



UNIVERSITATEA
BABEȘ-BOLYAI



UBBFSEGA
Universitatea Babeș-Bolyai | Facultatea de Științe Economice și Business | Cluj-Napoca



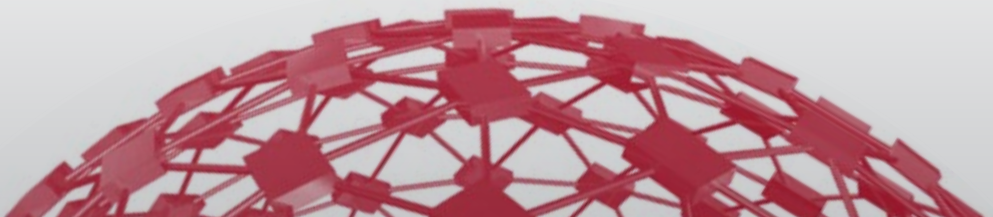
Managerial challenges of the contemporary society

Herausforderungen
der Unternehmensführung
in der heutigen
Gesellschaft

THE PROGRAM

OF THE INTERNATIONAL CONFERENCE

May 26, 2017, FSEGA,
Cluj-Napoca, Romania



FRIDAY, 26 May 2017

Location: Faculty of Economics and Business Administration (FSEGA),
58-60 Teodor Mihali Street

09:00-09:30 **Participant registration** (1st floor central hall)

09:30-09:45 **Conference opening** (room 118, 1st floor)

09:45-11:30 **Plenary lecture** (room 118, 1st floor)

Kathleen Voges, Texas A&M University, San Antonio, USA
Management approach in today's complex business world: From competition to collaboration

Eva Waginger, Wirtschaftsuniversität Wien, Austria
Resources and added value of commodities

Detlef Olschewski, Cleopa GmbH, Hennigsdorf, Germany
Business models in smart cities/smart buildings and smart services

11:30-12:00 **Coffee break** (1st floor hall)

12:00-15:30 **Concurrent sessions, part I** (rooms 118, 006, and 010, respectively)

16:00-18:00 **Cocktail party** – The participants are invited to take part in the Conference cocktail at *Piramida*

18:30-21:15 **Concurrent sessions, part II** (rooms 118, 006, and 010, respectively)

Concurrent session 1 (Location: room 118)

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

12:00-12:15 **Horia Mihai Raboca and Florin Cărbunărean**
An exploratory analysis of performance measurement in Romanian local public institutions

12:15-12:30 **Daniel Glaser, Kathleen Welsh Voges and Irina Salanţă**
Emerging economy consumer perception: Empirical results of a social capital study of quality management

12:30-12:45 **Tudor Irimiaş**
Considerations on norming change management

12:45-13:00 **Crenguţa Ileana Sinisi**
Implementation of kaizen strategy through continuous improvement at Renault

13:00-13:15 **Ivona Tătar Viştraş**
Managing human resources in Romanian state theaters

13:15-13:30 **Asser Khamis**
The relationship between dimensions of strategic management and QS standards in international universities in Egypt

13:30-13:45 **Zoltán Zakota**
On the influence of knowledge-based society on regional development

- 13:45-14:00 **Diana Sopon**
Time-management in universities - best practices and future developments
- 14:00-14:15 **Simona Mina and Ana Olteanu**
Romanian's flag jurisdiction and its impact on sustainable development and port logistics
- 14:15-14:30 **Anissa Negra, Wafa M'Sallem and Mohamed Nabil Mzoughi**
Which teachers will adopt M-learning in Tunisian business schools? A cluster analysis
- 14:30-14:45 **Ştefana Varvari and Dana Bako**
Territorial cooperation in local management for developing Northern Transylvania
- 14:45-15:00 **Péter Csizmadia, Sára Csillag, Monica Zaharie and Kinga Kerekes**
Business mentors' competences in intensive learning environments: lessons from an empirical research
- 15:00-15:15 **Felicia C. Macarie and Ada Tudorică**
Considerations regarding youth political participation within the Romanian parliament
- 15:15-15:30 **Mirela Felicia Petric**
Motivation of EMS implementation based on the application of ISO standards
- 18:30-18:45 **Liviu Ilieş and Daniel Metz**
The link between organizational culture and business excellence – a literature review
- 18:45-19:00 **Liviu Rusu**
Digital age and Romanian management
- 19:00-19:15 **Cosmina Raţ, Cristina Ionela Toadere and Alina Gal**
The impact of loyalty programs on demand in the passenger air transport market
- 19:15-19:30 **Emil Lucian Crişan, Răzvan Nistor, Irina-Iulia Salanţă, Alin Mihăilă**
The logic behind technology transfer - a case study
- 19:30-19:45 **Ciprian Marcel Pop, Alin Mihăilă and Ioana Beleiu**
Examples of successful technological transfer in universities
- 19:45-20:00 **Eugenia Câmpeanu-Sonea, Adrian Sonea and Andreea-Maria Deliu**
Efficiency of company's activity and high trust organization
- 20:00-20:15 **Cătălina Crişan and Emese Szilágyi**
Social return on investment. The case of Miko Imre College for Advance Studies
- 20:15-20:30 **Anamaria Petre, Roxana Stegerean and Corina Gavrea**
The use of social media in recruitment-aplicants' perception
- 20:30-20:45 **Dan C. Lungescu**
Modern approaches to leadership in organisations

