

THE PROGRAM OF THE INTERNATIONAL CONFERENCE
Managerial Challenges of the Contemporary Society
5th edition, 2012
Cluj Napoca, Romania

FRIDAY, 08 June 2012

08:00-09:00

Participants' registration

*First Floor Hall, Faculty of Economics and Business
Administration, 58-60 Teodor Mihali Street*

09:00-11:00 Conference Opening (Location: AULA, first floor)

Ovidiu Nicolescu, Bucharest University of Economic Studies, Romania

Best Practices Method

József Poór, Szent István University, Hungary

Evolution of HRM at Foreign owned Firms in Central and Eastern Europe (CEE) (2009-2010)

Constantin Brătianu, Bucharest University of Economic Studies, Romania

The Triple Helix of the Organizational Knowledge

Joop Vinke, Arnhem Business School, HAN University for Applied Science, Netherlands

Grounded Action Research on Gyroscopic Management

11:00-11:30 COFFEE BREAK, 1st floor hall

11:30- 14:30

Presentation sessions (Location: rooms 101, 221, 501)

Parallel session 1: Management practices for organizational development

Moderators: **Nicolae Bibu**, West University of Timișoara

Roxana Stegorean, Babeş-Bolyai University

11:30-11:45 Barbara Mazur, Marta Dawidziuk, Joanna Boboryko, University of Finance and Management, Białystok, *Intercultural Competencies of Managers from Podlasie Region* (Discussant: Maria Mortan)

11:45-12:00 Nicolae Bibu, Diana Sala, West University of Timisoara, *Fast Growing Companies from Timiș County* (Discussant: Maria Mortan)

12:00-12:15 Otniel Didraga, West University of Timisoara, *The Importance of Risk Management for Achieving Success in IT Projects* (Discussant: Lucia Scorțar)

12:15-12:30 Fadil Tareef, Avi Balas, Babeş-Bolyai University, *Marketing in Higher Education Institutes: Using an Internal Marketing Strategy and Innovation Models* (Discussant: Ioana Mureșan)

12:30-12:45 Loredana Orhei, Nicolae Bibu, Joop Vinke, West University of Timișoara and HAN University of Applied Science, *The Competence of Social Entrepreneurship in Romania. A Profile from Experts in the Field* (Discussant: Maria Mortan)

12:45-13:00 Romolica Mihaiu, Liora Mihaiu, Alexandra Lapusan, Marian Mihaiu, Babeș-Bolyai University, *The Radioactivity Assessment of Food and Feed Marketed in Transylvania Area During the Period of 2011* (Discussant: Lucia Scorțar)

13:00-13:15 Maria Mortan, Leonina Suci, Patricia Rațiu, Babeș-Bolyai University, *Solving Study-Cases in Work Groups: An Empirical Research on Student's Point of View* (Discussant: Ioana Mureșan)

13:15-13:30 Alexandru Jivan, West University of Timisoara, *Correcting Managerial Approach in Knowledge Society: A Long Run View* (Discussant: Leonina Suci)

13:30-13:45 Anca Borza, Ciprian Dumitru Stoian, Babeș-Bolyai University, *Managing the Contrast between Conceptual and Practical Approaches in Respect of CSR Actions* (Discussant: Ioana Mureșan)

13:45-14:00 Raluca Cârciumar, Oana Arsân, Technical University of Cluj-Napoca, *CSR and Sustainability in Large and Very Large Romanian Organizations* (Discussant: Eugenia Câmpeanu Sonea)

14:00-14:15 Lucia Scortar, Marius Șandor, Babeș-Bolyai University, *The Plastic Packages of the Commodities - Non-Degradable Waste* (Discussant: Maria Mortan)

14:15-14:30 Ioan Plesa, Technical University of Cluj-Napoca, *Design: A New Challenge for Management* (Discussant: Eugenia Câmpeanu Sonea)

14:30-14:45 Claudia Ogrea, Lucian Blaga University of Sibiu, *Strategic Development and Competitiveness through Corporate Social Responsibility – The Case of Multinationals* (Discussant: Loredana Orhei)

