Ionescu (Harry) Hosney Zurub Constantin Valentina Daniela Bucharest University of Economic Studies</p>
Chair - Discussant: Michal Soltes						
Panel E	<p>Interbank Interest Rate Transmission in the V4 Countries</p> <p>Marianna Siničáková Technical University of Košice, Faculty of Economics</p> <p>Veronika Suliková Technical University of Košice, Faculty of Economics</p> <p>Stanislava Arvayová Technical University of Košice, Faculty of Economics</p>	<p>THE LEASING - MODERN FORM OF BUSINESS FINANCING</p> <p>Cristian Dragoş Teodorescu Petroleum and Gas University of Ploiesti</p>	<p>Data sources and quality - evidence from the internationally focused studies on the cross-section of stock returns</p> <p>Antonina Waszczuk European University Viadrina</p>	<p>The Impact of Euro Area Macroeconomic Announcements on CIVETS Stock Markets</p> <p>Elena Fedorova School of Business, Lappeenranta University of Technology</p> <p>Laura Wallenius School of Business, Lappeenranta University of Technology</p> <p>Mikaël Collan School of Business, Lappeenranta University of Technology</p>	<p>Innovative financial solutions for SMEs in the context of recovery after crises and turbulences</p> <p>Gabriela Prelipcean "Stefan cel Mare" University of Suceava</p> <p>Mircea Boscoianu "Henri Coanda" Air Force Academy, Brasov</p>	<p>Testing Random Walk hypothesis for Romanian consumption: a continuous time approach</p> <p>Alexie Ciprian Alupoalei Iancu Bucharest University of Economic Studies</p>

26 October 2013

12 40 - 14 00 Parallel session

Chair - Discussant: Daniela Stefanescu

26 October 2013

12 40 - 14 00 Parallel session

Panel A	<p>Sustainable Development through Entrepreneurial Initiatives in Center Region, Romania</p> <p>Ionela Gavrilă-Paven "1 Decembrie 1918" University of Alba Iulia Emilian M. Dobrescu Romanian Academy, Bucharest</p>	<p>Innovations and opportunities for entrepreneurial rural developments</p> <p>Elena Rădulescu "Petru Maior" University of Tirgu Mures Liviu Marian "Petru Maior" University of Tirgu Mures Sorina Moica "Petru Maior" University of Tirgu Mures</p>	<p>Entrepreneurial Culture in Transition Economies. The case of Romania and Republic of Moldova</p> <p>Carmen Chavoschi University Stefan cel Mare from Suceava Otilia Bordeleanu University Stefan cel Mare from Suceava Dorin Clipa University Stefan cel Mare from Suceava</p>	<p>THE KEY ELEMENTS OF LOCAL DEVELOPMENT</p> <p>Zulfukar Aytac Kisman Firat University, Elazig Izzet Tasar Inonu University, Malatya</p>	<p>Slow tourism: Concepts, traditions and recent experiences in Eastern Europe</p> <p>Gabriela Cecilia Stănculescu Dan Diaconescu Bucharest University of Economic Studies</p>	<p>Risks of noncompliance – theoretical and practical connotations</p> <p>Tatiana Dănescu "Petru Maior" University of Tirgu Mures Mihaela Prozan "1 Decembrie" University of Alba Iulia Andreea Cristina Dănescu "1 Decembrie" University of Alba Iulia</p>
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Chair - Discussant: Szabo Zsuzsanna

Panel B	<p>Factors behind working poverty in Romania</p> <p>Gabriela Bodea Babes-Bolyai University of Cluj-Napoca Emilia Herman Petru Maior University Tg. Mures</p>	<p>Regional sustainable development through Growth Pole Ploiesti-Prahova</p> <p>Adrian Nedelcu Petroleum and Gas University of Ploiesti</p>	<p>Budget Constraints and Political Behavior in Democracy</p> <p>Ion Lucian CATRINA Dimitrie Cantemir University Bucharest</p>	<p>DISSEMINATION OF CRIMINAL JUDGMENTS IN WRITTEN OR AUDIOVISUAL MEDIA, MEAN OF INFORMING THE ECONOMIC ENVIRONMENT</p> <p>Aurelian Olimpiu SABĂU POP "Petru Maior" University of Tirgu Mures</p>	<p>THE PECUNIARY LIABILITY OF THE EMPLOYEE</p> <p>Brindusa Marian "Petru Maior" University of Tirgu Mures</p>	<p>Risk Management Issues in Policing: From Safety Risks faced by Law Enforcement Agents to Occupational Health</p> <p>ADRIAN CONSTANTIN ACHIM Bucharest University of Economic Studies</p>
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Chair - Discussant: Zizi Goschin

