

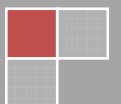


3rd International Conference

Managerial Challenges of the Contemporary Society

THE PROGRAM OF THE CONFERENCE

June 4-5, 2010, Cluj Napoca, Romania



THE PROGRAM OF THE CONFERENCE

Managerial Challenges of the Contemporary Society

FRIDAY, 04 June 2010

- 08:30-09:00 **Participants' registration**
First Floor Hall, Faculty of Economics and Business Administration, 58-60 Teodor Mihali Street.
- 09:00-09:30 **Conference Opening** (Location: room 118, first floor)
- 09:30 **Presentation sessions** (Location: rooms 118 and 221)

Section Theme: Managerial strategies in competitive organizations

Moderators:

*Roxana Stegorean, Associate Professor PhD, Babeș-Bolyai University,
Monica Zaharie, Teaching assistant, Babeș-Bolyai University.*

09:30-09:45 Tógyer Tamás Nándor, University of Miskolc, *Special Networks Enhancing Competitiveness within the Hungarian Food Industry.*

09:45-10:00 Katalin Lipták, University of Miskolc, *Representation of Modified Human Development Index in Romania's and Hungary's Nuts 2 Regions.*

10:00-10:15 Andrej Bertoneclj, Klemen Kavčič, Dušan Gošnik, University of Primorska, *Change forces and competencies in organisational evolution in an era of innovative economy.*

10:15-10:30 Dušan Gošnik, Andrej Bertoneclj, Klemen Kavčič, University of Primorska, *Six Sigma Project Identification and Selection - Comparison Study Between Slovenia and UK.*

Klemen Kavčič, Andrej Bertoneclj, Dušan Gošnik, University Of Primorska, *Managing Organizational Complexity.*

10:30-11:00 Marius-Dan Dalotă, Simona Grigore, Romanian-American University, Bucharest, *Small and Medium Enterprise's Growth and New Technologies Implementation and Successful Implementation of Knowledge Management in Small and Medium Enterprises.*

11:15-11:30 Austin N. Nosike, The Granada Management Institute, Spain, *Globalization and Post-Communism: Myths and Realities of the Labour Market in Central and Eastern Europe (CEE)*.

Austin N. Nosike, The Granada Management Institute, Spain, Nkasiobi S. Oguzor, Federal College of Education, Nigeria, Addison M. Wokocha, Teachers Registration Council of Nigeria, and Jacinta A. Opara, International Association for Teaching and Learning, Spain, *Poor, Power and Politics: The Question of Labour Restiveness in Nigerian Colleges and Universities*.

11:30-11:45 Mihai Naghi, Levente Szász, Babeş-Bolyai University, *Impact of the Romanian Industrial Sector on the Country's Economic Performance*.

11:45-12:00 Rosenbaum Allan, Florida International, University, USA, Lazăr Ioan, Raboca Horia, Babeş-Bolyai University, *An Analysis of the Public Administration Undergraduate Program Quality*.

12:00-12:30 COFFEE BREAK

12:30-12:45 Andreea Avadanei, Alexandru Ioan Cuza University, Iaşi, *The Implications of Economic and Monetary Union in Sustaining European Money Market Integration*.

12:45-13:00 Liana-Cristina Nicolau, Ruxandra-Gabriela Albu, The Transilvania University of Braşov, *Location Strategies for the Operational Facilities of European Middle-Sized and Large Companies*.

13:00-13:15 Eugenia Câmpeanu-Sonea, Adrian Sonea, Roxana Gabor Supuran, Ana Maria Mureşan, Babeş-Bolyai University, *Organisational Competence – A Development Framework*.

13:15-13:30 Liviu Ilies, Codruţa Osoian, Monica Zaharie, Babeş-Bolyai University, *Quality management system in higher education – employers' approach*

13:30-13:45 Liviu Ilieş, Emil Crişan, Ioana Mureşan, Melinda Pleşcan, Babeş-Bolyai University, *Methods for Evaluating the Impact of Project Implementation in Regional Development*.

