

THE PROGRAM OF THE INTERNATIONAL CONFERENCE
Managerial Challenges of the Contemporary Society
8th edition, 2015
Cluj Napoca, Romania

FRIDAY, 05 June 2015

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)

09:15-10:45 **Conference invited keyspeakers**

Giles Hindle, Hull University Business School, United Kingdom, *Cooperation between Babeş-Bolyai University and Hull University*

József Poór, Szent István University Gödöllő, Hungary, *Global Trends in Management Consulting – Past, Present and Future*

Werner Seeger, S.C. Werner Seeger Quality Management, Romania, *Process and Quality Management. Risk Management - key for success*

Uwe Goetze, Chemnitz University of Technology, Germany, *Business modelling for technologically-induced innovations – concepts and use cases*

10:45-11:00 COFFEE BREAK, 1st floor hall

Presentation sessions (Location: rooms 118, 010 and 221)

Parallel session 1 (Location: Room 118)

Moderators: Dan Lungescu, Babeş-Bolyai University
Eugenia Câmpeanu-Sonea, Babeş-Bolyai University

11:00-11:15 J. Poór, K. Kerekes, *Management Consultancy in Transition – The Evolution of Management Consultancy in Eastern Europe*

11:15-11:30 A. Pawluczuk, *Knowledge Management in Organizations on Bottom Level*

11:30-11:45 G. Ryzhkova, N. Rizun, *Unemployment of Young People in Ukraine as a Result of Problems of the Educational System*

11:45-12:00 Y. Brikk, *Marketing Awareness of Small Businesses in Northern Israel*
12:00-12:15 B. I. Ofir, *Customer Behavior and Customer Loyalty in Military Oriented Companies in Israel*
12:15-12:30 Dang Thai Binh, *Credit guarantee system for SMEs in Asia: evidence from Thailand, Indonesia and Malaysia*
12:30-12:45 F. I. Petean, *Appreciative Dialogue in Individual Performance Appraisal*
12:45-13:00 C. Lahav, *The Personalized Services Approach: A Key Component in Operating and Managing Socio-Educational Services*

13:00-14:00 LUNCH BREAK, 6th floor Cafeteria

14:00-14:15 L. Györfy, *Early-Stage Entrepreneurship in Romania in Comparison with Central and Eastern European Countries*
14:15-14:30 M. Iovițu, I. Rătezanu, D. A. Bodislav, *Corporate Governance and Property Rights. Business and Economic Insights*
14:30-14:45 E. Marinova, A. Borza, *Entrepreneurship and Innovation Management in the Cultural and Creative Industries*
14:45-15:00 M. Bulearca, C. Popescu, *Sustainable Development and its Dimensions in the Extractive Industry*
15:00-15:15 A. Diaconu, C.G. Badea, A.M. Călin, *Strategies for climate change adaptation in agricultural holdings*
15:15-15:30 G. Lakatosné Szuhai, *Information Transfer within the Project Team*
15:30-15:45 R. E. Bozga, M. Bădileanu, L. I. Georgescu, D. N. Băleanu, *Customer Relationship Management and the Performance of Water and Electricity Companies in Romania*
15:45-16:00 C. N. Ciocoiu, C. Cicea, V. Tofana, *Analysis on Volumes and Consumer Disposal Behavior for Waste Electrical and Electronic Equipment in Romania*
16:00-16:15 B. Ciobanu, A.R. Gal., F. E. Petri, *The Role of Standards in Organizational Management*
16:15-16:30 L. Stanca, R. Lacurezeanu, F. Pop, *The role of ICT in the Web 2.0 Era in Romanian's SME*
16:30-16:45 N. Racolta-Paina, E. Pleșca, *Leading Emotionally Intelligent Workers: Between Strengths and Weaknesses*
16:45-17:00 M. R. Cosma, *Sustainable Development of Tourism in Tulcea County*
17:00-17:15 S.I. Ceptureanu, *European Union youth entrepreneurship: facts and policy actions*
17:15-17:30 E.G. Ceptureanu, *Resistance to change in Romanian SMEs. An analytic survey*
17:30-17:45 M. Bulearca, C. Ghiga, *The role of state in the strategy of natural resources sustainable use*
17:45-18:00 A.B. Vladu, *Ethics and Predictors of Ethical Judgments in the Romanian Accounting Profession: An Empirical Investigation*
18:00-18:15 Hod Leck, *A managers' conflict between the organizations security and safety*