Parallel session 2: Managerial strategies in competitive organizations

Moderators: **Gheorghe Gh. Ionescu**, West University of Timișoara

Anca Borza, Babeș-Bolyai University

11:30-11:45 Domenico Consoli, University of Urbino, *A Corporate Security Strategy in an Enterprise 2.0 Model* (Discussant: Ovidiu Bordean)

11:45-12:00 Simona Mina, University Ovidius of Constanța, *Managing the Strategic Decision in Governmental Organizations within Chaos Theory* (Discussant: Cătălina Crișan)

12:00-12:15 Sorina Pautu, Lavinia Mustea, West University of Timișoara, *Romanian Higher Education Development Strategies and the Absorption of Structural Funds and Cohesion* (Discussant: Cătălin Afrăsinei)

12:15-12:30 Tami Zilberg, Babeș-Bolyai University, *Board-Level Participation as Means for Leading the Organization and for SR Implementation* (Discussant: Irina Salanță)

12:30-12:45 Gh.Gh. Ionescu, Adina Letitia Negrusa, University of the West Timisoara, University Babes-Bolyai, *About the relation "Organization and Ethics"* (Discussant: Cătălin Afrăsinei)

12:45-13:00 Gheorghe Ciobanu, Ioana, Cristina Sechel, Babeș-Bolyai University, *Neuroeconomics and Investment Decisions. Paradoxes of Modern Stock Exchange Markets* (Discussant: Irina Salanță)

13:00-13:15 Maly Azencot, Babeș-Bolyai University, *The Health Managing System Improve Health Parameters on the Kibbutzim Members* (Discussant: Cătălina Crișan)

13:15-13:30 Mihaela Herciu, Lucian Blaga University of Sibiu, *From Business Sophistication to National Competitiveness. Study on World's Biggest Companies* (Discussant: Cătălin Afrăsinei)

13:30-14:00 Refael M. Cohen, Babeş-Bolyai University, *A Successful Acquisition of a Technology Driven Start up by an International Corporation: a Case Study* (Discussant: Ovidiu Bordean)

Refael M. Cohen, Babeş-Bolyai University *Characteristics of Mergers and Acquisitions in the Technology Driven Sector* (Discussant: Ovidiu Bordean)

14:00-14:15 Tami Zilberg, Yoram Galli, Babeş-Bolyai University, Tel-Aviv University, *The Role of Solution-Focused Teams in Social Responsibility Implementation* (Discussant: Irina Salanță)

14:15-14:30 Zohar Nir, Babeş-Bolyai University, *Rethinking Public School Leaders' Preparation as Grounds for Developing a Training Model* (Discussant: Cătălina Crişan)

Parallel session 3: Human resources practices in competitive organizations

Moderators: **Vytautas Gostautas**, Vilnius University

Monica Zaharie, Babeş-Bolyai University

11:30-11:45 Danute Diskiene, Vytautas Gostautas, Vilnius University, *The Fit of Individual and Organizational Values in Business Company* (Discussant: Joop Vinke)

11:45-12:00 Alina-Petronela Haller, Romanian Academy Branch of Iasi, *Conceptual Analysis of Human Resources in the Context of Knowledge* (Discussant: Codruta Osoian)

12:00-12:30 Arie Erlich, Babeş-Bolyai University, *Contemporary Tools for Managing Labor Relations* (Discussant: Kinga Kerekes)

Arie Erlich, Babeş-Bolyai University, *Adopting Modern Tools- The Standpoint of Labor Union Members* (Discussant: Kinga Kerekes)

12:30-12:45 Benjamin Boscai, West University of Timișoara, *E-recruiting in Digital Age* (Discussant: Dan Lungescu)

12:45-13:00 Lucian Sîrb, West University of Timișoara, *The Human Resource Selection of Top-Management in Mining Company Using Fuzzy Logic* (Discussant: Patricia Rațiu)

13:00-13:15 Luminita-Maria Gogan, Anca Draghici, Politehnica University of Timisoara, *A Possible Approach for the Intellectual Capital Evaluation in Organizations* (Discussant: Codruta Osoian)

