



THE PROGRAM OF THE INTERNATIONAL CONFERENCE
Managerial Challenges of the Contemporary Society
6th edition, 2013
Cluj Napoca, Romania

FRIDAY, 07 June 2013

08:30-09:00 **Participants' registration**

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

09:00-09:15 **Conference Opening** (Location: Room 118, first floor)

09:15-11:15

Duncan McDougall, Plymouth State University, USA

Tell why, and ask, "How?"

Uwe Goetze, Chemnitz University of Technology, Germany

Innovation control – Framework, Methods, and Applications

Daniel A. Glaser, Texas A&M University, USA

World class manufacturing: is it truly world class?

Ovidiu Nicolescu, president of the Academic Society of Management from Romania

Strategic challenges and ways for Romanian management

József Poór, Szent István University, Hungary

International research results on business ethics position - idealism and relativism in seven European countries

11:15-11:30 COFFEE BREAK, 1st floor hall

11:30- 13:30 **Presentation sessions** (Location: rooms 118 and 010)

Parallel session 1 (Location: room 010)

Moderators: Cătălin Afrăsinei, Babeș-Bolyai University

Corina Gavrea, Babeș-Bolyai University

11:30-11:45 Alina Papa, University Politehnica Bucharest, *Communications Management between Stability and Innovation*

11:45-12:00 Constanța Popescu, Ana-Maria Tudorache, Valahia University of Targoviște, *Teachers' motivation – a major challenge for school managers*

Human resources motivation – major challenge for school units managers

12:00-12:15 Tami Zilberg, Babeș-Bolyai University, *Understanding the Role of Boards in Contemporary Organizations*

12:15-12:30 Maly Azencot, Babeș-Bolyai University, *Development of Health Systems in Israeli Kibbutzim*



12:30-12:45 Liviu Bozga, Mihaela Mateescu, Gabriela Suba, University Politehnica Bucharest, CEIS, Romanian Academy, Training Center Bucharest, *Current Challenges of IT Service Management*

12:45-13:00 Horațiu-Cătălin Sălăgean, Radu Ilieș, Mihai Gherman, Bogdan Cioban, Veronica Pampa, Babeș-Bolyai University, UAI Cluj-Napoca, *The Role of Leadership in Achieving Total Quality*

13:00-13:15 Zohar Nir, Babeș-Bolyai University, *An Examination of a School Principal's Management Preparation Program: Preliminary Findings*

13:15-13:30 A. Bojoagă, I. Petrișor, West University of Timisoara, *The Effects of Business Model Innovation: An Exploratory Research*

Parallel session 2 (Location: room 118)

Moderators: Anca Borza, Babeș-Bolyai University

Ovidiu Bordean, Babeș-Bolyai University

11:30-11:45 Nemanja Berber, Gizela Stangl Susnjar, Higher School of Professional Business Studies, Novi Sad, University of Novi Sad, Republic of Serbia, *Comparative Analysis of Workers' Compensations in Serbia and Central – Eastern Europe Countries*

11:45-12:00 Cătălin Țacu, Alexandru Ioan Cuza University of Iași, *Challenging European Human Resource Management: Posting of Workers, from Literature Review to Research Ideas*

12:00-12:15 Maluțan Daniel, Babeș-Bolyai University, *Performance Management Mechanism and Balanced Scorecard Implementation in CSi Romania*

12:15-12:30 Anca-Letitia Cosma, Technical University of Cluj-Napoca, *Talent Management Practices for the Sustainable Enterprise*

12:30-12:45 Madalina Solomon, Raluca Elisabeta Bozga, Mihaela Adina Mateescu, Romanian Academy, Bucharest, *Management Of Human Resource: Past and Present*

12:45-13:00 Felicia Cornelia Macarie, Octavian Moldovan, Babeș-Bolyai University, *Overcoming the Glass Ceiling in Romanian Public Institutions: A Pilot Study Regarding the Strategies Adopted by Female Managers*

Dealing with Unreliable Economic Data: Analyzing Tourist Accommodation Establishments in Cluj-Napoca between 2001 and 2011

13:00-13:15 Eugenia Câmpeanu-Sonea, Ovidiu Bordean, Adrian Sonea, Babeș-Bolyai University, Petru Maior University Târgu-Mureș, *Communication in Business Higher Education - Comparative Study on Organization Types*

13:15-13:30 Gabriela Bodea, Ioana Sorina Mihuț, Babeș-Bolyai University, *About Feed-Back: Change in the Context of Financial Crisis Management*