Parallel session 2 (Location: room 221)

Moderators: Corina Gavrea, Babeș-Bolyai University
Cătălin Afrăsinei, Babeș-Bolyai University

11:00-11:15 E. Crișan, I. Beleiu, L. Ilieș, *The Place of Agile Management in Management Science – A Literature Review*

11:15-11:30 I. Salanță, M. Popa, *Managing the Dependence Risk in Logistics Outsourcing: Evidence from Romania*
11:30-11:45 P. Rațiu, M. Mortan, V. Vereș, *Incentives for EMAS Registered Companies in European Union Member States: A Comparative Approach*
11:45-12:00 D. Lungescu, *The Periodic Table of Management*
12:00-12:15 C. Afrăsinei, M. Avornicului, *Characteristics of Investments Management in Projects with Ecological Impact*
12:15-12:30 L. Scorțar, *Study on Radioactive Waste Management*
12:30-12:45 O. Bordean, Z.C. Pop, A. Borza, *Evaluating the Performance of Pharmaceutical Companies through a Benchmarking Approach*
12:45-13:00 M. Zaharie, C. Osoian, *Empirical findings on what helps recruiters to recruit*

13:00-14:00 LUNCH BREAK, 6th floor Cafeteria

14:00-14:15 C. Gavrea, R. Stegorean, A. Petre, *The Evolution of the Romanian Service Sector: A Comparative Analysis*
14:15-14:30 C. Mățiș, *The Management of Insurance Companies- Pillars of Operations, Present and Outlook*
14:30-14:45 I.C. Sechel, *The Behaviour of Brokers in The Romanian Capital Market under the Conditions of Economic Crisis*
14:45-15:00 I.C. Sechel, L. Deceanu, *Investment Culture of the Broker's in Romanian Capital Market*
15:00-15:15 B. Balç, F. Petri, E.Stefan, *The Role of Interested Parties in Corporate Governance*
15:15-15:30 R. Mihaiu, *Aspects of the Radionuclids Contaminations in the Sheep/Goat Dairy Chain after the Accidents that Occured in Chernobyl and Fukushima*
15:30-15:45 M. Popa, I.Salanță, *The Social Responsibilities of Stakeholders Who Can or Should Influence the Organizations' Socially Responsible Behavior in Romania*
15:45-16:00 L. Radomir, *Corporate Reputation Measures: A Review*
16:00-16:15 L. Deceanu, *Managing Sovereign Debt in the Context of New Challenges*
16:15-16:30 D. Bako, Ș. Varvari, *Managing European Funds in 2007-2013 Programming Period and Future Perspectives. Romania vs Poland*
16:30-16:45 Á. Bogáth, *Strategic Planning of Family Business*
16:45-17:00 K. Lazányi, L.Dóka, *Leadership Practices in the Hungarian Construction Industry*
17:00-17:15 P. Szikora, *The Role and Ineluctability of Continuous Assessment in Higher Education*
17:15-17:30 A. Keszthelyi, *IT-Security Management: SSL Certificates*
17:30-17:45 I. Beleiu, R. Nistor, *Project governance and its contribution to projects' success*
17:45-18:00 Ionela Mocan (Maniu), *Educational market: higher education marketing strategies*
18:00-18:15 Ionela Adriana Tisca, Constantin Dan Dumitrescu, Georgica Cornu, Nicolae Diaconu, *Management services hospitality industry*
18:15-18:30 Ioana-Andreea Ciolomic, Adriana Tiron-Tudor, *The recent reforms of state-owned enterprises' corporate governance in Romania*
18:30-18:45 C. Crisan-Mitra, A. Borza, *Corporate Social Responsibility and Corporate Performance in Romania*

