

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

- 14:30-14:45 **Petrică-Sorin Angheluță, Cristian Cristu, Mihaela Cristu**
The Efficient Use of Resources in the Context of Reducing the Emissions of the Greenhouse Gases
- 14:45-15:00 **Cristian Cristu, Petrică-Sorin Angheluță, Mihaela Cristu**
The Importance of the Forests in Combating the Environmental Pollution
- 15:00-15:15 **Romolica Mihaeu, Alina Făt, Marian Mihaeu**
Surveillance of Milk Conformity Produced in a Small Farmhouse
- 15:15-15:30 **Maria Mortan, Vincențiu Vereș, Patricia Rațiu, Leonina Baci**
A Global Analysis of the Agriculture Resources: The Land and the Work Force
- 15:30-15:45 **Romolica Mihaeu, Alexandra Tabaran, I. Cordiș, Liora Colobațiu**
Evaluation of Polycyclic Aromatic Hydrocarbons Levels in Meat Products and Their Management in Order to Reduce Risk and Improve Food Safety
- 15:45-16:00 **Lucia-Monica Scorțar**
Costs Associated with Municipal Waste Management Systems in Some UE Countries

Parallel session 4 (Location: room 221, 2nd floor)

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

- 12:15-12:30 **Eugenia Câmpeanu-Sonea, Adrian Sonea**
Knowledge Management-Competence and Introduction to the Organization
- 12:30-12:45 **Cosmin Lehene, Anca Borza**
The Influence of Organizational Life Cycle and Industry Life Cycle on Alliance Structure Choice
- 12:45-13:00 **Emil Crișan, Mădălina Pop**
Developing a Logic Model for the Evaluation of a Local Community Program
- 13:00-13:15 **Mirela Popa, Anuța Buiga, Irina Salanță**
An Investigation of Values Among American and Romanian Business School Students
- 13:15-13:30 **Monica Zaharie, Codruța Osoian**
The Unemployment Consequences on Individual Well-Being
- 13:30-13:45 **Emil Crișan, Ioana Beleiu, Cătălina Crișan-Mitra, Irina Salanță**
An Analysis on the Pata Rât Social Interventions
- 13:45-14:00 **Cătălin, Afrăsinei-Zevoianu**
Variation of the Actualization Rate and Its Impact on the Economic Efficiency of Investment Projects

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

- 14:30-14:45 **Mirela Popa**
Affective Process of Employee Motivation
- 14:45-15:00 **Anamaria Petre, Codruța Osoian, Monica Zaharie**
Applicants' Perceptions on Online Recruitment
- 15:00-15:15 **Roxana Stegorean, Corina Gavrea, Gianluca Zannelato**
Innovative Ways to Finance New Companies
- 15:15-15:30 **Corina Gavrea, Roxana Stegorean, Oana Borza**
The Quality of Railway Services: A Country Comparison
- 15:30-15:45 **Liviu Ilieș, Bogdan Cioban, Felicia-Mirela Petric**
Development and Implementation of Management Integrated Systems for Quality, Environment, Health and Occupational Security
- 15:45-16:00 **Dan C. Lungescu, Mihai Bogdan**
The Impact of Leadership on Organisational Justice

16:30 **Conference Cocktail Party** – The participants are invited to take part in the Conference cocktail at *Piramida*

Managerial challenges of the contemporary society

Herausforderungen der Unternehmensführung in der heutigen Gesellschaft

June 3–4, 2016, FSEGA,
Cluj-Napoca, Romania

FRIDAY, 03 June 2016

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 Conference invited key speakers

Petulia Blake, State University of New York, Plattsburgh, USA, *Toward the Integration of Business Sustainability and Social Responsibility*

Uwe Götze, Technical University Chemnitz, Germany, *Life Cycle Engineering for Sustainable Design of Technology-related Innovations - State-of-the Art, Use Cases and Perspectives*

Joop Vinke, Loredana Orhei, HAN University of Applied Sciences, Arnhem, Netherlands, *Reflections On Stimulating Entrepreneurial Behaviour In The Current Learning Generation*

Josef Windsperger, University of Vienna, Austria, *Brand Reputation of Global Franchise Chains in BRICS* (with Rajiv P. Dant, Hyo Jin Jeon, Nada Mumdziev)

11:15-12:15 COFFEE BREAK and STUDENT POSTER EXHIBITION, 1st floor hall

12:15 - 16:15 Presentation sessions (Location: rooms 118, 006, 010 and 221, respectively)

Parallel session 1 (Location: room 118)

Moderators: Cătălina Crişan, Babeş-Bolyai University
Dan C. Lungescu, Babeş-Bolyai University

