**10th INTERNATIONAL CONFERENCE OF ASECU**

**Conference program**

**Towards Post-Crisis Prosperity: Alternative Economic Policies and Institutional Reforms in Southern and Eastern Europe**

**Conference venue**  
Faculty of Economics and Business Administration, Teodor Mihali Street 58-60, Cluj-Napoca  
Room 118 (1st floor)

**Friday, 16th of May, 2014**

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<th>Time</th>
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<td>8:30</td>
<td>Opening of the Registration Desk – Registration will run all day at the 1st floor of the building, the main lobby</td>
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| 9:30   | Official opening of the Conference  
Welcome address by Prof. Mihaela LUȚAŞ, Vice Rector of the Babeş-Bolyai University  
Welcome address by Prof. Dimitru MATIȘ, Dean of Faculty of Economics, Babeş-Bolyai University, Member of the Board of Governors of ASECU |
| 10:00  | Welcome address and Opening presentation by Prof. Yannis TSEKOURAS, President of ASECU, University of Macedonia, Thessaloniki, Greece, on Towards Post-Crisis Prosperity: Alternative Economic Policies and Institutional Reforms in Southern and Eastern Europe |
| 10:30–11:15 | **I. Opening session: EDUCATION**  
Chair: Prof. Fehmi KARASIOGLU  
Secretary  
Presentation of prized student paper, of the 3rd ASECU-Youth International Conference, July 2013, Kotor Montenegro  
INNOVATIONS AS A FACTOR OF ECONOMIC DEVELOPMENT OF SOUTHEASTERN EUROPEAN COUNTRIES WITH EMPHASIS ON MONTENEGRO  
Bojanić BOBAN, Nikolina KATIĆ, Milan LAKIĆEVIĆ, Milena PAJOVIĆ, University of Montenegro, Montenegro  
THE ROLE OF CASE STUDIES IN BUSINESS EDUCATION  
Prof. Duncan McDOUGALL, Plymouth State University, United States  
HIGHER EDUCATION IN EASTERN EUROPE: POST CRISIS POLICIES AND TRENDS  
Gabriella KECZER, University of Szeged, Hungary |
| 11:15  | COFFEE BREAK (1st floor, main lobby)                                                                                                                                                                                 |
| 11:30–12:45 | **II. NATIONAL PERSPECTIVE Session – part 1**  
Chair: Prof. Dumitru Dan POPESCU  
Secretary  
APPLICATION OF POST WASHINGTON CONSENSUS POLICIES IN TURKEY  
Rana EŞKINAT, Anadolu Üniversitesi, Eskisehir, Turkey |
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THE ROLE OF FINANCIAL STANDARDS IN HUNGARIAN PUBLIC SECTOR ACCOUNTING
József SIMON, Eötvös József College, Baja, Hungary
Henrietta ANDRÁS, The Under Transdanubian Directorate of Water Management, Hungary

FROM UNIDIMENSIONAL FORWARDS MULTIDIMENSIONAL POVERTY MEASUREMENT (MULTIDIMENSIONAL POVERTY INDEX ALBANIA M.P.I.)
Anila NANAJ, Technical Economic School Tirana, Albania
Raimonda DUKA, University of Tirana, Albania

THE INFLUENCE OF THE ECONOMIC CRISIS ON THE IMPLEMENTATION OF HUNGARIAN WASTE LEGISLATION
Ferenc SZABO, University of Szeged, Hungary

13:00 – 14:00       LUNCH (will take place at the 6th floor, at Cafeteria)

14:00- 15:15
III. NATIONAL PERSPECTIVE Session – part 2

Chair: Assoc. Prof. Gabriella KECZER
Secretary

REGULATORY REFORM TO REDUCE ADMINISTRATIVE BARRIERS TO BUSINESS IN ALBANIA
Eda TEREZI, Ministry of Economic Development, Trade and Entrepreneurship, Albania
Vjolca IBRAHIMI, Tirana University, Albania
Elton KARAPICI, General Taxation Directory of Tirana, Albania
Amanda KARAPICI, Finance Department, Albanian Parliament, Tirana Albania

THE CONSEQUENCES OF THE GLOBAL CRISIS OF 2008 ON ROMANIA
Costel-Ioan CIOBAN, Gabriela-Liliana CIOBAN, Ștefan cel Mare University Suceava, Romania

THE NATIONAL WELFARE CAPITAL: POST-CRISIS MODEL OF SUSTAINABLE INNOVATION-AND PROSPERITY-ORIENTED INCREMENT CLUSTER POLICY
Elena LAZAREVA, South Federal University, Russian Federation

NATIONAL INNOVATION SYSTEMS AND ECONOMIC CATCH UP: LESSONS FROM RECENT EXPERIENCES
Xavier GALIEGUE, University of Orléans, France

CUSTOMER SATISFACTION MEASUREMENT PRACTICES IN HOTELS: SOME EVIDENCE FROM ALBANIA
Majlinda GODOLJA, Alma SPAHO, University of Tirana, Albania

15:15       COFFEE BREAK (1st floor, main lobby)