13:30-14:30 LUNCH BREAK at the Panoramic cafeteria (6th floor)

14:30- 18:30 **Presentation sessions** (Location: rooms 118 and 010)



Parallel session 3 (Location: room 118)

Moderators: Monica Zaharie, Babeş-Bolyai University
Ovidiu Bordean, Babeş-Bolyai University

14:30-14:45 Florina Bran, I. Ioan, C.V. Rădulescu, The Bucharest Academy of Economic Studies, *The Malthusian Dilemma on the Threshold of the Third Millennium*

14:45-15:00 Lucian Sîrb, West University of Timişoara, *The Strategic Diagnosis in Terms of Fuzzy Logic of a Corporative Model of Excellence that Integrates Sustainable Development*

15:00-15:15 I. Ioan, F. Bran, C.M. Partal, The Bucharest Academy of Economic Studies, *Water Management in the Green Economy*

15:15-15:30 Cristian-Liviu Vele, Technical University Cluj-Napoca, *How To Evaluate And Improve Organizational Performance*

15:30-15:45 Horia M. Raboca, Florin Cărbunărean, Ovidiu D. Jimborean, Babeş-Bolyai University, Local Action Group Someş Transilvan, Cluj, *Local Civil Servants' Skills Analysis*

15:45-16:00 Levente Szasz, Demeter Zselyke, Babeş-Bolyai University, *Improving Operations Based on Competitive Priority Mapping: A Case Study in the Plastics Industry*

16:00-16:15 E. Marinova, A. Borza, Babeş-Bolyai University, *The Cultural Entrepreneurship: Creativity and Innovation for Economic Development*

16:15-16:30 Maria Mortan, Vincentiu Veres, Patricia Ratiu, Leonina Suci, Babeş-Bolyai University, *The Economic and Financial Crisis Effect on Agriculture. A Global Perspective*

16:30-16:45 Paul Crişan, West University of Timisoara, *Competition structural dynamics*

16:45-17:00 Inia Andrada Octavia Şerban, Technical University of Cluj-Napoca, *Integrated Communication for Organisational Sustainability*

17:00-17:15 Ştefan Dragoş Cîrstea, Babeş-Bolyai University, *Environmental Health: How Far is Romania from the Other EU Countries?*

17:15-17:30 Ivona Vîstraş, Babeş-Bolyai University, *Building an Audience through Cultural Volunteering. Case Study: Temps D'Image International Festival*

17:30-17:45 Anda Laura Lungu Petruescu, Faculty of Economics and Business Administration Timisoara, *Economic Hermeneutics - Theory- Methodology*

17:45-18:00 Mihaela Chereja, Technical University of Cluj-Napoca, *Practical Approaches for Sustainability: Research Findings for Construction Organizations*

Parallel session 4 (Location: room 010)

Moderators: Dan Lungescu, Babeş-Bolyai University
Irina Salanţă, Babeş-Bolyai University

14:30-14:45 Irina Salanta, Mirela Popa, Babeş-Bolyai University, *CSR Paradoxes in the Romanian Industry*



14:45-15:00 Dan Lungescu, Irina Salanță, Emil Crișan, Babeș-Bolyai University, *Is Gini Coefficient Relevant to Describing Power Distance in Different Societies?*

15:00-15:15 Benzion Iakov Ofir, Babeș-Bolyai University, *The Correlation between Customer Satisfaction on Quality of Service and Loyalty to the Nisko/Ardan Group*

15:15-15:30 Gabriel I. Năstase, Sorin N. Angheluță, Christian University Dimitrie Cantemir, *Vocational Education and Training in Europe- Perspectives 2020*

15:30-15:45 Luminița-Maria Gogan, Anca Draghici, Politehnica University of Timisoara, *Measuring Intellectual Capital in a Romanian Company*

15:45-16:00 Tamás Nándor Tógyer, University of Miskolc, *The Hungarian Fruit and Vegetable Processing Industry Profitability Analysis and Comparison with the EU Average*

16:00-16:15 Mihai Dragomir, O. Iamandi, Ș. Bodi, Technical University of Cluj-Napoca, *Designing a Roadmap for Performance Indicators in Integrated Management Systems*

16:15-16:30 Izabela Luiza Pop, Simona Sabou, Technical University of Cluj-Napoca, *Sustainable Development of Museums in the New Context of Market Economy*