- 12:15-12:30 **Cătălin Alexandru Barbu, Ioan-Petru Popescu, Petronela-Evelina Bălu**
The Evolution of Management by Using Globalization as Main Characteristic
- 12:30-12:45 **Petronela-Evelina Bălu, Cătălin Alexandru Barbu, Ioan-Petru Popescu**
The Financial Side of Management
- 12:45-13:00 **Radu-Florin Ogarcă, Laurențiu Mihai**
Entrepreneurial Attitudes of the Romanian Business Students
- 13:00-13:15 **Makram Cheikh**
Particularities of Human Resources Management within the Scope of Services
- 13:15-13:30 **Mihai-Florin Talpoş, Ioan G. Pop, Sebastian C. Văduva**
Shifting the Basis of Sales Strategy Towards an Advanced Knowledge Based Model
- 13:30-13:45 **Simona Mina, Ana-Cornelia Olteanu**
Socio-Economic Impact of Educational Services Offered by Constanța Maritime University
- 13:45-14:00 **Liviu Bozga**
Environment-Oriented CSR Activities of Romanian Companies
- 14:00-14:30 LUNCH BREAK**- 1st floor hall
- 14:30-14:45 **Ovidiu-Horia Maican**
The Future of European Federalism
- 14:45-15:00 **Dana Bako, Ștefana Varvari**
Managing Local Development through Territorial Cooperation in North-West Region
- 15:00-15:15 **Cristian Vele, Diana Toader**
Creating an Organizational Environment that Supports Creativity in Order to Increase Efficiency
- 15:15-15:30 **Dang Thai Binh**
The Impact of Credit Guarantee System on Hungarian Economy
- 15:30-15:45 **Andro Gelashvili**
Services Management Automation Using the ITIL Technology
- 15:45-16:00 **Bogdan Cioban, Felicia-Mirela Petric, Alina-Rodica Gal**
Effectiveness and Efficiency of the Environment Management System: A Review of the Social Economy in Romania
- 16:00-16:15 **Alina Bacea, Ovidiu-Niculae Bordean**
Employee Job Satisfaction and Retention Factors in Outsourcing Companies

Parallel session 2 (Location: room 006, ground floor)

Moderators: Mihaela Drăgan, Babeş-Bolyai University
Gabriela Brendea, Babeş-Bolyai University

- 12:15-12:30 **Mihaela Drăgan, Diana Pitic**
Qualitätsmanagement im Bildungsbereich. Berücksichtigung der Arbeitsgeberanforderungen anhand der durchgeführten Studien am deutschsprachigen Studiengang. Aktueller Stand und Forschungsperspektive
- 12:30-12:45 **Uwe Götze**
Konzeption einer "Ineffizienzkostenrechnung" - Bausteine und Integrationsansätze
- 12:45-13:00 **Josef Windsperger, Rajiv P. Dant, Hyo Jin Jeon, Nada Mumdziev**
Reputation von globalen Franchise-Netzwerken in BRICS
- 13:00-13:15 **Barbara Mikus**
Kooperationen zwischen Mensch und Roboter – ein Beitrag zur nachhaltigen Produktion?
- 13:15-13:30 **Elena Miron**
OMiLAB: Eine kollaborative Umgebung für die Entwicklung von Modellierungsmethoden
- 13:30-13:45 **Oana Steopan**
Herausforderungen der sozio - oekonomischen Lage im Bildungsbereich im internationalen Kontext
- 13:45-14:00 **Tudor Irimiaş, Mariana Mureşan**
Überlegungen bezüglich der Darstellung der geplanten und emergenten Veränderung innerhalb des Unternehmens durch Elemente der Dynamischen Systemen
- 14:00-14:30 LUNCH BREAK**- 1st floor hall
- 14:30-14:45 **Tudor Irimiaş, Zenovia Pop**
Überlegungen in Bezug auf die Diagnose der Unternehmen durch Elemente der Fuzzy Logic
- 14:45-15:00 **Gabriela Brendea**
Unternehmensführung und Kapitalstruktur der rumänischen börsennotierten Unternehmen
- 15:00-15:15 **Mihaela Drăgan, Diana Ivana**
Qualitätssicherung auf institutioneller Ebene. Überblick und Besonderheiten am deutschsprachigen Studiengang zur Erhöhung der Lehrqualität
- 15:15-15:30 **Mădălina Păcurar**
Fixpunkte und wirtschaftswissenschaftliche Aufgaben
- 15:30-15:45 **Raluca Arba, Zenovia Pop**
Ein Modell des Business Matching indem man Semantic Web Algorithmen benutzt
- 15:45-16:00 **Eva Waginger**
Die Grenzen der Nachwuchsendenstoffe illustriert anhand von Biodiesel

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

Moderators: Vincențiu Vereş, Babeş-Bolyai University
Patricia Rațiu, Babeş-Bolyai University

- 12:15-12:30 **Dumitru Alexandru Bodislav, Florina Bran, Mariana Iovițu**
Macroeconomic Equilibrium Resulted Through Globalization
- 12:30-12:45 **Florina Bran, Mariana Iovițu, Dumitru Alexandru Bodislav**
Economic Growth and the Empowerment Developed by Globalization
- 12:45-13:00 **Ovidiu Buzoianu, Marcela Mitriță, Ionelia Diaconu**
Projects Financed for the Sustainable Development of Romanian Rural Area – Advantages and Limits
- 13:00-13:15 **Ildiko Ioan, Valentina Rădulescu, Ecaterina-Mădălina Popescu**
Environmental degradation: Issues of Great Concern
- 13:15-13:30 **Marcela Mitriță, Ovidiu Buzoianu, Daniela Păduraru**
The Dimensions of the Brain-Drain Phenomenon and Quantification of Its Impact on the Source Economies
- 13:30-13:45 **Carmen-Valentina Rădulescu, Ildiko Ioan, Marin Andreica**
The International Mechanism for Loss and Damage Caused by Climate Change
- 13:45-14:00 **Darius V. Cordea, Romolica Mihaiu, Marian Mihaiu**
Authenticity and Typicality Markers to Certify the Traditional Cheese on E.U. Market