

PROGRAM OF THE INTERNATIONAL CONFERENCE

Managerial Challenges of the Contemporary Society

7th edition, 2014

Faculty of Economics and Business Administration

Babeş-Bolyai University

Cluj Napoca, Romania

FRIDAY, 06 June 2014

08:30-09:00 Participants' registration

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

09:00-09:10 Conference Opening (Room 118, first floor)

Duncan McDougall, Plymouth State University, USA, *Teaching MBAs Online*

Daniel A. Glaser, Texas A&M University, USA, *Convergence at What Cost? A Quasi Experiment of Professional Identity Under the Bologna Process*

09:50-10:00 COFFEE BREAK, 1st floor hall

10:00- 18:00 Presentation sessions (rooms 118 and 010)

Parallel session 1 (room 118)

Moderators: Cătălin Afrăsinei, Babeş-Bolyai University

Eugenia Câmpeanu-Sonea, Babeş-Bolyai University

10:00-10:15 Alexandra Luana Smarandoiu, *Corporate Social Responsibility in European Union – From Altruism to Strategy*

10:15-10:30 Horia M. Raboca, Florin Cărbunărean, *ICT in Education - Exploratory Analysis of Students' Perceptions Regarding ICT Impact on the Educational Process*

10:30-10:45 Kornélia Lazányi, *Is There Anything as „The Perfect Trainer”?*

10:45-11:00 Techoresh Peleg Josegha, Sopon Diana, Bâlc Bogdan, *Leadership in Education - Tools for Predicting Teacher Satisfaction as a Mirror and Reflection of the Managerial Style of leadership*

11:00-11:15 Angelica-Mariana Bud, Razvan Liviu Nistor, *Managing Knowledge Related to Structural and Cohesion Funds by Universities*

11:15-11:30 Erzsébet Noszkay, Eszter Borsos, *Paradigm Changes in Higher Education Along Women's Leadership and Academic Career Paths*

11:30-11:45 Benzion Iakov Ofir, *Satisfaction and Loyalty Management in the Israeli Hi-Tech Industry*

11:45-12:00 O. Iamandi, A. Cenușă, I.R. Cicală D. Dragomir, *Approach for Developing a Performance Management System Based on Existing ERP Implementation*

12:00-12:15 Yousef Break, *Small Businesses Opportunities – Findings of an Exploratory Study of the Arab Sector in Northern Israel*

12:15-12:30 Jolan Velencei, Viktória Szoboszlai, Zoltán Baracscai, *Smart Decisions: Doctus Chooses a Clo*

12:30-12:45 Marosi Ildikó, F. Katona, *The Attitude of Young Slovakian Labour Market Entrants Concerning Family Businesses and the Inherent Generation Change*

12:45-13:00 Elena Marinova, Anca Borza, *The Creative Economy, the Creative Industries and New Perspectives for Creative Cities*

13:00-13:15 Andrei-Alexandru Moroșan, *The effect of EU Structural Funds on businesses in the North-Eastern Region of Romania*

13:15-13:30 Albert Gáspár, Szász Levente, *The Impact of Servitization on the Manufacturer's Business Model and Financial Performance - A Case Study of a Romanian Pharmaceutical Company*

13:30-13:45 O. Moldovan, F.C. Macarie, *How to Change the Informal Side? A Comparative Analysis of Organizational Culture Transformation Models*

13:45-14:00 Péter Szikora, *Matching Theory Applied - The Case of Distribution of Tasks Among Agents with Preferences*

14:00-14:15 Kinga Kerekes, Andreea Coste, *National Report On SMEs in Romania și Implementation and impact of eu-funded projects in the field of rural tourism with a special focus on the north-west region of Romania*

14:15-14:30 Andros Keszthelyi, *New Challenges of a New Era*

14:30-14:45 Chaim Lahav, *Operational Management Challenges in Human Services, an Era of Diversity & Complexity*

