**THE PROGRAM OF THE INTERNATIONAL CONFERENCE**

**Managerial Challenges of the Contemporary Society**

**11th edition, 2018**

Cluj-Napoca, Romania

**FRIDAY, 8 June 2018**

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)

**Raluca Bunduchi**, University of Edinburgh, United Kindgom

*Contextualising the value of technology: A multi time and stakeholder perspective on valuing IT*

**Dieter Grasedieck**, Universität Duisburg-Essen, Germany

*Knowledge management in a sustainable and digitised world*

**Konrad Franz Kaschek**, Bosch Group Romania

*Values in the Bosch Company*

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

**12:00-16:00** **Concurrent sessions, part I** (rooms 118, 534, and 010)

**16:00-16:30** **Coffee break** (1st floor hall)

**16:30-19:00** **Concurrent sessions, part II**

**19:30-22:00 Cocktail party** – The participants are invited to take part in the Conference cocktail at *Hotel Vila Rao* (Progresului 30)

**Concurrent session 1** (Location: room 118)

*Moderators:* Loredana Orhei, HAN University of Applied Science

 Vinke Joop, Arnhem Business School

12:00-12:15 **Daniel Metz and Liviu Ilies**

*The impact of organizational culture on management system effectiveness*

12:15-12:30 **Ciprian Neag**

*New tendencies in the management of the state administration units in Romania*

12:30-12:45 **Carmen-Elena Stoenoiu and Sorina Anamaria Ciplea**

*Customer management, choice and tracking options to ensure business continuity*

12:45-13:00 **Emil Crișan, Roxana Stegerean, Cătălina Crișan-Mitra and Cătălin Afrăsinei-Zevoianu**

*The use of a four management functions perception tool to diagnose organizational management practices – a case study*

13:00-13:15 **Adina Rus, Mihaela Rovinaru and Flavius Rovinaru**

*Dealing with e-payments: risks and opportunities*

13:15-13:30 **Ioana Mihuț**

*Convergence vs. divergence: the path of the European Union*

13:30-13:45 **Cosmin-Florin Lehene and Anca Borza**

*Alliance function: importance, role, creation. Opening the black box in Romania*

13:45-14:00 **Kai Chen and Roxana Stegerean**

*Blockchain technology applied in financial industry*

14:00-14:15 **Adrian Sonea and Eugenia Câmpeanu-Sonea**

*Conflict management in the high trust organization*

14:15-14:30 **Cristina Dima, Razvan Cătălin Dobrea and Mihai Constantinescu**

*The role of public investment in the sustainable development of communities*

14:30-14:45 **Bogdan Surdea-Blaga**

 *The case for business services offshoring*

14:45-15:00 **Anamaria Petre and Andreea Mureșan**

 *Human resources management and hotel performance*

15:00-15:15 **T. Pashchenko and K. Kotova**

*The integrated reoprting as information basis of sustainable development*

15:15-15:30 **Mihai Bogdan and Dan Lungescu**

*Is strategic management ready for big data? A review of the big data analytics literature in management research*

15:30-15:45 **Maria-Lavinia Florea and Anca Borza**

*A comparative view at work-life balance legislative measures in Europe*

15:45-16:00 **Carmen-Elena Stoenoiu**

*Cash cycle management, premise for survival and development*

16:30-16:45 **Adina Rus**

*Investors irrationality: a blessing or a curse?*

16:45-17:00 **Mădălina Dan and Emil Crișan**

*Performance management instruments used by NGOs*

17:00-17:15 **Horia Mihai Raboca, Florin Carbunarean and Ionuț Goloman**

*Performance appraisal in Romanian local public institutions – satisfaction of local civil servants regarding the performance appraisal system*

17:15-17:30 **Ștefana Varvari and Dana Bako**

*Supporting SMEs through European funding at regional level in Romania*

17:30-17:45 **Cătălin Afrăsinei-Zevoianu**

*Impact of decisional alternatives on budget allocation in investments management*