14:00-14:15 Zenovia Cristina Pop, Veronica Maier, Babeş-Bolyai University, *Entrepreneurial Activity Within Enterprises*

14:15-14:30 Ovidiu Bordean, Anca Borza, Ciprian Rus, Catalina Mitra, Babeş-Bolyai University, *An Investigation on the Strategy Formulation Process in the Romanian Companies*.

Section Theme: Managerial solutions for the global economic crisis

Moderators:

Gh. Ionescu, Professor PhD, West University Timisoara,

Cătălin Afrăsinei, Assistant Professor, PhD, Babeş-Bolyai University.

09:30-09:45 Gh. Ionescu, West University Timisoara, Adina Negrusa, Babeș-Bolyai University, *The Visionary Leadership between Shakespeare and Knowledge Leadership.*

09:45-10:00 Scholtz Béla, West University Vasile Goldiș, *The Impact of the Economic Recession Changing the Managerial Style within the Organization.*

10:00-10:30 Stefan Sonea, Adrian Sonea, *Early Warnings of a Disruption. Organizational Change, between reaction and Proactive Attitude.*

10:30-10:45 Petru Bintintan, Cătălin Afrasinei, Babeș-Bolyai University, *Foreign Direct Investments in Romania in the Context of Economic and Financial Crisis.*

10:45-11:00 Ahmad Ali Bozorgzad, Roshanak Hassan Zahraei, Islamic Azad University, Najafabad Branch, Iran, *The Role of Leadership in Effectiveness of Human Resource Management in Knowledgeable and Learning Organization.*

11:00-11:15 Mihaela Drăgan, Diana Pitic, Babeș-Bolyai University, *Improving Market Orientation of a Study Program at the German Study Line Based on Competence Requirements.*

11:15-11:30 Velișcu Raluca, Babeș-Bolyai University, *Environmental Policy and Legislation – Opportunities and Costs for the Private Sector.*

11:30-11:45 Codruța Bolboacă, Babeș-Bolyai University, *Cooperation Strategies for Logistics Service Providers in the Art Transportation Market.*

11:45-12:00 Adina Negrusa, Babes-Bolyai University, *Employees' Attitude Toward Japanese Management Practices Implemented In Romanian Subsidiaries – Case Study at Makita.*

12:00-12:30 COFFEE BREAK

12:30-12:45 Romolica Mihaiu, Babeș-Bolyai University, Marian Mihaiu, University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, *Studies Regarding Alimentary Intoxications in the European Union in 2007 and Traceability in the Alimentary Field-a Necessity for Romania.*

12:45-13:00 Felicia Cornelia Macarie, Babes- Bolyai University, *Women in Leadership Positions within Romanian Public Institutions – Case Studies*

13:00-13:15 Carmen Ramona Rusu, Babeș-Bolyai University, *Glocalization Links Markets that are Geographically Dispersed and Culturally Distinct.*

13:15-13:30 Ligia Roman, Babes- Bolyai University, *Structural Funds in Romania.*

13:30-13:45 Andreea Suciu, Anca Borza, Babes- Bolyai University, *Achieving competitive advantage in industrial service.*

Posters

Corina Rusu, Dimitrie Cantemir University, *About Organizational Culture in the Contemporary Romanian University.*

Radu Danciu, Dimitrie Cantemir University, *Budget Management – A Component of Accounting Forecast.*

Seyed Reza Ghazanfari, Noorallah Pouremadi, *The Stressful Factors and their Role on The Managers' Performance in the Scientific –Applied Educational Centers of Jihad-E-Agriculture.*

Evelyn Erdélyi, Zoltán Majó, University Of Szeged, *CSR and The Internet: Online Social Responsibility as an Innovative E-Business Solution Complex Qualitative Analysis of Leading Companies' Web Presence.*

Gorun Raluca, undergraduate student, Babeş-Bolyai University, *The role of the training for organizational performance.*

Tarcea Raluca, undergraduate student, Babeş-Bolyai University, *Brand Management.*

