



UNIVERSITATEA BABES-BOLYAI  
BABES-BOLYAI TUDOMÁNYEGYETEM  
BABES-BOLYAI UNIVERSITAT  
BABES-BOLYAI UNIVERSITY  
TRADITIO ET EXCELLENTIA



CRANET



# HR & DIGITALIZATION TRENDS & CHALLENGES

Cranet Romania Conference & Meeting

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**24-25<sup>TH</sup> OF NOVEMBER**

**CLUJ-NAPOCA, ROMANIA**

**ON SITE & ONLINE**



# Cranet Academic Conference – Cluj-Napoca, Transylvania, Romania

Thursday, 24<sup>th</sup> of November, 2022

FSEGA building, Faculty of Economics and Business Administration,  
Teodor Mihali str. 58-60 - Room 118 | on site & online

## ONLINE

<https://econ-ubbcluj-ro>

[zoom.us/j/89712681012](https://zoom.us/j/89712681012)



Romania Time (Conference opening at 10.00 EEST)

**8.30–9.00** | **Registration**

**9.00–9.10** | **Conference opening**

Răzvan V. Mustață, Dean of Faculty of Economics and Business Administration, BBU

Rakoon Piyanontalee, Penn State University, USA

**9.10–10.30** | **Session 1: Academic perspective on HR**

**9.10–9.30** Invited speaker Ahmed Mostafa, *People management: employees' wellbeing and performance*, University of Leeds, UK

**9.30–9.45** Monica Zaharie, D. Ivana, D. Metz, S. Dan, *Dynamics of the psychological contract in the IT&C*, Babeş-Bolyai University & University of Vaasa



**9.45-10.00** Arney Einarsdottir & Frans Bévort, *Strategic HRM in a Collaborative and Egalitarian Nordic Context*, Copenhagen Business University & Bifrost University, Denmark

**10.00-10.15** Nancy Papalexandris, *Sustainable Development and the critical role of HRM*, Athens University of Economics and Business, Greece

**10.15-10.30** Marco Leander, *Hype or status-quo? A contextual lens on the adoption of HR analytics*, University of Vienna, Austria

**10.30-10.45 | Coffee break**

**10.45-13.15 | Session 2: Evidence based HR**

**10.45-11.00** József Poór, G. Balogh, Galambosné Tiszberger M., Ákos Jarjabka, Z. K. Zsolt S. Kőműves, K. Szabó, G. Szabó-Szentgróti, K. Kerekes, *HR trends and tendencies in Hungary in the light of the experiences of Cranet and other HR surveys (2004-2021)*, Hungarian University of Agrarian and Life Sciences, Hungary



- 11.00-11.15** M.-V. Bedrule-Grigoruță, C. Clipa, S. Urieși, *The Contribution of HRM Practices to Innovation in SMEs – Evidence from Literature Review*, Alexandru Ioan Cuza University of Iași
- 11.15-11.30** Adriana Prodan, I. T. Manolescu, C. C. Aruștei, *HR Development – the Achilles heel of SMEs*, Alexandru Ioan Cuza University of Iași
- 11.30-11.45** Sergiu Ursan, *The influences of emotional intelligence on transformational leadership in IT*, Alexandru Ioan Cuza University of Iași
- 11.45-12.00** Graham Barrington, *TM practices and individual level outcomes in SMEs*, BBU
- 12.00-12.15** Radu Irini, *Diversity management: an overview*, Babeș-Bolyai University
- 12.15-12.30** Irina Pelin, *Ethical leadership and employee performance*, Babeș-Bolyai University
- 12.30-12.45** Lavinia Becea, *Green capital and sustainable performance*, Babeș-Bolyai University
- 12.45-13.00** Kerekes Kinga, Osoian C., Zaharie M., Petre A., Ratiu P., Ivana D., G. Moldovan, Antal K., *Cranet Survey results - Preliminary findings*, Babeș-Bolyai University
- 13.00-12.15** Pantea A., Stef A., *HR and Arm conflict*, BBU
- 13.15-13.30** Anda Stef, *Digital Transformation of Human Resource Management - Case Study*, BBU

**13.30-14.30 | Lunch break & networking**



## **14.30-16.00 | Session 3: Business perspective on HR**

**14.30-14.50** Diana Stanese, Head of coaching, NTT Data Romania

**14.50-15.10** Tania Munteanu, Operational Director, Jibe

**15.10-15.30** Corina Daiescu, HR Director, Sitel Group

**15.30-15.50** Eleonora Dobre, People Manager, Zenitech

**15.50-16.00** Iulia Campean, HR manager, Coera

## **16.00-16.15 | Coffee break**

## **16.15-17.45 | HR panel discussion: scientists meet practitioners**

Participants: Adela Negru, Tania Munteanu, Corina Daiescu, Iulia Campean, Eleonora Dobre

## **17.45-18.30 | Conference closing**



# Cranet Meeting – Cluj-Napoca, Transylvania, Romania

**Friday, 25<sup>th</sup> of November, 2022**

- Cranet network members only -

## **Cranet offsite**

**Saturday, 26<sup>th</sup> of November, 2022**

### **Visit to the Salt Mine**

**9.15** | Meeting point: entrance of FSEGA building

**9.30** | Bus departure

**10.15** | Salt Mine visit

**13.00** | Lunch break & farewell

**Any organizing questions can be addressed to the local host team members at [procariera@econ.ubbcluj.ro](mailto:procariera@econ.ubbcluj.ro)**

# Organizing local team

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