13:15-13:30 Maly Azencot, Babeş-Bolyai University, *Resource Management Efficiency in Clinics as a Crucial Factor in the Prevention of Diabetes Complications* (Discussant: Dan Lungescu)

13:30-13:45 Andrea Bencsik, Tímea Juhász, Széchenyi István University, *Men on child-care leave in Hungary according to the employees' view* (Discussant: Kinga Kerekes)

13:45-14:15 Tuvia Rinde, Babeş-Bolyai University and Yitav business marketing and organizational consulting, *Virtual or Face to Face Networking: Choice or Necessity* (Discussant: Kinga Kerekes)

Tuvia Rinde, Babeş-Bolyai University and Yitav business marketing and organizational consulting, *Emotional Aspects and Managerial Effectiveness in Face to Face Business Networking Groups* (Discussant: Joop Vinke)

14:15-14:30 Balas Avi, Fadil Tareef, Babeş-Bolyai University, *Building a Long Term Relationship in the After-Sales Car Market in Israel* (Discussant: Joop Vinke)

Posters

14:30-15:00 LUNCH BREAK, 1st floor hall

15:00- 17:30 **Presentation sessions**

Parallel session 1: Management practices for organizational development

Moderators: **Nicolae Bibu**, West University of Timișoara
Roxana Stegorean, Babeș-Bolyai University

15:00-15:15 Remus Sabau, Vasile Goldis Western University of Arad, *The Importance of Change Management in Development of Educational Organizations* (Discussant: Romolica Mihaiu)

15:15-15:30 Anca-Diana Popescu, Cosmina Carmen Aldea, Anca Draghici, Politehnica University of Timisoara, *Misunderstandings in Collaborative Engineering Teams – A Way for Improving Knowledge Sharing and Interaction* (Discussant: Eugenia Câmpeanu Sonea)
Cosmina Carmen Aldea, Anca Diana Popescu, Anca Draghici, Politehnica University of Timisoara, *Information and communication technologies support for building trust in virtual teams* (Discussant: Eugenia Câmpeanu Sonea)

15:30-15:45 Teodor Hada, Laura Macavei, “1 Decembrie 1918” University of Alba Iulia, *Aspects Concerning the Management of the Romanian Companies Entered into Insolvency* (Discussant: Lucia Scorțar)

15:45-16:00 Simona Epure, Luminița Lupu, Ionuț Herghiligiu, Technical University “Gheorghe Asachi” of Iasi, *Contributions to the Organizational Structure Analysis Methodology* (Discussant: Romolica Mihaiu)

16:00-16:15 Valeriu Ivan, National Institute of Economic Research „Costin C. Kirițescu”, *Economic Competitiveness by Contributing the Intelligence* (Discussant: Ioana Mureșan)

16:15-16:30 Yoram Galli, Tel-Aviv University, *The Solution-Focused Management - Toward Positive Change Management* (Discussant: Eugenia Câmpeanu Sonea)

16:30-16:45 Mihaela Dragan, Diana Pitic, Diana Bratean, Babeș-Bolyai University, *Enhancing Students’ Involvement in Corporate Governance in Higher Education: Master Students’ Perception* (Discussant: Lucia Scorțar)

16:45-17:00 Liviu Ilieș, Ioana Natalia Mureșan, Emil Crișan, Babeș-Bolyai University, *Impact Evaluation for EU Financed Projects* (Discussant: Romolica Mihaiu)

17:00-17:15 Ștefan Daniel Pirpiliu, Tiberiu Tanase, Chamber of Deputies, *Points of View Regarding the Vulnerabilities, Risk Factors and Threats to the National Economic Security in the Era of Globalization* (Discussant: Ioana Mureșan)

17:15-17:30 Alexandru Canda, Maria Gogan, Politehnical University of Timisoara, *Taking the Leap to Agile Manufacturing: From Intention to a Successful Paradigm Shift* (Discussant: Eugenia Câmpeanu Sonea)

17:30-17:45 Eugenia Câmpeanu Sonea, Adrian Sonea, Babeș-Bolyai University, Petru Maior University, *Communication and Competence in the Managerial Process* (Discussant: Romolica Mihaiu)

