

The program of the international conference

MANAGERIAL CHALLENGES OF THE CONTEMPORARY SOCIETY

12th edition, 2019
Cluj-Napoca, Romania

Friday, June 7th, 2019

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

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

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

Daniel Glaser Segura, Texas A&M University, USA

Supply chain management and the Romanian transition 30 years later

Raluca Bunduchi, University of Edinburgh, United Kingdom

Managing innovation in the digital age

Jianing Mi, School of Management, Harbin Institute of Technology

Challenge and opportunity: belt and road initiative for CEE countries

Marius Mihailovici, Managing Director, Porsche Engineering

Adapting old-fashioned management methodologies in the new Z generation context

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**

Participants are invited to take part in the Conference cocktail at **Hotel Vila Rao** (Progresului 30)

Concurrent session 1 (room 118, 1st floor)

- Moderators** **Vinke Joop**, Arnhem Business School, HAN University of Applied Science
Dan C. Lungescu, FSEGA, UBB
- 12:00-12:15 **Michael Gorodilov** and **Natalia Shklyaeva**
Forensic: concept, distinctive characteristics, history of the development of a new service
- 12:15-12:30 **Anna Kadochnikova** and **Mikhail Gorodilov**
Features and main problems of application IFRS 16 "Leases"
- 12:30-12:45 **Ekaterina Antineskul, Ksenia Brezgina, Anna Yasireva** and **Irina Solodnikova**
The influence of the content of social networks on users' behaviour (based on the analysis of "Vkontakte" communities)
- 12:45-13:00 **Nagy Andrea Magda**
Analysis of the top 100 companies in the Southeast European region
- 13:00-13:15 **Rida Batool**
Impact of best HRM practices on HRM outcomes in organizations of Pakistan and China: A comparative study
- 13:15-13:30 **Irina Bogdana Pugna**
Data-driven organizational model: A managerial perspective
- 13:30-13:45 **Cezara Nitigus**
Literature review in portfolio management, with a focus on the IT environment
- 13:45-14:00 **Moiş Larisa Diana** and **Borza Anca**
Impact of financial decision and debt in SMEs sector
- 14:00-14:15 **Gabriela Victoria Țepuş**
The role of management consulting in contemporary business management
- 14:15-14:30 **Simona Mina**
Social exclusion in Romania: The insufficiency of a correct social representation within Romanian unions
- 14:30-14:45 **Eliza Gabor, Doina Fotache, Vasile-Daniel Păvăloaia** and **Irina-Cristina Cojocariu**
Smarter Romania by Smart Cities Projects: Evidences from 2018
- 14:45-15:00 **Diana-Aderina Moisuc**
Using cognitive technologies for developing competitive intelligence systems
- 15:00-15:15 **Maria-Cornelia Moldovan** and **Anca Borza**
Student perspective on CSR - is it a known subject to students? A survey applied to FSEGA students

- 15:15-15:30 **Liviu Ilieș, Alina Gal and Cristina Toadere**
The impact of the quality management system on the effectiveness of human resource management
- 15:30-15:45 **Denisa Șeuleanu and Emil Lucian Crișan**
Associations between culture and corporate governance. The case of Romania
- 15:45-16:00 **Anamaria Ceaușu**
Determinants of voluntary corporate governance disclosure: Evidence from Romanian banks
- 16:30-16:35 **Dan C. Lungescu, Amalia Nedelcuț and Eugenia Ciocoiu**
Particularities of decision-making processes in cultural organisations
- 16:35-17:00 **Delia Constantin and Emil Lucian Crișan**
Special purpose entities and companies with bearer shares – a comparison
- 17:00-17:15 **Mirela-Oana Pinteia**
The challenges of finance digitalization
- 17:15-17:30 **Daniel Metz and Liviu Ilieș**
The impact of organizational culture on performance management practices
- 17:30-17:45 **Dan C. Lungescu and Mihai Bogdan**
The impact of big data on managerial information systems
- 17:45-18:00 **Cătălina Crișan, Francesco Busato and Andrea Gatto**
The role of CSR and regulation in preventing market abuse: Insights from the Western power crisis
- 18:00-18:15 **Ioana Beleiu and Ioana Tonea**
Corporate governance principles relating to risk management in the banking sector

Concurrent session 2 (room 534, 5th floor)

- Moderators** **Mihaela Drăgan**, FSEGA, UBB
Mădălina Păcurar, FSEGA, UBB
- 12:00-12:15 **Uwe Götze, Fanny Richter, Anika Schramm**
Life Cycle Sustainability Assessment - Concept and Methods
- 12:15-12:30 **Daniel Zorn, Sandra Clement**
Aktuelle Entwicklungen des Corporate Reportings vor dem Hintergrund der Digitalisierung
- 12:30-12:45 **Daniel Zorn, Sandra Clement**
Auswirkungen der Digitalisierung auf ausgewählte Finanzfunktionen in Unternehmen

12:45-13:00 **Diana Ivana, Daniel Metz and Mihaela Drăgan**
Determinants of perceived internship effectiveness in an international study program at the German line of study

13:00-13:15 **Ioana Gavrilei, Mihaela Drăgan and Adrian Pîslă**
CNCi – a new perspective on community-based sustainable development

13:15-13:30 **Arba Raluca and Zenovia Pop**
Modeling an efficient logistic system using semantic web

13:30 -13:45 **Tudor Irimiaș, Mihaela Vartolomei and Adrian Pîslă**
Veränderungsmanagement durch Organisationsstrukturen. Eine normative Perspektive auf Geschäftsstrategien