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

Moderators: Mihaela Drăgan, Babeş-Bolyai University
Mădălina Păcurar, Babeş-Bolyai University

- 12:00-12:15 **Laura Avram**
Untersuchung der Einbeziehungen des Cognitive Reflection Tests
- 12:15-12:30 **Király Kata and Mihaela Drăgan**
Vorstellung des aktuellen Standes der Masterarbeit
- 12:30-12:45 **Raluca Păcurar and Mihaela Drăgan**
Dienstleistungsqualität im Hochschulbereich anhand einer Fallstudie
- 12:45-13:00 **Workshop:** *Herausforderungen der innovativen Kooperation mit der Wirtschaft an der deutschsprachigen Studienrichtung der FESGA. Thematische Diskussionen unter den Stakeholders*

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

- Moderators:** Vicențiu Vereș, Babeș-Bolyai University
Cătălin Afrăsinei-Zevoianu, Babeș-Bolyai University
Patricia Rațiu, Babeș-Bolyai University
- 12:00-12:15 **Florina Bran, M.L. Popescu and Mariana Iovițu**
Perspectives of development for smart cities in Romania
- 12:15-12:30 **P.S. Angheluță, Daniela Păduraru and Ionela Diaconu**
The relationship between sustainable tourism and sustainable development in the context of environmental protection
- 12:30-12:45 **L.A. Arseni and A.G. Postolache**
Modelling decisions regarding on the production structure of a vegetable farm
- 12:45-13:00 **D.A. Bodislav, C.V. Rădulescu and C.A. Barbu**
Public policy regarding fiscal implementation in Romania
- 13:00-13:15 **Ovidiu Buzoianu, V.A. Troacă and C.G. Badea**
Social and economic impact on environmental performance production in Romania
- 13:15-13:30 **G. Ciobanu, E.P. Bălu and A.M. Ene**
The quality of human resources in the romanian sme's in condition of the green economy development
- 13:30-13:45 **A.M. Ene, Amelia Diaconu and Ovidiu Buzoianu**
Analysis and perspective on human resources management
- 13:45-14:00 **Raluca Georgescu, Amelia Diaconu and Marcela Mitrița**
Public policy in the domain of environmental protection – Romania's case
- 14:00-14:15 **Mariana Iovițu, Cristian Teodor and P.S. Angheluță**
Global and local environmental problems at the beginning of the third millennium
- 14:15-14:30 **Marcela Mitrița, Raluca Georgescu and G. Antonescu**
Best practices in creating better public policy – examples from emerging countries
- 14:30-14:45 **L. Popescu, Daniel Craus and V.A. Troacă**
Attracting European funds in the context of Romanian economy
- 14:45-15:00 **C.V. Rădulescu, D.A. Bodislav and Florina Bran**
Public policy for engaging the young population in the labor market
- 15:00-15:15 **Daniela Nicoleta Băleanu, Liviu Bozga and Raluca Elisabeta Bozga**
Implications of the CSR in Romanian energy sector
- 15:15-15:30 **Liviu Rusu** *Romanian approaches in risk management*
- 18:30-18:45 **Belatreche Mansour**
The Romanian organizations and the project management maturity model
- 18:45-19:00 **Florin-Ioan Petean and Liviu Ilieș**
A study on managers' behaviour in performance appraisal
- 19:00-19:15 **Cătălin Afrăsinei-Zevoianu**
Two stock inventory optimization methods confronted
- 19:15-19:30 **Mădălina Pop and Emil Lucian Crișan**
Diversifying revenue streams for non-profit organizations
- 19:30-19:45 **Răzvan Liviu Nistor and Daniel Măluțan**
The core values determines, the effect of achieving high performance
- 19:45-20:00 **Maria Mortan, Leonina Baci, Vicențiu Vereș and Patricia Rațiu**
Insights on Romanian rural entrepreneurship: from technocrat's knowledge to practitioner's experience
- 20:00-20:15 **Lucia Scorțar**
Quality improvement in waste management system. Case study: Romania
- 20:15-20:30 **Romolica Mihaiu**
Nonconformities related to refrigerated and frozen meat and meat products marketed in hypermarkets