17:45-18:00 Corina Gavrea, Roxana Stegorean, Babeș-Bolyai University, *Corporate Governance and Firm Performance: The Romanian Case* (Discussant: Lucia Scorțar)

Parallel session 2: Managerial strategies in competitive organizations

Moderators: **Ghorghe Gh. Ionescu**, West University of Timișoara

Anca Borza, Babeş-Bolyai University

15:00-15:15 Tudor Nistorescu, Adina Constantinescu, Silvia Pavel, University of Craiova, *Stage Model for the Integration Management of IT&C by Small and Medium Sized Enterprises*

Study Case: SMEs within Dolj County, Romania (Discussant: Cătălina Crişan)

15:15-15:30 Ovidiu Bordean, Eugenia Campeanu-Sonea, Babeş-Bolyai University, *Organizational Characteristics and Board Demographic Attributes: An Investigation on the Romanian Companies* (Discussant: Irina Salanţă)

15:30-15:45 Andreea Suci, Babeş-Bolyai University, *Tourism Development in the Member States of the European Union During Economic Crisis* (Discussant: Ovidiu Bordean)

15:45-16:00 Levente Szász, Babeş-Bolyai University, *Patterns of Change of Manufacturing Competitive Priorities and Competitive Capabilities* (Discussant: Cătălin Afrăsinei)

16:00-16:15 Emil Crişan, Ovidiu Bordean, Ioana Mureşan, Liviu Ilieş, Babeş-Bolyai University, *The Development of Networks – Alternative Structures for Firms* (Discussant: Cătălina Crişan)

16:15-16:30 Cristina Alexandrina Ştefănescu, Babeş-Bolyai University, *Corporate Governance Disclosure in Banking Sphere – Does CEO's Dual Role Have Any Importance?* (Discussant: Irina Salanţă)

16:30-16:45 Zenica-Livia Lupuleac, Costache Rusu, Technical University "Gh. Asachi" of Iasi, *Management challenges connected with organizational ethical behavior* (Discussant: Cătălina Crişan)

16:45-17:00 Irina Salanţă, Liviu Ilieş, Babeş-Bolyai University, *The Outsourcing Contract: Insight from the Romanian Industry* (Discussant: Ovidiu Bordean)

17:00-17:15 Dorina Lazăr, Fanuta Pop, Babeş-Bolyai University, *A Note on Tourism Demand in Romania: Time Series Analysis and Relationship with Economic Growth* (Discussant: Irina Salanţă)

17:15-17:30 Ion Cochina, Bucharest University of Economic Studies, *Aspects regarding development of student-centered economic education* (Discussant: Ovidiu Bordean)

17:30-17:45 Catalina Mitra, Anca Borza, Babeş-Bolyai University, *Entrepreneurs and society* (Discussant: Cătălin Afrăsinei)

17:45-18:00 Florin Ioan Petean, Center for Managerial Development, Babeş-Bolyai University, *Organizational and individual performance* (Discussant: Cătălin Afrăsinei)

Parallel session 3: Human resources practices in competitive organizations

Moderators: **Vytautas Gostautas**, Vilnius University

Eugenia Câmpeanu Sonea, Babeş-Bolyai University

15:00-15:15 Alina Raus, Babeş-Bolyai University, *Aspects of Work Motivation in an Educational Unit* (Discussant: Kinga Kerekes)

15:15-15:30 Felicia Cornelia Macarie, Octavian Moldovan, Babeş-Bolyai University, *The Ignored Resource: Gender Discrimination in the Labor Force* (Discussant: Monica Zaharie)

15:30-15:45 Kinga Kerekes, Monica Zaharie, Codruta Osoian, József Poor, Szent István University, Babeş-Bolyai University, *Human Resource Practices in Multinational Companies in Romania* (Discussant: Joop Vinke)

15:45-16:00 Ion Stegaroiu, Adrian Rujoiu, Marius Piturlea, Lucian Andrusca, Valahia University of Targoviste, *Economic Intelligence at the Border Between Legality and Illegality* (Discussant: Dan Lungescu)