Parallel session 3 (Location: Room 010, ground floor)

Moderators: Florina Bran, Bucharest University of Economic Studies

Vincentiu Andrei Vereş, Babeş-Bolyai University

11:00-11:15 Csilla Mile, *Key to competitiveness of organic farming in Hungary*

11:15-11:30 F. Bran, C.V. Radulescu, I.Ioan, *Fostering Social Change for the Progress Toward Sustainable Development*

11:30-11:45 I. Ioan, F. Bran, C.V. Radulescu, *Underpinning Rural Wellbeing by Value Chain Management*

11:45-12:00 D.A. Bodislav, M. Iovitu, I. Ratezanu, *Defusing External Pressure. A Corporate Perspective*

12:00-12:15 E. Câmpeanu-Sonea, A. Sonea, *Opinions on Organizational Trust Development. Comparative Study*

12:15-12:30 O. Moldovan, *Attitudes Regarding Female Business Leaders in Romania: Explaining the Glass Ceiling*

12:30-12:45 C. Rusu, *Triggering Entrepreneurial Behaviour Among Highschool Students Through Formal and Nonformal Entrepreneurial Education*

12:45-13:00 D. Grădinaru, *Human Resources Management – Importance, Role and Responsibility in the Context of Sustainable Development*

13:00-14:00 LUNCH BREAK, 6th floor Cafeteria

14:00-14:15 D. Ivana, M. Drăgan, *Graduates' Satisfaction towards Service Quality in Higher Education: An Empirical Investigation*

14:15-14:30 H.M. Raboca, F. Cărbunărean, *Student's Perception Regarding the Benefits and Negatives of E-Learning*

14:30-14:45 G. Ciobanu, A. Pana, A.G. Antonescu, *Theoretical and Applied Approaches of the Entropy Value Theory in the Management of Natural Resources*

14:45-15:00 I. Baloga, *Comparative Study USA – Romania, Regarding Professional Competencies and Experience of Sports and Recreational Aquatic Facility Managers*

15:00-15:15 A.G. Antonescu, A.M. Calin, A. Diaconu, *Action models for climate change adaptation. case study: agriculture*

15:15-15:30 M.L. Popescu, M. D. Oancea-Negescu, A. Predescu, M. R. Cosma, *Green Buildings Market and its Perspectives in Romania*

15:30-15:45 O. H. Maican, *The Legal Regime of Competition in the United Kingdom*

15:45-16:00 F.C. Macarie, O. Moldovan, *Horizontal and Vertical Gender Segregation in Higher Education: EU 28 under Scrutiny*

16:00-16:15 L.V. Albulescu, *Critical Issues Concerning the Technological, Resources Management in Innovative Enterprises*

16:15-16:30 A. M. Bud, R. L. Nistor, *Romania's Progress in using EU Funds for Human Resources Development*

16:30-16:45 M.O. Pinteaa, M.T. Fulop, *Literature Review on Corporate Governance - Firm Performance Relationship Title, Corporate Governance – Key Factor to Enhance Performance*

16:45-17:00 I. Doina Popescu, I. Ion Popa, P. Octavian Cosmin Dobrin, *Strategies of luxury brands and the potential of emerging markets*

17:00-17:15 A. Rus, *Risk Challenges for Modern Electronic Systems Payments*

17:15-17:30 Ş. Varvari, D. Bako, O. Stănculescu, *Management Issues in Implementing Operational Programmes that Financed Enterprises during 2007-2013*

17:30 Conference Cocktail Party – The participants are invited to take part in the Conference cocktail party at *Piramida*