16:30-16:45 Chaim Lahav, Babeș-Bolyai University, *Coping with 'Detached youth': A Community-Based Educational Services Model*

16:45-17:00 Laura Olteanu, Babeș-Bolyai University, *Management of Transport Services and Their Dynamics in Romania During 2008-2011*

Organizing Tourism in Romania and the Dynamics of Tourist Traffic Indicators

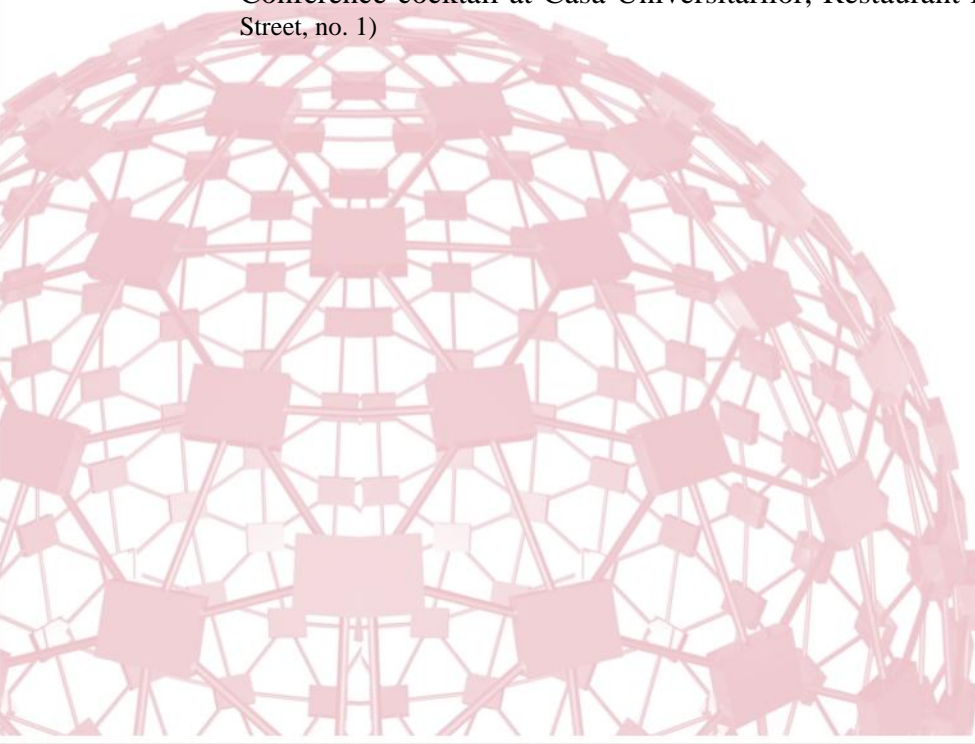
17:00-17:15 Laurentiu Bogdan Balc, Radu Ilies, Bogdan Cioban, Babeș-Bolyai University, UAI Cluj-Napoca, *Corporate Governance Conceptual Approaches*

17:15-17:30 Carmen Valentina Radulescu, Daniela Popa, Mariana Iovitu, Bucharest Academy of Economic Studies, Dimitrie Cantemir Christian University Bucharest, Bucharest Academy of Economic Studies, *Exhaustion of Natural Resources – Key Challenge of Global Governance*

17:30-17:45 Andreea Armean, West University Timișoara, *The Risk and the Change*

17:45-18:00 Hod Leck, *Who is in charge of safety in the country*

18:30 Conference Cocktail Party – The participants are invited to take part in the Conference cocktail at Casa Universitarilor, Restaurant Piramida (Emanuel de Martonne Street, no. 1)





SATURDAY, 08 June 2013

09:00- 11:00 **Presentation sessions** (Location: rooms 118 and 010)

Parallel session 1 (Location: room 118)

Moderators: Cătălin Afrăsinei, Babeş-Bolyai University
Monica Zaharie, Babeş-Bolyai University

09:00-09:15 József Poór, Agnes Slavic, Anna Slocinska, Kinga Kerekes, Monica Zaharie, Sonja Ferencikova, Sinikka Vanhala, Ruth Alas, Imrich Antalik, Nemanja, Szent István University, University of Novi Sad, Babeş-Bolyai University, University of Technology, *International Research Results on Business Ethics Position - Idealism and Relativism in Seven European Countries*

09:15-09:30 U. Goetze, A. Schmidt, Chemnitz University of Technology, *Innovation Control – Framework, Methods, and Applications*