16:00-16:15 Rodica Stefanescu, Ramona Manolache, Technical University of Cluj-Napoca, National Agency of Public Administration in Constructions, *Alumni Inclusion as Human Resources into the Strategic Management of the University* (Discussant: Patricia Rațiu)

16:15-16:30 Monica Letitia Nedelcu, "Alexandru Ioan Cuza" University, Iasi, *Behavioral Finance Management a Challenge in Crisis* (Discussant: Kinga Kerekes)

16:30-16:45 Octavian Moldovan, Babeș-Bolyai University, *Organizational culture under the microscope: empirical analysis of a Romanian local authority* (Discussant: Joop Vinke)

16:45-17:00 Zenica-Livia Lupuleac, Costache Rusu, Technical University "Gh.Asachi" of Iasi, *Management Challenges Connected with Organizational Ethical Behavior* (Discussant: Patricia Rațiu)

17:00-17:15 Vincentiu Vereș, Patricia Rațiu, Leonina Suciu, Babeș-Bolyai University, *Forming the Future Agriculture Economy Specialists: Barriers and Perspectives* (Discussant: Monica Zaharie)

17:15-17:30 Constanta Popescu, Liviu Vasilescu, Delia Popescu, Valahia University, *The Management of Educational Conflict- A Continuous Process* (Discussant: Kinga Kerekes)

17:30-17:45 Simona Lupuleac, Costache Rusu, Technical University "Gh. Asachi" of Iasi, *Problems of assessing team roles diversity in Contemporary Society organizations – Theoretical consideration* (Discussant: Dan Lungescu)

17:45-18:00 Stelian Panzaru, Camelia Dragomir Stefanescu, Spiru Haret University, *The problems of managerial stress. The improvement of safety at the place of work, to eliminate or reduce the work-related stress* (Discussant: Monica Zaharie)

Dragomir Stefanescu Camelia, Panzaru Stelian, Spiru Haret University, *Identification and classification of the managerial activity- related stress agents* (Discussant: Monica Zaharie)

18:00 Conference Cocktail Party – The participants are invited to take part at the Conference cocktail at Casa Universitarilor, Restaurant Piramida (Emanuel de Martonne Street, no. 1)

SATURDAY, 09 June 2012

09:00- 13:30 **Presentation session** (Location: room 118)

Section Theme: Managerial practices for organizational development (room: 118)

Moderators: Roxana Stegorean, Babeș-Bolyai University

Liviu Ilieș, Babeș-Bolyai University

09:00-09:15 Cristina Bota-Avram, Babeș-Bolyai University, *Criteria for Establishing a Methodology for Measuring the Scoring of Relevant Audit Practices Used by European Countries* (Discussant: Vincentiu Vereș)

09:15-09:30 Erdinc Raluca Georgiana, Bucharest University of Economic Studies, *Economic Aspects of Implementing the Integrated Border Security Management* (Discussant: Patricia Rațiu)

09:30-09:45 Horațiu Flueraș, Monica Zaharie, Codruța Osoian, Babeș-Bolyai University, *Quantitative Analysis of Qualitative Data* (Discussant: Ioana Mureșan)

09:45-10:00 Cristian – Liviu Vele, Babeș-Bolyai University, *Evaluating the Strategy Implementation Process* (Discussant: Leonina Suci)

10:00-10:15 Mădălina Dedu, The Bucharest University of Economic Studies, *The Relationship between Tourism and Employment in the Tourist Sector* (Discussant: Vincențiu Vereș)

10:15-10:30 Bogdan Budeanu, Luminița Lupu, Ionuț Herghiligiu, “Gheorghe Asachi” Technical University of Iasi, *Development of a Methodology for Investigation of the Degree of Academical Informational Satisfaction* (Discussant: Patricia Rațiu)

10:30-10:45 Cătălin Afrăsinei, Babeș-Bolyai University, *Evaluation of SFA Systems as a Prerequisite of Information Based Integration in Logistics* (Discussant: Ioana Mureșan)

10:45-11:00 Mădălina Costin, Babeș-Bolyai University, *Entrepreneurial Motivation in Bihor County* (Discussant: Leonina Suci)