14:45-15:00 D. Popa, M. Iovitu, D.A. Bodislav, *Globalization as Prosperity and Catching Up Accelerator*

15:00-15:15 D.A. Bodislav, M. Iovitu, D. Popa, *Nationwide Economic Growth Seen Through Corporate Turnover*

15:15-15:30 P.S. Angheluta, C. Alpopi, A.G. Antonescu, *New Skills for a Changing World*

15:30-15:45 Cristian Anghel, Cristian-Liviu Vele, Rita Toader, Corina Rădulescu, Cezar Toader, *The Implementation of a Strategy for Local Sustainable Development*

15:45-16:00 Hod Leck, *The Importance of Risk Management for Managers*

16:00-16:15 Dana Bako, Ștefana Varvari, *Managing European Funds in 2007-2013 Programming Period and Future Perspectives. Romania vs Poland*

16:15-16:30 Florin-Ioan Petean, Horatiu Augustin Fufezan, *Self – Monitoring Individual Performance – Lessons Learned in a Professional Firm Context*

16:30-16:45 Catalina Crisan, Anca Borza, *Strategic Entrepreneurship through Collaboration*

16:45-17:00 Cosmin Mățiș, *The Influence of Organizational Culture on Organizational Structures*

17:00-17:15 Salanta Irina, Popa Mirela, *An Empirical Approach on the SME versus Big Companies CSR Investment Arguments*

17:15-17:30 Stan Cristina, *Concept of Competence - Clarification and Meanings*

17:30-17:45 Chiş George Sebastian, Horea Grebla , *S-torrent for the management student knowledge*

17:45-18:00 A.Suciu, *Recovery strategies for service firms*

18:00-18:15 Eugenia Câmpeanu-Sonea, Adrian Sonea, Cătălina Mitra-Crişan, *Knowledge Management and Organizational Competence for the Service Quality to the Customer*

18.15-18.30 Nistor Răzvan, Glodeanu Andrei-Cosmin, *Regional economic development influenced by the EU Funds absorption rate*

18.30-18.45 Stegorean Roxana, Afrăşinei Cătălin, Petre Anamaria, *Quality standards in tourism – promoter for sustainable tourism*

18.45-19.00 Salagean Horatiu Catalin, Garbacea Răzvan Dimitrie, *From ISO standards to TQM philosophy*

Parallel session 2 (room 010)

Moderators: Dan Lungescu, Babeş-Bolyai University
Corina Gavrea, Babeş-Bolyai University

10:00-10:15 Tamás Nándor Tógyer, *A Profitability Analysis of the Hungarian Fruit and Vegetable Processing Subsector in a Corporate Approach*

10:15-10:30 F. Bran, G. Manea, A. Andreica, *Conceptual Underpinning of National Development Strategies*

10:30-10:45 C.V. Radulescu, I. Ioan, A. Andreica, *Communication in Agri-Food Business. Case Study: Food Safety*

10:45-11:00 Cristian-Liviu Vele, *An Empirical Study on How the Efficient Use of Resources Influences Performance*

11:00-11:15 Dragos Constantin Sanda, *A challenge of 21st. Century – The Ecological Firm*

11:15-11:30 Titilină (Matei) Florentina Daniela, *Comparative Analysis of Braşov and Mehedinţi Counties in Terms of Tourism*

11:30-11:45 A. Galbeaza, C. Constantinescu, A. Zaharia, *Economic and Ecological Risk Regarding the Development of the Sustainable tourism*

11:45-12:00 I. Ioan, F. Bran, C.V. Radulescu, *Managerial Challenges of the Green Economy*

12:00-12:15 C. Alpopi, A.G. Antonescu, P.S. Angheluta, *Sustainable Development through Green Green Power*

12.15-12.30 Romolica Mihaiu, Alexandra Tăbăran, Liora Colobatiu, Simona Bolog, Ionuţ Cordi, Marian Mihaiu, *Impact Studies on Meat Quality of Mangalitsa Pigs Raised in a Short-Chain Production System*