09:30-09:45 Barbara Mazur, Bialystok Technical University, *Management Processes in Multicultural Companies*

09:45-10:00 Antalik, T.Juhász, Madarász, J.Poór, Szabó, P.Pinnel, SJE University, *Traditonal and Atypical Employment in Light of Empirical Data Atypical Employment – Focus Hungary*

10:00-10:15 Elena Bogan, Melinda Câdea, University of Bucharest, *Actual Trends in Marketing Policy in Tourism*

10:15-10:30 Davood Kaveh, HasanGhaffari, Islamic Azad University Iran, *Personality Type and Job Satisfaction among Managers and Staff in Islamic Azad University of Neyshabur, Iran*

10:30-10:45 Alina Giorgiana Stafie, Bucharest Academy of Economic Studies, *Study on Accessing European Funds within the Management Tool for Modernisation of Agricultural holdings*

10:45-11:00 Ramona-Mihaela Urziceanu, Judeu Viorina Maria, Agora University, *Prospects of Romanian Economy - A Modest Recovery Ahead*

Parallel session 2 (Location: room 010)

Moderators: Lucia Scorţar, Babeş-Bolyai University
Dan Lungescu, Babeş-Bolyai University

09:00-09:15 Lucia-Monica Scortar, Marius Sandor, Babeş-Bolyai University, *Responsible Management of Food Waste*

09:15-09:30 Catalina Crisan, Anca Borza, Babeş-Bolyai University, *Advantages of Cooperation between Companies and Non-Profit Organizations*

09:30-09:45 Catalin Afrasinei, Babeş-Bolyai University, *Correlation between ISO Certification and some Economic Performance Indicators in Romanian Software Industry*

09:45-10:00 Roxana Stegorean, Anamaria Petre, F.D. Oltean, Babeş-Bolyai University, *Market Orientation and Hotel Performance: Evidence from Cluj County*



10:00-10:15 Ioana Muresan, Veronica Maier, Babeş-Bolyai University, *Increasing Economic Competitiveness through Projects Financed by the European Union*

10:15-10:30 Anca-Diana Popescu, Anca Draghici, Ioan Dorian Stef, Politehnica University of Timisoara, *Cultural Behaviour Description Using the Multicultural Personality Questionnaire (MPQ)*

10:30-10:45 Oana Stănculescu, Ştefana Varvari, Gergely Torok, Babeş-Bolyai University, *The Role of Knowledge Management within the Clusters of the North-West Region*

10:45-11:00 Bianca Muntean, Babeş-Bolyai University, *Knowledge Management in Clusters: case IT cluster*

11:00-11:15 COFEE BREAK

11:15-13:30 Presentation sessions (Location: rooms 118 and 010)

Parallel session 3 (Location: room 118)

Moderators: Andrei Veres, Babeş-Bolyai University
Patricia Raţiu, Babeş-Bolyai University

11:15-11:30 Florentina Daniela Matei, University of Economic Studies, Bucharest, *Neo Factors of Production - Performance Tools of Economic Mechanism*

11:30-11:45 Ovidiu Horia Maican, Bucharest Academy of Economic Studies, *Legal Regime of Shale Gas Extraction*

11:45-12:00 Sorana Vătavu, West University of Timisoara, *Current Challenges in Capital Structure Decisions: Evidence from Romanian Companies Operating in Different Sectors*

12:00-12:15 Harry Tzvi Sender, Babeş-Bolyai University, *Multiple Case Study: Expectation Gap between Manager's Requirements and Employees' Acquired Knowledge*

HRM strategy based on Knowledge Oriented Employees' Evaluation

12:15-12:30 Ciprian Măiş, Babeş-Bolyai University, *A review and analysis of insurance field of research: 2010 – 2013*

12:30-12:45 D. Dragomir, S. Popescu, A. Cenuşă, Technical University of Cluj-Napoca, *Research Methodology for Studying CSR Enabled Clusters*

12:45-13:00 D. Dragomir, A. Cenuşă, O. Iamandi, Technical University of Cluj-Napoca, *Using The FMEA Method within the Implementation Planning of a SA8000:2008 System*

13:00-13:15 Horia Aniţa, West University of Timişoara, *Future Challenges*

13:15-13:30 Monica Zaharie, Codruta Osoian, Babeş-Bolyai University, *Motivation to Peer Review*

