



Doctoral Workshop: Academic Writing Techniques Used in Economic Research- Program

Organized by Faculty of Economics and Business Administration Cluj-Napoca

May, 16, 2013

Room 118, first floor

8.30-9.00 - Registration of the participants - first floor, room 118.

9.00- 9.15 - Opening session - Welcome speech delivered by Prof. PhD. Ioan Lumperdean-Vice-Dean, Faculty of Economics and Business Administration, Cluj-Napoca.

9.15-9.30 - Welcome speech delivered by a representative of Babeş-Bolyai University.

9.30-9.45 - Introduction of the participants and the program, welcoming remarks Prof. PhD. Anca Borza- Head of Doctoral Studies.

9.45-10.15 Invited Keynote speaker – Prof. PhD. Dimitris Karagiannis - Academic Writing Techniques from a Business Informatics View.

10.15- 12.00 Presentation session- Section 1 Economics and International Business

Thursday, 16 May 2013	
10.15-12.00	Room 501
Session chair	Prof.Univ.Dr. Luțaș Mihaela, Conf.Univ.Dr. Bodea Gabriela, Conf.Univ.Dr. Postelnicu Cătălin, Conf.Univ.Dr. Pop Silaghi Monica.

- 1. Bálint, Balogh** - MONETARY AND NON-MONETARY MEASURES OF HUMAN CAPITAL: A SHORT REVIEW.
- 2. Rafal, Bill** - A PROPOSAL OF METHODICS FOR KNOWLEDGE TRANSFER PROJECTS IN NEW MEMBER STATES OF EUROPEAN UNION. RESULTS OF RESEARCH IN POLAND-PRELIMINARY MODEL.
- 3. Horațiu Dan** - THE EXCHANGE RATE CHANNEL AND ITS ROLE WITHIN THE MONETARY POLICY TRANSMISSION MECHANISM
- 4. Andrei Irimie** - INFLUENCES OF JUDAISM IN ECONOMY
- 5. Ioana Mihuț** - THE CONNECTION BETWEEN REAL AND NOMINAL CONVERGENCE CRITERIA: AN EMPIRICAL APPROACH TOWARDS THE CASE OF NEW MEMBER STATES.
- 6. Cristina Pagubă** -- ENTREPRENEURIAL CAPITALISM. PAST, PRESENT AND PERSPECTIVES
- 7. Stanca Alexandra Pop** - PROFESSOR NICOLAE GHIULEA'S VIEW UPON COOPERATION

12.00-12.15 Conclusions of the session

10.15-12.00 Session 2 –Finance and Accounting

Thursday, 16 May 2013	
10.15-12.00	Council Room first floor
Session chair	Prof.Univ.Dr.Bătrâncea Ioan, Prof.Univ.Dr. Ciumaș Cristina, Prof.Univ.Dr. Trenca Ioan, Conf.Univ.Dr. Inceu Adrian, Conf.Univ.Dr. Todea Alexandru, Conf.Univ.Dr. Muțiu Alexandra

1. **Alexandra Corlaci** - RELATED PARTY TRANSACTIONS – A LITERATURE REVIEW
2. **Teodora Fărcaș, Adriana Tiron** - AN OVERLOOK INTO THE ACCOUNTING HISTORY EVOLUTION FROM A ROMANIAN POINT OF VIEW- A LITERATURE REVIEW
3. **Raluca Rațiu, Adriana Tiron** - THE CLASSIFICATION OF GOODWILL- AN ESSENTIAL ACCOUNTING ANALYSIS
4. **Ioan Trenca, Eva Dezzi** - CONNECTIONS BETWEEN THE EUROPEAN STOCK MARKETS
5. **Ioan Trenca, Andreea Pece** - MARKET RISK MODELING – A CRISIS APPROACH

12.00-12.15 Conclusions of the session

10.15-12.00 Session 3 – Management and Marketing

Thursday, 16 May 2013	
10.15-12.00	Room 118
Session chair	Prof.Univ.Dr. Borza Anca, Prof.Univ.Dr. Plăiaș Ioan, Conf.Univ.Dr. Moisescu Ovidiu, Conf.Univ.Dr. Băcilă Mihai.

1. **Diana Brătean, Bianca Lateș** - IMPROVING QUALITY MANAGEMENT BY USING TEACHERS' PERCEPTION REGARDING THE ACADEMIC QUALITY AT THE INTERNATIONAL MASTER PROGRAMS WITHIN THE “ BABEȘ – BOLYAI” UNIVERSITY.
2. **Iulia Enășel, Claudiu Gostian** - THE COMMUNICATION PROCESS IN ART MUSEUM MARKETING CASE STUDY: ”ARTISTIC CENTRE BAIA MARE” COUNTY MUSEUM
3. **Andrei Lăncrănjan** - ENVIRONMENTAL PROTECTION IN OUTDOOR ADVERTISING
4. **Daniel-Claudiu Paraschiv** – A SHORT PREVIEW OF THE MOBILE MARKETING RESEARCH
5. **Horațiu-Cătălin Sălăgean** - LEADERSHIP APPROACHES IN ORGANIZATIONAL CONTEXT

12.00-12.15 Conclusions of the session

12.30- 14.00 – Lunch at”Panorama” Cafe