Panel C	<p>Intelligence Cycle Integration within Decisional System among Public Administration</p> <p>Beniamin Viorel Branzas Bucharest University of Economic Studies Ioan Radu The Bucharest University of Economic Studies</p>	<p>ASPECTS REGARDING THE TRANSFORMATION OF STRANGE ATTRACTORS FROM QUASI – STABILITY TOWARD FULL BLOWN CHAOS</p> <p>Stefan Bogdan Technical University of Cluj Napoca Liviu Morar Technical University of Cluj Napoca Cristian Gelmereanu Technical University of Cluj Napoca</p>	<p>ASPECTS REGARDING THE POSITIVE AND NEGATIVE SIDES OF CHAOS APPLIED TO THE MANAGEMENT SCIENCE IN PROJECTS OF ORGANIZATIONAL CHANGE</p> <p>Stefan Bogdan Technical University of Cluj Napoca Liviu Morar Technical University of Cluj Napoca Cristian Gelmereanu Technical University of Cluj Napoca</p>	<p>Education and innovation in the context of economies globalization</p> <p>Mihaela Mihai Bucharest University of Economic Studies Emilia Tițan The Bucharest University of Economic Studies</p>	<p>Considerations on Romania's entrepreneurial profile: barriers to productive entrepreneurship</p> <p>Emilia Herman, Zsuzsanna K. Szabo "Petru Maior" University of Tirgu Mures</p>
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Chair Discussant: Steliana Sandu

Panel D	<p>A management application for the small distributed generation systems of electric power based on renewable energy</p> <p>Cristian Dragos Dumitru "Petru Maior" University of Tirgu Mures Adrian Gilgor "Petru Maior" University of Tirgu Mures</p>	<p>ROSLIA MONTANA – REGIONAL IMPACT</p> <p>Alexandra Georgiana Parasca Alexandru Ioan Cuza University of Iasi Gina Ionela Butnaru Alexandru Ioan Cuza University of Iasi</p>	<p>Sustainable development between recent experiences and future challenges</p> <p>Mara Ursache Alexandru Ioan Cuza University of Iasi</p>	<p>SUSTAINABLE DEVELOPMENT – COMPROMISE OR SOLUTION. WHAT IS THE PLACE OF GEOGRAPHY IN THIS CONTEXT?</p> <p>Sorin Avram University of Craiova, Geography Department</p>	<p>Developing social economy model in Romania. Constraints and challenges from financial point of view</p> <p>Simona Stanescu Valentina Vasile Mirela Nemtanu Institute of National Economy - Romanian Academy</p>	<p>ALTERNATIVE METHOD OF QUALITY EVALUATION IN TOURISM. CASE STUDY APPLIED IN TOURIST ACCOMMODATION UNITS</p> <p>Gina Ionela Butnaru Alexandru Ioan Cuza University of Iasi Mirela Stefanica Universitatea Alexandru Ioan Cuza Iasi George Marius Maxim Universitatea Tehnica Gheorghe Asachi Iasi</p>
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Chair Discussant: Herman Emilia

Panel E	<p>Monte Carlo Method in risk analysis for investment projects</p> <p>Victor Platon Andreea Constantinescu Institute of National Economy - Romanian Academy</p>	<p>Do practice stages encourage students in Economics to practice entrepreneurship? PRACTeam project</p> <p>Anca Otilia Dodescu Ioana Pop-Cohuț Lavinia Chirilă University of Oradea</p>	<p>Perspectives of the quantitative and structural evolution of tertiary education in Romania</p> <p>Florin Marius Pavelescu Valentina Vasile Institute of National Economy - Romanian Academy</p>	<p>Tehnologiile high-tech. Provocarile pentru Romania 2020</p> <p>Andreea Clara Munteanu Institute of National Economy - Romanian Academy</p>	<p>Application of elasto-viscoplastic models to describe the rock salt behaviour around the underground mining excavations</p> <p>Mariana Bălan Valentina Vasile Institute of National Economy - Romanian Academy</p>	<p>Rosia Montana - Pros and Cons exploitation in terms of Human Rights,</p> <p>Nicolae Ploesteanu Iulia David "Petru Maior" University of Tirgu Mures</p>
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