13:45-14:00 **Dieter Grasedieck**
Knowledge Management in a sustainable and digitised world

Students:

14:00-14:15 **Hoffmann Vivienn (MIG1)**
Trainingsmöglichkeiten innerhalb eines IT Unternehmens

14:15-14:30 **Tekla Nagy (AAG3)**
Qualitätskontrolle und Qualitätssicherung in der Spielsachenindustrie

14:30-14:45 **Tepfenhart Kerstin (AAG3)**
Implementierung eines QMS in einem industriellen Unternehmen

14:45-15:00 **Reka Nagy (AAG3)**
Aspekte zur Gruendung von jungen Unternehmen

15:00-15:15 **Enyedi Bernadett (AAG3)**
Innovationscontrolling in einen Industriesunternehmen

Concurrent session 3 (room 010, ground floor)

Moderators **Maria Mortan**, FSEGA, UBB
Cătălin Afrăsinei-Zevoianu, FSEGA, UBB

12:00-12:15 **Alexandru Dumitru Bodislav, Carmen Rădulescu and Florina Bran**
Public policy and SMEs

12:15-12:30 **Maria Loredana Popescu, Ovidiu Andrei Cristian Buzoianu and Sorin Petrică Angheluță**
The concept of export promotion and marketing on national level

- 12:30-12:45 **Carmen Valentina Rădulescu, Amelia Diaconu and Cristina Dima**
Management of the Romanian agricultural integration in the European community
- 12:45-13:00 **Ciprian Rotaru, Alexandru Gabriel Postolache and Iulian Gole**
Situations regarding the state of forest vegetation in southwestern Romania
- 13:00-13:15 **Ovidiu Andrei Cristian Buzoianu, Evelina Petronela Bălu, Victor Adrian Troacă and Raluca Georgescu**
Public policy in unemployment. The case of the youth of Romania
- 13:15-13:30 **Rodica Sobolu, Liana Stanca, Dana Pusta, Ioana Pop and Mirela Cordea**
Image processing technique applying to detect black spot and downy mildew diseases at roses
- 13:30-13:45 **Mihaela Diana Negescu-Oancea, Sorin Burlacu, Marcela Mitriță and Ovidiu Andrei Cristian Buzoianu**
Analysis of factoring at the international level
- 13:45-14:00 **Adrian Sonea**
Good practices in a non-governmental organization
- 14:00-14:15 **Alexandru Gabriel Postolache, Iulian Gole and Ciprian Rotaru**
Greening urban spaces in Romania
- 14:15-14:30 **Raluca Georgescu, Marcela Mitriță, Amelia Diaconu and Victor Adrian Troacă**
Public policy in the Romanian fiscal system
- 14:30-14:45 **Sorin Petrică Angheluță, Ghenade Ciobanu, Maria Loredana Popescu and Amelia Diaconu**
The potential of Romanian rural tourism for the sustainable development of the regions, and the creation of new jobs
- 14:45-15:00 **Mirela Popa and Diana-Anneliese Sopen**
Differences between implicit and explicit CSR – a theoretical background
- 15:00-15:15 **Mihaela Adina Mateescu, Raluca Elisabeta Bozga, Daniela Nicoleta Baleanu and Mihai Sabin Muscalu**
Evaluation of Romanian e-waste recovery and recycling in the European context
- 15:15-15:30 **Mădălina Dan, Alin Mihăilă and Răzvan Nistor**
Challenges in NPOs project management
- 15:30-15:45 **Ramona Lacurezeanu, Liana Stanca and Sebastian George Chiș**
The importance of the digital skills required for students from the management and business profile
- 15:45-16:00 **Ghenade Ciobanu, Sorin Burlacu, Dumitru Alexandru Bodislaw and Mihaela Diana Negescu Oancea**
Regional and rural digitization - an opportunity to access information, jobs and growth

- 16:30-16:35 **Mirela Popa** and **Diana-Anneliese Sopon**
CSR as a multifaceted concept – strategy or reaction to different drivers?
- 16:35-17:00 **Adrian Sonea** and **Eugenia Câmpeanu-Sonea**
Managementul conflictelor și susținerea competenței în schimbarea organizațională/Conflict management and supporting competence in organizational change
- 17:00-17:15 **Maria Mortan, Vincențiu Vereș, Leonina Baci** and **Patricia Rațiu**
Analysis of student satisfaction in the courses
- 17:15-17:30 **Eugenia Ciocoiu, Mădălina Dan, Alin Mihăilă** and **Răzvan Nistor**
Impact of technology transfer on firms
- 17:30-17:45 **Lucia Scorțar, Ramona Lacurezeanu** and **Adriana Tiron Tudor**
Integrated waste management system: Case study – Cluj county
- 17:45-18:00 **Irina Iulia Salanță, Anamaria Petre** and **Roxana Stegorean**
Corporate social responsibility effects of employer branding
- 18:00-18:15 **Cătălin Afrăsinei-Zevoianu**
Impact of decisional alternatives on budget allocation in investments management.

Saturday, June 8th, 2019

10:00-12:30 **Workshop** Location: Faculty of Economics and Business Administration (FSEGA), Room 118

Digital Management: Challenges and recommendations

- IT impact on management education
- The impact of information technology on better management in small and medium industries
- The future of risk management in the digital era
- The challenges of using blockchain technology in business

Main participants: NTTDATA, Romgaz, Crafting Software, Beez, MiniCRM, Simboug, Airport Lab, Unloq, Moqiups.

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