11:00-11:15 COFEE BREAK

Section Theme: Managerial practices for organizational development

Moderators: Codruta Osoian, Babeș-Bolyai University

Cătălin Afrăsinei, Babeș-Bolyai University

11:15-11:30 Harry Tzvi Sender, Babeș-Bolyai University, *A Model for Employee Knowledge Evaluation* (Discussant: Patricia Rațiu)

11:30-11:45 Filis Tulei, “Mircea cel Batran” Naval Academy, Constanta, *ULCS (Ultra Large Container Ship) – A Challenge to World Ports* (Discussant: Vincențiu Vereș)

11:45-12:00 Szekely Maria, Babeș-Bolyai University, *Differences of Opinions of Employers and Employees Regarding the Discrimination of Persons with Disabilities in the Labor Market* (Discussant: Ioana Mureșan)

12:00-12:15 Rida Batool, Najam Abbas Naqvi, Northwestern Polytechnical University, Xi’an, China, *Human Resource Practices in Entertainment Industry: A CinemaScope Case Study* (Discussant: Vincențiu Vereș)

12:15-12:30 Ramanathan Jayaraman, *SIES College of Management Studies, Navi Mumbai, Using Appreciative Inquiry for Managing Change in Organizational Systems* (Discussant: Leonina Suci)

12:30-12:45 Răzvan Nistor, Diana Zăgan Zelter, Babeș-Bolyai University, *Risk management of European projects management. Case study: P.O.R.* (Discussant: Patricia Rațiu)

12:45-13:00 Veronica Maier, Zenovia Cristiana Pop, Babeș-Bolyai University, *The Impact of Internal and External Environment Upon the Competitiveness of Firms* (Discussant: Cătălin Afrăsinei)

13:00-13:15 Mirela Aneculaesei, Mihaela Luminita Lupu, “Gh. Asachi” Technical University of Iasi, *Human Self Sustainability Model in Contemporary Society* (Discussant: Ioana Mureșan)

13:15-13:30 Mirela Popa, Mihai Naghi, Anca Chira, Babeș-Bolyai University, *Code of professional ethics of the police officers – instrument for behavior improvement* (Discussant: Patricia Rațiu)

13:30-13:45 Anamaria Marin, Flavia Șuteu (Oltean), Babeș-Bolyai University, Petru Maior University, *The role and effect of empowerment on hospitality service quality* (Discussant: Vincențiu Vereș)

13:45-14:00 Jacek Wachowicz, Gdansk University of Technology, Poland, *Factors Disturbing Internet Usage in Opinion of Elderly Users* (Discussant: Leonina Suciu)

14:00-14:15 Dan Lungescu, Irina Salanță, Emil Crișan, Babeș-Bolyai University, *An integrated approach to employee motivation* (Discussant: Patricia Rațiu)

14:15-14:30 Gheorghe Popescu, The Bucharest University of Economic Studies, *The Relationship between Theory and Practice in Management Accounting and the Role of the Economic Environment in this Context* (Discussant: Patricia Rațiu)

14:30-14:45 Naqvi Najam Abbas, Muhammad Fiaz, Rida Batool, Northwestern Polytechnical University, Xi'an, China, *Student Affairs Management: challenges for contemporary academia* (Discussant: Vincențiu Vereș)

14:45-15:00 Radu Ilieș, Laurențiu Bogdan Bâlc, Veronica Pampa, Babes-Bolyai University, *Aspects regarding logistics performance at firm level* (Discussant: Patricia Rațiu)

15:00-15:15 Veronica Pampa, Bogdan Cioban, Babes-Bolyai University, *Quality – competitiveness factor in road transport* (Discussant: Vincențiu Vereș)

15:15-15:30 Emmanouil Emmanuilidis, Babes-Bolyai University, *Aspects of efficiency and efficacy of sport management in Greece* (Discussant: Patricia Rațiu)

15:30-15:45 Ștefania Isaila, Economic and Social Training Institute, *Relationship between education, lifelong learning and labor market in NW region* (Discussant: Vincențiu Vereș)