Chiş Andreea Valentina, undergraduate student, Babeş-Bolyai University, *The role of the social policies in the employment of the labor force.*

Lehene Simona Daniela, undergraduate student, Babeş-Bolyai University, *ERPs and Globalization.*

Tolea Eniko Elisabeta, graduate student, Babeş-Bolyai University, *Production Management Prototype for SME.*

Oprea Victor Alexandru, undergraduate student, Babeş-Bolyai University, *Management and E-management at Salina Turda.*

Gavris Ionut George, graduate student, Babeş-Bolyai University, *SMS Agent for Wireless Monitoring and Control.*

Solderea Ioan, graduate student, Babeş-Bolyai University, *Interactive System of the Carrier Management.*

Costin Aurelian Răzvan, graduate student, Babeş-Bolyai University, *Management and Collaboration Features in Virtual Organizations.*

Bleoca Bianca Maria, undergraduate student, Babeş-Bolyai University, *Management of Economic Efficiency of Production Activities.*

15:00 Conference Cocktail Party – The participants are invited to take part at the Conference cocktail at Panorama Cafe on the 6th floor.

SATURDAY, 05 June 2010

Section Theme: Open track

Moderators:

Roxana Stegorean, Associate Professor, PhD, Babeş-Bolyai University,

Corina Gavrea, Teaching Assistant, Babeş-Bolyai University

- 10:00-10:15 Magdalena Dediu, Alina Dobrea, Danubius University of Galati, *On Calculating Activity Slack in Stochastic Project Networks.*
- 10:15-10:30 Roxana-Elena Țopa, Alexandru Ioan Cuza” University, Iași, *Influences of Globalization upon the Evolution of Higher Education.*
- 10:30-10:45 Valentina Alina Dobrea, Magda Dediu, Danubius University of Galati, *The Main Subsystems Involved in Defining the Quality Management System in a Hospital.*
- 10:45-11:00 Ioan Lala Popa, Gheorghe Preda, Monica Boldea, West University of Timisoara, *A Theoretical Approach of the Concept of Innovation.*
- 11:00-11:15 Maria Mortan, Vincentiu Veres, Anamaria Marin, Babeș-Bolyai University, *The Influence of Internal Communication on Quality Of Banking Services.*
- 11:15-11:30 Maria Mortan, Vincentiu Veres, Babeș-Bolyai University, *The Particularities Of Communication in Educational Organizations.*
- 11:30-11:45 Danut Tiberius Epure, Ovidius University Constanta, Viorina Maria Judeu, Agora University, *The Impact of European Public Policies on the Management of Diminishing Regional Disparities.*
- 11:45-12:00 Roxana Stegorean, Corina Gavrea, Babeș-Bolyai University, *Innovation and Development in Romanian Firms.*
- 12:00-12:15 Lucia-Monica Scorțar, Leonina-Emilia Suciu, *The Analysis of the Waste Management in Cluj County.*
- 12:15-12:30 Gheorghe Popescu, Veronica Adriana Popescu, Cristina Raluca Popescu, Bucharest Academy of Economic Studies, *The Equitable Health of the Globalization: Rights and Rules*
- 12:30-12:45 Gheorghe Popescu, Veronica Adriana Popescu, Cristina Raluca Popescu Bucharest Academy of Economic Studies, *Competitiveness in the New Economy and the Implications of the Global Economical Crises.*
- 12:45-13:00 Lucica Cristea (Mitican), The Alexandru Ioan Cuza University of Iași, *Performance Management. The Relationship between Evaluation and Reward in the Pedagogical Activity of the Romanian Secondary Education.*
- 13:00-13:15 Alexandru Manole, Artifex University Of Bucharest, Adrian Anica-Popa, Academy of Economic Studies, Bucharest, *Global Economic Perspectives - New Ways To Increase the Competitiveness in the World of Business.*
- 13:15-13.30 Dan Lungescu, Mureșan Anamaria, Babeș-Bolyai University, *The necessity for leadership in Romanian Organizations.*