17:45-18:00 **Dan C. Lungescu and Mihai Bogdan**

*Modern approaches to leadership in organisations*

18:00-18:15 **Ovidiu Niculae Bordean**

*Managing the supply base: a study of some Romanian SMEs*

18:15-18:30 **E. Chuchulina and M. Gorodilov**

*Internationalization of the university as a factor of improving the quality of education*

18:30-18:45 **M. Rudenko and I. Dolgsnova**

*Trends in the economic security of the region*

18:45-19:00 **Alina Simona Rad and Răzvan Liviu Nistor**

 *Project risk management, comparative theoretical approaches*

**Concurrent session 2** (Location: room 534)

*Moderators:* Eva Waginger, Wirtschaftsuniversität Wien

 Mihaela Drăgan, Babeș-Bolyai University

12:00-12:15 **Eva Waginger**

*Transformation der Nachhaltigkeit*

12:15-12:30 **Loredana Mihalca, Mihaela Dragan, Lucia Ratiu, Gabriela Brendea, Tudor Irimias, Laura Avram, Daniel Metz**

*The mediating role of work engagement in job characteristics - organizational outcomes relationship*

12:30-12:45 **Loredana Mihalca**

*Job attribute preferences of millennials*

12:45-13:00 **Tudor Irimiaș**

*Considerations regarding the environments of the enterprise with respect to the triggering factors of the change*

13:00-13:15 **Diana Ivana**

*Indicators system for quality assurance in higher education within the economic field*

13:15-13:30 **Ludger Thol**

*Projektmanagement - die Basis für den Erfolg*

13:30-13:45 **Mona Müller**

*Der Deutschsprachige Studiengang an der UBB/FSEGA. Eine Analyse des Arbeitsmarktes für Absolventen der Fakultät Wirtschaftswissenschaften und Unternehmensführung in Kooperation mit der Wirtschaft*

13:45-14:00 **Bernhard Schellberg**

*Interkulturelles Management im Vergleich*

14:00-14:15 **Patricia Ignat**

*Verbesserung der Qualität in einen industriellen Unternehmen. Wirkung der Einführung des Systems Babtec und Messung der Mitarbeiterzufriedenheit*

14:15-14:30 **Denisa Tincu**

*Anwendung der TQM Prinzipien zur Erhöhung der Leistung im Unternehmen*

14:30-14:45 **Anca Pop**

*Qualitaetsmanagement im Supply Chain Management*

14:45-15:00 **Monica Andrei**

*Vergleichende Studie zur Qualitaetssicherung von Kosmetika*

15:00-15:15 **Alexandra Rogoz**

*Talent Management und Potenzialförderung in einem IT Unternehmen. Fallbeispiel NTT DATA Romania*

15:15-15:30 **Andreea Georgiana Popa**

*Motivation und Leistung in einem IT Unternehmen*

15:30-15:45 **Ana Maria Cebuc**

 *Lässt sich Wohlstand messen?*

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

*Moderators:* Vincențiu Vereș, Babeș-Bolyai University

 Cătălin Afrăsinei-Zevoianu, Babeș-Bolyai University

 Patricia Rațiu, Babeș-Bolyai University

12:00-12:15 **Florina Bran, Cristina Alpopi and Amelia Diaconu**

*The field - entropic manifestation of the living and the no life world*

12:15-12:30 **Ana-Andreea Cioca, Romolica Mihaiu, Olaf Heemken, Liora Mihaela Colobatiu and Marian Mihaiu**

*Studies regarding an eco-friendly method for the purification of fat extracts within the analysis for pesticides determination in fish*

12:30-12:45 **Petrică Sorin Angheluță, Carmen Georgiana Badea and Marcela Mitriță**

*Water resources and aspects of water quality*

12:45-13:00 **Carmen Valentina Rădulescu, Dumitru Alexandru Bodislav and Sorin Burlacu**