12:30-12:45 C. Constantinescu, A. Galbeaza, *Ways of Promoting Sustainable Tourism in Terms of Globalization*

12:45-13:00 Macarie Felicia Cornelia, Moldovan Octavian, *The Glass Ceiling in the Public Sector: A Case Study Regarding Romanian Elected and Appointed Officials*

13:00-13:15 Cristina Buturoaga, *Motivations and Benefits of Social Responsibility – The Case of Romania*

13:15-13:30 Gabriella Lovász, *Management Best Practices Related to Hungarian Community Gardens*

13:30-13:45 Cristian-Liviu Vele, Cătălin Cherecheș, Rita Toader, Florina Hahn, Cezar Toader, *Case Study on Motivation of Human Resources within National Forests Company Romsilva*

13:45-14:00 L.P. Mogos, R.M. Cosma, A. Ciobotaru, *Aspects Regarding the Organisation and the Development of the Geographical Space within Dobrogea Zone*

14:00-14:15 Cristina Burghelea, Anca Gheorghiu, Paula Angela Vidrașcu, *Cereal Production Debate in Romania*

14:15-14:30 Bela Ioan Florin, *Economic Efficiency Generated by the Improvement of Creation Process of a Wide Assortment in Clothing and Apparel Companies*

14:30-14:45 Sechel Ioana Cristina, Rus Adina, *Personality and investment decision. Cause and effect*; Sechel Ioana Cristina, Bako Elena Dana, *Changing power between world stock exchanges*; Sechel Ioana Cristina, *Investment profile of brokers in Romania*

14:45-15:00 Ferenc Katona, *Examination of Marketing Planning of Hungarian Small Businesses*

15:00-15:15 B. Quattrociochi, F. Mercuri, Pasqualino, *Network Approach for the Implementation of an Integrated Waste Management System*

15:15-15:30 Bogdan Bazgă, Laurențiu Rebea, *Sustainable Development - Condition to Create Food Security*

15:30-15:45 Bela Ioan Florin, *The Efficiency of Sales Area in the Garment/Apparel Retail*

15:45-16:00 A. Kovacs, *The Legislative Influence of the European Parliament in the 2013 Common Agricultural Policy Reform*

16:00-16:15 Benzion Iakov Ofir, *The Perception of Customer Loyalty in Military Oriented Companies in Israel*

16:15-16:30 Patricia Iulia Ratiu, Maria Mortan, *EMAS Implementation in SMEs: Driving Forces and Barriers*

16:30-16:45 R.M. Cosma, I. Pargaru, L.P. Mogos, *Tourism Strategies and Policies within Dobrogea Zone*

16:45-17:00 Baci Leonina-Emilia, Veres Vincentiu, *The Evolution of Land as an Agricultural Resource*

17:00-17:15 Balint Antoniu Ovidiu, Cristea Andrei Mihai, Gheorghiu Anda, *An Inquiry in the Management of Intelligent Systems Applied in Logistics*

17:15-17:30 Zaharie Monica, Osoian Codruța, Mureșan Ioana, *Personality features and vocational interests – an empirical investigation on students*

17:30-17:45 Ștefana Varvari, Oana Stănculescu, *The experience of the New EU Member States with cluster policy and its results*

17:45-18:00 Emil Crișan, *Business models in fleet management*

18:00-18.15 Lucia Scorțar, *Study on glass waste management in Romania*

18.15-18.30 Ovidiu-Nicolae Bordean, Anca Borza, *Corporate governance research: a review of quantitative methods*

18.30-18.45 Daniel Malutan, *Nerve in business creates winners*

18.45-19.00 Rusu Carmen Ramona, *Culture – Moderator of the Relationship Between Contextual Factors and Entrepreneurial Outcomes*

17:00 Conference Cocktail – The participants are invited to take part in the Conference cocktail at the Panoramic cafeteria (6th floor)