13:30-13:45 Marius Radu, Babeş-Bolyai University, *Project Initiation and Project Management Approach - An Expensive Connection*

13:45-14:00 Zenovia Cristiana Pop, Anca Borza, Babeş-Bolyai University, *Current state of strategy instruments in the Romanian and German SMEs*

14:00-14:15 Izabella Krajnik, Babeş-Bolyai University, *The importance of organizing function of management accounting*



Parallel session 4 (Location: room 010)

Moderators: Irina Salanță, Babeş-Bolyai University
Dan Lungescu, Babeş-Bolyai University

11:15-11:30 Liviu Ilieş, Mihaela Drăgan, Diana Brătean, Babeş-Bolyai University, *A conceptual framework for the implementation of total quality management in higher education*

11:30-11:45 Raluca Maria Suci, Babeş-Bolyai University, *Assesment of instruments and practices that support sustainability in the private sector – opportunities for environmental action in Romania*

11:45-12:00 M. Dumitrascu, Bucharest University of Economic Studies, *Corporate governance like a symphony orchestra*

12:00-12:15 Alina Raus, Babeş-Bolyai University, *Work motivation in post-secondary schools of public order and safety sector*

12:15-12:30 A. Suci, Babes-Bolyai Univetsity, *Differences between goods and services*

12:30-12:45 R. Mihaiu, L. Mihaiu, A. Lapusan, M. Mihaiu, Babeş-Bolyai University, UMF Cluj, University of Agricultural Sciences and Veterinary Medicine Cluj, *Evaluation of aflatoxin incidence mIncidence in a regional surceillance system a title*

12:45-13:00 Alina Crenguta Mătiş, Cosmin Dumitru Mătiş, Babeş-Bolyai University, *Integration of customer relationship management (CRM) in BCR Erste*

13:00-13:15 Cristina Alpopi, Academy of Economic Studies Bucharest, *Sustainable urban regeneration. Comparative study at european level*

13:15-13:30 Mircea Nastase, Academy of Economic Studies Bucharest, *Management of fruit and vegetables markets - a chance for the development of network marketing in romania*

13:30-13:45 Răzvan-Dorin Burz, West University of Timișoara, *Managerial team characteristics evaluation*

13:45-14:00 Janeta Weisz, Alexandru Jivan, Christian University Dimitrie Cantemir, West University of Timișoara, *Principles of management education for its productivity growth*

14:00-14:15 Diana Sopen, Babeş-Bolyai University, *Reflections on the romanian higher education: quality improvement of educational services*

Parallel session 5 (Location: room 221)

Moderators: Emil Crişan, Babeş-Bolyai University
Cătălina Mitra, Babeş-Bolyai University

11:15-11:30 Marius Rizescu, „Nicolae Balcescu” Land Forces Academy, Sibiu, *Globalization and its consequences in international economic organizations*

11:30-11:45 Cristian Odagiu, Valahia University of Târgovişte, *Organizational culture, change management and performance*

11:45-12:00 Septimiu Laze, Babeş-Bolyai University, *Managerial challenges of the new territorial rearrangement of Romania*



- 12:00-12:15** Oana Clementina Arsân, Technical University of Cluj-Napoca, *Corporate social responsibility: still work in progress*
- 12:15-12:30** Dana Bako, Ioana Sechel, Babeș-Bolyai University, *Managing the Risk on Financial Markets*
- 12:30-12:45** Yousef Break, Babeș-Bolyai University, *SME in the Arab Sector in Northern Israel – A Pilot Study*
- 12:45-13:00** M. Moga, L. Bogdan, *Analtic aspects of innovation and infrastructure*
- 13:00-13:15** Florin Ioan Petean, Centrul de Dezvoltare Managerială Cluj-Napoca, *Strategic și operațional în aprecierea performanțelor individuale*
- 13:15-13:30** Dana Bako, Stefana Varvari, Babeș-Bolyai University, *Management Issues in Implementing the Increasing Economic Competitiveness Sectoral Operational Programme*
- 13:30-13:45** Mirela Popa, Irina Salanta, Babeș-Bolyai University, *The Emotions' Role in the Motivation Process*
- 13:45-14:00** Cristina Nitescu, National Institute of Economic Research Costin C. Kiritescu, *Evolution of the Romanian market mechanisms under the impact of European Union custom regulations*
- 14:00-14:15** Carmen Ramona Rusu, Babeș-Bolyai University, *Explaining Entrepreneurship Using Various Types of Literature*