*Demographic explosion and IT governance in public institutions*

13:00-13:15 **Olivia Florentina Bălu, Mihaela Diana Oancea Negescu and Iulian Gole**

*Approach to electronic services through entropy*

13:15-13:30 **Ovidiu Buzoianu, Eveline Bălu and Constantin Constantinescu**

*Analysis of the competitiveness of small and medium enterprises in Moldova's foreign markets*

13:30-13:45 **Mariana Iovițu, Loredana Popescu and Gabi Antonescu**

*Analysis of perspectives on the market of Romanian services for foreign investments*

13:45-14:00 **T. Karimov, M. Laman and U. Abbuzarli**

*Impact of oil on international trade*

14:00-14:15 **Raluca Elisabeta Bozga, Mihaela Adina Mateescu and Liviu Bozga**

*The waste management as a first step towards the circular economy the case of Romania*

14:15-14:30 **Xavier Galiègue**

*What business model for climate change mitigation technologies? The case of Carbon Capture Storage technologies*

14:30-14:45 **Cezara Nitigus**

*Literature review in portfolio management, with a focus on the IT environment*

14:45-15:00 **Raul Aștefanei**

*The succession in agriculture*

15:00-15:15 **Lucia Scorțar**

*Theoretical and practical aspects of household waste management in Romania*

15:15-15:30 **Ioana Beleiu and Ioana Tonea**

 *Risk management in founding of agricultural projects*

15:30-15.45 **Marcela Mitriță, Carmen Georgiana Badea and Petrică Sorin Angheluță**

*Forests and the environment*

15:45-16:00 **Alexandru Chiș, Ramona Lacurezeanu and Cristina Andreea Popa**

*Theories of adoption and use of ICT in tourism: Theoretical study*

16:30-16:45 **Maria Mortan, Patricia Ratiu, Vincentiu Vereș and Leonina Baciu**

*An insight on the Romanian EMAS registered organizations*

16:45-17:00 **Sorin Burlacu, Dumitru Alexandru Bodislav and Carmen Valentina Rădulescu**

*E-commerce and global food resources*

17:00-17:15 **Amelia Diaconu, Olivia Florentina Bălu and Iulian Gole**

*Globalization and conflicting factors*

17:15-17:30 **Ghenadie Ciobanu, Florina Bran and Cristina Alpopi**

*Active labor market policies in Romania in the context of developing the knowledge economy through the concept of entropy*

17:30-17:45 **Eveline Bălu, Ovidiu Buzoianu, Mihaela Oancea Negescu and P. Stanciu**

*Trends in the development of the Romanian sector of services*

17:45-18:00 **M. Laman, U. Abbuzarli and T. Karimov**

*Tax policy impact assessment of growth in Romania*

18:00-18:15 **Luminița Hurbean, Doina Dănăiață and Valentin Partenie Munteanu**

*Assessing digital transformation of Romanian local public administration*

18:15-18:30 **Ramona Lacurezeanu and Liana Stanca**

*Making a multi-criteria analysis model for choosing an ERP for SMEs*

18.30-18.45 **Amalia Cristina Nedelcuț and Răzvan Liviu**

 **Nistor**

*Aspects of management and evaluation of two editions of the traditional music festival “Trio Transilvan”*

18:45-19.00 **Monica Zaharie and Codruța Osoian**

 *Wellbeing and unemployment*

**SATURDAY, 9 June 2018**

**Workshop: *Challenges of company digitalization***

Location: Faculty of Economics and Business Administration (FSEGA), Council Hall

*Moderator:* **Raluca Bunduchi**, University of Edinburgh, United Kindgom

10:00-12:30 **Workshop**

Main Participants: ROMGAZ, NTTDATA, ORTEC, BASSER HOME FURNITURE

13:00-14:30 Lunch at *Hotel Vila Rao* (Progresului 30)