15:30- 16:30
IV. REGIONAL PERSPECTIVES Session

Chair: Prof. Bozidar CEROVIC
Secretary

SEE COUNTRIES TRADE SPECIALIZATION AND POST-CRISIS RECOVERY – EMPIRICAL EVIDENCES
Galina Boyanova ZAHARIEVA, D. A. Tsenov Academy of Economics, Bulgaria
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LONGLIVE THE DIFFERENCE: RESTRUCTURING AND PRIVATIZATION IN CENTRAL AND EASTERN EUROPE
Dumitru Dan POPESCU, Costin CIORA, Academy of Economic Studies of Bucharest, Romania

ASSESSMENT OF INSTITUTIONAL PERFORMANCE OF RESTRUCTURING AND PRIVATIZATION PROCESSES
Dumitru Dan POPESCU, Costin CIORA, Academy of Economic Studies of Bucharest, Romania

FERAIOS REVISED: INTER-REGIONAL CROSS-NATIONAL SOCIOECONOMIC COOPERATION IN SOUTH AND EASTERN EUROPE
Grigoris ZAROTIADIS, Domna LYRATZOPOULOU, Aristotle University of Thessaloniki, Greece

IS MIDDLE-INCOME TRAP IN POLAND INEVITABLE?
Zbigniew STANCZYK, Grażyna ŚMIGIELSKA, Cracow University of Economics, Poland

16:30-17:15
V. MANAGEMENT Session

Chair: Eda TEREZI
Secretary

THE PROCESS OF FINANCIAL RESTRUCTURING IN TIMES OF CRISIS IN ENTERPRISES
Fehmi KARASIOĞLU, Atila KARAHAN, Selçuk University, Turkey

ACCRUALS ANOMALY: A SURVEY OF THE METHODS USED TO MEASURE ACCRUALS
Diana MUREŞAN, Babeş Bolyai University, Romania

STRATEGIES FOR CRISIS MANAGEMENT OF ENTERPRISES AND AFTER CRISIS MANAGEMENT RESTRUCTURING
Atila KARAHAN, Fehmi KARASIOĞLU, Selçuk University, Turkey

19:30 -22:00  GALA DINNER
The location for gala dinner is Restaurant Casa Universitarilor, Emmanuel de Marton Street no 1.

Saturday, 17th of May, 2014

09:00 – 11:30, Room 118

VI. INTANGIBLE CAPITAL Session

Chair: Prof. Xavier GALIEGUE
Secretary

IMPROVING COMPETITIVENESS OF SERBIAN FIRMS: THE ROLE OF INTANGIBLE CAPITAL
Bozidar CEROVIC, Sanja MITIC, Aleksandra NOJKOVIC, University of Belgrade, Serbia

HOW TO PROMOTE SUSTAINABLE HUMAN DEVELOPMENT IN POST-SOCIALIST COUNTRIES?
Eszter SIPOSNÉ NÁNDORI, University of Miskolc, Hungary
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INVESTMENT POLICIES OF THE WESTERN BALKANS AS A FACTOR OF ECONOMIC DEVELOPMENT IN THE POST-CRISIS PERIOD
Snezana POPOVCIĆ-AVRIC, Marina DJENIC, Danijela MILENKOVIĆ, Singidunum University, Republic of Serbia

VII. SME, QUANTITATIVE MEASUREMENTS Session

Chair: Asst. Prof. Grigoris ZAROTIADIS
Secretary

Presentation of prized student paper, of the 3rd ASECU-Youth International Conference, July 2013, Kotor Montenegro

SOME QUANTITATIVE ASSESSMENTS ON THE ROLE OF CREATIVE INDUSTRIES IN EAST AND SOUTH EASTERN EUROPE – THE KEY TOWARD SUSTAINABLE KNOWLEDGE ECONOMIES
Bui THANH HANG, Ioan Cuza University, Romania

OUTSOURCING OF ACCOUNTING SERVICES AS A MECHANISM TO ENCOURAGE THE DEVELOPMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE MODERN ECONOMY
Katarzyna ŚWIETŁA, Cracow University of Economics, Poland

SMES AND INNOVATION: LESSON FROM COOPERATIVE RELATIONSHIPS BETWEEN SMES AND LARGE FIRMS IN IRELAND AND ASIA – JAPAN AND OTHER ASIAN COUNTRIES
Tomoko OIKAWA, University of Limerick, Republic of Ireland

SUPPORT OF THE INTERNATIONAL DEVELOPMENT OF THE SMALL AND MEDIUM ENTERPRISES IN BULGARIA
Zdravko LYUBENOV, D. A. Tsenov Academy of Economics, Bulgaria

INVESTIGATING THE LONG CYCLES OF CAPITALISM WITH SPECTRAL AND CROSS-SPECTRAL ANALYSIS
Eirini OZOUNI, Constantinos KATRAKYLIDIS, Grigoris ZAROTIADIS, Aristotle University of Thessaloniki, Greece

MEASURING MACROECONOMIC TECHNICAL EFFICIENCY WITH DESIRABLE AND UNDESIRABLE OUTPUTS
Antonio PAVONE, Paola PIANURA, Italian National Institute of Statistics, Italy

11:30 – 11:45 Closing Ceremony

11:45 – 12:15 Coffee and snacks (1st floor, main lobby)

13:00 – 16:00 City tour
The city tour will be a walking tour for 3 up to 4 hours, guided by an English speaker guide.
The meeting point for city tour is in front of The National Theatre, Piata Stefan cel Mare 2-4, at 1 PM.